

Relationship of Assertive Behaviors and Social Media Addiction among Adolescents

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Abstract. Social media addiction is increasingly prevalent, especially among adolescents. There are many factors that make adolescents addicted to social media. Adolescents who are less assertive are more susceptible to using social media as an alternative to express their feelings or just communicate with others. This present study examined the relationship between assertive behaviors with social media addiction in adolescents. Participants ($N=100$) adolescents completed a measure of assertive behavior and social media addiction behavior. Data analysis technique was conducted by means of SPSS 21 correlation test. The results of this study show that there is a relationship between assertive behavior and social media addiction in adolescents ($r = .01 p < .05$).

Keywords: Assertive behavior, social media addiction, adolescents

Introduction

Social media is one of internet-based online media that allows people to interact with each other without having to meet face to face. There are various types of social media usually used by people, especially adolescents such as, Friendster, Facebook, Twitter, Line, WhatsApp, and Instagram, etc. The existence of social media should be able to encourage adolescents to use it as an important thing in order to help the education process, increase knowledge, and expand opportunities and empowerment in achieving a better quality of life.

Social phenomena that occur at this current time shown on social media, such as online prostitution cases of adolescents, cyber bullying cases, narcissism, and cases of adolescents who make their own video that can danger their self for example sleeping on the tracks when the train passes by, and it is all uploaded by using social media sites (Whittaker & Kowalski, 2015). The loss of social media abuse is not only felt by adolescents, but their family and their community also felt the impact.

Social media users can interact without limitations of distance, space and time. However, the usage of social media not only has a positive impact, but also has a negative impact on the users, some people have experienced addiction to social media, it can be seen from the intensity of users who are willing to spend hours and hours just to visit the site, even the other negative impacts is physical condition such as eye tiredness, lack of social skills on the environment and decreased moral development (O'Keeffe & Clark, 2011).

There are factors that affect the social media addiction; a). Genetic factors, which discuss the environment, interact with one's biology and can influence genetic factors, b). Repeated involvement in the usage of addictive behavior, c).Cognitive and affective distortion, d).Disruption of social support, e). There is dysfunctional emotional trauma (American Society of Addiction Medicine, 2011).

Social media addiction can be defined, as users of social media are highly exaggerated and causes people cannot be separated from social media, so it see like people who cannot use social media they feel that they cannot access the information and can disrupt the communication process with others (Bhattacharrya, 2015). The usage of social media cannot be controlled can affected negative impacts for users (Kim, 2017).

Nowadays, more adolescents concerned with establishing interaction relations through cyberspace, most of the adolescents choose to express their arguments and express their positive and negative expressions through social media (Wang et al., 2018). In social media, adolescents feel recognized by others, they get praises, like or comment when they post something on their social media, so that's the way they feel they get more noticed by others (Griffiths & Kuss, 2017).

Another study explains that the usage internet in adolescents has a more positive impact on online social interaction activities by adolescents (Lee, Ko, & Chou, 2015). Adolescents who have a quiet personality and shy, they often feel nervous when they meet other people, they usually more active on social media than interact directly (Yao & Zhong, 2014). However, it is inversely proportional to the facts found that adolescents who have internet addiction on social media would be to avoid social contact with others directly.

Literature Review

Social media addiction

Internet addiction can be defined as pathological internet use, namely as an individual's inability to control the internet usage which ultimately causes psychological, social, school and or work difficulties in one's life. Furthermore, internet addiction has been linked to various problems. Besides, a bit of sleep, lack of appetite for a long time and limited physical activity. It can also interfere with other aspects of daily life of an individual who has experienced addiction to social media.

Internet addiction can be categorized into five specific types; (1) cyber sexual addiction to adult chat rooms or cyber porn; (2) addicted to virtual relationships with online friendships or affairs that replace real life situations; (3) net compulsions for online gambling, auctions, or obsessive trading; (4) excessive information for web search or compulsive database search; and (5) computer addiction to playing games or programming (Koc, 2010).

