

# Correlation of Demographic Profile with Internet Addictions

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## Abstract

*Objective:* To study the correlation between demographic profile with internet addiction. *Methods:* A cross-sectional study was conducted in 347 internet addicted teenagers through the structured questionnaire. Data were collected about variables and evaluated through multiple regression model. *Results:* Demographic profile had high positive correlation with internet addiction at 0.05 significance level. Demographic profile e.g. duration of approval for internet access, socio economic class and family income ( $p < 0.001$ ), gender ( $p = 0.01$ ) and family type ( $p = 0.05$ ) are some of the factors highly associated with various degree of internet addiction. *Conclusions:* Demographic profile is highly associated with severity of internet addiction. Teenagers are prone for internet addiction, therefore efforts should be taken to increase awareness and prevent the problem of internet addiction in them.

**Keywords:** Internet; Addiction; Teenagers; Motivational; Demographic.

## Introduction

Internet addiction is “the presence of the three basic factors, preoccupation, tolerance and withdrawal symptoms in any individual for internet use”.<sup>1</sup> The term preoccupation refers to individual’s mind constantly thinking of what he/she will be going to do online later while still in other offline work, tolerance refers to spending considerably longer time online to feel the similar

satisfaction as before and withdrawal symptoms refers to exhibition of violent behaviors when the individual not allowed to use internet and such behavior not normally seen in other circumstances. Internet addiction leads to various physical, psychosocial as well as academic and work related issues.<sup>2-9</sup> Prevalence of internet addicted teens shows an upward swing across the globe<sup>10-21</sup> and shows its association with various demographic and motivational factors.<sup>22-27</sup> However such addiction can be prevented by focusing and modifying the predisposing factors. Very few studies have been conducted in different parts of the world in this regard. The present study was conducted to assess the association of demographic variables and the modifiable motivational factors associated with internet addiction.

## Materials and Methods

The present study is a cross-sectional analysis of data collected from 347 teenagers those are

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identified as internet addicted as per the screening done through Young's Internet Addiction Test (IAT). The demographic data was then collected which consisting of age, gender, class in which they are studying, duration of internet use, religion, type of family, socioeconomic class. The prevalence of internet addiction was calculated through frequency and percentage. Multiple regression model was used to evaluate the teens' demographic profile correlated with various level of internet addiction.

## Results

Demographic profile had high positive correlation with internet addiction at 0.05 level of significance. Demographic profile e.g. duration of approval for internet access, socio economic class and family income ( $p = <0.001$ ), gender ( $p = 0.01$ ) and family type ( $p = 0.05$ ) are some of the factors highly associated with severity of internet addiction.

**Table 1:** Correlation of Demographic Profile Internet addiction  
N = 347

Independent variables	B	Standard Error	Regression Coefficient	t	P-value
Profile					
Age	.536	.517	.049	1.038	0.30
Gender	1.635	.645	.072	2.535	0.01
Class in which studying	-.380	.466	-.039	-.815	0.41
Duration of approval for internet use	9.216	.826	.405	11.158	<0.001
Type of family	-2.700	1.372	-.087	-1.969	0.05
Socio economic class	3.436	.304	.519	11.287	<0.001
Family income	.001	.000	.605	11.677	<0.001

Multiple regression analysis taking demographic profile and internet addiction (IAT score) as outcome variable.

## Discussion

Internet is useful, since it keeps the world at one's fingertip. Teenagers get approval from their parents for academic purpose which further leads to net surfing for other purpose like chatting, socializing, internet gaming, music download etc. and eventually leads to addiction to internet. Demographic profile had high positive correlation with internet addiction at 0.05 level of significance. Demographic profile e.g. duration of approval for

internet access, socio economic class and family income ( $p = <0.001$ ), gender ( $p = 0.01$ ) and family type ( $p = 0.05$ ) are some of the factors highly associated with severity of internet addiction.

The result finds its support from the earlier findings of Varghese T.<sup>23</sup> and Bhagat G.<sup>24</sup>

## Conclusion

Demographic profile e.g. gender, duration of exposure to internet access, family income, are highly associated with severity of internet addiction. Teenagers are vulnerable for internet addiction and efforts should be taken to increase awareness and prevent the problem of internet addiction among them.

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