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THE RELATIONSHIP BETWEEN SOCIAL ANXIETY, HAPPINESS, AND INTIMACY WITH SOCIAL MEDIA ADDICTION

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ABSTRACT

Social interaction and personal expressions are typical functions offered by social media sites like Facebook, Instagram and Twitter. Besides, social media also become users personal diaries to record and share their daily activities via photos, videos, music, and personal views regarding specific issues. With various activities that could be performed using social media, users tend to spend long hours on social media to get social contact and meet their socialising needs. Through social media, users enjoy establishing the social connection. People depend more on social media since social media can help them connect with others long distances. Thus, social media users who spend excessive time online tend to become addicted to the internet resulting from limited traditional social skills. As a result, users believe they are better individuals while online. The study conducted 340 respondents from Kolej University Poly-Tech MARA Kuala Lumpur students. The responses were recorded using an online survey. The instrument is considered reliable because the reliability value is more than 0.7 for the research instrument. The study was also analysed to test the research hypotheses. The analysis indicated that social anxiety, happiness, and intimacy show a high relationship with the respondents' addiction to social media. The findings supported all the hypotheses suggested in this research.

ARTICLE INFO

1.0 INTRODUCTION

In recent years, the use of social media nowadays is becoming an essential tool of communication and human interaction accessible from multiple devices. Baltaci (2019) claims that human life and behaviour constantly change. As a result, various problems arise because of high dependency to technology. Thus, it may cause addiction. According to Bradley (1990), addiction refers to involuntary indulgence behaviours dependent on an object. Many people cannot live without social media, always checking on their gadgets since they awake until bedtime. Thus, it creates a dependency on social media and leads to addiction. Moreover, technological developments made social media a part of everyone's lives.

Social media refers to the online platforms and tools that people use to share opinions and experiences, including photos, videos, music, insights, and perceptions with each other (Lai & Turban, 2008). Social network services allow individuals to network for various purposes, including sharing information and building and exploring relationships (Kwon & Wen, 2010). Social media can be easily accessed that everyone can use anytime without control to express their feelings using photos and videos. Unfortunately, social media has become an addiction to people because it is an internet application that is used over the internet and uncontrolled. Thus, social media is a must for an individual because everything was updated in the social media news official account. However, social media also may harm an individual's mental health.

Social media sites like Facebook, Instagram and Twitter are harmless platforms that allow social interaction and personal expressions. In this study, a survey was used to investigate the relationship between social anxiety, happiness, intimacy and social media addiction. What happens is that individuals are relying on social media interaction instead of engaging in face-to-face. Individuals with social media addictions are often overly concerned about social media and are driven by an uncontrollable urge to log on to and use social media without limit.

Davey (2016) indicates that social media contributes to the friendship network, which likely impacts feelings of social anxiety and contributes to personal well-being. In today's society, internet communication takes place through social media platforms, increasing the impact of digitalisation and online communication. People are likely to chase connectedness that merely makes passive interactions with social media. There is an unhealthy desire at this point of addiction and can cause additional anxieties.

In addition, Kirik et al. (2015) findings indicated that young people connect with their friends using social media and believe that new media technologies change human life. Social media develop a strong position in internet technology and influence on young people, which causes social media addiction. The phenomenon of social media adds to a new dimension to the personal feeling by offering direct quantifying friendships, viewing the friendship networks of others for comparison, and providing immediate information about social events. It is easier how social media take the place of social interaction.

According to the Internet World Stats (2020), the number of Internet users worldwide has reached almost five billion of the internet users. Posting and viewing Facebook photos can stimulate narcissism (Alloway, Runac, Qureshi, & Kemp, 2014), those who perceive social media to be intimate are the only ones who reap the emotional and social benefits of using them, this may help explain how social media use by itself has been linked to increase the social connection and subsequent well-being implications (Best, Manktelow, & Taylor, 2014; Primack et al., 2017). This study focused on social anxiety, happiness and intimacy with social media addiction.

Thus, to find the solution to the stated problem, the following research objectives were applied:

1.   To determine the relationship between social anxiety and social media addiction

2.   To determine the relationship between happiness and social media addiction

3.   To determine the relationship between intimacy and social media addiction

This study aims to determine how social media usage and mental health have prolonged use of social media such as Facebook associated with mental health problems such as anxiety and associated with long-term well-being. Although the negative use of technology development causes problems at every age level, youths are the significant group at risk for social media addiction. This study will better understand the extent to which youth use social media networks and social problems they face in their social environments, their emotional, perception of happiness and intimacy. The study results provide information on social media addiction among the youth.

