

## **Correlation Analysis of Internet Addiction and Personality: A Vis A Vis Study Among College Students of Jaipur**

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### **Abstract**

Since the first social network's 1994 inception, especially among the younger generation, it has grown to be a significant and influential instrument for interpersonal contact. The generational cohorts that are members of the same age group have the same living circumstances and have similar life experiences. Economic, cultural, political, and social characteristics that are typical of a particular era have an impact on their lives and have an impact on how people see the world, behave, and think. The study's objective is to assess the connection between potential IA, character qualities, and self-esteem among young college students in Jaipur, Rajasthan. 624 college students from Jaipur, aged 19 to 27 (SD 2.91), made up the participants. The Neo Big-Five Inventory, Rosenberg Self-Esteem Scale, Young Internet Addiction Test, and Socio-demographic Questionnaire were among the study methodologies employed to gather the empirical data. Age, self-esteem, personality traits, and internet addiction among social network users were found to be negatively correlated. The study's findings pointed to the following generational differences. College students in Jaipur are substantially more addicted to the internet than older people are, and they have a disproportionately large number of friends on social media. Differences in gender were also discovered.

**Keywords:** Internet addiction, College Students of Jaipur, personality traits.

### **1 INTRODUCTION**

Addiction is the result of a variety of internal and environmental circumstances that have an impact on a person's growth. The impact and use of contemporary information technology, such as the internet and other social media, is one of the most important external variables. Social networks are currently the most popular form of communication, particularly among the younger generation. They allow for conversation with friends and acquaintances as well as the search for and establishment of new links with strangers who share or have different interests from one's own<sup>(1), (2)</sup>. Social networks provide a wide range of services, including sharing personal information (such as interests and images), chatting, building and sustaining relationships, and using a variety of services provided by businesses, organisations, interest groups, etc. Particularly among users of the newest generations Y and Z college students in Jaipur, social networks' popularity is largely due to their nearly limitless potential and users' growing accessibility. The ability to share, create, and distribute information as well as use services makes social networks a crucial tool for teen and young adult interpersonal communication today. But when using the internet or social media becomes an addiction, there is a problem. Scientists are interested in learning more about this global problem due to excessive use of the internet and social media. Numerous research have revealed that some users of contemporary technologies who exhibit indicators of addiction, such as mood changes, withdrawal, tolerance, and conflicts, have a major problem with excessive use of these technologies<sup>(3), (4)</sup>. Because they share many common risk variables, relevant research also demonstrate a favourable relationship between technological addictions<sup>(5), (6)</sup>. Internet addiction (IA) and social media addiction (SMA), which also covers a number of subcategories such gaming addiction, cyber-trafficking, cyber-sexual addiction, browsing, etc., are different concepts that are used in numerous studies<sup>(7)</sup>. As a result, when studying IT and SM addiction, researchers frequently pay attention to the relationships between demographic information and personality traits, self-concept (self-esteem), etc. Similar to that, the current study looked at the relationships between potential IA and factors like age, gender, personality traits, and self-esteem levels.

### 1.1 New Generations Y and Z college students of Jaipur

A generation (cohort) is a group of people who were born at the same time and who share similar social, cultural, economic, and political situations as well as scientific and technological advancements. These influences have a significant impact on how a generation's members are shaped. Each generation is distinguished by prevailing ideals, distinctive personality traits, judgements, attitudes, and behaviours that are a reflection of the occasions and encounters of that particular time<sup>[8]</sup>. Although relevant literature may classify different generations differently, the usual classification is as follows: Baby Boomers (born from 1946), Generation X (born from 1965), Generation Y (born from 1980), and Generation Z (born between 1996 and 2000 and beyond) are the generations that were born before 1945. A new generation, Generation Alpha (those born after 2010), is currently taking the place of Generation Z<sup>[9], [10], [11]</sup>.

For the sake of this paper, a quick summary of Generations Y and Z as described by various authors is provided below.

