

Exploring the Relationship between Instagram Addiction and Procrastination among College Students

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Abstract—More people use social media every year, particularly teenagers and young adults who may have behavioral disorders. Not much research has been done on Instagram addiction, but a lot has been done on other addictions like internet, smartphone, and Facebook addictions. Instagram addiction is a kind of behavioral addiction characterized by an overwhelming concern for social media and an uncontrollably strong desire to access or use social media. Instagram can be used for a number of things, such as socializing, exhibitionism, entertainment, and social curiosity. The study's objective was to look into the connection between procrastination and Instagram addiction. The sample consisted of 112 students from three colleges, ranging in age from 18 to 25. Using standardized tools, the data were collected. In addition, the relationship between Instagram addiction and six factors—disengagement, escapism, health problems, interpersonal issues, excessive use, and obsession—was investigated. The results showed a strong positive correlation between procrastination and Instagram addiction.

Key Words: Instagram addiction, Procrastination, addiction

I. INTRODUCTION

Instagram's short films, known as reels, have gained popularity and attention on social media platforms in recent years. These brief, snappy video snippets usually have catchy music and fast edits that captivate viewers with their engaging content. Reel videos are growing in popularity, but it is critical to understand the potential psychological effects they may have on viewers. This paper investigates the impact of Reel films on mental health and provides recommendations for responsible handling of this emerging digital phenomenon.

Reels aim to capture and maintain the attention of viewers. The rapid-fire format combined with engrossing music and images creates a captivating experience. This quick-paced content might be particularly seductive, promoting prolonged consumption and possibly addictive behaviors. These videos often portray an idealized version of reality with their glamorous lifestyles, breath-taking settings, and faultless moments. This well-selected content might arouse feelings of escape and inspire a desire to abandon one's own life. It is important to realize that what we watch on reel videos is often a highlight reel rather than an accurate representation of real life.

II. INSTAGRAM

Instagram is the most downloaded social app on Google Play, with over 1 billion downloads. It allows users to share photos and videos. Social media, including Instagram, can lead to addiction, much like drugs or alcohol, with symptoms resembling those of a substance use disorder. "Being overly concerned about SNSs, to be driven by a strong motivation to log on to or use SNSs, and to devote so much time and effort to SNSs that it impairs other social activities, studies/job, interpersonal relationships, and/or psychological health and well-being" is the definition of SNS addiction, according to Andreassen & Pallesen (2014).

III. LITERATURE REVIEW

In their self-report survey of 752 students, Kircaburun and Griffiths (2018) found a positive correlation between internet use and Instagram addiction. Purba et al. (2020) investigated the connection between social media addiction (Instagram) and self-control. There were 62 teens in the sample. The findings demonstrated a negative correlation between the two, indicating a decrease in social media addiction the more social control there is.

Zarrin et al. (2020) studied 198 students to gain a better understanding of the relationship between academic procrastination and the subscale of self-regulation. The t-test results revealed significant differences between male and female students' academic procrastination, organization, and fear of failing. Students who were male were more likely than those who were female to put off completing their schoolwork. Female students performed better than male students in terms of organization and fear of failing. Academic procrastination and fear of failure have a positive relationship, according to Pearson correlation data, but academic procrastination and self-regulation subscales have a negative relationship. In a study on 433 participants, Hong et al. identified six sub-constructs of self-regulated online learning, including task strategy, mood adjustment, self-evaluation, and environmental control.

IV. SIGNIFICANCE

This study is important because it can clarify the intricate relationships that exist between procrastination and addiction to Instagram. Understanding of these connections can help to build interventions and strategies that are specifically designed to help people to manage their Instagram use, get things done on time, and ultimately improve their quality of life.

V. OBJECTIVES

- To find out the level of Instagram addiction and Procrastination among college students.
- To find out the significance of difference, if any, in (i) Instagram addiction (ii) procrastination of college students in relation to certain demographic variables.
- To find out the nature of correlation between the background variables, if any, in (i) Instagram addiction (ii) procrastination of college students.

