
Exploring the Association between Social Media Addiction, Depressive Symptoms, and Adolescent Health Promotion: A Case Study in Taiwan

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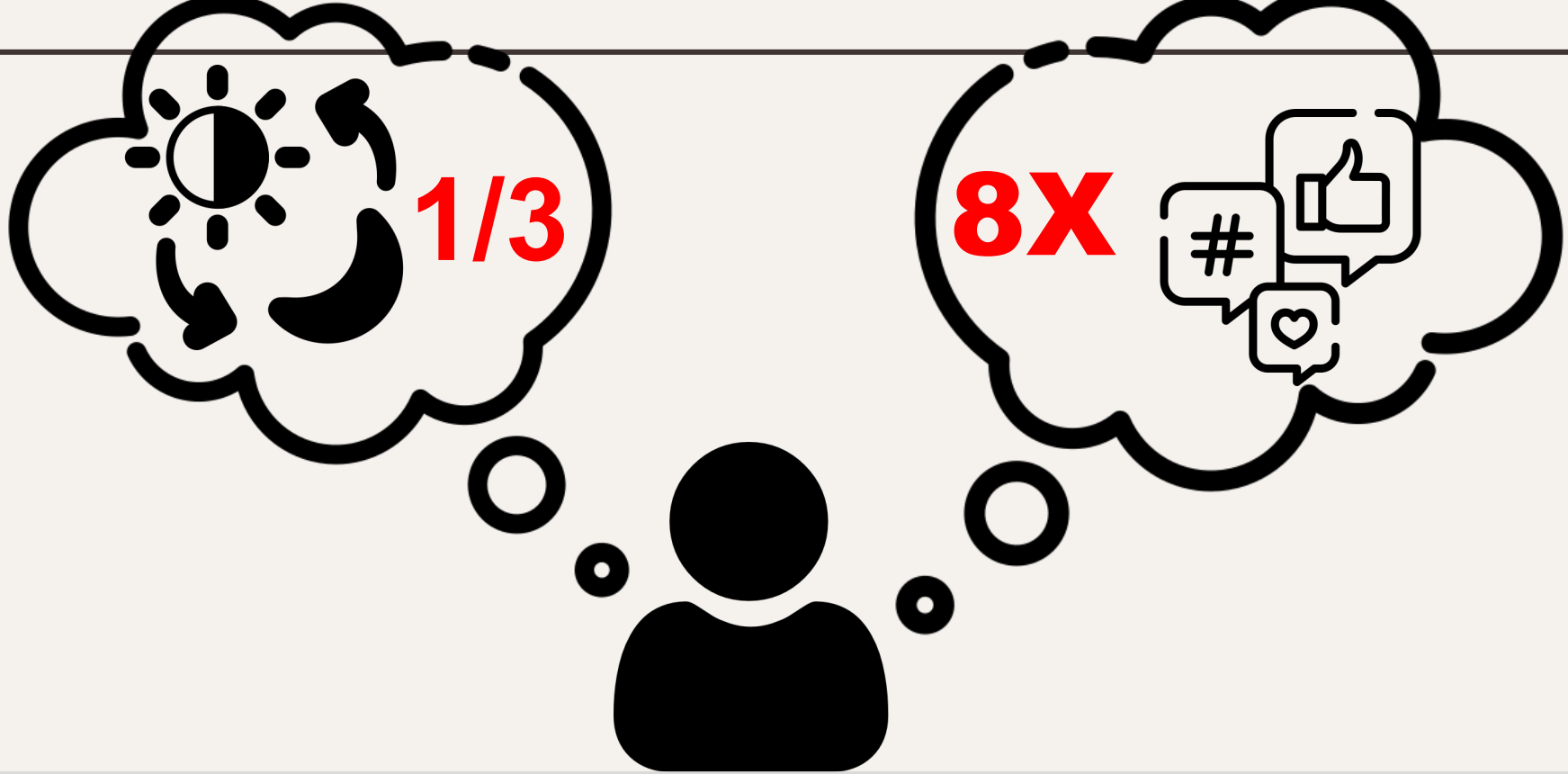
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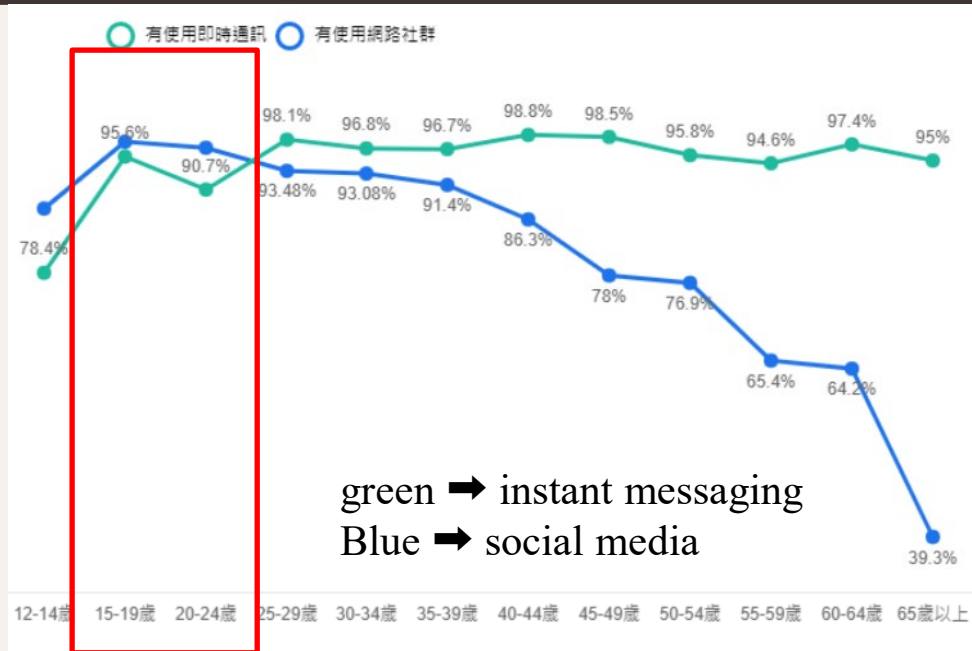
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01

