

Please cite this article as: Suhaimi, M.S., Huzaizi, A.H.A., Radzuan, N.I.S., & Yusuf, S. (2020). The relationship between attention seeking behaviour and social media addiction among student societies of UPSI. *The Asian Journal of Professional and Business Studies*, Volume 1(2).

THE RELATIONSHIP BETWEEN ATTENTION SEEKING BEHAVIOUR AND SOCIAL MEDIA ADDICTION AMONG STUDENT SOCIETIES OF UPSI

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ABSTRACT

This study was aimed to determine the relationship between attention seeking behaviour and social media addiction among student societies of Sultan Idris Education University (UPSI). This study was conducted to achieve the following objective; to determine the relationship between attention seeking behaviour and social media addiction among student societies of UPSI. Quantitative approach with the correlational design was used for this study. As for sampling, we had used a probability sampling method where the respondents were chosen randomly. Two research instruments were employed, which are the Need to Belong Scale (NTBS) and the Social Media Addiction Scale Student Form (SMAS-SF). The Pearson correlation analysis used to determine the relationship between attention seeking behaviour and social media addiction among student societies of UPSI. The findings showed that the level of attention seeking behaviour and social media addiction among student society of UPSI was mostly moderate. Pearson correlation analysis showed that there was a significant relationship between attention seeking behaviour and social media addiction among student societies of UPSI. This study is very useful for future researchers, parents, Student Affairs Department (JHEPA) and clinical psychologists to use as a reference to deepen their understanding in students experience social media addiction and attention-seeking behaviour.

ARTICLE INFO

Keywords:

Attention seeking,
Social media addiction,
Student Society

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1.0 INTRODUCTION

Background of the Study

Social media is a part of modern human life. Social media has various functions that have both good and bad effects on users. According to Kapoor et al. (2018), social media technologies are no longer perceived just as platforms for socialization and congregation but are being acknowledged for their ability to encourage aggregation. Social media is indeed satisfying to consumers. However, if it is used excessively then, it will become an addiction. According to Dalvi-Esfahani, M., Niknafs, A., Kuss, D. J., Nilashi, M., & Afrough, S. (2019), if using social media is prohibited, addicts are often distracted, restless, disturbed, or irritable, and feel uncomfortable if they cannot re-engage in social media (withdrawal).

Attention seeking behaviour often occurs among students when they want to adapt to a new community. They need a good support system because they are far away from their families. Students need attention to motivate themselves or to satisfy their desires. According to Savci, M., Turan, M. E., Griffiths, M. D., & Ercengiz, M. (2019), it was found that the need for social approval and desire for being liked positively affected social media addiction. UPSI is one of the universities that produce students who are active in various fields, especially those who are involved in student societies. Students involved in student societies use social media to promote the association and also for the purpose of being a medium of communication with other students. This encourages them to use social media regularly. According to Van Den Eijnden, R. J., Lemmens, J. S., & Valkenburg, P. M. (2016), higher levels of media multitasking, i.e. the use of media while engaging in non-media activities, such as completing homework and engaging in face-to-face interactions, is related to deficits in cognitive control, in particular to the ability to sustain attention.

Mental problems remain a hot topic of debate in this age of globalization. This problem has existed since ancient times, but the acceleration of digital advancements has stimulated this behaviour in society. In a time when technological sophistication is just at the fingertips, university students especially use social media as an entertainment and information platform. According to (Hawk et al., 2019), social media offers a convenient way for individuals to seek and receive positive social feedback from an audience, which may, but does not necessarily, include friends and close acquaintances. University students who are active in student societies also will use social media for the purpose of promoting educational content to get feedback from other students. Based on MCMC (2018), the most common content shared online was educational materials (71.3%). As such, there is a group of social media users who are too addicted to social media because they demand more attention from their followers. According to Berryman, C., Ferguson, C. J., & Negy, C. (2018), it is possible that some forms of social media use may function as a 'cry for help' among individuals with pre-existing mental health problems.