The extensive usage of the internet and mobile communication technology is a characteristic of **Generation Y**. Generation Y members are accustomed to being constantly connected, and they value teamwork and communication. They are quite mobile, interested in many different vocations, and eager to better themselves (if there are good reasons). They have a strong urge to eat. They adjust to new situations quickly, but they are also prepared to set their own rules if they sense an opportunity to make a contribution or boost productivity. They don't want to wait for a delayed outcome; they want everything now. They lack maturity and are hesitant to lead independent adult lives. This is an educated generation that was raised in a globalised society, and this is shown in their tolerance and respect for people of all racial, ethnic, and cultural backgrounds. To survive, they must labour. They concentrate on their own professional goals<sup>[12], [13], [14], [15]</sup>.

The term "**Generation Z**" can also refer to the digital natives, multitasking, gamers, or "Now" generations. These people "have a smartphone in their hand from birth," making their phone "another extremity." Fast processing of complicated information is a characteristic of Generation Z, and certain of their cognitive processes are more advanced. They seem to be able to handle more challenging mental tasks, but at the expense of their generation's lower attention ability (breadth)<sup>[16]</sup>. The highest psychomotor skill synchronisation in human history has been attained by Generation Z<sup>[17]</sup>. This generation considers themselves "professionals" skilled in the field of IT, is capable of quick reactions, craves immediate and constant connection<sup>[18], [19], [20]</sup>.

### 1.2 Personality and self-esteem in relation to IA and SMA

Numerous studies have been published in academic literature that employ personality features to examine the actions and conduct of people who are hooked to contemporary communication technology. Some studies have verified a bad link between extraversion and internet use based on the Big5 five-factor personality model<sup>[21], [22], [23]</sup>. Other research<sup>[24], [25]</sup> have looked at the connection between social media addiction and extraversion. Extroverted people are less likely to use the internet to fill their social requirements and have a reduced tendency to play online games. Many researchers believe that higher use of social networks increases both addiction and anxiety, which tends to be connected with lower emotional control<sup>[26], [27]</sup>. This is true despite variances in how internet addiction (or pathological use of SM) is defined. Those who are more worried and neurotic are also more likely to become hooked to online interaction<sup>[28]</sup>. Neuroticism is another aspect of personality that is widely discussed. The findings of a meta-analysis<sup>[29]</sup> revealed a strong positive connection between the use of social networks and these variables. Social networks are frequently used by people with neuroticism to boost their self-esteem and create a sense of community. Other writers have found a negative correlation between problematic online behaviour and agreeableness, conscientiousness, and openness to new experiences<sup>[30], [31], [32], [33], [34]</sup>. Use of social media (SMA) was adversely connected with the same personality traits<sup>[35], [36]</sup>. Other studies emphasising Facebook attitudes revealed a positive link with extraversion and a negative correlation with openness to experience<sup>[37], [38], [39]</sup>. Studies examining the connection between the type of communication technology, frequency of technology use, emotional benefit, and personality traits (Big5) offered similar conclusions. For instance, it was found that those with neurotic personalities tended to use social networks and smartphones more frequently and had a larger emotional need on social network search. The necessity

for information searching declined as conscientiousness rose, while the usage of other forms of communication increased<sup>[40]</sup>.

### 1.3 Self-esteem

The use and preferences of communication technologies, as well as an individual's general conduct in the virtual world, are frequently linked to personality qualities, which, along with the environment in which an individual is raised, reflect in a person's self-concept, which includes self-esteem. According to an analysis of a study<sup>[41]</sup> that included the Neo Big-Five Inventory and Rosenberg Self-Esteem Scale, participants who scored highest on extraversion and openness to experience and lowest on neuroticism were also those who scored highest on self-esteem, the capacity to regulate emotions, and creativity. Self-esteem and emotional attention were indirectly influenced by higher neuroticism and lower extraversion and openness to experience scores. The study's findings agreed with those of other research that have been published. For instance, a substantial negative association between neuroticism and self-esteem was found in this study<sup>[42]</sup>, however with a stronger effect. Similar findings were made in this study<sup>[43]</sup>, where the authors showed a link between extraversion, conscientiousness, and agreeableness and self-esteem. The authors found a small but statistically significant relationship between self-esteem and openness to experience. Positive correlations were found between extraversion, conscientiousness, openness to experience, and self-esteem and negative correlations were found between neuroticism and the feeling of personal "competence" (greater freedom to resist situational effects and a greater ability to act consistently with internal personality traits)<sup>[44]</sup>.

