

The Effects of Social Media Use on Adolescents' Social Anxiety

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Abstract—*This research aims to describe the influence of the intensity of social media communication on the social anxiety of adolescents. This is ex-post facto research with the quantitative descriptive approach in which the data were taken from 52 respondents that were chosen by using simple random sampling technique. A questionnaire consisting of the intensity of social media communication and social anxiety were used to collect the data. The instrument for the independent variable was a scale of the social media use, and another scale of the social anxiety in which the content and reliability validity were previously analyzed by Cronbach's Alpha coefficient. Simple linear regression analysis was used for the test of the influence. The results of this research show the significance of social media use on social anxiety with "quite strong" level of relation and the regression coefficient of -3.094. Additionally, in every increase of 1 point in the intensity of social media use will lower the social anxiety score by -3.094. With the significance of 0.115, the findings show that the independent variable does not influence the dependent variable. The significance of the constant number is 8.051, while social media use is 0.115, and the significance of each is sig 0.000 and sig 0.115, with $P > 0.05$. The study suggests that both the dependent and independent variables are significant.*

Keywords—*social media, social anxiety, adolescence*

I. INTRODUCTION

Almost all of the modern society nowadays uses social media, where social media with all of its facilities have existed and become part of society's lives. Over time, social media become more various and developed where communication in media that used to be only one way has enabled people to communicate with one another. Social media communication is communication which is mediated by computer devices or cell phones, especially by specific applications. They have likely changed the way people communicate, where the roles of technology in improving communication between people made easy by hiding personal characteristic or revealed only when someone is willing to reveal him or herself to the society, and this kind of communication is unlimited [1].

To define, DeVito suggests that the intensity of communication is marked with the frequency of communication which is related to how often someone

carries out communication activity, while the duration to communicate is related to how much time is used while doing the communication activity. He adds, the attention given when communicating is defined as the focus given by someone during communication, and the regularity in communicating shows the similarity in several communication activities carried out routinely and regularly. Later, the extent of the message when communicating and the number of people asked to communicate have various meanings, so is the message discussed during communication and the number of people asked to communicate is related to the quantity or how many people are asked to communicate while carrying out the communication activity. Meanwhile, the extent of message refers to the message exchange in more details marked with honesty, openness, and mutual trust between the participants [2].

High intensity of social media communication causes two things, the positive terms of using social media which give the facility for its users to communicate and interact regardless of distance and time, and from the negative terms of social media that there are a lot of inappropriate websites with such inappropriate contents such as pornography [3]. Many people are in high intensity category of communicating through social media because they like the activities which involve a lot of people and are more focused on the outside world which can be interpreted as giving more attention to those who are around them instead of themselves [4]. Recently, more society has used social media, where the social media is an internet service which referred to as an online community for its users who have a lot of similarities in their activity, interest, or background in a certain field. Social media is also defined as friendship media which equipped with various features for its user so that they can communicate and interact, because the society's motives in using social media are to seek for knowledge, entertainment, and to make use of their free time [5].

Research in Yogyakarta municipality shows that the use of Instagram on grade XI students of senior high school SMA Negeri 9 Yogyakarta is generally in high category and there is no student who uses social media in the very low category [6]. The convenience

provided by new communication technology makes its users dependent, in which their dependence is related to the effort to meet the needs or the fulfillment of purpose by depending on other sources. In this matter, they consider social media as the only way to meet their needs, as if a human cannot live without its helps, so that humans seek for satisfaction in technology and accept the commands of technology, and then its existence is considered as dominant social power [7].

Based on a study, there are data that show high social media communication in the world that American adolescents nowadays are active in social media, and the significance increases compared to the previous survey where more than half of the adolescents (12-17 years old teenagers) use social media, and that the account is significantly higher than the adult ones [8]. This is maybe because adolescents are the most productive social media users where they spend most of their daily lives to interact through social media. Because at this time adolescents are experiencing an identity crisis, they tend to have high curiosity, always try new stuff, be easy to be influenced by their friends of the same age, and start to broaden interpersonal relationship [9]. This is in line with the notion that adolescence is a critical time in social development, marked with the increase of peer relations, and transition time from middle school to higher education, the need of adolescent is closer relation with friends of the same age [10].

