

# Social Media Addiction Towards Young Adults Emotion

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## ABSTRACT

*The purpose of this study is to examine if the young adult addicted to social media, analyse if social media addiction will affect their emotion and identify their social media level of addiction. This study is conducted in Universiti Teknologi MARA main campus in Shah Alam. The respondents is 380 student from different type of background, education level and faculty in the university. This study is using Google Forms as the form of online questionnaires. This study revealed that the student level of addiction is mild and not severe. Majority of the student have more than three social media accounts. The most popular social media that they use is Instagram. They spent more than five hours on their social media a day. Although majority of them said that they are addicted to the internet, but there are no sign they have been addicted. The main reason they use social media is for entertainment. The relationship result between social media usage and social media addiction is not significant. But the result between addiction of social media and effect on emotion is significance. It can be concluded that the addiction of social media gave effect on young adults' emotion. It is believed that the obsession toward social media will lead to consequence on young adults' emotion*

**Keywords:** Social Media, Young Adults, Addiction, Emotion, Internet

## 1.0 INTRODUCTION

First of all, this paper is about social media which is now becoming the trends for young adults to use it as a medium for communication and entertainment. Young adults are beginning to take a more mindful and useful approach towards social media. Social media nowadays has become part of our daily life routine. It is the trending application these days and being used by people all over the world from the young age until the adult and being use by student parent and even businessman. People see the potential in the social media because it has great power and potential to its medium to advertise and spreading information widely around the globe. Social media is the medium that allows people to be social, or being social online by sharing photos, news, content and many more with other people (Taprial, 2012).

Internet addiction is becoming a significant problem worldwide. The number is getting higher every day. University students are the one that very vulnerable for the reason that the internet is important part in the student life. There are significant amount of evidence for the internet use and addiction among university students not just in Malaysia but in other countries also.

## 1.1 Research Background

Social media in the area of usage behaviour is developing and evolving at a very rapid rate. Young adult today's with the looks that many of them and their friends grew up with the computer which they have becoming pros user for many aspects of their lives, particularly for entertainment and communication. These digital young adult natives, who are either recent entrants to the workforce or students, are often described as the technologically savvy millennium and the most visually complicate sophisticated of any generation before them. Social media users by the age of 18 to 34 years old are more likely than older age groups to prefer to use social media for interactions with their friends, acquaintances and family. They are also more likely to hear other people opinions in social media, say something that they are free to say and to feel important when they provide feedback about the brands or products they have use (Bolton, 2013).

## 1.2 Problem Statement

Social media addiction is a term nowadays that been used to describe a situation where a person spends too much time on social media that it gives negatively impact to other aspects of his or her daily life like school, work or relationship with others (Walker, 2011). One of the reason for the tendency of young people towards social media is the effort to express their personality in order to make sense of their existence, to exude self-confidence and to earn approval of their social circle. Thus, young people generally behave so as to create a positive impact on people around them.

If we examine the reasons of young people turning to social media addictively, we can observe that the emotion state is one of the main reasons. Depression, timidity, anxiety, weaknesses in communication skills, fear and social phobia, worry about the future of their own or the world may be the reason for turning to social media (Gunuc, 2009). The fear of young adults not gaining acceptance by social life, suppression of emotions and the need to reveal them, excitement of setting up a group by proving themselves, an effort to create individual identity and the tendency to gather around a single goal, escape from emotional distress and the desire of diversion makes young adults spend a lot of time in virtual environments.

## 1.3 Research Questions

- RQ1: How does social media behaviour usage lead to social media addiction?
- RQ2: What is the level of social media addiction among these young adult have?
- RQ3: How does social media addiction affecting emotion of young adults?

## 1.4 Research Objectives

- To identify the behaviour usage of social media which affects the social media addiction.
- To measure the level of social media addiction among young adults.
- To investigate the effect of social media addiction towards young adult emotion.