VI. HYPOTHESIS

- The level of Instagram addiction among college students is moderate.
- The level of Procrastination among college students is moderate.
- There is no significant difference in Instagram addiction of college students with reference to gender, subject, locality, time spent on Instagram per day and recent updates of Instagram.
- There is no significant difference in procrastination of college students with reference to gender, subject, locality, time spent on Instagram per day and recent updates of Instagram.
- There is no significant inter relationship between the dimensions of Instagram addiction among college students.
- There is no significant inter relationship between the dimensions of Instagram addiction among college students.
- There is no significant relationship between the dimensions of Instagram addiction and overall Instagram addiction among college students.
- There is no significant relationship between the Instagram addiction and procrastination among college students.

VII. METHODOLOGY

SAMPLE

112 college students between the ages of 18 and 25 from three colleges of Madurai district were the sample.

TOOLS

1. The Test for Instagram Addiction (TIA), created by D'Souza, Samyukta, and Tevin in 2018, measures Instagram addiction. It consists of 26 statements. The researcher use three-point scale instead of five-point scale. The TIA using six different criteria, including lack of control, disengagement, escapism, health and relationship issues, excessive use, and obsession, measures Instagram addiction.
2. The Procrastination Scale, created by Lay in 1986. This scale includes 20 items. The researcher use three-point scale instead of five-point scale, with scores ranging from Agree (3), Neutral (2) and Disagree (1).

PROCEDURE

The participants were informed of the study's objectives, and Google forms were used to complete the questionnaires. The participants were asked to give honest and unreserved answers in order to were given guarantees that the data would be kept private. The collected data was analysed with SPSS 20.

DATA ANALYSIS AND INTERPRETATION

PERCENTAGE ANALYSIS

HYPOTHESIS 1

The level of Instagram addiction among college students is moderate.

Table 1

The level of Instagram addiction among college students

Category	Frequency	Percent (%)
Low	11	9.8
Moderate	88	78.6
High	13	11.6
Total	112	100.0

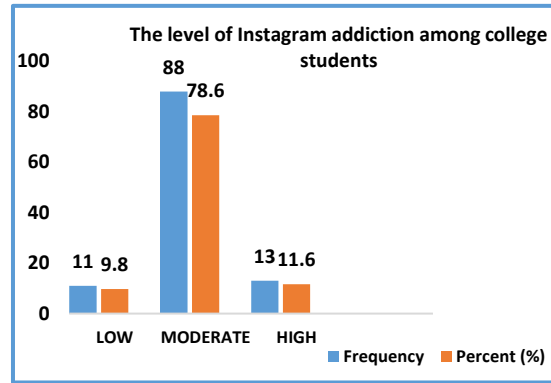


Table 1 indicates that the level of Instagram addiction is moderate among college students. Hence, the null hypothesis is accepted.

HYPOTHESIS 2

The level of Procrastination among college students is moderate.

Table 2

The level of Procrastination among college students

Figure 2

Category	Frequency	Percent (%)
LOW	20	17.9
MODERATE	81	72.3
HIGH	11	9.8
Total	112	100.0

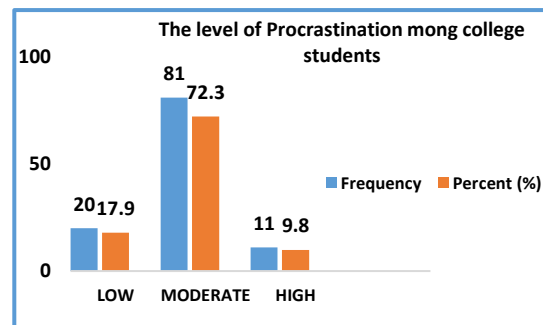


Table 2 indicates that the level of procrastination is moderate among college students. Hence, the null hypothesis is accepted.

DIFFERENTIAL ANALYSIS

HYPOTHESIS 3

There is no significant difference in Instagram addiction of college students with reference to gender, subject, and locality.