2.0 LITERATURE REVIEW

Social Anxiety and Social Media Addiction

Social anxiety disorder (SAD) is a mental health issue that involves a dread of social situations, including performing or speaking in front of others for fear of being negatively judged (Marsh, 2020). According to Richards (n.d.) explains that if a person usually becomes (irrationally) anxious in social situations, but seems better when they are alone, then "social anxiety" may be the problem. The person with a social anxiety disorder may understand that their fears are irrational or unreasonable but feel powerless to overcome them (Legg & Higuera, 2018). Therefore, social anxiety can be described as feeling nervous or anxious in society or meeting a new person because you think you are not good enough or lack the confidence to face new people.

Litner and Felman (2020), agreed that social anxiety disorder is a mental health condition characterised by a fear of being watched or judged by others in social situations. Therefore, people with social anxiety disorder prefer to interact with others through social media platforms. However, social media existence can trigger people's stereotypes (Karim et al, 2020).

Social media addiction is a big issue nowadays since everything can be updated on social media. Online social networking sites, and Facebook, in particular, can offer great opportunities, for interaction with others, especially for individuals with social anxiety (Dobrean & Pasarelu, 2016). Therefore, social anxiety can be related to social media addiction because people love to interact with more people on social media. After all, it is not in a face-to-face situation. Lee-Won, Herzog and Park (2015) and Mikulich (2016) they agreed that one of the main reasons why texting and other forms of social media are preferable, especially in the case of those struggling with social anxiety, to real-time interactions is that the awkward nature of the conversation in-person is replaced with the quickly sent text, which can be edited and manipulated before it is sent, thus allowing more control over the interaction than is possible in real-time social situations. Therefore, this study is hypothesised:

H1: There was a significant relationship between social anxiety and social media addiction

Happiness and Social Media Addiction

Happiness is an emotional state characterised by feelings of joy, satisfaction, contentment and fulfilment (Cherry, 2020). Social media networks have made it very convenient for people to connect with their loved ones regardless of their geographical location. Quitting social media altogether can make them feel isolated from friends and family (Salim, 2019). Happiness is not something you obtain, but it is something you inhabit (Sundaram, 2019). Therefore, happiness can be described as something that brings you joy or feels connected by people that you love can bring you a happiness and help build a strong relationship with others.

Happy people tend to be healthier, have better relationships, make more friends, and find success in life (Erika 2020). According to citation, Bekalu (2020) claims that having a strong social network is associated with positive mental health and well-being. Therefore, feeling connected with others also can be created by having a conversation on social media platforms.

According to citation, Whiting & Williams (2013) and Pittman (2018) agreed that the more frequently one uses social media, the more likely it is to lead to gratifications such as social interaction, entertainment or relaxation. Happiness

can also be created by socialising on social media even if it is not in a face-to-face conversation but connected with people can build a good relationship and happiness. Happy individuals who use social media are even more likely to perceive it as intimate, or at least more useful in facilitating disclosure and self-presentation to others and the world (Pittman, 2018). Therefore, this study is hypothesised:

H2: There was a significant relationship between happiness and social media addiction

Intimacy and social media addiction

Clark and Reis (1988) claim intimacy is a process in which one person expresses important self-relevant feelings and information. As a result of the other's response comes to feel known, validated and cared. Previous research shows that social media use can strengthen weaker relationships (Ellison, Steinfield, & Lampe, 2007). The more frequently one uses social media, the more likely it is to lead to gratifications such as social interaction, information seeking, pass time, entertainment, relaxation, expression of opinions, communicatory utility, information sharing, and watching others (Whiting & Williams, 2013). On the other hand, individuals who use social media are even more likely to perceive it as intimate, or more useful in facilitating disclosure and self-presentation to others and the world.

The levels of social support are related to emotional closeness in social relationships, and the intensity of social media use is related to the intimacy in relationships (Ellison, Steinfield & Lampe, 2007). Miguel (2016) mentioned that intimate interaction is based on sharing or exchanging text and pictures displayed in public. Social media platforms are stages where users negotiate intimacy in public through self-disclosure. Ellison et al. (2007) found that the intensity of Facebook used as one of the social media platforms was positively related to different forms of social capital, which may reflect social relationships.