## 1.5 Research Scope

Research scope of this study involves in identifying the behaviour of social media usage and potential effect of addiction which may influence emotions of the student in Universiti Teknologi Mara (UiTM) Shah Alam. The study has been conducted in Universiti Teknologi Mara (UiTM) Shah Alam which has 38432 student for session 1 2018/2019. According to Morgan and Krejcie table, the target audience will be 380 student. The questionnaires has been passed down to the student using Google forms. A conceptual model of factor that influence the internet usage by Jun, (2015) has been adapted in this study and change to social media addiction.

## **2.0 LITERATURE REVIEW**

### **2.1 Conceptual Definition**

#### **2.1.1 Social media**

Social media is an application that has the ability to share ideas, activities, feelings and many more within their networks. It evolves from the internet. As the millennium began, social networking were introduced at a fairly rapid rate. Most of social media system needs us to create a profile, established linkages with other or interact with others in an easier form. Connecting with people requires little effort within a modern world (Catheryn Cheal, 2012).

#### **2.1.2 Young adult**

According to Urban Dictionaries (2018), young adult is the person between the ages of 18 to 35. These people are in the early process of getting a secondary education, struggling to graduate, finding jobs, striving to keep the jobs, building careers, learning about the relationship and many more. This age group they will realize that they have commitment issues and struggle with making an adult decision on a daily basis.

#### **2.1.3 Emotion**

During the 1970s, psychologist Paul Eckman identified six basic emotions that he suggested were universally experienced in all human cultures. The emotions he identified were happiness, sadness, disgust, fear, surprise, and anger. He later expanded his list of basic emotions to include such things as pride, shame, embarrassment, and excitement (Cherry, 2018).

#### **2.1.4 Addiction**

Addiction is characterized by inability to consistently abstain, impairment in behavioural control, and craving, diminished recognition of significant problems with one's behaviours and interpersonal relationships, and a dysfunctional emotional response. Like other chronic diseases, addiction often involves cycles of relapse and remission (ASAM, 2011).

### **2.2 Internet Usage Worldwide And In Malaysia**

The advance evolution of Internet usage worldwide and in Malaysia has a huge impact to the life of everyone that using it. Then, the Internet usage has a huge impact to the world which can connect worldwide with different culture and expanding the evolution widely globally to the economy, social, research and development.

#### **2.2.1 The creation of the Internet**

The creation of the Internet was started in way back in the early 1960s and became an important medium of communication platform. Ever since its creation, the Internet functionality emerges along with its amazing capacity, accessibility and availability has increase ups and down of the medium. These advantages as mentioned above has further facilitate and speed up economic activities in the country as well as broader communication channels supporting our current globalization evolution needs. As reported by Internet World Stats,

(2017) in the year of 2017 the world's population is penetrating to Internet access is 49.6% and getting higher every day.

### **2.2.2 The presence of Internet in Malaysia**

In the year of 1996, the number of Internet hosts increasing in Malaysia. According to the first Malaysian Internet survey by MIMOS and Beta Interactive Services conducted from October to November 1995, one out of every thousands of population in Malaysians had privilege to the access of the Internet (20,000 Internet users out of a population of 20 million) (Beta Interactive Services, 1996). In 1998, this number has grew to 2.6% of the entire population. Computer sales too rocketly rose from 467,000 units in 1998 to 701,000 units in 2000. This goods digital market encourages has create more internet providers and Malaysia's second ISP, TMNet, was launched in 1995. They provide home internet services and make people life easier. Since then, the market for both commercial and home Internet access has boomingly grown rapidly and steadily.

### **2.2.3 Number of Internet user worldwide**

As stated by Internet World Stats (2017), the amount of Internet users worldwide has been increased rapidly. Until March 2017, 49.7% of the world's population were Internet users savvy (3,739 million). 50.1% of those were in Asia, 8.6% were in North America and 17.0% were in Europe. The growth in Internet user worldwide has rapidly increased dramatically just by two years apart which from 2015 to 2017 whereby the Internet use from January 2015 (45.0%) and March 2017 (49.6%). The higher penetration rate of Internet user have achieve from 20 million in 2011 to 3 billion in May 2015 according to Internet live statistics during that year and will keep increasing.