Background and objective



- Taiwan has an internet penetration rate of 86%, with an average of eight social media accounts per person, and Taiwanese individuals spend nearly one-third of their time online.(Lee & Wang, 2021) ◦



- During the COVID-19 pandemic, teenagers receiving remote education had limited opportunities for in-person social interaction, leading to a significant increase in the use of social networks or instant messaging apps.

- When social media is not consciously used, it can lead to many negative effects, such as excessive use sometimes resulting in the so-called 'social media addiction', which can have detrimental effects on the psychological well-being of college students and increase the likelihood of experiencing depressive symptoms.

Social media addiction



Depression
Symptoms

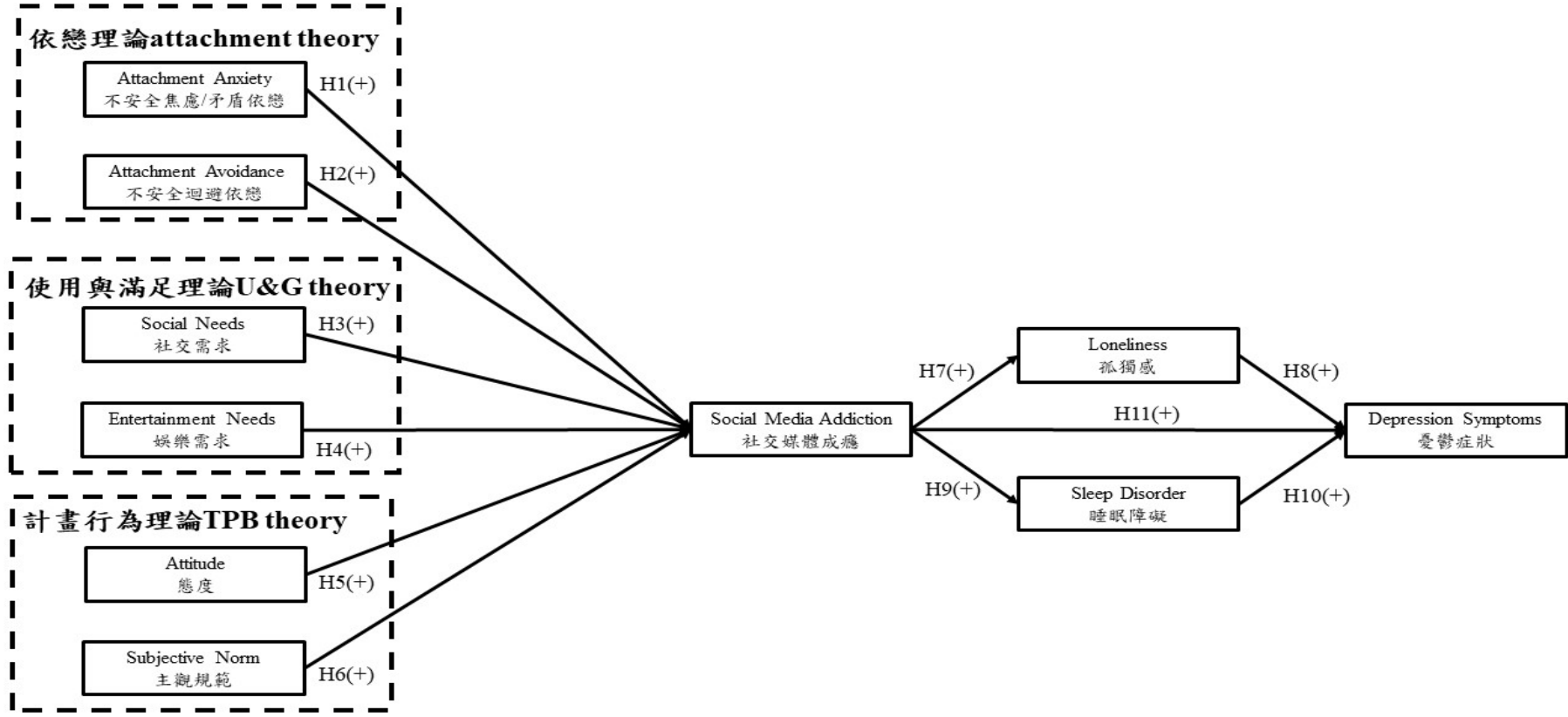
Loneliness

Sleep
Disorder

Research Questions and Objectives

The problems that this study aims to investigate are as follows:

1. What factors lead to social media addiction in adolescents?
2. How does social media addiction impact depressive symptoms in adolescents?



02

Methods / intervention

Measurement Method

This study will develop a research questionnaire based on previously validated scales and modify it to align with the research questions and context of this study. This will facilitate an investigation into the reasons for social media addiction among Taiwanese university students and its impact on depressive symptoms. The study will employ a Likert five-point scale for measurement, with response options ranging from 'Strongly Agree,' 'Agree,' 'Neutral,' 'Disagree,' to 'Strongly Disagree' for participants to choose from. The variables in this study are categorized into eleven sections, including 'Insecure Anxious/Ambivalent Attachment,' 'Insecure Avoidant Attachment,' 'Social Needs,' 'Entertainment Needs,' 'Attitudes,' 'Subjective Norms,' 'Social Media Addiction,' 'Loneliness,' 'Sleep Disturbances,' and 'Depressive Symptoms.'