## 2 METHODOLOGY

### 2.1 Objective of the paper

The purpose of the research work is to assess how prospective IA, personality characteristics, and self-esteem relate to college students in Jaipur who are either members of Generation Y or Z. Three study hypotheses that were then put to the test helped establish the goal.

- **H<sub>1</sub>:** In the sample of college students of Jaipur there is a significant negative correlation between internet addiction and self-esteem.
- **H<sub>2</sub>:** Respondents of college students of Jaipur of Generation Z are significantly more addicted to the internet compared with respondents of college students of Jaipur of Generation Y.

### 2.2 Research sample

A quantitative survey was used for the research project. Google forms, which matched the methodological and research standards of online research relevance (e.g., high level of security, archiving and encoding during data transmission, access through generated password), were used to collect data electronically. 624 Jaipur college students took part in the study. The research sample's age ranged from 19 to 27 years, with an SD of 2.91. The sample was made up of Jaipur college students who were now enrolled in classes and Jaipur college students who were already working towards their degrees. College students in Jaipur who belonged to Generation Z or Generation Y were sorted according to their generational cohort membership. 168 people from Generation Z and 456 people from Generation Y participated in the survey. The research study was voluntary, and the respondents' identities were protected while the data was being gathered.

### 2.3 Research data collection methods

Data collection was performed by means of the following methods:

The Rosenberg self-esteem scale was created by Morris Rosenberg in 1965 as a unidimensional construct that provides information about the overall attitude towards oneself<sup>[45]</sup>. It was first created for adolescents but was later expanded to include the general population. There are 10 questions on the scale, and the possible scores range from 10 to 40.

Based on the five-factor personality model, the NEO five-factor personality inventory is a multidimensional inventory. The approach looks at the extent of individual differences and gives details on the five broad personality traits. There are 60 items in the inventory altogether<sup>[46]</sup>.

Twenty items make up the Internet Addiction Test (IAT), which assesses the presence and severity of internet addiction. Internet addiction is portrayed by IAT as an impulsive behavior-causing illness with impaired activity inhibition. The twenty-item questionnaire assesses the traits and behaviours that are connected to compulsive internet use, such as compulsiveness, reality-escape, and addiction.

The questions also emphasise issues with addictive behaviours in the social, professional, and personal spheres. Each topic is evaluated using a Likert scale, and the order of the questions is random. Respondents rate their level of agreement or disagreement with each question using this scale. On the scale, 0 represents the least extreme behaviour and 5 represents the most extreme behavior<sup>[47]</sup>.

The sociodemographic survey looks at so-called demographic information like age, gender, field of study, year of study, and inquiries about social media use.

#### 2.4 Data processing and evaluation

Data were initially converted into an xls format that is compatible with Microsoft Excel 2013, which can readily handle data exported from the electronic survey. The data were formally and logically validated during the second stage. The STATISTICAProgramme, version 13, was used to process the data further<sup>[48]</sup>. Normal data distribution was validated by an investigation of the results distribution, which led to the use of a parametric statistical method, specifically descriptive statistics and Pearson correlation. There was a 5% level of significance used for the tests.

### 3 RESULTS

The results of the correlations between the variables in the sample of Generation Z college students from Jaipur are shown in Table 1. The findings imply that neuroticism and internet addiction have a strong positive relationship. To put it another way, using the internet more often is linked to feeling more worried. The relationship between internet addiction and agreeableness and conscientiousness was found to be significantly negative. The quantity of online friends and self-esteem showed a strong positive association. People that use social networks frequently and have a large number of friends on their friend lists tend to have better self-esteem and positive self-perceptions.