Reis and Shaver (1988) claim that intimacy involves feeling understood, validated, cared for and closely connected with another person. In other words, the more social media uses, the more intimate they may perceive their usage. Furthermore, that perceived intimacy with others is what makes one feel better. Therefore, intimacy is being there for one another or showing concern or giving support. Hence, it is essential to determine the relationships between intimacy and social media addiction in their social environments. Thus, this study hypothesised:

H3: There was a significant relationship between intimacy and social media addiction.

The conceptual study is to determine how social media addiction might influence or be influenced by the social environment. Therefore, the study consists of the relationship between social anxiety, happiness and intimacy for the independent variables, while social media addiction is the dependent variable (refer to figure 1).
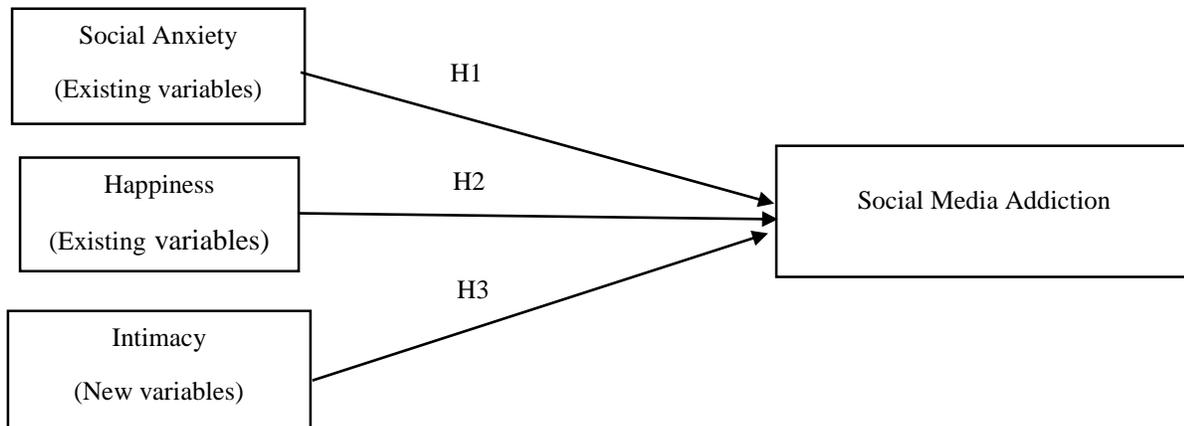

Figure 1: The conceptual research framework

3.0 METHODOLOGY

The study investigates the relationship between the social anxiety disorder that affects the respondents' social media addiction. A survey was conducted to collect the data to reach the research objectives. The questionnaire consisted of 40 questions divided into four sections, and each section consisted of 10 questions. Each section based on the variables related to the study. The study applied the 5-point Likert Scale from 1 – Strongly disagree, 2 – Disagree, 3 – Somewhat agree, 4 – Agree, 5 – Strongly agree to record the respondents' feedback.

The analysis unit for this study are the students from Kolej University Poly-Tech MARA Kuala Lumpur. The study used the Israel Table to determine the number of respondents. The Kolej University Poly-Tech MARA Kuala Lumpur has 2000 students. Therefore, the study collected 340 responses. As reported by Israel (1992), only 333 responses are relevant for the 2000 number of populations for this study.

The questionnaires were distributed through Google Form, and the link was sent online via WhatsApp application to the potential respondents. The survey was distributed online because it is low-cost and the best approach during this Covid-19 pandemic. Thus, the study applied quota sampling to select the respondent because it is easy to access. According to Brick (2014), the study used the quota sampling technique because it requires a sample that meets the target number of individuals with specific characteristics, normally used in market research. In addition, the content validity test is conducted in this study by sending the proposed questionnaire to the content expert to ensure that all of the questionnaire items are suitable for measuring the variables in the research.

The study conducted a reliability test to ensure that the instrument can measure the substantiality of the research. Generally, an accepted rule is 0.6-0.7, indicating an acceptable level of reliability, and 0.8 or greater is an outstanding level (Ursachi, Horodnic & Zait, 2015). The study used a normality test to ensure that the sample data is valid and reliable. Therefore, George and Mallery (2010) and Davis (2021) agreed that the values for asymmetry and kurtosis between -2 and +2 are considered acceptable to prove normal univariate distribution. The study used Cronbach alpha value to ensure that the questionnaire items are consistent. The items are considered reliable if the Cronbach alpha value is more than 0.7 as suggested by Hulin, Netemeyer, and Cudeck (2001).

