RESEARCH ARTICLE

SOCIAL MEDIA ADDICTION FROM THE VIEW OF JORDANIAN YOUTH: A META CONTENT ANALYSIS

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ARTICLE INFO

ABSTRACT

Social Media Addiction is contemplated to be one of the critical issues that Jordanian youth (JY) suffer from. In recent years, some studies discovered that JY's have a big problem related to social media addiction (SMA), which is regarded as the reason for excessive use of social media platforms (SMP). The highlighted issue here is that of the research problem, where it crystallizes in a sharp increase in this phenomenon of "SMA" by JY, where it stressed JY's passion for using SMP's. Furthermore, depending on what had been observed, the massive impact of this problem on youths makes us much more interested in this study to specify the degree of influence of this issue on SMA. This paper contains a massive objective: understanding how SM would contribute to their health and youth lives. The paper discussed using a considerable percentage on SMP's by JY. It has been the focal point for discussion among the specialist and educators. This paper discussed the SMA issues in academic and education literature, from the point of view, from SMP's from the JY's lives. The paper concludes that no effort has been made for JY to look into SMA, which has many consequences for society.

INTRODUCTION

The excessive utilization of the internet and social media platforms have been associated with: behavioral addiction, where researchers became more interested in achieving a better and deeper perspective of this global phenomenon (N. Hawi & Samaha, 2019). Social networking sites have rapidly increased in popularity over recent years. They often provide individuals with the opportunity to create private profile pages to connect with different users on the sites: through uploading contents, commenting, and messaging in various ways (Boyd & Ellison, 2007; Joinson, 2008). This event has become one of the most relevant aspects, a part of individuals' social circumferences, in growing adults' lives. It is estimated that 90% of young adults worldwide use social media, where most of them use two or more social media sites to visit these sites daily (Perrin, 2015).

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The growth of social media influences in the lives of emerging adults has led to increasing interest in understanding social media's impact on their psychological adjustments. Social media could serve as a critical context through which they negotiate crucial developmental tasks, including identity development and preserving social connections (Moreno & Whitehill, 2014). Social media applications are inclusive of Facebook, Twitter, Instagram, and WhatsApp. Each year, the number of social media users increases swiftly. According to a statistic in 2019, it is estimated that there will be around 2.77 billion social media users, around the globe, with an approximation, up from 2.46 billion in 2017 (Statistics & International, 2018). Different age groups participate in social media differently. The number of young people (18-29-year-old) users of social networking sites is rapidly increasing in the United States (USA) and other countries. There is a sharp rise in social networking sites use, among respondents between the ages of 30 to 49 (from 48% to 78%), between ages of 50 to 64 (from 25% to 60%), and ages of 65 years or above (from 13% to 43%) respectively (Brenner & Smith, 2013; Madden & Zickuhr, 2011).

People's behavior has revealed several psychological problems. Addiction is one of these psychological problems. Many kinds of addiction have been reported in the literature so far. Some of these types of addictions are game addiction (Horzum, 2011; Öncel & Tekin, 2015), exercise addiction (Vardar, Vardar, Toksöz, & Süt, 2012; Yeltepe & kizler, 2007), mobile phone addiction (Choliz, 2010; Ha, Chin, Park, Ryu, & Yu, 2008), online sex addiction (Griffiths, 2012; Tüzer, 2011), shopping addiction(Clark & Calleja, 2008; Rosario, Valentina, Jose, & Javier, 2010), workaholism (Andreassen, Hetland, & Pallesen, 2010; Naktiyok & Karabey, 2005)and internet addiction (Kandell, 1998; Young, 2009). Nowadays, with the emergence of web 2.0 technologies, it is evident that social media applications are widely used, and the problems of overuse addiction are discussed in recent studies. Some studies onFacebook addiction (Andreassen, Torsheim, Brunborg, & Pallesen, 2012; Çam & Isbulan, 2012). Today's research shows that young people have primarily used social media (AkyazI & Ünal, 2013; Usluel & Mazman, 2009; Vural & Bat, 2010). Most of the uses are stressed to be exaggerated (Andreassen *et al*., 2012; Çam & Isbulan, 2012). Negatives such as little and poor sleep quality, excessive mental occupation, recurrent thinking about controlling and limiting use, failure to prevent access requests, spending more time on the internet at any time, and desire while not being online have been reported in the literature (Andreassen *et al*., 2012; Dewald, Meijer, Oort, Kerkhof, & Bögels, 2010). Recent studies have shown that the excessive use of electronic media negatively affects daily living activities (Brunborg *et al*., 2011; Suganuma *et al*., 2007). Since Facebook has become one of the most widely used websites and addictive harm to daily life, research has been conducted into whether Facebook addiction research is directly linked to sleeping habits (Andreassen *et al*., 2012).