Attention seeking behaviour shares the same trait as narcissism and will lead to severe histrionic disorder if not properly controlled. According to Lewis, K. C., & Mastico, E. R. (2017), individuals with this disorder are characterized by frequent engagement in dramatic, seductive, or attention-seeking behaviour, exaggerated emotional displays that carry a theatrical quality, an impressionistic or reactionary approach to understanding their environment, and heightened suggestibility and openness to influence by others. The problem of attention seeking behaviour is students are more likely to spend time on social media because of the desire to gain attention. According to Mehrad, J., & Tajer, P. (2016), the more a person feels that the real content fulfils his/her need, the more possible the selection of that content is.

If this social media addiction is not appropriately curbed, it will have a negative impact on student performance. According to Vasugi, S., & Hassan, N.C. (2019), the effect of excessive stress on students are depleting their efficiency in studying and causing long term behavioural consequences such as low attendance and skipping class, as well as poor academic performance that resulted in dropout and expulsion. This is because social media cannot fulfil their need for attention and cause their self-esteem to decrease. According to Hou, Y., Xiong, D., Jiang, T., Song, L., & Wang, Q. (2019), social media addiction was associated with reduced mental health partly through lowering individuals' self-esteem. Driven back to the issues mentioned above, then the following research question was raised; what is the relationship between attention seeking behaviour and social media addiction among student societies of Sultan Idris Education University? While the main objective of this research is to determine the relationship between attention seeking behaviour and social media addiction among student societies of Sultan Idris Education University.

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2.0 LITERATURE REVIEW

Overview

A limitation of our findings is the lack of past studies done on attention seeking behaviour. There has yet to be an updated and objective study or measure for the topic, though it has been shown to be related to the fear of isolation (Kim & Oh, 2019), as well as the desire for acceptance and belonging (Leary, et al. 2013). It is found that there is a positive correlation between histrionic personality disorder and the need to belong. According to Starcevic & Aboujaoude (2017), “Internet addiction” is not a proper term since the Internet is just a medium, as is social media, and it is the activities carried out with the Internet that shows excessive and obsessive behaviour that can be considered an addiction. Still, “addiction” is a widely-used and self-explanatory term when describing the misuse of technological devices and applications (Fidan, 2016; Sahin, 2017). Thus, “social media addiction” is the term we shall be using to describe the dysfunctional use of social media that leads to negative consequences in other aspects of life (Adreassen & Pallesen, 2014; Sahin, 2017).

Behavioural and Personality Factors

In previous studies, we found that attention seeking behaviour was mostly seen as a symptom of personality disorders such as histrionic and narcissistic personality disorder. These disorders were then studied in relation to social media usage. Most of these studies (Akca, et al. 2020) found that those with such pathologies showed higher levels of addictive social media use. Past studies (Hawk, et al., 2019; Edwards, 2017) found that those with narcissistic personality disorders – also, attention seeking tendencies – turn to social media to gain the attention they feel they have been denied in real life. If they experience ego threat, they will most like utilize social media and post something they know will elicit a response out of people, which they will then monitor closely. Another study related narcissism with problematic social media use. Lee (2017) found that there was a correlation between narcissistic personality disorder and attachment instability. Those with narcissism had a significant correlation with avoidance attachment and anxiety attachment which then was shown to have a significant correlation with problematic social media use. Those with covert narcissism and anxiety attachment may find themselves overly immersed in social media because they are more anxious about their evaluation by others and those with overt narcissism and avoidant attachment may prefer online relationships since they tend to be uncomfortable with intimate relationships. There were no studies to be found on the correlation between attention seeking behaviour and social media addiction and there were certainly none carried out on a Malaysian population. Thus, this is a research gap our study seeks to fill and find out if there indeed is a correlation between such variables among Sultan Idris Education University students. Our study has two variables: one independent variable and one dependent variable. Our independent variable will be the level of addiction seeking behaviour and the dependent variable will be the level of social media addiction because, as shown in our findings from the previous studies, a person with attention seeking tendencies, then they are more likely to be addicted to social media. The strength and direction of this relationship is also an interest of this study.