The study used descriptive analysis to describe the respondent background. Then, the study conducted a correlation test to test the hypotheses. According to Schober, Boer & Schwarte (2018), correlation test is to measure a monotonic association between two variables.

4.0 FINDINGS AND DISCUSSION

Table 1: Respondent demographic analysis

Item	Measurement	Percentage, %
Gender	Male	35.2
	Female	64.8
Age	20-22	40.8
	23-25	46.9
	26-28	12.3
Course	Bachelor of Communication (HONS) in Corporate Communication (BK201)	29.6
	Bachelor of Business Administration (Hons) Human Resource Management (AB201)	27.6
	Diploma in Teaching of English As a Second Language (BE101)	9.4
	Bachelor of Arts (Hons) in Applied English Language Studies (BE201)	9.1
	Bachelor of Information Technology (HONS) in Information Security (CT205)	1.5

	BSc. (Hons) in Information Security (CC202)	3.5
	Bachelor of Arts in 3D Animation and Digital Media (Honours) (CM201)	5.6
	Bachelor of Corporate Administration (Honours) (AC201)	6.2
	Bachelor of Accountancy (Hons) (AA201)	7.3
	Diploma In Corporate Communication (BK101)	0.3
Own a social media	Yes	100
Spending hours on social media.	1-4 hours	2.1
	4-12 hours	24.3
	More than 12 hours	73.6

Table 1 shows the respondent demographic analysis. Table 1 showed that gender for females is 64.8% and male is 35.2%. The respondents from age 20-22 had 40.8% and age 23-25 had 46.9% as the highest response as for educational level. Most of the respondents are from degree courses. This is because university students are emphasised as one of the important groups under abuse of technology and face many problems due to blending into a new social environment (Baltaci, 2019; Pawlowska, et al., 2015). In addition, the majority of them have social media accounts. This indicated that all the respondents experienced social media addiction. Therefore, it is important to determine the relationship between social anxiety and social media addiction that university students face in their social environment.

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Table 2: Descriptive Analysis of Social Anxiety

	1 Strongly Disagree	2 Disagree	3 Somewhat Agree	4 Agree	5 Strongly Agree	Mean	Std. Deviation
I used social media to gain peer-to-peer support.	.3	4.1	13.5	51.3	30.8	4.08	.793
I will not leave my house if my phone battery is not full or did not bring my charger.	.6	2.1	17.3	50.7	29.3	4.06	.774
I showed my good sides on social media because I am fearful of	1.2	2.6	18.2	49.3	28.7	4.02	.826

losing my followers and friends.						
I will get anxious when I saw someone who better than me in the social media.	1.8	3.5	18.8	48.7	27.3	3.96	.872
I become anxious when I am not up to date with social media.	1.5	4.1	19.4	47.2	27.9	3.96	.877
I become more anxious when I spend more time on social media than usual.	.0	3.5	21.1	51.6	23.8	3.96	.768
I feel anxious if I do not update my social media status.	2.9	3.5	15.8	51.3	26.4	3.95	.909
I get nervous when I meet new people.	.0	3.8	18.8	68.0	9.4	3.83	.637
I express my feeling easily on the internet.	1.2	6.2	25.8	46.6	20.2	3.79	.877
I feel shy around people I don't know.	.3	3.2	47.5	31.1	17.9	3.63	.821

The descriptive analysis of the social anxiety in table 2 shows that most respondent who have social anxiety used social media to gain peer-to-peer support and feel shy with strangers. Most of the respondents will not leave the house without a phone. The respondent also agreed that they used social media to show their good sides because they were fearful of losing followers and friends. Texting and other forms of social media are preferable by those struggling with social anxiety; they feel awkward in real-time interactions. Texting and social media allow the text to be edited and manipulated before sending it (Lee-Won, Herzog & Park, 2015; Mikulich, 2016). Therefore, the study determined the respondent with social anxiety when the respondents were feeling nervous or anxious meeting a new person. The findings show that most respondents agreed that social anxiety could be related to social media addiction.

Table 3: Descriptive Analysis of Happiness

	1 Strongly Disagree	2 Disagree	3 Somewhat Agree	4 Agree	5 Strongly Agree	Mean	Std. Deviation
I feel happy when I received a positive vibes.	.0	.0	10.6	52.5	37.0	4.26	.638
I feel happy when I received adequate social support.	.0	.3	13.5	49.0	37.2	4.23	.683
I feel happy to use social media to connect with others.	.0	1.8	12.6	49.9	35.8	4.20	.719
My happiness is depending on the right physical environment.	.0	1.2	13.8	51.9	33.1	4.17	.699
I found that social isolation can lead to social happiness.	.0	1.5	18.8	45.2	34.6	4.13	.760
I feel happy when I have a trustable relationship.	.0	1.5	16.4	50.4	31.7	4.12	.725
My happiness is depending on an	.9	2.3	15.2	49.6	32.0	4.09	.799

	1	2	3	4	5	Mean	Std.

excellent social environment.