As social media addiction is a kind of Internet addiction and social media use is increasing rapidly, the process must emerge as a psychometric to assess possible addictions (Kuss & Griffiths, 2011). Recent studies have attempted to develop measurement tools to detect social media addiction, particularly Facebook (Wilson, Fornasier, & White, 2010). Importantly, social media's frequent use does not necessarily indicate addiction to social media (Griffiths, 2010). Therefore, it does not always have negative consequences for individuals' mental health (Jelenchick, Eickhoff, & Moreno, 2013) or academic performance (Pasek & Hargittai, 2009).A key distinction between normal over-engagement in social media that can sometimes be experienced by many and social media addiction is that it has adverse consequences when online social networking becomes uncontrollable and compulsive(Andreassen, 2015). Studies on social media addiction-focused mainly on Facebook addiction (Andreassen *et al*., 2012; Hong, Huang, Lin, & Chiu, 2014; Koc & Gulyagci, 2013). It has been shown that Facebook addiction is positively associated with depression, anxiety, and insomnia (Shensa *et al*., 2017; Van Rooij, Ferguson, Van de Mheen, & Schoenmakers, 2017)and associated negatively with subjective well-being, subjective vigor, and life satisfaction(Błachnio, Przepiorka, & Pantic, 2016; N. S. Hawi & Samaha, 2017). Research has also suggested the negative impact of social media addiction and Facebook addiction on academic performance (Hou, Xiong, Jiang, Song, & Wang, 2019; Huang, 2014).

This study tried to be investigated in social media addiction from Jordanian youth: a meta content analysis. According to counter global stats, Figure 1 highlighted that the Social Media Stats in Jordan - June 2020. Facebook 88.69%, YouTube 8.83%, Twitter 0.88%, Instagram 0.44% and LinkedIn 0.07% (Statista, 2016). Social Media has turned into a state of addiction, according to the description of citizens on this phenomenon. Plus, it revealed that Jordanians' interest and passion for social networks (Facebook, Twitter, Instagram, Snapchat, etc.) had profoundly increased (Jin, 2015; Statista, 2016). Table 1 below shows the number and the comparison of the Jordanian users of the total population (Kemp, 2019; Social, 2020), which mentioned the social media platforms, numbers of users, compared with the total population and active social media users in millions. According to local official figures(Social, 2020), the number of Internet users in Jordan is about 6.78 million users.

The number of users of various national networks is about 7.2 million usersbased on the global ratio. Based on the reporting of potential advertising reach of selected social media platforms: the total number of active social media users is 5.70 million; the social media user compared to the total population is 56%. Change in social media users numbers (April 2019 to Jan 2020) (+7.4%) (+394 thousand). The percentage of active social media users accessing via mobile is 100%. There were 5.70 million social media users in Jordan in January 2020. The number of social media users in Jordan increased by 394 thousand (+7.4%) between April and January 2020. Social media assimilation in Jordan stood at 56% in January 2020 (Kemp, 2019; Social, 2020). The highlighted issue mentioned here as that of the research problem, where it crystallizes in a sharp increase in this phenomenon of social media addiction, by Jordanian youth, according to (Bioresearch Centre), where it stressed the passion of Jordanian youth on using the platforms of social media.

MATERIALS AND METHODS

After reviewing all the reasons and figures for development and validation of social media addiction scale study, it is investigated by the social media addiction phenomenon that meta-content analysis and literature review will be used based on 10 dimensions which are openness to experience, extraversion, introvert, emotional stability, neuroticism, agreeableness, conscientiousness, shyness, excessive social and, hedonic. Besides, the respondents will be Jordanian high school students. Moreover, this study's scope will be the "North Zone" (Kasbah Irbid district). These reasons were supported to investigated in this study, for the conception of all the sides and interests of this phenomenon, simultaneously, to solve the problems that increased with it(Edwards, 2000; Sharif, 2015; Tahseen, 2014). Table 2 The Characteristics of Meta-Content Analysis)TO BE MORE EXPLANATION , because the table not under the material and method exactly

Conceptual Definition (CD): The researcher formulates the conceptual definition of Social Media addiction from the dimensions selected, shown in Table 3.