## **2.3 Social Media**

### **2.3.1 Social media in Malaysia**

The use of Internet in Malaysia is still very much a privilege like an urban experience. Government statistics compiled by Malaysian Communication and Multimedia Commission (2014) stated that the highest internet penetration was in the Klang Valley area, which places the Malaysia nation's capital, Kuala Lumpur, at 71%. This is followed by the most progressive state in Malaysia, that is, Selangor (71%), and at the administrative capital, Putrajaya (89%). In other area of the country, Internet penetration is still relatively low in other less populated states such as Sabah (43%) and Sarawak (41%), situated in east Malaysia where most residents belong to indigenous groups and the area there fill with mountain and forest that's make it hard for the internet line to penetrate.

### **2.3.2 Social media and young adults**

There is general fact of agreement on this young adults nowadays frequent use of social media which some research suggest that today generation of young adults actively mashing, contributes content, creating and like combining of information content from multiple sources that they found to be share toward social media sites where they can participate actively (Dye, 2007) and by doing that they prefer to stay connected in social media and multitask through technology (Rawlins, J., Simeon, D.T., Ramdath, D.D. and Chadee, D.D., 2008), On the other hand, studies of university students (a subset of Gen Y) suggest that they spend a considerable amount of time simply consuming

content like just scrolling and looking at their social media (Pempek, T.A., Yermolayeva, Y.A. and Calvert, S.L., 2009), just like other generations. In addition, young adults today uses social media for the same purposes as other members which is for leisure, study, information, or entertainment, for socializing, experimenting and experiencing a sense of community (Valkenburg, P.M., Peter, J. and Schouten, A.P., 2006) and the most important is for staying in touch with family and friends (Lenhart, A. and Madden, M., 2007).

### **2.3.3 Social media addiction**

Young (1996) has described the fact that the individual is internet addicted to four main factors. It is possible to revise these factors as a social media addiction factor. These factors have been grouped into four categories which are Social Support Need, Living Conditions, Sexual Adulthood and Creating a New Character.

## **2.4 Social Media and Emotion**

### **2.4.1 The effect of social media usage on young adults emotion**

Part of the human unhealthy cycle is that they still keep coming back to social media, even though it makes us feel worse. This is probably because of what's known as a forecasting error example like the dangerous use of the drug, we think getting more will help us to become normal, but it actually makes us feel worse, which comes down to an error in our ability to predict our own response when using social media. They will always keep using it even though it will affect their lives. One study looked at how people feel after using Facebook and how they think they'll feel going in. Like other studies suggested, the participants in this one almost always felt worse after using it, compared to people doing other activities. There are follow up experiment which showed that people generally believed that they'd feel better after using social media, not worse. Which of course turns out not to be the case at all, and sounds a lot like the pattern in other types of addiction.

## **2.5 Theory Employ**

According to McQuail (2010), we could trace users and gratification theory from the early 1940's when the researcher sparks the idea to investigate why people like to listen to popular radio programmes at that time that and why they like to read the newspaper daily. The theory has evolved in response to the need of why people use certain media and the benefit that they accumulate from them. Most of the mass communication researchers are using this theory to explain, examine, define and provide an answer to why people like to use certain media and what gratification or benefits they get after using it. The simple assumption of users and gratification theory is that people use mass media for different reasons and they seek to derive various gratifications (Gallion, 2010).