I am happy to join online networks to share ideas with others.	.0	2.1	17.9	51.9	28.2	4.06	.735
I feel my life is satisfying when I have a broad social connection.	.0	1.8	17.6	62.2	18.5	3.97	.657
I am happy when I actively chat in my social media with friends and family.	.3	1.2	28.2	48.1	22.3	3.91	.756

As shown in table 3, the descriptive analysis of happiness shows most respondents feel happy when receiving something positive (M=4.26). The respondent also feels happy when they get adequate social support. (M=4.23) Moreover, glad to receive social support through the social media platform. This indicated that the respondent was getting more connected and felt happy to share positive information. Therefore, we determined the respondent's happiness through the question, as shown in Table 3. Most of the respondents feel happy when they connect with people through social media. The findings show that most of the respondents agree that their happiness will surely elevate the respondents' feeling and happiness when they get social support through social media.

Table 4: Descriptive Analysis of Intimacy

	1 Strongly Disagree	2 Disagree	3 Somewhat Agree	4 Agree	5 Strongly Agree	Mean	Std. Deviation
Based on my experience, technologies can	.3	.9	11.7	44.3	42.8	4.28	.726

influence on the romantic relationship.						
Based on my experience, I get connected when I update something positives.	.0	1.5	12.6	51.3	34.6	4.19	.704
Based on my experience, people attracted to positive post.	.3	1.2	13.8	51.0	33.7	4.17	.722
Based on my experience, I feel more comfortable when communicating using social media.	.6	2.1	11.4	51.9	34.0	4.17	.750
Based on my experience, the face-to-face argument will make it less intimate.	1.2	2.6	9.4	52.2	34.6	4.16	.791
Based on my experience, social media increase the intimacy of each other.	.3	1.8	16.7	46.9	34.3	4.13	.769
Based on my experience, I get connected with other activities through the social media.	.0	2.1	15.8	53.1	29.0	4.09	.724

	1	2	3	4	5	Mean	Std.
Based on my experience, social media present social interaction and I get more information sharing.	.0	1.2	18.8	51.6	28.4	4.07	.718
Based on my experience, humans are more connected to each other using social media.	.3	2.1	24.0	47.8	25.8	3.97	.780
Based on my experience, viewing photos can increase the interest or admiration of oneself.	.0	.6	23.5	59.8	16.1	3.91	.643

Table 4 shows that most of the respondents experienced that social media is not only for social interaction but also influence romantic relationships. The respondents agree that they get connected when updating something positive on social media because people are attracted to positive posts. The respondent feels more comfortable communicating using social media and agrees that people get more connected with others by using social media. This indicated that social media increases social interaction and closeness relationships with others through social media. Therefore, we determined the respondents' relationship intimacy through the question above, as shown in table 4. The findings show that most of the respondents agree on the intimacy question related to social media addiction.

Table 5: Descriptive Analysis of Social Media Addiction

	1 Strongly Disagree	2 Disagree	3 Somewhat Agree	4 Agree	5 Strongly Agree	Mean	Std. Deviation
Based on my experience, people spend most of their	.0	.3	12.3	46.3	41.1	4.28	.684

time through social media than other activities.						
Based on my experience, the benefits of social media include maintaining a social relationship.	.0	.9	9.7	51.0	38.4	4.27	.667
Based on my experience, interactive web technologies will increase social media addiction.	.0	.3	11.7	50.7	37.2	4.25	.664
Based on my experience, I like to share any information through social media.	.3	2.3	12.9	48.4	36.1	4.18	.762
Based on my experience, social media is platform to build new relationship.	.0	1.8	15.8	46.0	36.4	4.17	.752
Based on my experience, social media has the	.0	.3	14.7	54.3	30.8	4.16	.666

potential lead to social media addiction.							
Based on my experience, youth generation today spend most of their time on social media to attract more likers of their post.	.0	0.6	16.4	50.4	32.6	4.15	.702
Based on my experience, I easily distracted with social media addiction.	.0	1.5	16.1	50.1	32.3	4.13	.726
Based on my experience, I get more interaction using social media platform.	.0	1.5	18.5	48.1	32.0	4.11	.744
Based on my experience, social media affects other social activities of individuals.	.0	1.5	17.0	51.6	29.9	4.10	.721