Operational Definition (OD): Table 4 consists of operational definitions of each dimension selected, constructing the item for the social media addiction scale.

RESULTS AND DISCUSSION

Discussion of the Social Media Addiction Terminologies

Social Media Addiction (SMA): Social Media Addiction is defined as compulsive and excessive use of social media (Facebook, Twitter, Instagram, and Snapchat) even when using those platforms are taking over your life and harming your 'real life and relationships (Hou *et al.*, 2019). In this study, this definition (SMA) took an unusual and new meaning; it is a valuable notion that is defined as consisting of a group of characteristics that describe or express the terms; " openness, extraversion, introvert, excessive social, neuroticism, emotional instability, hedonism, shyness, consciousness, and, agreeableness.

ʃ   According to this study, social media addiction is defined depending on the group of dimensions and its characteristics. Openness to experience is one of the "Big Five" personality factors and one of social media addiction dimensions, which means being creative and open to new ideas. This factor indicates how open the mind of a person is; creative thinking and a flexible attitude (Ambridge, 2014). In this study, its definition is a mix of expressions or action, use of difficult words for searching, experiencing new people, seeking a variety of information, always intellectually curious, enjoy artistic pursuits individuals, tend to be a skilled person for blogging on the internet, and attentiveness to inner feelings are encompassed around it.

ʃ   Extraversion is one of the five personality traits of the "Big Five" personality theory. It indicates how outgoing and social a person is. A person who scores high in extraversion on a personality test is the life of the party. They enjoy being with people, participating in social gatherings, and are full of energy (Friedman & Schustack, 2016). In this study, it is, a mix of expressions or action, where, seeking to be a friendly person with others, desires excitement to get on friends, able to experience positive emotions, to engage in high amounts of social interaction, enjoys being at the center of attention, likes to talk about thoughts and feelings, seems to be satisfactory when meeting friends in real life, and prefer to do video chatting more than voice chatting are the elements.

ʃ   Agreeableness is one of the "Big Five" personality factors or traits where, a person who is highly agreeable, will exhibit pro-social forms of behavior. They are more sociable, aim to please other people and are willing to help those whoneed. As a result, agreeable people, tend to work well, as a part of a team. During arguments or times of conflict, they will seek to resolve, rather than prolong them, and, in the manner of avoiding any, confrontations (Rothmann & Coetzer, 2003).In this study, it is defined as, a mix of expressions or action, where, to feel compassionate, have sympathy, collaborates with others, tolerance with people, exhibit more altruistic behavior, attempting to appease two arguing or conflicting parties, tendency to be trusting with others , and, help and support other people are the core values.

ʃ   Neuroticism is one of the five personality traits of the" Big Five" personality theory. A high neuroticism person tends to easily experience negative emotions (Jeronimus

et al., 2014). In this study, the definition is a mix of expressions or action, where one reacts strongly to all types of stimuli like negative comments, has an obsession with accumulation of friends, problems in relationships, excessive sadness to listen or see bad news, worrying about emotions, dependency on others to make a decision, and feel guilty.

ʃ   Conscientiousness is the personality trait of the "Big Five," where the person shows an awareness of the impact that their behavior has on those around them. Conscientious people are generally more goal-oriented in their motives, ambitious in their academic efforts and at work, and feel more comfortable when they are well-prepared and organized (Toegel & Barsoux, 2012). In this study, it is a mix of expressions or action, where, achieving to improve good things, prepared to learn new activities, pay attention to details, follows a schedule to organize the time, gives attention to the duties, a helpful person for others, and, the propensity to be strong-willed, are the embodiment.

ʃ   Excessive social was defined as one dimension of the social media addiction that refers to exceeding what is usual, proper, necessary, or normal (Ali-Hassan *et al.*, 2015; Luqman *et al.*, 2017). In this study, it is a mix of expressions or actions. You need to strengthen contact with others, enjoy conversation, share interests, stay in touch with existing friends, create a new relationship, be a good listener, and feel free to talk with others.