## 2.6 Theoretical Framework

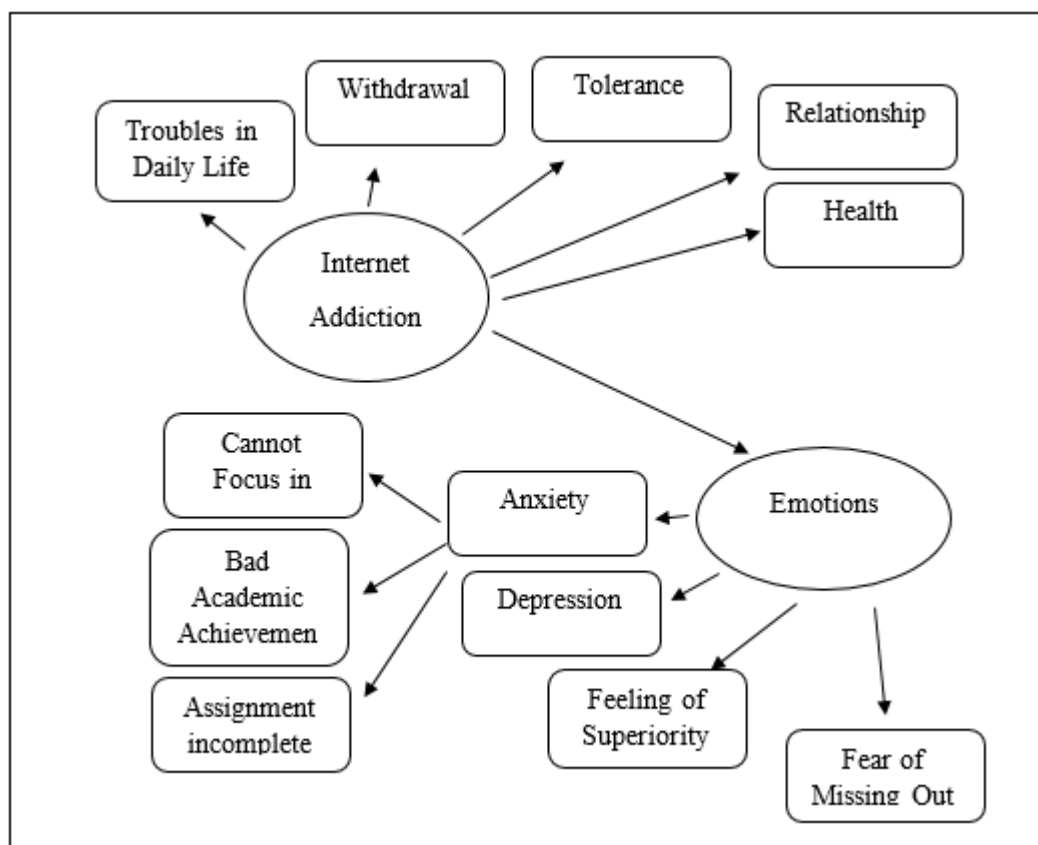


Figure 1 Theoretical Framework

Figure 1 shows the conceptual framework of this study. The framework is designed according to internet addiction model by Jun, (2015). Internet addiction can affect many people if they have a lower tolerance of the internet. It will cause troubles in daily life. Internet addiction can affect people emotions also. They can get depression and anxiety. There are also people that fear of missing out. Some of them will feel superior in the online world. This all can give a bad impact on academic. They cannot focus in the class later having difficulties to complete the assignment at the end will get a bad result.

## 3.0 METHODOLOGY

### 3.1 Research Design

Research Question	Research Objectives	Methods	Outcome
How does social media behaviour usage lead to social media addiction	To identify the behaviour usage of social media which affects the social media addiction.	Questionnaire	Social media usage behaviour
What is the level of social media addiction among these young adult have	To measure the level of social media addiction among young adults.	Questionnaire-Internet Addiction Test	Level of addiction

How does social media addiction affect emotion of young adults	To investigate the effect of social media addiction towards young adult emotion.	Chi-Square	Effect of social media addiction towards young adults emotion
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Table 1 Research Design

### 3.2 Research Hypothesis

#### 3.2.1 First hypothesis

H1a: There is s relationship between social media usage with social media addiction.

#### 3.2.2 Second hypothesis

H2a: There is s relationship between social media addiction and young adult emotion.

#### 3.2.3 Third hypothesis

H3a: There is s relationship between social media usage and young adult emotion.

### 3.3 Study Area

This study going to be in Universiti Teknologi Mara (UiTM) Shah Alam, as the population targeting young adult and student is close with the use of media and young adult began to employ the use of social media in approaching audience so they're more significance in this study. According to Krejcie and Morgan (1970), the table for determining sample size from a given population has created based on the formulas that counting the target population that can be a guide to all researcher to select the number of respondents for their study.