Table 1. Generation Z Correlations

Variable	Age	Number of friends	IA	Neuroticism	Extraversion	Openness to experience	Agreeableness	Conscientiousness	Self-esteem
Age	1	.01	.01	-.03	-.03	-.12	-.11	.07	-.14
Number of friends	.01	1	.08	.04	.10	.09	.03	-.06	.16*
IA	.01	.08	1	.25*	-.12	-.04	-.21*	-.35*	-.07
Neuroticism	-.03	.04	.25*	1	-.24*	.08	-.15*	-.13	-.08
Extraversion	-.03	.10	-.12	-.24*	1	.10	.31*	.31*	-.06
Openness to experience	-.12	.09	-.04	.08	.10	1	.11	-.16*	.08
Agreeableness	-.11	.03	-.21*	-.15*	.31*	.11	1	.27*	.01
Conscientiousness	.07	-.06	-.35*	-.13	.31*	-.16*	.27*	1	-.04
Self-esteem	-.14	.16*	-.07	-.08	-.06	.08	.01	-.04	1

Legend: \* =  $p < .05$

The results of the correlations between the variables in the sample of Generation Y college students from Jaipur are shown in Table 2. In comparison to results from Generation Z, the outcomes are very different. Age and internet addiction were found to have a substantial negative association. One could draw the conclusion that internet addiction rises with age. Additionally, there was a bad association between social network friend count and age. This group of college students in Jaipur has fewer online buddies. Focusing on the relationships between the Neo Big Five personality questionnaire's dimensions and the outcomes of the online Addiction Questionnaire, the correlation matrix's findings showed that neuroticism and online addiction are positively correlated. The relationship between

internet addiction and extraversion, agreeableness, and conscientiousness has been found to be significantly negative.

Table 2. Generation Y Correlations

Variable	Age	Number of friends	IA	Neuroticism	Extraversion	Openness to experience	Agreeableness	Conscientiousness	Self-esteem
Age	1	-.22*	-.17*	-.14*	-.11*	-.08	-.05	-.05	.08
Number of friends	-.22*	1	.19*	-.01	.20*	.02	.06	-.07	-.03
IA	-.17*	.19*	1	.33*	-.10*	.03	-.14*	-.28*	.01
Neuroticism	-.14*	-.01	.33*	1	-.18*	.06	.01	-.19*	-.03
Extraversion	-.11*	.20*	-.10*	-.18*	1	.29*	.51*	.40*	-.02
Openness to experience	-.08	.02	.03	.06	.29*	1	.19*	.06	-.04
Agreeableness	-.05	.06	-.14*	.01	.51*	.19*	1	.46*	-.05
Conscientiousness	-.05	-.07	-.28*	-.19*	.40*	.06	.46*	1	-.03
Self-esteem	.08	-.03	.01	-.03	-.02	-.04	-.05	-.03	1