Table 5 shows that most of the respondents who experienced social media addiction are easily distracted when spending most of their time with social media than other activities, and social media can maintain a social relationship. The majority of the respondents agreed that people spend more time on social media than other activities. It affects other social activities too. Therefore, we determined the respondents' social media addiction through the question

above. The study also performed a correlation analysis to test the relationship between the variables. The relationship between variables was determined using Guilford Rule of Thumb (refer table 6)

Table 6: Guildford Rule of Thumb Table

Value, r	Strength
<0.2	Negligible Relationship
0.2 to 0.4	Low Relationship
0.4 to 0.7	Moderate Relationship
0.7 to 0.9	High Relationship
>0.9	Very High Relationship

Table 7: The result of the correlation test for the level of social anxiety with social media addiction.

		r	*P* < .05	Result
Social Anxiety →	Social Media Addiction	.767	.000	Significant

The correlation test finding between social anxiety with social media addiction is indicated in table 7. The analysis shows that H1 is supported. The level of social anxiety and social media addiction is highly correlated. The direction of the relationship is also positive. The possible explanation for this relationship is that people get more anxious when spending more time on social media. As reported, the respondents spend four to twelve hours on social media per day. People become addicted to social media because they have social anxiety. Most of the respondents indicated they feel shy and nervous about meeting new people. Thus, the respondents spend more time on social media than usual as an alternative to express their feeling and to gain peer support online. Therefore, the respondent who has social anxiety tend to be addicted to social media.

Table 8: The result of the correlation test for the level of happiness with social media addiction.

		r	*P* < .05	Result
Happiness →	Social Media Addiction	.729	.000	Significant

The correlation test finding between the levels of happiness with social media addiction is shown in table 8. The analysis shows that H2 is supported. The level of happiness with social media addiction is highly correlated. The direction of the relationship is also positive. The possible reason for this relationship is that the respondent believes that happiness can be created by connecting with more people on social media. The respondent becomes addicted to social media because they feel happy while online. The respondents feel happy for the social support and trust their relationship while online. Thus, the respondent who is happy online tends to be addicted to social media.

Table 9: The result of the correlation test for the level of intimacy with social media addiction.

			r	P < .05	Result
Intimacy	→	Social Media Addiction	.710	.000	Significant

The correlation test finding between intimacy with social media addiction is shown in table 9. The analysis indicates that H3 is supported. The variables are highly correlated. The direction of the relationship is positive. The justification of this relationship is that the majority of the respondent agree that sharing information and positive post and doing online activities together would increase intimacy with their online friends. Thus, intimacy leads to social media addiction.

5.0 CONCLUSION

The study was conducted to identify a significant relationship between social anxiety affecting Kolej University Poly-Tech MARA Kuala Lumpur students from social media addiction. The three factors in this study are social anxiety, happiness and intimacy towards the respondent's social media addiction. During the study on 340 respondents, the analysis indicated that people struggling with social media addiction might cause social anxiety, happiness and intimacy in their life and society. Thus, better social media use can create better and healthier mental health and society. However, many people will experience social media addiction issues once in life from time to time. The study showed a positive association with social media addiction. They spend more than twelve hours on social media per day. Therefore, the respondent spends more time on social media as an alternative to express their feeling and get more connected with others.

The finding in this current study is a significant correlation of these three factors with social media addiction. The relationship between social anxiety and social media addiction was high. The study encountered several limitations while conducting the survey. Overall, these results indicate respondents can be observed in the risk that they could become addicted to social media, which may affect their environment and well-being. The research's data collection process used the online survey. This study used a quantitative research-based design that focuses on the mean and using the Guildford rule of thumb to find its correlation value. Thus, this study also should be planned for qualitative research to gain better insight into social media addiction.

Furthermore, social media are commonly used by the young generation with unlimited time. Considering that the young generation uses social media intensively to make close relationships with friends, conducting social media addiction research on the young seems to be important. In this study, social anxiety, happiness and intimacy were predictors of social media addiction. Hence, this study aims to improve university students' social environment, and social relations can have a multifaceted effect on the development of all living spaces. Thus, we suggest that physical support and counseling services for university students eliminate their social environment and social anxiety-related problems.

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