### 3.4 Research Sampling

#### 3.4.1 Sample size

For this research, the sample size for this study is 380 respondents from Universiti Teknologi MARA, Shah Alam. At first, the researcher needs to know how many students are there in the university so that the quantity of sampling will be correct. The questionnaires are been giving online because the researcher uses Google forms as the medium to collect the data.

#### 3.4.2 Simple random sampling

For this study, simple random sampling is used in order for every subject or unit of the population to have an equal chance of being selected. This is important for this research sampling procedure so the researcher can avoid biased towards the respondent.

### 3.5 Research Instrument

Questionnaire will be used as a research instrument in this study. The questionnaires are divided into four main components namely Section A, B, C and D. All the questionnaire are in the form of the close-ended question.

Section A will consist of 4 question. The questions is about demographics which the researcher wants to know about their age, gender, semester and marital status. 8 questions in Section B are about social media usage. The researcher wants to know about what social media they usually use, how much time they spend on social media and to know whether they are addicted to social media.

Section C has 20 questions about the addiction of social media. This section following the framework of the research. Question one until four is about troubles in daily

life, question five until question eight is about withdrawal, question nine until question twelve is about tolerance, question thirteen until question sixteen is about relationship and lastly question seventeen until question twenty is about health. The question in this section will know more and in-depth about the respondent behaviour with their social media.

Last but not least is Section D that has 15 question that will be focusing on effect of social media on the young adult emotion. This last part of questionnaire also follow the framework of the study. Question one until three is about anxiety, question four until question nine is about depression, question ten until twelve is about feeling of superiority and lastly question thirteen until question fifteen is about fear of missing out.

### 3.6 Data Collection Procedure

#### 3.6.1 Pilot test

Section	Variable	Cronbach's Alpha	N of Items
Section C	The level of social media addiction among young adult.	.883	15
Section D	The effect of social media addiction towards young adult emotion	.885	20

Table 2 Reliability Statistic

As for the pre-test session, the amount of 30 questionnaires has been distributed first. Based on the pre-test questionnaire, modification and correction will be made if necessary in order to make sure the respondents can answer all the questionnaires without any problems. The researcher went to the library and Dataran Cendekia in Universiti Teknologi MARA to do the pilot study. The main reason the researcher chooses to do pilot study there because there is a lot of student at that area and they come from different faculty so the data will be diversity and not bias just to one faculty.

The result of the pilot test showed based on the reliability test that had been conducted, it is found that the Cronbach's Alpha value for Section C and Section D is .883 and .885 respectively which suggesting that the items have high internal consistency. Thus, these set of items can be considered as reliable as it exceed 0.70.

#### 3.6.2 Field work and data collection

The researcher wears matric card from University Teknologi Mara during the fieldwork in collecting the data. Because the researcher use Google form, so there is no hardcopy needed for the questionnaires. The researcher needs to send the link of the questionnaires to the respondents. Researcher approaches many respondents from different faculty because the researcher wants the data to be diversity and not bias.

#### 3.6.3 Measurement for the level of addiction

The respondents of the study were asked to answer the questions online in terms of how often they did or did not do the activity and behaviour by rating their use on a 5-point Likert scale. The Likert categories were: Never = 1, Rarely = 2, Occasionally = 3, Often = 4, and Always = 5. Each of the response was added together to form a finding. For a total score ranging from 20 to 100 points. The total was obtained by adding the Likert values (1, 2, 3, 4, and 5) indicated for each questionnaire item.



Total score	Classification	Interpretation
0 – 39 points	Minimal	The respondents are an average Internet user. Even though the respondents overused the Internet at a times but the respondents can control over their usage.
40 – 79 points	Moderate	The respondents are an excessive Internet user and experiencing some difficulties and problems because of the Internet. The respondents Internet usage could give a full harmful effect on their life if they do not control it.
80 – 100 points	Severe	The respondents having a serious problem with their Internet use. Their Internet usage had caused significant problems in their daily life. The respondents should evaluate the effect of the Internet on their life and tackling the problems due to Internet usage. The respondents should seek help.