ʃ   Hedonic is characterized by pleasure or anything related to leisure (Y. Cao, Lingling, 2019). In this study, it is a mix of expressions or actions, were spending excessive time and energy: to escape, to entertain, to relax, to choose photos, playing games, needs for tryout emotional experiences, and passing the time on leisure activities are the commonalities.

ʃ   Introvert is considered one dimension of social media addiction where someone prefers calm and minimally stimulating environments (Amichai-Hamburger & Vinitzky, 2010). In this study, it is defined as a mix of expressions or action, where, one does not enjoy large social events, spends a lot of time lonely, canceling meetings and prefer the online rather than traditional ones, has excitement to meet others face to face, doing best work alone rather than with the group, prefer to get on with a few close friends rather than a large group of friends, avoid staying out of the spotlight, writing thoughts by messages rather than speaking about them.

ʃ   Emotional stability refers to a person's ability to remain stable and balanced (Ormel *et al.*, 2012). In this study, the defined was a mix of expressions or action, where, ask for help, create an action plan for the tasks, adjust the perspectives, learning things faster, embrace the flaws, learning from the mistakes, and build a team of people to share the experience.

ʃ   Shyness is the feeling of apprehension, lack of comfort, or awkwardness, especially when a person is around other people (Chak & Leung, 2004). In this study, the definition is a mix of expressions or action, where, enjoying solitary work, avoid talking with others about own problems, avoid the things related to apprehension, distant always during conversations, favoring the side-lines over the spotlight, tend to be a great listener for the others, and feeling uneasy /shy if do video online is the norm.

Table 1. The Number and Compared of the Jordanian Users with Total Population

Social Media Platforms (SMP)	Number of Users	The Compared with total Population%	ACTIVE SOCIAL MEDIA USERS 5.70 MILLION
TOTAL POPULATION IS 10.15 MILLION			
FACEBOOK	5 million	69%	
INSTAGRAM	2.10 million	29%	
SNAP CHAT	2.15 million	30%	
TWITTER	743.5 thousand	10%	
LINKEDIN	910.0 thousand	15%	

Table 2. The Characteristics of Meta-Content Analysis

Number	Authors Researcher	Openness to experience	Extraversion	Introvert	Emotional Stability	neuroticism	Agreeableness	Conscientiousness	shyness	Excessive social	Hedonic
	CHARACTERISTICS										
1	Hughes, Rowe, Batey, & Lee, 2012	1	1	1	0	0	0	0	0	0	0
2	Correa, Hinsley, & De Zuniga, 2010	1	1	0	1	0	0	0	0	0	0
3	Ross *et al*., 2009	1	1	0	0	1	0	0	0	0	0
4	Ehrenberg, Juckes, White, & Walsh, 2008	1	1	0	0	1	1	1	0	0	0
5	Seidman, 2013	1	1	0	0	1	1	1	0	0	0
6	Oliver, 1999	1	1	0	0	1	1	1	0	0	0
7	Asendorpf & Wilpers, 1998	1	1	0	0	1	1	1	1	0	0
8	White, Hendrick, & Hendrick, 2004	1	1	0	0	1	1	1	0	0	0
9	Gosling *et al*., 2011	1	1	0	0	1	1	1	0	0	0
10	Amichai-Hamburger & Vinitzky, 2010	1	1	0	0	1	1	1	0	0	0
11	Seubsman, Kelly, Yiengprugsawan, Sleigh, & Team, 2011	1	1	0	1	1	1	1	0	0	0
12	Trapnell & Campbell, 1999	1	1	0	0	1	1	1	0	0	0
13	Bibby, 2008	1	1	0	0	1	1	1	0	0	0
14	Amichai-Hamburger, 2002	0	1	0	0	1	0	0	0	0	0
15	Hamburger & Ben-Artzi, 2000	0	1	0	0	1	0	0	0	0	0
16	Cao & Yu, 2019	0	0	0	0	0	0	0	0	1	1
17	Ali-Hassan, Nevo, & Wade, 2015	0	0	0	0	0	0	0	0	1	1
18	Luqman, Cao, Ali, Masood, & Yu, 2017	0	0	0	0	0	0	0	0	1	1
19	Hawi, Samaha,& Griffiths, 2018	1	0	0	1	0	1	1	0	0	0
20	Wilson,Fornasier, & White,2010	1	1	0	0	1	1	1	0	0	0
21	Punyanunt-Carter, Cruz, & Wrench, 2018	0	0	1	0	0	0	0	0	0	0
22	Orchard & Fullwood, 2010	0	1	1	0	0	0	0	0	0	0
23	Cao & Su, 2007	0	1	1	0	1	0	0	1	0	0
24	Hong, Huang, Lin, & Chiu, 2014	0	1	0	0	1	0	0	0	0	0
25	Becker, Alzahabi, & Hopwood, 2013	0	1	0	0	1	0	0	0	0	0
26	Andreassen, Torsheim, Brunborg, & Pallesen, 2012	0	1	0	0	1	0	1	0	0	0
27	Kuss & Griffiths, 2011	0	1	1	0	0	0	1	0	0	0
28	Chak & Leung, 2004	0	0	0	0	0	0	0	1	0	0
29	Ross *et al*., 2009	0	0	0	0	0	0	0	1	0	0
30	Kuss, Van Rooij, Shorter, Griffiths, & van de Mheen, 2013	0	1	0	1	0	1	1	0	0	0
Total		15	23	5	4	18	13	15	4	3	3