Conceptual framework

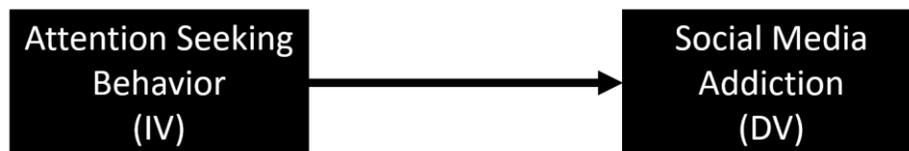


Figure 1: Research framework of the study

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Research Hypotheses

Alternative Hypothesis: There is a significant relationship between attention seeking behaviour and social media addiction

Null Hypothesis: There is no significant relationship between attention seeking behaviour and social media addiction

Past studies have shown that there is a significant relationship between personality disorders with attention seeking tendencies and social media use. However, there has been no study done on the relationship between attentions seeking behaviour, specifically with social media addiction. Thus, it is our goal to fill that research gap. Our study will be on whether there is a significant relationship between attention seeking behaviour and social media addiction]

3.0 METHODOLOGY

Overview

This chapter will cover the research methodology that has been carried out to conduct our study. The data collection and data analysis methods will also be discussed as well in the following sections.

Research Design

The correlational quantitative approach has been used to run our study to look at the correlation between attention seeking behaviour and social media addiction among the student societies of Sultan Idris Education University. As for our study, we had conducted a quantitative approach due to its structured way to gain data by using a questionnaire as our instrument. It is considered a more reliable and precise way of gaining consistent data due to the question that has been given in the questionnaire. Due to the COVID-19 pandemic, the approach will be less time consuming and are able to reach many respondents for our data collection.

Population Sampling

For the study that we are going to conduct, the targeted population is among UPSI students. The sample that we will be using to study for the research will be narrowed down to the student societies of Sultan Idris Education University. Sample can be defined as the set of observations taken from a larger group (which is the population). As for the sampling, we had been using a non-probability sampling method where the respondents are not chosen randomly. This is because, the questionnaires are spread out and had been passed on to students who have been or who are still in a student societies through social Media.

Development of Instrument

To identify the level of social media addiction among student societies of Sultan Idris Education University, we had used ordinal sets of questions adopted and adapted from the Social Media Addiction Scale Student Form (SMAS-SF) (Şahin, C.,2018). The sets of questionnaires had been used for our pre-test and data collection, which consists of 28 questions in section A. There have been numerous and extensive studies done on Social Media Addiction. One instrument that we found to fit our chosen population culturally and generationally is by C. Sahin (2017). Thus, we utilized his instrument to measure our dependent variable. The instrument used to collect the data of the objective which consist of the level of attention seeking behaviour among student societies of Sultan Idris Education University had been conducted by giving out questionnaires which consist of ordinal questions that were adopted and adapted from the Need to Belong Scale (Leary, 2013). The sets of questionnaires had also been used for our pre-test and data collection, which consists of 10 questions in section B whereas, section C is designated for the demographic information of the respondents. There has yet to be an updated and objective measure for our independent variable: attention seeking behaviour. However, it has been shown to be related to the fear of isolation (Kim & Oh, 2019), as well as the desire for acceptance and belonging (Leary, et al. 2013).

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Hence, since the extensively-studied instrument by Leary, et al. (2013) is the latest one developed that was closely related to attention seeking behaviour, we decided to use his instrument to measure our independent variable. Since the instrument was not developed specifically to measure attention seeking behaviour and little research was done using this instrument with personality disorders in mind, we expect to have to do some modifications, based on the results of our reliability test.