**Table 3 Internet Addiction Score Interpretation**

Internet Addiction Test (IAT) is a test that valid and reliable evaluation of addictive use of the Internet that can measure the level of Internet Addiction is applied in this survey. The test gives 5 alternatives choices as the answers according to Likert's scale which is: 'Never', 'Rarely', 'Occasionally', 'Often' and 'Always'.

### 3.7 Data Analysis Strategy

Because this study is using a quantitative method, all the data that has been collected by the researcher will be analysed with the help of IBM SPSS statistic 24 in order to find the accurate data so that can contribute to valid findings. All of the results of the descriptive statistic will be presented with the help of tables, graph and charts. Chi square was being used in order to study the relationship of the study.

## 4.0 FINDINGS

### 4.1 Classification Of Social Media Addiction

	Minimal	Moderate	Severe	Total
<b>Section C</b>				
Question5	94	240	46	380
Question 6	95	220	65	380
Question 8	164	177	39	380
Question 9	216	147	17	380
Question 10	63	263	60	380
Question 11	281	88	11	380
Question 12	147	202	31	380
Question 13	246	125	9	380
Question 15	219	148	13	380
Question 16	152	195	33	380
Question 18	144	121	15	380
Question 19	131	206	43	380
<b>Section D</b>				
Question 1	192	164	24	380
Question 2	252	114	14	380
Question 3	264	105	11	380
Question 8	216	145	19	380

**Table 4 Numbers Of Classification Social Media Users**

380 respondents we tested with this Internet Addiction Test (IAT). From the table above, we can see in section C that the respondent are more prone to minimal and moderate addiction. In section D, the majority of the respondent data shows them minimal to addiction.

#### 4.2 Chi-square Between Hypothesis

	Value	df	Asymp. Sig. (2-Sided)
Pearson Chi-Square	913.962 <sup>a</sup>	864	.116
Likelihood Ratio	537.503	864	1.000
Linear-by-Linear Association	.365	1	.546
N of Valid Cases	380		

**Table 5 Chi-Square Tests Between Social Media Usage And Addiction Of Social Media**

a. 935 cells (100.0%) have expected count less than 5. The minimum expected count is .00.

	Value	df	Asymp. Sig. (2-Sided)
Pearson Chi-Square	3720.478 <sup>a</sup>	2376	.000
Likelihood Ratio	1155.878	2376	1.000
Linear-by-Linear Association	169.626	1	.000
N of Valid Cases	380		

**Table 6 Chi-Square Tests Between Addiction Of Social Media And Effect Of Social Media On Emotion**

a. 2475 cells (100.0%) have expected count less than 5. The minimum expected count is .00.

	Value	df	Asymp. Sig. (2-Sided)
Pearson Chi-Square	711.980 <sup>a</sup>	704	.409
Likelihood Ratio	497.649	704	1.000
Linear-by-Linear Association	.832	1	.362
N of Valid Cases	380		

**Table 7 Chi-Square Tests Between Social Media Usage And Effect Of Social Media On Emotion**

a. 765 cells (100.0%) have expected count less than 5. The minimum expected count is .00.

The result from chi-square between social media usage and addiction of social media which does not significant at  $\chi^2 > 0.01$  at the confident level of 100%. The data showed that the relationship between social media usage and social media addiction does not significant regarding the usage of social media and addiction. This shows that social media usage does not associate toward the addiction of social media. This result showed that the heavier the usage of social media does not play a part toward social media addiction. Based on the study, there is no significant relationship between social media usage and addiction. Thus, the hypothesis is rejected.

Meanwhile, the chi-square test value between addiction of social media and effect on emotion is significant at  $\chi^2 < 0.01$  at the confident level of 100%. From this data, it can be concluded that the addiction of social media gave effect on young adults' emotion. It is believed that the obsession toward social media will lead to consequence on young adults' emotion.

Therefore, there is a significant relationship between social media addiction and effect on emotion. Thus, the hypothesis is accepted where there is a relationship between social media addiction and emotion.