Questionnaire Distribution

社交媒體使用者 大學生受試者招募

研究題目：
結合依戀、U&G、及TPB理論探討社交媒體成癮與其對憂鬱
症狀的衝擊－以我國大學生為例



01

研究目的

(1)找出導致我國青少年出現社交媒體成癮之可能因素並驗證，並提供相關資訊協助加以避免。
(2)驗證社交媒體成癮對青少年的憂鬱症狀所產生的影響，找尋社交媒體成癮對青少年憂鬱之症狀的衝擊點，並協助釐清青少年在受到社交媒體成癮的影響下還會發生哪些關聯情事導致出現憂鬱症狀，找出兩者之相關聯可能因素並提供警示。

02

招募對象

生理年紀18-24之大學生，社交媒體使用者為佳。

03

填答流程

填答時間約為一個小時以內，您會在一天內填答完畢，不會分段填答。我們會花費幾分鐘向您講解研究目的與流程，並邀請您進行填答。

04

填答時間與地點

將以網路方式進行發放，視填答者方便為主，報名請電下方電話或洽電子信箱。



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03

Results

Data Analysis and Results

The data collected for this study through online surveys were analyzed using the SPSS statistical software to perform descriptive statistical analysis on the questionnaire data, in order to understand the sample characteristics. Additionally, SmartPLS 4.0 was used to validate reliability and validity in the analysis.

Partial Least
Squares [PLS]

Path
Coefficients

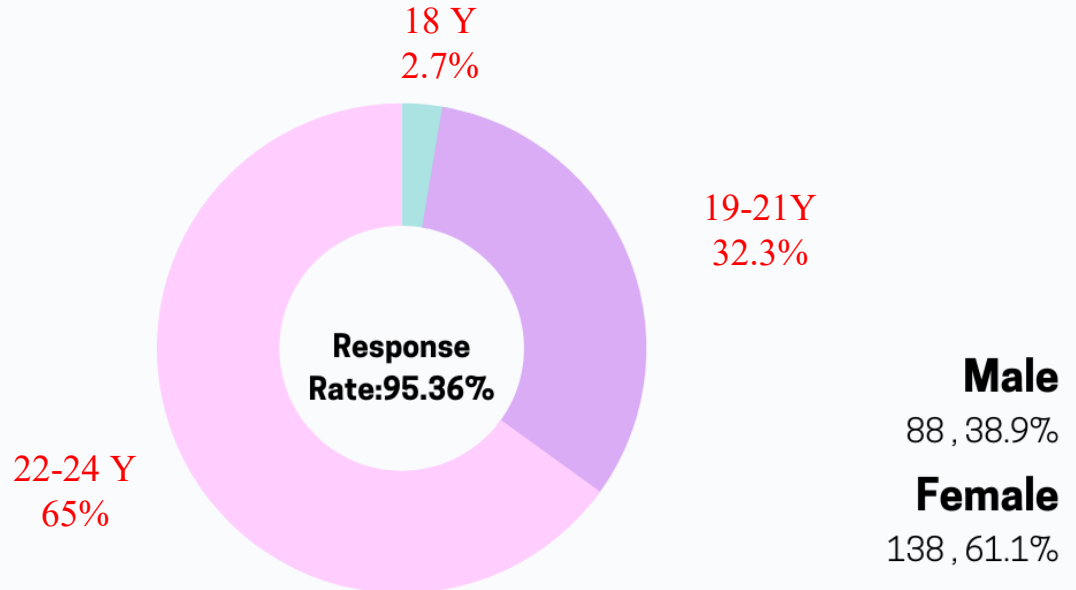
R Square [R^2]