Test of Reliability

The sets of questions that were included in the questionnaires had been adopted and adapted from past years research for both pre-test and data collection. The attention seeking behaviour questions defer from the pre-test and the actual data collection, we had to remove Question 7 to increase the reliability. The Cronbach alpha that we had gained while doing the pre-test came out as 0.759, which had been constant with the result of the actual data collection. The Cronbach alpha that we had gained on the actual data collection would be 0.881 on the pre-test, and it has increased to 0.928 in the result of the data collection.

Table 1: Reliability Coefficient of Study Instruments

Variables	Number of Items	Pre-Test Cronbach Alpha (<i>n</i>)	Actual Data Collection Cronbach Alpha (<i>N</i>)
Attention Seeking Behaviour	9	0.759	0.759
Social Media Addiction	28	0.881	0.928

Data Processing

The data processing method that we used includes the Kolmogorov-Smirnov, Shapiro-Wilk, histogram and stem Leaf, the normal Q-Q plot and the detrended normal Q-Q plot to test for the assumption of normality. For our independent variable, which is the attention seeking behaviour, the Kolmogorov-Smirnov and Shapiro-Wilk test we had come out with the result of .004 and .001 for the sig (p) respectively which is smaller than the alpha value hence the data we had is not normal for the variable. However, the results for the histogram and stem leaf came out with the result of the mean which is 3.15 and the standard deviation with .555. When doing the reliability test, the result of the test turns out that the graph is a bell-shaped, hence the data that we had gained is, in actuality, normal. For the dependant variable which is social media addiction, the Kolmogorov-Smirnov and Shapiro-Wilk test we had come out with the result of .005 and .020 for the sig (p) respectively which is bigger than the alpha value hence the data we had is normal for our dependant variable. The result for the histogram and stem leaf came out with the result of the mean which is 2.82 and the standard deviation with .613. When doing the reliability test, the result of the test turns out that the graph is a bell-shaped hence the data that we had gained is also normal.

4.0 FINDINGS AND DISCUSSION

Overview

The chapter will discuss firstly on the respondents' profile and supported by the demographic data. For both of the variables, normality test had been done to ensure of the normality of the data gained. Other than that, we had also performed Pearson's product-moment correlation coefficient test to each of our variables. The results from the data will be discussed in the following sections.

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Profile of Respondent

Based on the data that we had gained through our questionnaire, the number of female students who had answered the questionnaire is larger than the number of male students with 81% and 19% respectively. The majority of the respondents are aged between 20 to 22 years old with the percentage of 58%. Whereas those who are 23 to 24 years old had the second highest number which is 19%, those who are under the age of 20 with the percentage of 13%, those who are at the age of 27 and above (6%) and the least age group will be 24 to 26 years of age with the percentage of 4%. For marital status, 95% of the respondents are single, whereas those who are married falls under 2% and others with 3%. For the society that the respondents are involved in, the majority of the students are involved in *Persatuan/Kelab Bukan Akademik* with the percentage of 33%. *Persatuan/Kelab Akademik* with 32%, *Persatuan Anak Negeri* with 29% and *Jawatan Kuasa Mahasiswa Kolej* with 6%.

The most used social media among the respondents will be Instagram with the highest percentage of all (42%) and 33% of the respondents spent their time more than three hours on social medias. Lastly, the frequency of the respondents checking on their social media with the highest percentage will be 2 to 5 times daily with the percentage of 39%