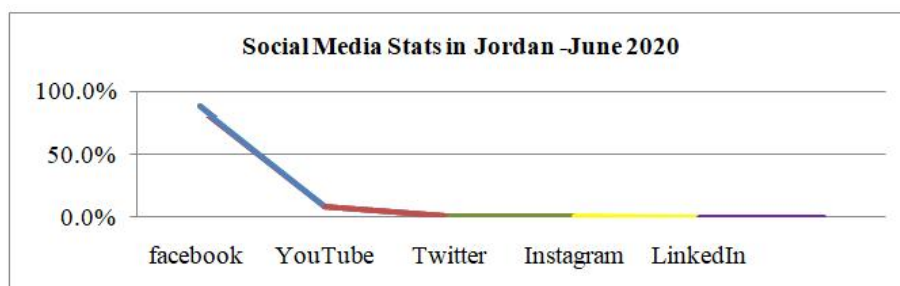**Figure 1. Social Media Stats in Jordan - June 2020**

Table 3. Conceptual Definition

Dimensional of Social Media Addiction (SMA)
CONCEPTUAL DEFINITION
Definition: in abstract -theoretical terms of the ideas /concepts. It involves thinking carefully, observing directly, consulting with others, and reading what others have said. Conveys the general meaning of the concept, such as might be found in a dictionary. It can reflect the framework used in the study.
Social Media Addiction (SMA) is defined as compulsive and excessive use of social media (Facebook, Twitter, Instagram, and Snapchat) even when using those platforms are taking over your life and harming your 'real life and relationships (Hou *et al*., 2019). Moreover, this study will investigate the most significant and common platforms which use in Jordan mainly. These platforms are Facebook, Instagram, Snap chat, Twitter, respectively. Besides, these platforms took the highest rank in Jordanian use among all of the social media platforms, which was the main cause to investigate it. Openness to experience, which means being creative and open to new ideas. This factor indicates how open the mind of a person is. They have creative thinking and a flexible attitude (Ambridge, 2014).Extraversion indicates how outgoing and social a person is. A person who scores high in extraversion on a personality test is the life of the party. They enjoy being with people, participating in social gatherings, and are full of energy (Friedman & Schustack, 2016).The introvert is considered one dimension (SMA) when someone prefers calm, minimally stimulating environments (Amichai-Hamburger & Vinitzky, 2010). Emotional stability refers to a person's ability to stay stable and healthy (Ormel, Riese, & Rosmalen, 2012). Neuroticism, a person with high neuroticism at the other end of the scale, tends to easily experience negative emotions (Jeronimus, Riese, Sanderman, & Ormel, 2014). Agreeableness, a highly agreeable individual, may display pro-social modes of behaviour. They are more sociable, are eager to please other individuals, and are willing to support those in need. As a consequence, likable individuals, as part of a team, seem to perform well. They would try to settle them during arguments or periods of disagreement rather than prolong them and prevent any confrontations (Rothmann & Coetzer, 2003).Conscientiousness, where the person displays an understanding of the effect of their own actions on those around them. In general, conscientious people are more goal-oriented in their motivations, proactive in their academic and job activities, and feel more relaxed when they are well trained and organized (Toegel & Barsoux, 2012).Shyness is the feeling of apprehension, lack of comfort, or awkwardness, especially when a person is around other people (Chak & Leung, 2004). Excessive social is defined as one dimension of social media addiction that refers to exceeding what is usual, proper, necessary, or normal (Ali-Hassan, Nevo, & Wade, 2015; Luqman, Cao, Ali, Masood, & Yu, 2017). Hedonic refers to pleasure or anything related to leisure (X. Cao & Yu, 2019).