Legend: \* =  $p < .05$

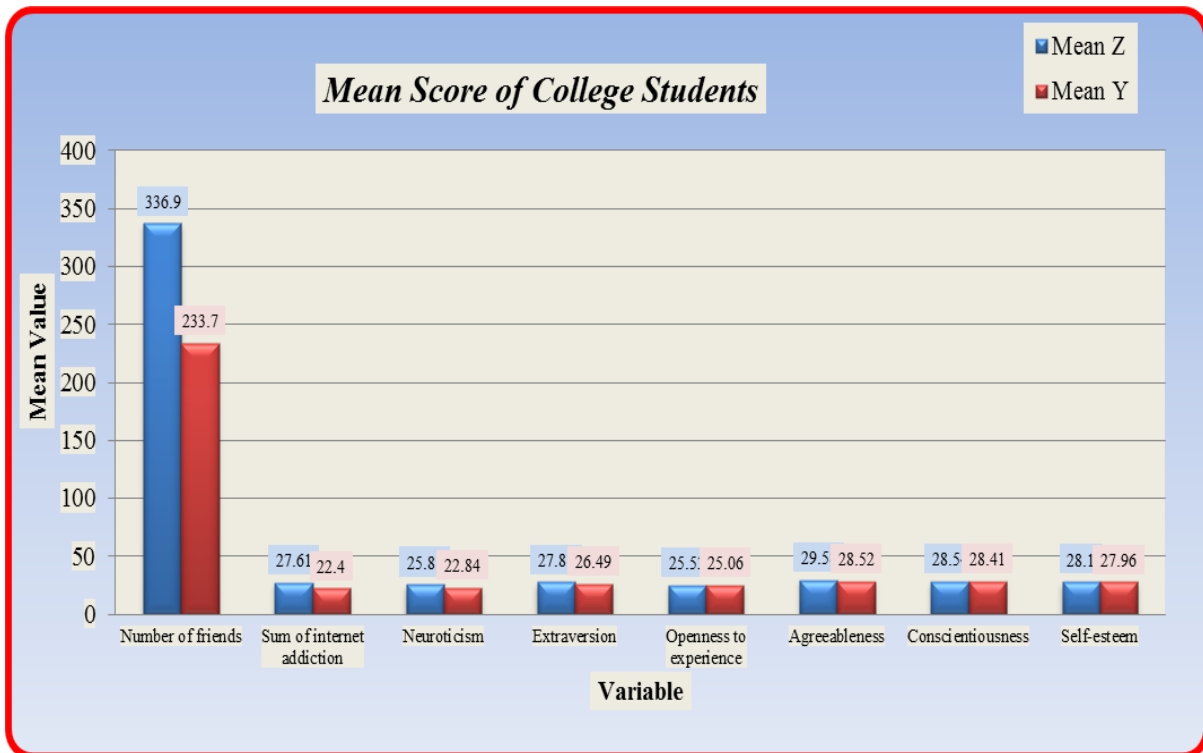
Table 3 displays the findings of a statistical analysis of the variations between Generation Z and Y college students in Jaipur. In the two samples, there was no evidence of a statistically significant difference in the level of self-esteem between preservice college students from Jaipur. On social networks, there was a statistically significant difference in the number of friends, nevertheless. In comparison to college students in Jaipur from Generation Y, college students from Generation Z have statistically substantially more friends on social media. Additionally, there was a clear generational difference in internet addiction. Again, compared to the sample of college students in Jaipur from Generation Y, Generation Z students are substantially more addicted to the internet and social media. Based on the NEO Big Five Inventory, a significant difference was also seen in the neuroticism category. Once more, college students in Jaipur from Generation Z experience statistically more anxiety than students from Generation Y. In any of the remaining personality traits, there were no discernible changes.

Table 3. T-tests between Generation Y and Z

Variable	Mean Z	Mean Y	t-value	Df	p	Valid N Z	Valid N Y	Std. Dev. Z	Std. Dev. Y	F-ratio Variances	P Variances
Number of friends	336.9	233.7	4.76	62	0.00	168	456	238.92	240.26	1.01	0.94
Sum of internet addiction	27.61	22.40	4.14	62	0.00	168	456	13.93	13.92	1.00	0.97
Neuroticism	25.81	22.84	4.42	62	0.00	168	456	7.57	7.42	1.03	0.74
Extraversion	27.8	26.4	1.9	62	0.0	16	45	8.29	7.52	1.2	0.1

	1	9	1	2	6	8	6			1	1
Openness to experience	25.5 3	25.0 6	0.8 7	62 2	0.3 8	16 8	45 6	6.55	5.79	1.2 7	0.0 4
Agreeableness	29.5 8	28.5 2	1.9 0	62 2	0.0 6	16 8	45 6	5.60	6.36	1.2 8	0.0 5
Conscientiousness	28.5 4	28.4 1	0.2 0	62 2	0.8 3	16 8	45 6	6.83	6.47	1.1 1	0.3 8
Self-esteem	28.1 0	27.9 6	0.6 8	62 2	0.4 9	16 8	45 6	2.32	2.22	1.0 9	0.4 8

Legend: \* =  $p < .05$



The findings point to the rejection of hypothesis H1, which suggests that among members of Generation Z, there was no evidence of a substantial negative association between internet addiction and self-esteem. Since the findings suggested that there was no substantial inverse relationship between internet addiction and self-esteem among Generation Y, hypothesis H2 is likewise disproved. Regarding gender-specific disparities, H3 is accepted because there is a difference between Generation Y and Generation Z's level of internet addiction.

