

Research Article

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A study to assess the effectiveness of awareness program on knowledge regarding hazard of social media addiction among school students at selected schools in Nagapattinam.

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ABSTRACT

Background: Social media has gained a significant role in the lives of school-going children. Nonetheless, the social media may cause addiction when overused and can impact on the physical, psychological, and academic health of students. Aim: To determine the success of a social media addiction meditation program in knowledge about the dangers of social media addiction in school-going children.

Methods: The study adopted a quantitative pre-test and post test research design. Students of Sir Isaac Newton School, Pappakovil, Nagapattinam, aged 11-14 years were subjects in the study. The lot approach was taken to select the participants. The structured questionnaire that was used as a self-administered questionnaire was used to collect the data. **Results:** The average pre-test knowledge level was 14.14 and it was raised to 18.40 in the post-test. The t value calculated was -19.95 with p value of 0.000 and is very large hence a strong improvement of the knowledge after the awareness program. **Conclusion:** The research found out that the awareness program worked well in enhancing the understanding of the school students about the dangers of addiction to social media. Education is one of the possible ways to make social media use responsible and to identify factors that minimize the dangers of becoming addicted to social media.

Keywords: Social media, academic wellbeing, hazards.

INTRODUCTION

Social media platforms are now an inalienable part of everyday life in the modern digital age, and they shape the ways people interact, get information, and establish social connections. Such platforms as Facebook, Instagram, WhatsApp, and Twitter offer immediate connectivity and learning and self-expression opportunities. But over-usage and unregulated use of these platforms have resulted in the emerging social media addiction. Social media addiction is the term used to describe the compulsive and excessive use of social networking sites in spite of harmful results. Through the ubiquity of smartphones and the Internet, people, especially teenagers and young adults are more exposed to long periods of screen time and addiction to virtual communication. This behavioral dependence is connected with a number of physical, psychological, social, and academic risks.

Overuse of the social media may produce stress, anxiety, depression, sleeping problems, lack of focus, and decreased academic or job performance. It can also cause the deterioration of interpersonal relationships in real life, the

encouragement of social isolation, and a negative impact on self-esteem because of constant social comparison. Regarding the issues related to the population health, it is necessary to be more aware and conduct research on a systematic level. Over the last few years students have progressively been using information retrieved via social media outlets and online sites to find answers and are no longer oriented towards organized learning and knowledge acquisition. Also, most learners are trying to multitask and often check their social media during their studies reducing their concentration and academic performance. Thus, the risks of social media addiction among students should be researched.

MATERIALS AND METHODS

The present research work was carried out following a quantitative pre-test and post-test research design with the school students of the age group of 11-14 years. The study was done in Sir Isaac Newton School, Pappakovil, Nagapattinam. The respondents were chosen by using the method of lot. A total of 30 students were used in the study: 15 of whom were male students and 15 were female students. The subjects were evaluated in terms of the dangers of social media addiction. Data has been collected by using structured self-administered questionnaire which has been prepared by the researcher. The tool comprised of two parts. Part I contained demographic variables. Part II was structured questions to determine the knowledge.

The inclusion criteria were school students that are between 11-14 years of age studying at Sir Isaac Newton School, Pappakovil, Nagapattinam. Students who were mentally challenged, absent on the day of data collection or ill were excluded from the study. Content validity of the tool was sought from experts and the necessary corrections were made. Reliability of the tool was tested using self-administered questionnaire method.

The Principal, Sir Isaac Newton School gave consent to take part in the study. Agreement were reached on the ethics acquisition with Ethical Committee of Sir Isaac Newton College of Nursing linked to MGR University. Before the data collection, informed consent was obtained among the parents via the school authorities and assent among the students. Data collection was done from 08.08.2025 to 20.08.2025 among students of 7th and 8th standards who met the inclusion criteria. The students were gathered in a hall and instructions with respect to the questionnaire were explained. The self-administered questionnaire and rating scale were handed to gather the needed data. The completion of the questionnaire took about 40 minutes for the participants.

The collected data was analyzed by descriptive statistics. Frequency and percentage distribution was used to analyze the demographic variables and also to determine the level of knowledge about SM addiction of school students.

RESULTS

The demographic data of the participants are presented in Table 1. The majority of the students were of 13 years old (54%), with 12 years next at 38 percent and 11 and 14 years representing 4 and 4 percent respectively. In terms of social media, most of them use YouTube (58%), then there was the use of games (28%) and Instagram (14%). The majority of the students studied in the rural background (60%), whereas 40% were in the urban background. In terms of occupation of fathers 34 percent fell into the category of others, 28 percent in the private sector, 28 percent in the business sector and 10 percent in the government sector.

The mean pre-test score of 14.14 (SD = 1.56505) and the mean post-test score of 18.40 (SD =0.98974) was achieved. The t ratio received was -19.95 df=49 and p=0.000 indicating that, there is a huge difference between pre-test and post test scores. This observation shows that the awareness program was effective in enhancing the level of awareness among the school going children of the risks of addiction with social media. (Table 2)

The level of knowledge about the risks of social media addiction and selected demographic variables among school students are associated as in Table 3. The chi-square test has shown that the level of knowledge was not statistically significantly related to demographic factors, including age ($\chi^2 = 1.567$), type of social media used ($\chi^2 = 0.011$), place of living ($\chi^2 = 0.055$), father occupation ($\chi^2 = 0.608$), mother occupation ($\chi^2 = 6.572$) and family monthly income ($\chi^2 = 7.358$). This is why all of the chosen demographic factors did not have any significant correlation with the amount of knowledge.

Table 1: Demographic data of the participants.

