



FACTORS MOTIVATING FOR INTERNET ADDICTIONS AMONG TEENAGERS

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Received 30th Dec. 2018; Revised 21st Jan. 2019; Accepted 30th Jan. 2019; Available online 1st June 2019

<https://doi.org/10.31032/IJBPAS/2019/8.6.4737>

ABSTRACT

Objective To study the correlation of motivational factors with internet addiction.

Methods A cross sectional study was conducted in 347 internet addicted teenagers with the help of semi-structured questionnaire consisting of questions related to motivational factors for internet use. Data were collected about variables and evaluated through multiple regression models.

Results Motivational factors had high positive correlation with internet addiction at 0.05 level of significance. Motivational factors e.g. type of gadgets, location of internet use, availability of privacy and purpose of internet use ($p = <0.001$) are some of the factors highly associated with severity of internet addiction.

Conclusions Motivational factors are highly associated with severity of internet addiction. Teenagers are vulnerable for internet addiction and efforts should be taken to modify the motivational factors.

Keywords: Internet, addiction, teenagers, motivational, factors

INTRODUCTION

Internet addiction is defined as “the presence of the three basic factors e.g. preoccupation, tolerance and withdrawal symptoms in any individual for internet use”. ¹The term preoccupation refers to individual’s mind constantly thinking of

what he / she will be going to do online later while he / she is still in other offline work, tolerance refers to spending considerably longer time online to feel the same level of satisfaction as before and withdrawal symptoms refers to exhibition

of violent behaviors when the individual not allowed to use internet and such behavior not normally seen in other circumstances. Internet addiction leads to various physical, psychosocial as well as academic and work related issues²⁻⁹A high prevalence of internet addiction is observed across the world ¹⁰⁻²¹and its association found with various demographic variables and motivational factors.²²⁻²⁷However such addiction can be prevented by focusing and modifying the motivational factors. The present study was conducted to look at the profile of the internet addicted teenagers in selected school of Mumbai and to study the modifiable motivational factors associated with internet addiction.

MATERIAL AND METHODS

The present study is a cross-sectional analysis of data collected from 347 teenagers those are identified as internet addicted as per the screening done through

Young's Internet Addiction Test (IAT). The data to assess the motivational factors for internet use was collected. The prevalence of internet addiction was calculated through frequency and percentage. Multiple regression model was used to evaluate the teens' profile and motivational factor associated with various level of internet addiction.

RESULTS

Motivational factors had high positive correlation with internet addiction at 0.05 level of significance. Motivational factors e.g. type of gadgets, location of internet use, availability of privacy and purpose of internet use ($p = <0.001$) are some of the factors highly associated with severity of internet addiction.

Multiple regression analysis taking demographic profile and motivational factors as predictor variables and internet addiction (IAT score) as outcome variable

Table 1: Correlation of Motivational Factors with Internet addiction N = 347

Independent variables	B	Standard Error	Regression Coefficient	t	P value
Motivational factors					
type of gadgets with internet access available at home	8.216	1.876	.387	4.379	< 0.001
Location of internet use	-7.778	2.000	-.340	-3.889	< 0.001
Availability of privacy for internet use	11.898	1.098	1.148	10.834	< 0.001
Purpose of internet use	-4.218	1.075	-.348	-3.924	< 0.001
Data using mode	.916	2.035	.011	.450	0.65

DISCUSSION

No doubt internet is useful, but unwise use can cause addiction, which ultimately affect all the aspects of life. Teenagers having

various physical and psychological need and internet to some extent able to meet those needs. Motivational factors e.g. type of gadgets, location of internet use,

availability of privacy and purpose of internet use ($p = <0.001$) are some of the factors highly associated with severity of internet addiction.

The result finds its support from the earlier findings of Bhagat G.²⁶ and Varghese T.²⁷

CONCLUSION

Motivational factors e.g. availability of privacy for internet use, location of internet use, number of gadgets with internet access and purpose of internet use are some of the factors highly associated with severity of internet addiction. Teenagers are vulnerable for internet addiction and efforts should be taken to modify the motivational factor to prevent such addiction.

Conflict of Interest

None.

Role of Funding Source

None.

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