Table 3

Instagram addiction of college students with reference to gender, subject, locality

S. No	Variables	Categories	N	Mean	SD	Calculated t' value	Remarks
1	Gender	Male	35	80.40	9.75	2.986	S
		Female	77	79.34	8.98		
2	Subject	Science	60	81.79	9.30	1.210	NS
		Arts	52	75.09	8.66		
4	Locality	Urban	50	79.21	9.60	3.924	S
		Rural	62	77.32	9.62		

Source: Primary Data (S – Significant, NS – Not Significant at 5% level of Significance)

Since the calculated 't' value is greater than table value 1.96 for the variables, gender and locality the null hypothesis is not accepted at 5% level of significance with regard to their Instagram addiction. Hence, it is concluded that there is a significant difference between male and female college students, there is a significant difference between urban and rural college students with regard to their Instagram addiction.

Since the calculated 't' value is less than table value 1.96 for the variable, subject the null hypothesis is accepted at 5% level of significance with regard to their Instagram addiction. Hence, it is concluded that there is no significant difference between and arts and science stream college students with regard to their Instagram addiction.

Based on the mean score value, it is clearly noted that, the Instagram addiction among the male college students is greater than the female college students. Moreover, the urban college students are greater than rural college students in Instagram addiction. This may be due to the reason that the male college students are more time to use of social media than the female college students. With regard to the locality, students from urban area do not have much entertainment places other than social media. Rural college students have lot of places for working and entertaining like gardening, visiting friends and relatives.

HYPOTHESIS 4

There is no significant difference in Instagram addiction of college students with reference to time spent on Instagram per day and recent updates of Instagram.

Table 4

ANOVA for Instagram addiction of college students with reference to time spent on Instagram per day and recent updates of Instagram

S.No	Variables	Source of Variation	Df	Sum of Squares	Mean square variance	'F' value	Table value	Remark
1	Time Spent on Instagram per day	Between	2	675.60	337.80	3.271	3.00	S
		Within	109	11616.6	106.57			
2	Updates of Instagram	Between	2	194.2	97.107	0.875		NS
		Within	109	12098.0	110.991			

Since the calculated 'F' value is greater than the table value at 5% level of significance, the null hypothesis 4.1 is not accepted and it is inferred that there is a significant difference among college students in their Instagram addiction with respect to their time spent on Instagram per day. Since the calculated 'F' value is less than the table value at 5% level of significance, the null hypotheses 4.2 is accepted and it is inferred that there is no significance of difference among the college students in their Instagram addiction with reference to their updates on Instagram.

The Tukey Post Hoc Analysis locating the significance of difference among the college students in their Instagram addiction with respect to time spent on Instagram per day is presented in the following table 5.

Table 5

Tukey Post Hoc analysis for Instagram addiction of college students with reference to Time spent on Instagram per day

Time spent on Instagram per day	N	Subset for alpha = 0.05	
		1	2
2 hours	16	42.1875	
One Hour	85	46.1647	46.1647

More than Two Hours	11		52.3636
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The table 5 shows that, in homogenous subset the mean values are reliably different from other mean, i.e., the time spent on Instagram per day (ie., 2 hours, one hour, more than two hours) have mean value of 42.18, 46.16 and 52.36 respectively. There is much difference in mean value between the three categories. The students who use Instagram one hour and more than two hours have the high mean value 46.16 and 52.36. The mean value for the students who use Instagram for 2 hours is 42.18, which is lower than their counter parts. It is concluded that, students using Instagram for more than two hours leads to Instagram addiction.

Table 6

Tukey Post Hoc analysis for Instagram addiction of college students with reference to Updating of Instagram

Updates of Instagram	N	Subset for alpha = 0.05
		1
More Than One Year	36	44.6944
One Year	14	44.8571
Within 6 Months	62	45.3871

The table 6 shows that, in homogenous subset none of the mean value is reliably different from any other mean, i.e., updates of Instagram within 6 months, one year and more than one year and have the mean values of 45.38, 44.85 and 44.69 respectively. There is not much of a difference between these three types of updating. It is stated that all the college students from different types updating Instagram have the same effect with respect to Instagram addiction.

