

Extended Abstract

Social Network Addiction Scale Development: Validity and Reliability Study*

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Abstract

Social networks are very widely used in today's world. Although the use of social networks contributes to individuals' lives by improving communication opportunities, excessive use gives increasing rise to addiction related problems. The purpose of this study is to develop a valid and reliable Social Network Addiction Scale (SNAS) covering scientific indications of addiction. With the help of a valid and reliable Turkish measurement tool, the problematic use of social networks in society can be revealed and individuals can gain awareness about social network addiction. There were 285 participants in this study. The vast majority of participants were university students and graduates (n = 267). A comprehensive literature review revealed the main components of social network addiction to be salience, mood modification, tolerance, withdrawal symptoms, conflict, and relapse. An explanatory factor analysis was conducted following items' pool creation process. The factor analysis revealed that the final form of the SNAS consisted of 26 items and five factors and explained 63.6% of the total variance. Internal consistency values of the SNAS ranged from .87 to .95 for the whole scale and sub-factors, whereas total correlations between items ranged from .46 to .74. A Confirmatory Index Analysis was used to determine the model's fit index and Chi-square value ($\chi^2 = 601.849$, $df = 286$, $p = 0.00$), and were found to be significant.

Keywords

Social networking sites • Social network addiction • Technology addiction • Addiction • Scale development

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Social networks occupy an active and influential place in our daily life as a result of the communication opportunities they provide. Research indicates that both the time people spend on social networks and the number of people using them increase day by day (Kemp, 2018; Perrin, 2015). Although the use of social networks helps to improve individuals' communication opportunities, overuse of this technology gives increasing rise to addiction (Andreassen, Torsheim, Brunborg, & Pallesen, 2012; Kuss & Griffiths, 2017; LaRose, Kim, & Peng, 2010). Andreassen and Pallesen (2014) define social network addiction as (i) *entering social networking sites very often and spending a long time on these sites*, (ii) *feeling a strong desire to use social networks*, and (iii) *as a result of not being able to devote time to social activities, social relationships and school / work life*. Griffiths (2005) lists the main components of social network addiction are salience, mood modification, tolerance, withdrawal symptoms, conflict, and relapse.

Considering the current literature, insufficient studies and tools exist for measuring social networking addiction (Bányai et al., 2017; Griffiths, Kuss, & Demetrovics, 2014). The purpose of this study is to develop a valid and reliable social networking addiction scale that includes symptoms of addiction. Through a reliable measurement tool, the problematic use of social networks in the community can be revealed and the necessary steps can be taken to prevent this dependence (Boubeta, Salgado, Folgar, Gallego, & Mallou, 2015).

Method

Study Group

A total of 285 individuals participated in this study. Participants were determined by using appropriate sampling method. The majority of the participants were university students and graduates (n=267). Demographics for participants are presented in Table 1.

Table 1
Demographics for the Study Group

Variable		N	%
Age	18-20	18	6.315
	21-22	56	19.649
	23-24	49	17.192
	25-26	57	20
	27+	105	36.842
Total		285	100
Education Level	High School Graduate	2	0.701
	College Student	122	42.807
	Bachelor Degree	145	50.877
	Master Student	5	1.754
	Graduate Degree	6	2.105
	PhD student	2	0.701
	Doctorate Degree	3	1.052
Total		285	100
Daily Internet Usage in Hours	0-1	5	1.754
	1-2	28	9.824
	2-3	55	19.298
	3-4	65	22.807
	4-5	39	13.684
	5 +	93	32.631
Total		285	100
Daily Social Network Usage in Hours	0-1	36	12.631
	1-2	57	20
	2-3	87	30.526
	3-4	32	11.228
	4-5	24	8.421
	5 +	49	17.192
Total		285	100

Procedure

A comprehensive literature review was conducted by the researchers during the first stage of the development of the Social Network Addiction Scale (SNAS). Then, a pool of 46 items was created. During the pool creation phase, the Bergen Facebook Addiction Scale (Andreassen et al., 2012) was used as a guide. In addition, research conducted by Balakrishnan and Shamim (2013); Çam and İşbulan (2012); Elphinston and Noller (2011); Hong, Huang, Lin, and Chiu (2014); Koç and Gülyağcı (2014); Lee, Cheung, and Thadani (2012); Salem, Almenaye, and Andreassen (2016); Sofiah, Omar Bolong, and Osman (2011) were frequently utilized.

Data Collection and Analysis

Participants' data were collected through Google Forms. The validity and reliability studies of the draft scale were carried out according to their responses. In order to perform a factor analysis, the required tests first were conducted to determine whether

the study group was considered adequate (Tabachnick & Fidell, 2001), which it was. In addition, direct oblimin was used as the rotation method.

Findings

Findings for Exploratory and Confirmatory Factor Analysis

An Exploratory Factor Analysis (EFA) was performed with 37 items included in the SNAS. The analysis revealed a structure consisting of 26 items and 5 factors explaining 63.6% of the total variance. Factor loads in SNAS are given in Table 2.