Table 2: Demographic profile of the respondents

Variables	Freq	Percent
Gender		
Male	19	19%
Female	81	81%
Age		
<20	13	13%
20 ± 22	58	58%
23 ± 24	19	19%
24 ± 26	4	4%
≥27	6	6%
Marital Status		
Single	95	95%
Married	2	2%
Other	3	3%
Semester		
Semester 1 or 2 (Year 1)	36	36%
Semester 3 or 4 (Year 2)	30	30%
Semester 5 or 6 (Year 3)	26	26%
Semester 7 or 8 (Year 4)	6	6%
Above Semester 8	2	2%
Type of Society		
Persatuan Anak Negeri	29	29%
Persatuan/Kelab Akademik	32	32%
Persatuan/kelab Bukan Akademik	33	33%
Jawatan Kuasa Mahasiswa Kolej	6	6%
Most Used Social Media Platform		
Instagram	42	42%
Facebook	14	14%
Twitter	27	27%
Snapchat	1	1%

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Other	16	16%
Time Spent on Social Media per Day		
<30 minutes	7	7%
30 ± 60 minutes	24	24%
1 ± 2 hours	19	19%
2 ± 3 hours	17	17%
>3 hours	33	33%
Frequency Checking Social Media per Day		
Not everyday	3	3%
Once a day	2	2%
2 ± 5 times a day	39	39%
5 ± 10 times a day	22	22%
>10 times a day	34	34%

Attention Seeking Behaviour and Social Media Addiction

The research objective for our study is to determine the relationship between attention seeking behaviour and social media addiction among student societies of Sultan Idris Education University. Based on Table 3, with the result gained, there is a significant relationship between attention seeking behaviour and social media addiction at .05 level of significance.

Table 3: Pearson Product-Moment Correlations

Variables	<i>r</i>	<i>p</i>
Attention Seeking Behaviour	0.307	0.002
Social Media Addiction		

Based on Table 3, the result gained is *r* with 0.307 and the sig-*r* (*p*) with 0.002. The *r* value for attention seeking behaviour and social media addiction is at 0.307; thus there is a positive and low relationship between attention seeking behaviour and social media addiction. In conclusion, we reject our null hypothesis, and there is a significant relationship between attention seeking behaviour and social media addiction at .05 level of significance. In a nutshell, 100 respondents (81% of female and 19% of male) were involved in this study and up to 77% that falls under the moderate level of attention seeking behaviour. Whereas, 73% of the respondents which also falls under the moderate level of social media addiction. Lastly, we can conclude that there is a significant relationship between attention seeking behaviour and social media addiction at 0.5 level of significance.

5.0 CONCLUSION

This study was aimed to determine the relationship between attention seeking behaviour and social media addiction among student societies of UPSI. Quantitative approaches with correlational research design were used for this study. A probability method which is the simple random sampling, has been chosen for the study due to the Google Form links given to random UPSI students through social media. One hundred undergraduates from UPSI (aged from 18 to 30 years old) were involved in this study. Two research instruments were employed, which are Not to Belong Scale (NTBS) and Social Media Addiction Scale (SMAS). A pilot study was conducted. The result of a pre-test for 30 respondents found high reliability with alpha Cronbach's coefficient ($\alpha = .759$) for Not to Belong Scale (NTBS); alpha Cronbach's coefficient ($\alpha = .881$) for Social Media Addiction Scale (SMAS). On the other hand, the result of actual data collection for 100 respondents found high reliability with alpha Cronbach's coefficient ($\alpha = .759$) for Not to Belong Scale (NTBS); alpha Cronbach's coefficient ($\alpha = .928$) for

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Social Media Addiction Scale (SMAS). Pearson correlation analysis showed that there is a significant relationship between attention seeking behaviour and social media addiction at 0.5 level of significance. In conclusion, there is a significant relationship between attention seeking behaviour and social media addiction among student societies of UPSI.

Recommendations for Future Study

Future studies may have to evaluate and focus on several demographic factors such as gender, academic performance, race, and others. It may provide different findings from various perspectives. Next, it will be interesting for future researchers to look into the different target audiences, such as students from various faculty or student from different nationalities. It may provide a broader view related to this research. In addition, the future researcher can use a longitudinal study design to test the relationship between social media addiction and attention-seeking behaviour. It may provide detail of change over time.

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