(N= 100)

Demographic data		Count	Percentage (%)
1. What age group do you belong to?	a)11	2	4.0%
	b)12	19	38.0%
	c)13	27	54.0%
	d)14	2	4.0%
2. Which of the following social media apps do you use often?	a) Games	14	28.0%
	b) Instagram	7	14.0%
	c) YouTube	29	58.0%
3. To which type of living do you reside?	a) Rural	30	60.0%
	b) Urban	20	40.0%
4.Father Occupation?	a) Government	5	10.0%
	b) Private	14	28.0%
	c) Business	14	28.0%
	d) Others	17	34.0%
5. Occupation of mother?	a) Home maker	38	76.0%
	b) Government sector	3	6.0%
	c) Private sector	6	12.0%
	d) Others	3	6.0%
6. Father occupation?	a) Below 20000	15	30.0%
	b) 21000-30000	15	30.0%
	c) 31000-40000	4	8.0%
	d) Above 40000	16	32.0%

Table 2: Effectiveness of the awareness program on knowledge regarding the hazards of social media addiction among school students. (N = 100)

Variables	Mean	SD	t	df	P value
Pretest	14.14	1.56505	-19.95	49	0.000 (S)**
Post-test	18.40	0.98974			

S- Significant.

Table 3: Association between the knowledge score regarding the hazard of social media addiction among school students with the demographic data.

Demographic data		Level of knowledge						X ²
		Inadequate knowledge		Moderate knowledge		Adequate knowledge		
		N	%	N	%	N	%	
Age	a)11Yrs	0	0.0%	1	3.4%	1	4.8%	X ² =1.567 Df=3 p=0.667 NS
	b)12Yrs	0	0.0%	11	37.9%	8	38.1%	
	c)13Yrs	0	0.0%	15	51.7%	12	57.1%	
	d)14Yrs	0	0.0%	2	6.9%	0	0.0%	
Social media	a) Games	0	0.0%	8	27.6%	6	28.6%	X ² =0.011 Df=2 p=0.995 NS
	b) Instagram	0	0.0%	4	13.8%	3	14.3%	
	c) YouTube	0	0.0%	17	58.6%	12	57.1%	
Place of living	a)Rural	0	0.0%	17	58.6%	13	61.9%	X ² =0.055 Df=1 p=0.815 NS
	b) Urban	0	0.0%	12	41.4%	8	38.1%	
Occupation of father	a)Government sector	0	0.0%	3	10.3%	2	9.5%	X ² =0.608 Df=3 p=0.895 NS
	b) Private sector	0	0.0%	7	24.1%	7	33.3%	
	c) Business	0	0.0%	9	31.0%	5	23.8%	
	d) Others	0	0.0%	10	34.5%	7	33.3%	
Occupation of Mother	a) Home maker	0	0.0%	23	79.3%	15	71.4%	X ² =6.572 Df=3 p=0.087 NS
	b) Government sector	0	0.0%	2	6.9%	1	4.8%	
	c) Private sector	0	0.0%	1	3.4%	5	23.8%	
	d) Others	0	0.0%	3	10.3%	0	0.0%	
Family	a) Below 20000	0	0.0%	6	20.7%	9	42.9%	X ² =7.358

monthly income	b) 21000-30000	0	0.0%	9	31.0%	6	28.6%	Df=3 p=0.061 NS
	c) 31000-40000	0	0.0%	1	3.4%	3	14.3%	
	d) Above 40000	0	0.0%	13	44.8%	3	14.3%	

DISCUSSION:

The current paper evaluated the impact of an awareness program on the knowledge about the risks of social media addiction among schoolchildren. The results indicated that majority of the participants were 13 years (54%), 12 years (38%), 11 and 14 years comprised 4 and 4 respectively. Most of the students were frequent users of YouTube (58%), then came the games (28%), and then Instagram (14%). Majority of the students were rural (60%). Parent occupation was large with a significant percentage of fathers occupied in other jobs (34%); most mothers were homemakers (76%). In relation to family monthly income, 32% of the families had more than 40,000. The study findings found that the average pre-test knowledge of the learners was 14.14 (SD = 1.565050), which rose to 18.40 (SD = 0.98974) in the post-test awareness program. The t value calculated was -19.95 and p-value was 0.000 implying that there was a very significant difference in the pre-test and post-test scores. This finding shows that the awareness program has been successful in enhancing the awareness of the school students on the dangers of being addicted to social media. The paper also analysed the correlation between the level of knowledge and the chosen demographic characteristics including age, the type of social media they use, where they live, the occupation of their fathers, the occupation of their mothers, and the monthly family income. The results indicated that all of the chosen demographics did not significantly correlate with the amount of knowledge in school students. Therefore, the findings show that the awareness program made a lot of difference in enhancing the knowledge of students, irrespective of their demographic attributes.

CONCLUSION:

The research came to an end that the awareness intervention was useful in enhancing the knowledge about the dangers of social media addiction among school-going children aged between 11 and 14 years. Comparison of pre-test and post-test scores was significant and knowledge increased significantly with the awareness program in place. The results show that educational programs could be helpful in increasing students awareness of the dangerous impact of excessive use of social media. Consequently, it is significant to conduct some awareness campaigns among the school students to ensure the responsible usage of social media and avoid the adverse effects of social media addiction.

RECOMMENDATION:

Frequent awareness campaigns in schools must also be carried out in order to enhance the understanding of students regarding the dangers of social media addiction. Students should be directed and controlled by teachers and parents in order to use social media in a responsible way. The findings should be reinforced by further research involving more individuals and in other environments.

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