Finally, the chi-square test also had been done on social media usage and effect on emotion. The result turns out to be having no significant relationship between social media usage and effect on emotion which does not significant at  $\chi^2 > 0.01$ . The usage of social media does not associate toward emotion. In this matter, the use of social media does not have any effect on emotion toward user especially the young adults. Thus, the hypothesis is rejected.

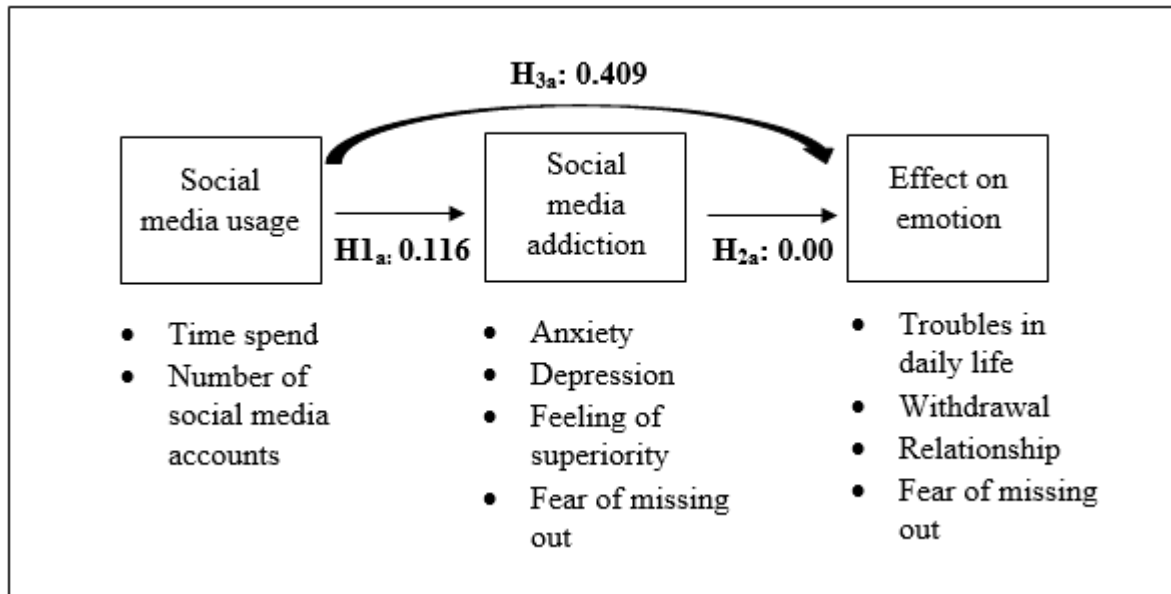


Table 8 The Relationship between H<sub>1a</sub>, H<sub>2a</sub> AND H<sub>3a</sub>

## 5.0 DISCUSSION OF THE STUDY

### 5.1 Research Objectives One

Social media have permeated all generations of Internet users, becoming a prominent communications tool, particularly in the student community. Thus, academic institutions and faculty are increasingly using social networking sites, such as Facebook, Twitter and Instagram to connect with current and potential students and to deliver instructional content [19].

According the data, majority of the respondents have more than three social media. The popular social media that they use is Instagram. They spend more than five hours a day to surf their social media. Most of the respondent said that they addicted to social media. The main reason they use social media is for entertainment. Most of them have been using social media for five years. They usually will access their social media at night.

In addition, Paul, Baker, Cochran, in 2012 wrote an article named effect of online social networking on student academic performance. The researcher's results revealed a statistically significant negative relationship between time spent by students on social media and their academic performance. Time spent on social media is shown to negatively impact academic performance. As time spent on social media sites increases, the academic performance of the students is seen to deteriorate. This ties in well with the findings presented in Kirschner and Karpinski (2010), which reveal that over-involvement or

obsession with social networking by students can have negative impacts on academic performance (Kirschner, P., & Karpinski, A., 2010).

Moreover, Rosen, Carrier, and Cheever (2013) wrote an article named Facebook and texting made me do it: Media-induced task-switching while studying. They believe that this area is a technologically rich world, where multitasking is the norm and is more prominent among youth and college students. In their research they found out that students manage to do their work and also interact with the virtual environment effectively. Facebook has nearly one billion users worldwide (Smith, 2012) with more than 90% of teens and college students actively engaged.