#### 4 CONCLUSIONS

The use of social networks has significantly changed how individuals interact and communicate during the past ten years. International research studies already conducted centre on analysing the psychological impacts of social network use on personality traits and online behavior<sup>[49]</sup>. These implications can be drawn from the findings of the current investigation. Because Generation Z and Generation Y students, the majority of whom are in-service college students in Jaipur, make up the undergraduate system, the writers concentrated on students in terms of their generational affiliation. Understanding the characteristics and demands of each generation is useful. To inspire and manage them at work, it can be helpful to be able to recognise these distinguishing characteristics; in the case of the current study, this applies to future college students in Jaipur. The attitude towards the educational process at school needs to change in tandem with the quick advancement of technology to meet the needs of both the present and future generations of kids. Due to the impact of technological innovation, people of Generation Z are impatient, just like those of Generation Y. They want things to

happen swiftly and without delay. Despite having short attention spans, respondents from Generation Z are able to multitask. According to the current study, respondents from Generation Z spent nearly three times as much time on SOC networks than respondents from Generation Y. The study's findings also showed that in both categories of respondents, there is a strong positive association between internet addiction and neuroticism. To put it another way, spending more time online is linked to increased levels of anxiety. The relationship between internet addiction and agreeableness and conscientiousness was found to be significantly negative. The quantity of online friends and self-esteem showed a strong positive association. People that use social networks frequently and have a large number of friends on their friend lists tend to have better self-esteem and positive self-perceptions. A statistical evaluation of the disparities between Generations Z and Y's changes revealed no statistically significant difference in the degree of self-esteem between pre-service and in-service college students in Jaipur. On social networks, there was a statistically significant difference in the number of friends, nevertheless. In comparison to College Students of Jaipur of Generation Y, College Students of Jaipur of Generation Z have statistically substantially more friends on social media. The findings of the current study imply that peer acceptance and positive feedback are crucial components of social networks and may have an impact on the growth and degree of people's social self-assessment and life satisfaction. Similar conclusions were reached by Valkenburg et al.<sup>[50]</sup>, who found that social network usage frequency had an indirect impact on users' levels of self-evaluation and well-being. Teenagers' social self-assessment and wellbeing are positively influenced by positive comments about their online profiles, but negative comments have the opposite effect. Examples of other studies that support this link are Valenzuela<sup>[51]</sup>, Utz&Beukeboom<sup>[52]</sup>, and Zywicki&Danowski<sup>[53]</sup>. On a neurological level, recent studies support these connections and show that receiving "likes" on social networks activates brain regions involved in reward processing<sup>[54]</sup>. An intriguing discovery is that positive feedback from social networks has an impact on young men's self-esteem. According to Vogel et al.<sup>[55]</sup>, who examined data from 145 university respondents, the frequency of social media use was a significant predictor of self-esteem, but in a bad way. More time spent on social media was linked to a lower level of self-assessment. Additionally, there was a clear generational difference in internet addiction. Once more, the sample of college students in Jaipur from Generation Z was substantially more dependent on the internet and social media than the sample from Generation Y. Based on the NEO Big Five Inventory, a significant difference was also seen in the neuroticism category. Once more, compared to College Students of Jaipur of Generation Y, College Students of Jaipur of Generation Z had statistically higher levels of worry. In any of the remaining personality traits, there were no discernible changes. The current study's findings offer an intriguing potential for other ideas, which will be investigated further empirically.

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