Additionally, a study proves that the intensity of social media communication has an influence towards psychological health such as social anxiety. Someone who uses social media as a way to treat solitude and as a substitute for face-to-face relation he or she cannot get in daily life because he or she is afraid to have direct contact with other people and prefer to communicate online [11]. Based on the results of research, some teenagers feel that they feel anxious when posting something on social media, they feel that after posting they feel anxious about what happened to them that is like waiting for how many people will like the post, and worried will the opinions of other users of each post that we share with our closest friends and even the community. According to La Greca, social anxiety is fears of negative evaluation, social avoidance and feeling depressed in new situations or dealing with strangers or new people, social avoidance and feeling of depression experienced in general or with people who are known experienced by individuals [10].

Thus, the reason why social media that are commonly used by teenagers in interacting with their peers is maybe the feeling of being easily accepted as a member if in cyberspace compared to when in the real world. So often it raises activity in social media more than interacting in the real world, then supported by the ease in having social media accounts that simply use ID Users or do not need to use real identity. Some of the studies that support this statement are a study by McCord, Rodenbaugh, & Levinson who used the basis of social anxiety theory with the intensity of Facebook usage, the result of which is a significant relationship

between the level of social anxiety influenced by the intensity of Facebook usage [14]. In Joormann's research, 2015, the result is a significant relationship between the intensity of active Facebook use and anxiety levels [15].

II. RESEARCH METHOD

This research explains the cause-effect relations of two variables by using a population in which the population is adolescents or high school students in Yogyakarta who are chosen by using random sampling from several high schools in Yogyakarta. The independent variable in this research is the intensity of social media communication and the dependent variable is social anxiety.

The data collection was carried out by distributing a questionnaire to 50 respondents as the primary data, while the secondary data were acquired through a literature review. The data were then analyzed by inventorying them into calculations through a statistical test and simple regression analysis. The validity techniques used were linear regression, ANOVA and t-test. The validity technique used was content validity, while the reliability test was carried out by Alpha Cronbach.

III. RESULT AND DISCUSSION

Based on the result of this research, it is found that the majority of social media users are female adolescents with a percentage of 64%, while the males are only 36%. These adolescents are in the range of age between 16 to 22 years old. However, there is no significant difference between both of them in terms of dependency. It means that they have a somewhat similar consumption pattern in the intensity of social media use, and that there is also no meaningful difference. If it is viewed from the time used, they are in a high level in spending time either in the frequency and duration of the intensity of social media use.

At average, adolescents using social media in Special Region of Yogyakarta have 4 active accounts, and all of the samples use WhatsApp that is frequently viewed by the users, and then followed by Instagram, Line, and Facebook accounts. The digital device used by adolescents is cell phones, and a local internet service provider to connect to social media.

TABLE I. THE STATISTICAL RESULTS

	N	Minimum	Maximum	Mean	Std. Deviation
Intensity	52	53	137	5.12	19.139
Social Anxiety	52	36	90	7.75	15.432
Valid N (listwise)	52				

Table 1 is the descriptive display of variables in the form of the mean, standard deviation, minimum score, and the maximum score. From 52 respondents, the intensity achieves a mean of 5.12 with SD 19.139, whilst social anxiety gets a mean of 7.75 with SD

15.432, slightly higher than the first variable. The highest score accounted to 137 is found in the first variable, intensity, while the lowest score amounted to 36 is on the second variable.

TABLE II. ANOVA RESULTS

Model	Sum of Squares	f	Mean Square		ig.
Regression	6531.939	1	6531.939	8.177	000 ^b
Residual	5613.811	50	112.276		
Total	12145.750	51			

a. Dependent Variable: Anxiety
 b. Predictors: (Constant), Intensity

The ANOVA test results of F value acquired is 0.00 with the significance level is 0.00, with $P > 0.05$. It means that a significant influence has found on the respective variable.

TABLE III. COEFFICIENTS^A

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
1 Constant)	7.420	6.760		1.098	2.78
Intensity	-.591	.078	-.733	-7.627	.000

a. Dependent Variable: Anxiety

Regression equation formula:

$$Y = a + bX$$

$$Y = 7.420 - 0.591X$$

The regression coefficient found is 0.591 showing that every increase of 1 score to the intensity of social media use will lower the score of social anxiety as many as 0.591. With the significance level of 0.00, it shows that the independent variable influences the dependent variable. The t-test was used to test the significance of constant number + 1.098, while the intensity of social media use is 2.603 and each sign is sig 0.000 and sig 0.115 with $P > 0.05$. It shows that there is no significant influence of the dependent on the independent variable.