## 5.2 Research Objectives Two

The level of addiction is from minimal to severe. In the research, the respondent consists of the student from Universiti Teknologi MARA which is in their young adult age phase. According to the research finding, the majority of the said they are addicted to the social media but the relationship between their social media usage and level of addiction is not significant. Maybe they are still in the early stage to know about their addiction or they are not aware of it.

According to young's Internet Addiction Test, the respondent level of addiction more prone to minimal and moderate only. The findings found out that the respondent did not affected by the addiction. Their daily life is stable.

Many researchers have argued that the attractiveness of the Internet could lead to excessive use. Past research has described this phenomenon as Internet addiction (Griffiths, 2000). On the other hand, Young (1998) argued that the Internet itself is not addictive, but highly interactive applications like online chatting can be addictive.

As young adult, social media is fun to use. Most of them have social media. It is entertainment app that keep people to attach to their phone. We can see in the university where the student walking around while surfing their social media. Even when the lecturer is teaching, they at the back of the class scrolling the social media. This behaviour can lead to addiction where they start to feel uncomfortable if they don't surf the internet.

## 5.3 Research Objectives Three

As human beings living on this planet, it's so essential for us to be able to communicate and bind the personal connections with one another. Unfortunately, it can be hard to do so when we're so obsessed with our phone, becoming more acquainted with our friends' digital facades than their real-life personas.

Social media is a good platform to brag about your life. You even can lie and manipulate people using that medium. Some people like to show off their life on social media like where they went for a holiday, what they eat, showing designer brand that they can afford to buy and many more. The more we see this kind of bluff, we going to get some uneasy feeling about it. Feeling jealousy, unsatisfied with the life that they had. People will only show the good side of them on social media. Comparing yourself to others, judging people on social media by stalking their filter perfect Instagram photos, where they went for the holiday or staying up to date with their relationship status on Facebook could influence your feelings of self-doubt.

According to young's Internet Addiction Test, there only minimal addiction between social media addiction and emotion. This because most of the respondent don't feel the emotional disturbed.

The excessive growth of the internet as a platform for social media has had a huge influence on psychological research in understanding its role in emotional states and there has been increased interest in the addictive potential of the internet (Griffiths, 1998). The authors report that there are a number of emotional factors which may be related to college

students' internet addiction (Kandell, 1998). Among these factors the most remarkable are depression, anxiety, and stress. Research on social media addiction and depression demonstrated that the overuse of the social media, which results in a disruption of the normal lives of an individual and the people around him, was associated with an increase in the frequency of depression (Kraut, R., Lundmark, V., Patterson, M., Kiesler, S., Mukopadhyahy, T., & Sherlis, W., 1998). Because, excessive internet use can displace valuable time that people spend with family and friends, which leads to smaller social circles and higher levels of loneliness and stress (Nie, N. H., Hillygus, D. S., & Erbring, L., 2002). Other conclusions of excessive usage have been documented as neglect of academic, work, and domestic responsibilities, disruption of relationships, social isolation, and financial problems (Griffiths, 2000).

## **6.0 CONCLUSION**

It is apparent that Instagram is the most popular social media that the respondent use. According to the result, it can be concluded that social media users are mildly addictive. Although according to the findings majority of the respondent spend more than five hours on their social media daily. They also have more than three social media account that's make them jumping from one social media to another. Although the respondents is a student, most of them use social media for entertainment.

In this study, it can be concluded that majority of the respondent said they addicted to social media. This is due to the fact that they spend more than five hours a day on their social media usually at night. But according to the Internet Addiction Test, they are not addicted severely on that platform. They still can control their behaviour on social media. The number of people will rise by using social media. There needs to be more research on this topic in Malaysia.

As a conclusion, the data obtained from the respondents generate real and factual information. There are significant between social media addiction and emotion which need to study more in depth. I believe this research is useful for references for further study about social media addiction and emotion among university student in Malaysia. The findings will provide valuable insight into new research areas.

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