Table 2
Factor Loads in SNAS

Item No	Communalities	Factor Load				
		Salience	Mood Modification	Withdrawal Symptoms	Conflict	Relapse
4	0.652	.781				
1	0.597	.747				
3	0.532	.658				
6	0.595	.603				
5	0.491	.471				
2	0.487	.469				
8	0.906		-.977			
10	0.785		-.896			
9	0.818		-.857			
7	0.668		-.782			
11	0.580		-.648			
15	0.828			.768		
12	0.579			.602		
14	0.584			.507		
13	0.569			.438		
17	0.721				-.847	
19	0.758				-.809	
16	0.584				-.769	
18	0.547				-.709	
21	0.514				-.516	
20	0.485				-.511	
23	0.841					-.838
24	0.741					-.689
26	0.701					-.590
25	0.372					-.500
22	0.594					-.479
Total Variance Explained = 63.58		3.53	8.44	42.58	5.77	3.27

Cronbach's Alpha value was calculated to determine the reliability of the SNAS. While the internal consistency coefficient was .95 for the whole scale, it was .87 for *salience*, .93 for *mood modification*, .87 for *withdrawal symptoms*, .89 for *conflict*, and .87 for *relapse* sub-scales. The fit indices of the model were examined in CFA and

chi-square was found to be significant ($\chi^2=601.849$, $df=286$, $p = 0.00$). In addition χ^2/df value was calculated as 2.1 and RMSEA as 0.062.

Results and Discussion

The results of this study illustrate that the SNAS is a valid and reliable measurement tool. That it can measure only five of the six signs of addiction presented by Anderssen (2015) and Griffiths (2005) may be considered as one of the current study's limitations. On the other hand, the measurement tools are divided into sub-factors of different numbers and types in studies on Facebook and social networking addiction (Elphinston & Noller, 2011; Ryan, Chester, Reece, & Xenos, 2014; Turel & Serenko, 2012).

There are different strategies regarding how to interpret the scores obtained from the scale. In this study, we adopted *the higher score obtained from the scale indicates more addiction* principle, similar to the principle stated in Turel and Serenko's (2012) work. In future studies, applying the scale with larger groups and performing a correlation analysis of the SNAS with other social network dependency scales would add further contributions to the literature.

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Sosyal Ağ Bağımlılığı Ölçeği Maddeleri

Faktör	1 ← → 5				
	Kesinlikle Katılmıyorum			Kesinlikle Katılıyorum	
	1	2	3	4	5
1. Gün içinde sıklıkla sosyal ağlara girme ihtiyacı duyarım.					
2. Sosyal ağların olmadığı bir yaşam bana sıkıcı ve anlamsız gelir.					
3. Cep telefonu, tablet ve bilgisayar gibi teknolojik araçları gördüğümde aklıma gelen ilk şey sosyal ağlar olur.					
4. Gece uyumadan önce ve sabah uyandığımda ilk olarak sosyal ağ hesaplarımı kontrol ederim.					
5. Sosyal ağ hesaplarıma bakma ihtiyacı duyduğum zaman, her ne işle uğraşıyorsam o işi bırakıp, sosyal ağ hesaplarımı kontrol ederim.					
6. Herhangi bir işe başlamadan önce sosyal ağ hesaplarımı kontrol etme ihtiyacı duyarım.					
7. Kendimi kötü hissettiğim zamanlarda sosyal ağları kullanmak beni rahatlatır.					
8. Günlük sorunlarımı unutmak için sosyal ağları kullanırım.					
9. Kişisel sorunlarımdan kaçmak için sosyal ağları kullanmaya yönelirim.					
10. Kendimi stresli ve kaygılı hissettiğimde sosyal ağları kullanmak bana iyi gelir.					
11. Kendimi yalnız hissettiğimde sosyal ağları kullanma ihtiyacı hissederim.					
12. Sosyal ağları kullanmam engellenirse kendimi sinirli hissederim.					
13. Sosyal ağlardaki güncel paylaşımları takip edemediğimde kendimi huzursuz hissederim.					
14. Sosyal ağ hesaplarıma bir süre ulaşamazsam dünya ile bağlantım kopmuş gibi hissederim.					
15. Sosyal ağlara girememe düşüncesi bile beni rahatsız eder.					
16. Sosyal ağları kullanmam akademik başarıyı olumsuz yönde etkiler.					
17. Sosyal ağlarda daha fazla vakit geçirebilmek için sorumluluklarımı ihmal ederim.					
18. Sosyal ağları kullanmam sebebiyle spor, sinema, tiyatro gibi sosyal etkinliklere zaman ayırmakta güçlük çekerim.					
19. Sosyal ağları kullanmak günlük işlerimi aksatmama sebep olur.					
20. Ailemle ya da arkadaşlarımla vakit geçirmek yerine sosyal ağlarda vakit geçirmeyi tercih ederim.					
21. Sosyal ağlarda geçirdiğim zaman yüzünden uykusuz kaldığım olur.					
22. Sosyal ağları kullanmayı bırakabileceğimi düşünemiyorum.					
23. Sosyal ağlarda her gün daha az zaman geçirmeye çalışsam da bu konuda pek başarılı olamıyorum.					
24. Günlük hayatımı olumsuz etkilese de sosyal ağlardan vazgeçemem.					
25. Sosyal ağlarda harcadığım süreyi kısaltmam gerektiğini düşünürüm.					
26. Sosyal ağlarda geçirdiğim zamanı her ne kadar azaltsam da sonrasında sosyal ağları daha fazla kullanmaya başlarım.					