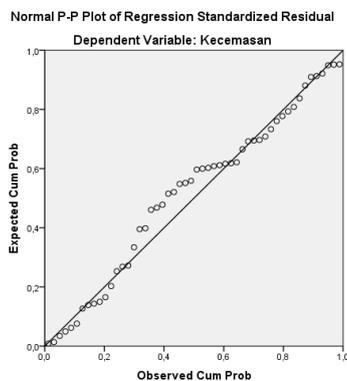


Fig. 1. Intersection Independent Variable and Dependent Variable

Concerning both variables, Figure 1 shows the intersection between the independent variable (the intensity of social media use) and the dependent

variable (social anxiety). It is clearly seen that the data are scattered around the line, meaning that the data are normal.

Regarding the results, Postman states that the existence of technology in society can form a culture called technology [16]. Technology is deified and handed over to control all aspects of society's lives [7]. Social media is then considered as a culture transformation, especially in social interaction, how we look at the present time that identity, relation and community can be formed through social media, how we live and work really depend on technology.

Social media can be used as the only effective media for individuals that have the characteristics of shame, nervousness, silence, and anticipate not to interact in order to avoid the negative view of others about them. This is because the interaction pattern created by the media is close to the direct interaction pattern, but the interaction is mediated by digital devices. Therefore, individuals can speak freely without having to nervous feeling, without having to involve emotion when talking to other people and able to express themselves to others without having to worry that other people will judge how they are because social media have the characteristic of self-presentation. It means, that we can control other people's view about ourselves, and we can create our own self-image consistently with one personal identity as we wish, whether we want to be considered as an adult, wise person or the opposite. Thus, if the purposes are considered to be met by the users, the tendency to become dependent on the intensity of social media use will emerge.

With regard to media, social interaction approach differs media based on how close the media is to face-to-face model, while through social media integration approach, they are displayed not in form of information, interaction or spread but in the form of ritual. Various advantages and disadvantages acquired from mediated interaction, new media may give flexible time in its use, but also creates new time demand. For example, social media users can interact through chat applications anytime and anywhere they want, but they will tend to spend much time for the same things every day [12].

As for social anxiety according to Communication Apprehension (AC) concept is defined as psychological pressure experienced by someone as a reaction to people existence. It is also related to communication with other people. If it is displayed, people who experience it will tend to avoid social interaction if possible, to talk only if needed to be involved in a conversation, not fluent, and severe psychological distress experience [13]. Within the implementation, social anxiety is displayed in research as a form of feeling and behavior of someone who wishes or tries not to meet with other people because they are afraid or worry to be in any social situation, as in university environment, work environment, or house.

Social anxiety in the dependent theory can be positioned as a motivating factor which is one of the reasons someone chooses media source or non-media to fulfill their need. Furthermore, it produces a various level of dependency to each user. Someone with a high level of social anxiety or people who experience social conditions will push them to use social media and to be involved in in-depth online communication.

Some people may feel comfortable entering and interacting in cyberspace, knowing that a human is a social being who surely need other people to tell what they feel, to express their emotion and ask for help. For them, social media is an effective tool to meet the social needs they cannot get in daily lives. High-need individuals who are oriented towards information seeking about something discussed television and they will be further exposed to media. Therefore, they will depend more on television compared to those who have lower orientation needs. It is likely that individuals who use social media with the orientation for social need are worried about having direct communication and they depend more on social media as a tool to communicate with others.

In this research, the condition is different from those who are afraid and worried to socialize. The respondents who tend to experience social anxiety are active in using social media, but they are also vigorous in real life communication. It means that respondents are individuals with a high level of social media use, but they have no fear to be involved and interact with others.

The description above is in line with the statement of Weinstein, et al. in their research that there is a significant influence between the intensity of social media communication with the level of social anxiety [17]. It is concluded in the research that in order to reduce social anxiety, the individuals who are worried to intermingle socially can choose to interact through social media because it has a lower risk of getting involved in online communication, which enables them to hide and control less-positive aspects.

IV. CONCLUSION

Based on the results and discussion, it is concluded that the high intensity of social media communication influences the social anxiety experienced by adolescents. Some respondents in this research experience high social anxiety, which causes them to highly depend on social media. They put social media as a tool to interact with others. This may agree with the saying that virtual world connect people on one side and it also separates people on the other side.

Through the explanation above, social media can act as an effective media for individuals whose characteristics are shameful, nervous, silent, and are likely to anticipate direct interaction in order to avoid the negative view of other. This is due to the interaction pattern created by the media which provide a facility that is close to the direct interaction pattern, but

mediated by the digital devices. Therefore, individuals can freely express their opinion without having to feel nervous without involving emotion when speaking with others and able to express themselves to anyone without having to feel worried.

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