Table 4. Operational Definition

OPERATIONAL DEFINITION	
• Having empirical referents to be able to count /measure the gathered info through senses. • Measure observable /visible / recognizable /detectable characteristics of behaviours . • Gives you the procedures or operations required to measure the concept. It supplies information, so you know how the data will be collected.	
1-Openness to Experience	) Use difficult words for searching.) Experiencing new people.) Seeking a variety of information.) Always intellectually curious.) Enjoy artistic pursuits individuals.) Tend to be a skilled person for blogging on the internet) Attentiveness to inner feelings.
2-Extraversion	) Seeking to be a friendly person with others.) Desires excitement to get on friends) Able to experience positive emotions.) To engage in high amounts of social interaction.) Enjoys being at the centre of attention likes to talk about thoughts and feelings) Seems to be satisfactory when meeting friends in real life.) Prefer to do video chatting more than voice chatting
3-Introverts	) Don't enjoy large social events.) Spending a lot of time lonely.) Cancelling meetings and prefer the online rather than traditional ones.) Excitement to meet others face to face.) Doing my best work alone rather than do it with the group.) Prefer to get on a few close friends rather than a large group of friends) Avoid staying out of the spotlight.) Writing thoughts by messages rather than speaking about them.
4-Emotional Stability	) Ask for helping.) Create an action plan for the tasks.) Adjust the perspectives.) learning things faster.) Embrace the flaws.) Learning from the mistakes.) Build a team of people to share the experience.
5-Neuroticism	) Reacts strongly to all types of stimuli like negative comments.) Obsession with accumulated friends.) Problems in Relationships) Excessive sadness to listen /see bad news.) Worrying about emotions.) Dependency on others to taking a decision) Feel guilty behaviour.
6-Agreeableness	) To feel a compassionate sympathy.) Collaborates with others.) Tolerance with people.) Exhibit more altruistic behaviour.) Attempting to appease two arguing or conflicting parties) Tendency to be trusting with others.) Help and support other people

7-Conscientiousness	) Achieving to improve good things.) Prepared to learn new activities.) Pay attention to details.) Follow a schedule to organize the time.) Give attention to the duties.) A helpful person for others.) The propensity to be strong-willed.
8-Shyness	) Enjoying Solitary Work.) Avoid talking with others about your own problems.) Avoid the things related to apprehension.) Distant always during conversations) Favouring the side-lines over the spotlight.) Tend to be a great listener to others.) Feeling uneasy /shy if you do video online.
9-Excessive Social	) Need to strengthen contact with others) Enjoy conversation) Shared interests) Stay in touch with existing friends) Create a new relationship) Be a good listener) Feel free to talk with others
10-Hedonic	) Spending excessive time and energy to escape.) Spending excessive time and energy to entertain.) Spending excessive time and energy to relax.) Choose photos.) Playing games.) Need for tryout emotional experiences.) Passing time on leisure activities

Conclusion

The paper presented a novelty definition for this important topic, which includes many characteristics; it's social media addiction to use in measuring the levels of addiction for students. Social media addiction's features and characteristics make it efficient and significant to develop a social media addiction scale for Jordanian youth. It could be used as a supplement and support in secondary schools for measuring and knowing the levels of severity of this problem between students without any efforts by them. Therefore, it was suggested that Jordanian high school students have to undergo this scale before starting them because it is critical to transfer them to pursue their higher education. Also, they need this scale, which is very important to them for knowing who suffers from this problem and treating it before growing it.

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