Social media is one place that is commonly used by various groups of people to communicate. The usage of social media excessively causes a person to become addicted and have a negative impact on the user. The internet has revolutionized the flow of information and communication between people, changing the way we interact with others, gathering and disseminating information, doing business, conducting academic activities, expressing and entertaining ourselves. It has been revealed that internet can give negatively affect of adolescents life that might lead such as decreased study outcomes or drop out of school, family conflict, abandoned hobbies, psychological problems like depression, anxiety, low self-esteem and health problems physical due to lack of sleep and lack of physical activity (Wang et al., 2018).

Individuals, who are addicted, regard the relationships as personal qualities, which are the core of the formation of addictive behavior. Many researches examine the existence of basic characteristics of addicted individuals, which are common to all forms of addictive behavior. As an addictive personality that highlights the infantilism, appear on the internet addiction in order to seek comfort and satisfaction from the real world. As an important characteristic of personality, susceptible to addictive behavior, from personality disorders, prognostic disability, rigidity and stubbornness, innocence, curiosity and search activities, perfectionism, self-centeredness, impatience, tolerance and fear of loneliness (Shubnikova, Khuziakhmetov, & Khanolainen, 2017).

According to Ashwini & Samuel (2012) the current controversial topic is social media addiction. The expanded use of social media has led to increased internet addiction, cyber bullying, sex chat, lack of sleep, and decreased face-to-face interaction. According to several clinics in the UK, social media addiction is a quality medical condition. There are people who are interested in the virtual world activities such as social media and led to various kinds of problems. Individuals who have social media addiction show two or more symptoms of internet addiction such as, spending more time on the internet, feeling the desire to be directly connected to the internet once they get home, receiving complaints from family members and friends about too much time on the internet, and failed attempt to reduce internet usage. The usage of social media may be useful when it is still within the 'normal' range, but a high level of use can interfere with everyday life and get various kinds of problems (Koc, 2010).

Assertive behavior and social media addictive

Individuals who have an axial attitude usually are able to hold and foster close and warm relationships with others. They are able to express their feelings and thoughts precisely and honestly without forcing others. They are also able to appreciate the feelings and opinions of others, so that in their interpersonal relationships, assertive people are able to exchange experiences, thoughts and feelings with others. They receive more positive responses and feel more understood by others (Sampathirao, 2016). On the other hand, individuals who are less assertive use social media more often as a means of communicating, and express their opinions, so that the individual's social abilities decline.

Method

The design used in this study is quantitative, with the research design used is correlation. Correlation tests are used to see the relation of assertive behavior (X) and on social media addiction variables in adolescents (Y).

The population of this study is junior high school up to senior high school students with an age range of 12-19 years. The sampling quota type sampling technique is determining the sample of the population according to the characteristics of the subject until the desired amount (quota). The number of samples participating in this study was 100 people. The reason for using this sampling technique is to get the true validity value (Sugiyono, 2016).

In this research, the research sample conducted by using *sampling quota*. *Sampling quota* is a sample taken from population that has certain characteristics toward a wanted number (Sugiyono, 2016). The research chose teenager as a research subject because it is a transition moment for an individual in dealing with unstable emotion. Furthermore, a number of participated samples in the research are 100 people, which have some criteria such as 1) SMP-SMA Students, 2) 12-19 age years old, and 3) Male or Female.

Research variable is an attribute, a nature, or a value of person, object, or activity that has a certain variance and it had been set by a researcher to be learnt and finally came to conclusion (Sugiyono, 2011). Moreover, independent variable was Assertive behavior (X) with dependent variable of social media addiction (Y).

In the research, Likert scale was utilized as scale model in order to measure an attitude, an opinion, and a perception of an individual or group toward social phenomena. This scale has four alternative answers, such as appropriate, very appropriate, improper and very improper. On the other hand, favorable item score, such as Very Appropriate (VA) = 1, Appropriate (A) = 2, Improper (I) = 3, and Very Improper (VI) = 4.