Bootstrapping

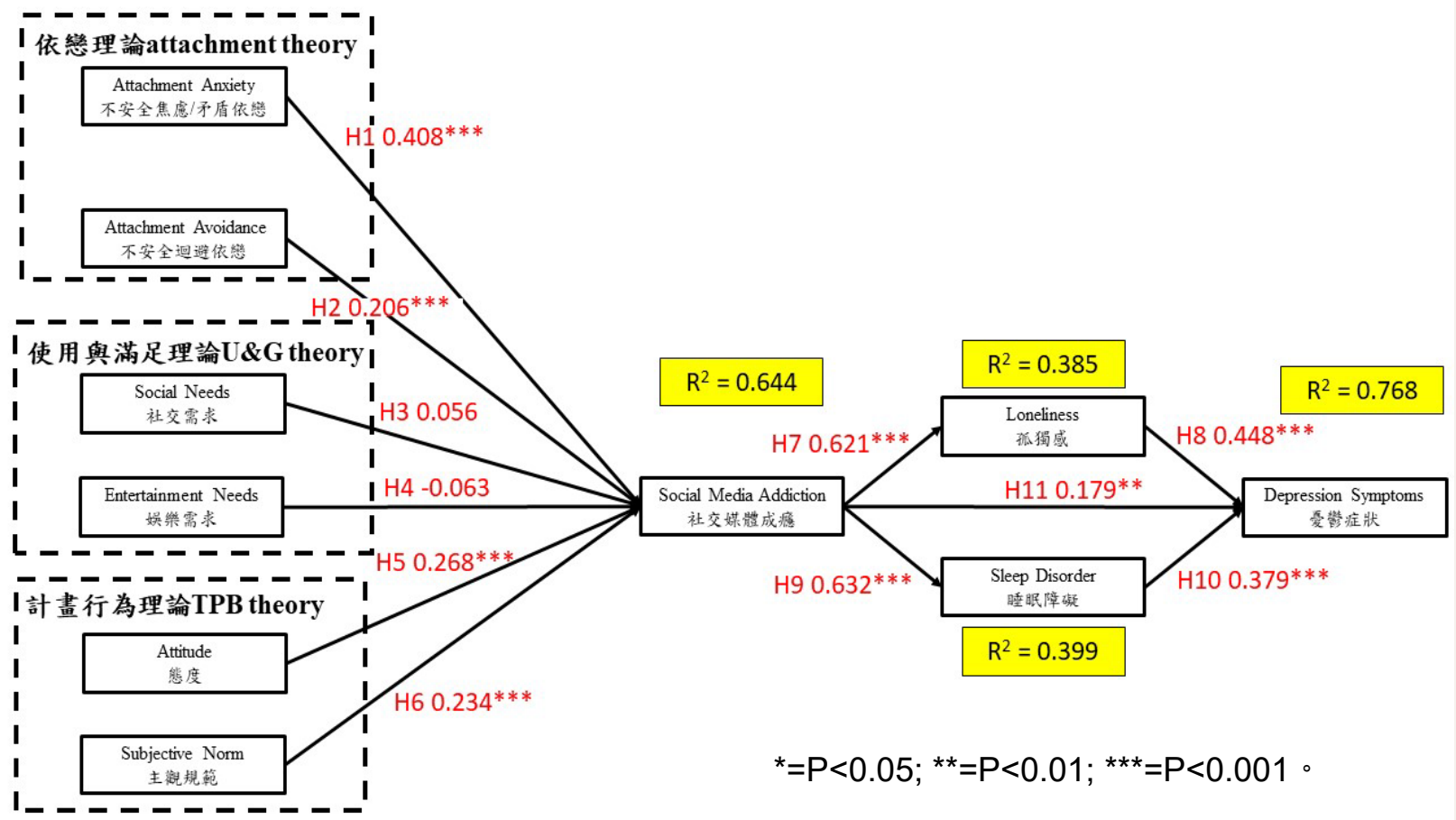
Questionnaire Collection and Data Analysis

QUESTIONNAIRE RETRIEVAL AND DATA ANALYSIS

Survey Retrieval : **237**
Valid Surveys : **226**



Using SPSS for Descriptive Statistical Analysis Software
The study focuses on a group of college students whose physiological age corresponds to adolescence



*=P<0.05; **=P<0.01; ***=P<0.001。

04

Conclusions / lessons learned

Conclusions / lessons learned

This study aims to examine the impact of social media addiction on depressive symptoms and elucidate the detrimental effects of social media addiction on the mental health of adolescents. It contributes to enhancing our understanding of the relationship between social media usage, gratification, addiction, and mental health, thereby providing valuable insights for the development of health promotion strategies targeted at adolescents. The findings will be beneficial for formulating relevant policies and measures.

THE END