



INTRODUCTION

In Trinidad and Tobago (T&T)

- Facebook has over 954K users
- Tik Tok is the number one downloaded application in Google Play store

While benefits can be derived from the interaction of persons with social media platforms, the increasing level and possible dependence on their usage can be problematic or addictive.

Social media addiction is defined by obsessive usage resulting in neglect and undermining of various domains of one's life (e.g. school, work, relationship) and a loss of control over usage of the platform

Social Media addiction is defined by six typical characteristics (Fig 1).



Fig 1. Key Criteria for Diagnosing Online Addictions (Kuss & Griffiths, 2011)

An examination of the literature identifies several potential predictors of social media addiction:

- Five dimensions of gratification
 - content, process, social, technology & self-presentation
- Personality characteristics
 - Self-esteem
 - Loneliness
- Personality traits
 - Openness, Conscientiousness, Extraversion, Agreeableness & Neuroticism

Gaps in the literature

- Dearth of studies assessing Tik Tok usage and associated psychological effects
- Prevalence of social media addiction, patterns and trends in the Caribbean
- Assessment of the relationship between motives of use and social media addiction
- Empirical comparison of usage and addiction between social media platforms

METHODOLOGY

Aims of the Study

- Determine the prevalence of Facebook and Tik Tok addiction in T&T
- Examine the explanatory power of the Uses and Gratification Model to Social Media Addiction
- Compare prevalence and predictors of addiction between the two platforms

Sample

- University students
- N = 353 (female – 61.5%)
- Average age – 26.09 years (SD = 7.59)

Scales (Dependent Variables)

- Bergen's Facebook Addiction Scale (BFAS; $\alpha = 0.866$)
- Tik Tok Addiction Scale (TTAS; $\alpha = 0.907$)

Scales (Independent Variables)

- Uses & Gratification Scale
 - Motives of use
- Ten-Item Personality Inventory (TIPI)
 - Big-Five personality Traits
- Rosenberg Self-esteem Scale (RSES)
- University of California Los Angeles Three-Item Loneliness Scale (UCLA-TIL)

Nominal and Ordinal Independent Variables

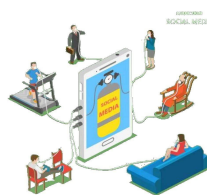
- Gender (Male/Female)
- Age (18 to 75)
- Daily Facebook/Tik Tok use (minutes)

Addiction cut-off score for BFAS and TTAS

- Score ≥ 19

Analysis

- T-tests (test of equivalence between Facebook and Tik Tok use and addiction)
 - Prevalence
 - Level of engagement
- Multivariate Multiple Linear Regression (MMLR)
 - Test overall significance of predictors
 - Test significance of predictors when controlling for other dependent variables
 - Allows the comparison of coefficients between the models for each dependent variable



RESULTS

Average level of engagement & prevalence of addiction

- Facebook**
 - Addicted users = **0.57%**
 - Duration, $\bar{x} = 53$ min/day (female – 57 min ; male – 41 min)
- Tik Tok**
 - Addicted users = **3.7%**
 - Duration, $\bar{x} = 49$ min/day (female – 58 min; male - 33 min)

- Males exhibited higher levels of engagement on Facebook than on Tik Tok, while the level of engagement of females was consistent across platforms
- Females exhibited higher levels of engagement than males on both platforms
- Females showed a significantly higher propensity towards addiction in comparison to males

Multivariate test

- Wilks's lambda of 0.1562 (F = 28.31, df1 = 35, df2 = 666, $p < 0.001$)

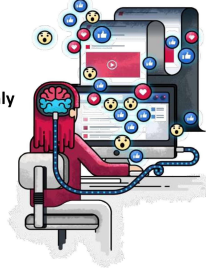
Individual Models

- Facebook**
 - $R^2 = 0.654$ ($p < 0.001$)
- Tik Tok**
 - $R^2 = 0.570$ ($p < 0.001$)

The factors examined collectively explain more of the variance in maladaptive behaviors related to Facebook than Tik Tok

Significance of predictors and equivalence of effect between platforms

- Predictors related to addiction on both platforms**
 - Self-presentation (gratification model)
 - Level of engagement
 - Age
- Predictors related to Tik Tok addiction only**
 - Content gratification
 - Process gratification
 - Social gratification,
 - Technical gratification
 - Extraversion (personality trait)
 - Loneliness
 - Sex
- All shared predictors had equivalent sizes
- High level of engagement on one platform did not correlate to addiction on the other
- Gender difference in addiction was found only in Tik Tok
- Overall, younger persons had a higher propensity towards addiction
- Loneliness explained the most variance in Tik Tok addiction
- Self-presentation explained the most variance in Facebook addiction



CONCLUSION

Addiction to social media is localized rather than generalized

- Addiction on one platform does not determine addiction on another
- Addiction pathways differ between platforms i.e. the 'addictiveness' of each platform differs based on its unique characteristics
 - presentation, ease of use, usefulness, level of enjoyment, irreplaceability (**uniqueness**), relatedness and self-presentation

Higher levels of engagement are associated with social media addiction

- However, 'high' level of engagement \neq addiction
- 'High' level is relative to the platform's average usage
 - user engagement may be generally higher on some platforms

Gender & age effects exists in usage of social media

- Females have a greater tendency to engage in higher levels of social activity
- Younger persons are more prone to addictive behaviours in relation to social media

Motivation for use and potential addiction

- Overall social media use is motivated by personal/social integration (self-presentation)
- Further, for Tik Tok escapism or relief of pressure and self-expression appear significant in its use



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