Assertive behavior is an ability of an individual in communicating with other people in which expressing positive and negative feeling honestly and freely without abusing somebody's feeling. Scale from Rathus research (1973) was used to collect the data, which has an intention to know assertive behavior in teenager. 16

items were employed in the research, which have been validations tested and proved as valid. Validation test applied a test in scale content by operating rational analysis method or professional judgment. It means the advisors evaluated the items in the scale with corrected item-total. Its correlation was $< .30$ and there was Alpha Cronbach (α) score in amount of $.58$ in different item power test, which means reliable enough.

Social media addiction is a situation where an individual cannot be free in applying social media continually. Consequently, it affects negatively in his or her daily life. A scale from Sahin research (2018) was used to collect data, which has a purpose to find out social media addiction in teenager. 29 items were applied and have been validation tested, which showed 2 items were invalid. A utilize validation test was done by using rational analysis method or professional judgment. It means the advisors evaluated the items in the scale with corrected item-total. Its correlation was $< .30$ and there was Alpha Cronbach (α) score in amount of $.86$ in different item power test, which means very reliable.

Research procedure that divided into four stages, such as preparation, try out, collecting data, and analyzing data. First stage is preparation; it begins with making research proposal, searching research instrument, and deciding subject criteria that is applicable with a research criteria. Second stage is instrument try out, which has purpose to avoid unclear statements and seek out invalid scale item. Third stage is data collection; it means distributing the scale to 100 people subjects with decided characteristic. Research sample was set based on researcher's need. The last stage is data analysis, which means a result of distributing data was given a score and analyzed with correlation by applying statistic calculation and SPSS version 21 for windows application. Correlation analysis was used to measure a independent variable (assertive) and dependent variable (social media addiction).

Result

This research conducted on adolescents 12-19 years old ($M = 16.53$, $SD = 1.81$), men and women. Subject study that participated in the study was 12 year old (1 person), 13 years old (8 people), 14 years old (11 people), 15 years old (6 people), 16 years old (8 people), 17 years old (33 people), 18 years old (23 people), and 19 years old (10 people).

Description of variables ($N = 100$), describes the behavior of the asertif (X) has a minimum and maximum value of the interval 26-55, the average variable value of $M = 65.54$, $SD = 10.27$. and social media addiction behavior (Y) has a minimum and maximum value of the interval 44-99 the average variable value of $M = 39.81$ (5.65).

The results of data analysis conducted by means of pearson correlation test shows that there is a relationship between asertif behavior (X) with social media addiction obtained ($r = .01 < p = .05$), it means that there is a significant relationship between the two variables, and the hypotheses accepted.

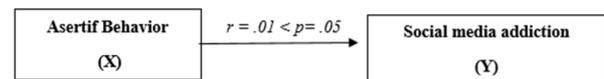


Figure 1. The results of the direct relationship of the variable X-Y

Discussion

Asertif behavior plays one of the roles in the emergence of social media addiction behavior in adolescents. If the adolescents have a good asertif behavior then adolescents will interact positively with others, by communicating what is felt to others honestly, and openly without harming others, but if the adolescents have low asertif, they feel its difficult to express their opinions directly with other people, so the adolescents who have less assertive nature prefer to express their feelings and emotions through having accounts in social media.

Because of that, it can causes a new problems in the life of a teenager. Asertif behavior can be improved through training asertivity in adolescents, in order to increase their communication skills as well, so that the adolescents are able to socialize with people and be able to resolve the problem by communicating properly, honestly and openly without hurting others (Vatankhah, Daryabari, Ghadami, & Naderifar, 2013).

Conclusion

The conclusion in this study is that there is influence and a relationship between the asertive behavior and social media addiction behavior, so that the hypothesis can be accepted. The implications of this study is, assertive behavior and self-resilience are important to all individuals, especially for adolescents. It happens when the adolescents who do not have assertive behavior use social media as a means to vent their emotions, and eventually cause new problems for themselves. For further researchers who want to continue this research, it is better to expand the number of subjects so that the results obtained are also better. In addition, for the researchers who want to examine social media addiction behavior can use other variables to generate the information more widely and accurately for the readers.

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