HYPOTHESIS 5

There is no significant difference in procrastination of college students with reference to gender, subject, and locality.

Table 7

Procrastination of college students with reference to gender, subject, locality

S. No	Variables	Categories	N	Mean	SD	Calculated t' value	Remarks
1	Gender	Male	35	71.10	7.703	2.012	S
		Female	77	69.06	8.016		
2	Subject	Science	60	92.12	16.21	1.595	NS
		Arts	52	90.12	16.18		
4	Locality	Urban	50	115.09	21.15	2.445	S
		Rural	62	108.95	21.21		

Source: Primary Data (S – Significant, NS – Not Significant at 5% level of Significance)

Since the calculated 't' value is greater than table value 1.96 for the variables, gender and with locality the null hypothesis is not accepted at 5% level of significance with regard to their procrastination. Hence, it is concluded that there is a significant difference between male and female college students and there is a significant difference between urban and rural college students with regard to their procrastination.

Since the calculated 't' value is less than table value 1.96 for the variable, subject the null hypothesis is accepted at 5% level of significance with regard to their procrastination. Hence, it is concluded that there is no significant difference between, arts, and science stream college students regard to their procrastination.

It is evident from the mean score value that male college students procrastinate more than female students do, and that urban college students procrastinate more than rural college students do. This could be because male college students spend more time on Instagram than female college students do, attempting to highlight their skills through reels and quick films. Other than social media, urban students' only real local entertainment options are these platforms. There are plenty of places for rural college students to work and have fun, such as gardening or visiting friends and family.

HYPOTHESIS 6

There is no significant difference in procrastination of college students with time spent on Instagram per day and updates of Instagram.

Table 8

ANOVA for Procrastination of college students with reference to Time Spent on Instagram per day and updates of Instagram

S.No	Variables	Source of Variation	Df	Sum of Squares	Mean square variance	'F' value	Table value	Remark	
1	Time Spent on Instagram per day	Between	2	675.60	337.80	3.271	3.00	S	
		Within	109	11616.6	106.57				
2	Updates of Instagram	Between	2	194.2	97.107	0.875		3.00	NS
		Within	109	12098.0	110.991				

Source: Primary Data (S – Significant, NS – Not Significant at 5% level of Significance)

Since the calculated 'F' value is greater than the table value at 5% level of significance, the null hypothesis 6.1 is not accepted and it is inferred that there is a significant difference among college students in their procrastination with respect to their time spent on Instagram per day. Since the calculated 'F' value is less than the table value at 5% level of significance, the null hypotheses 6.2 is accepted and it is inferred that there is no significance of difference among the college students in their procrastination with reference to their updates on Instagram.

The Tukey Post Hoc Analysis locating the significance of difference among the college students in their procrastination with respect to time spent on Instagram per day is presented in the following table 9.

Table 9

Tukey Post Hoc analysis for procrastination of college students with reference to Time spent on Instagram per day

Time spent on Instagram per day	N	Subset for alpha = 0.05
		1
2 hours	16	39.31
One Hour	85	41.64
More than Two Hours	11	44.45

The table 9 shows that, in homogenous subset none of the mean value is reliably different from any other mean, i.e., time spent on Instagram per day and have the mean values of 39.31, 41.64 and 44.45 respectively. There is not much of a difference between

these three types of time spending on Instagram. It is stated that all the college students from different types of time spending on Instagram per day have the same effect with respect to procrastination.

Table 10
Tukey Post Hoc analysis for procrastination of college students with reference to Updating of Instagram

Updates of Instagram	N	Subset for alpha = 0.05
		1
More Than One Year	36	41.03
One Year	14	41.79
Within 6 Months	62	42.07

The table 10 shows that, in homogenous subset none of the mean value is reliably different from any other mean, i.e., updates of Instagram within 6 months, one year and more than one year and have the mean values of 41.03, 41.79 and 42.07 respectively. There is not much of a difference between these three types of updating. It is inferred that all the college students from different types updating Instagram have the same effect with respect to procrastination.

HYPOTHESIS 7

There is no significant inter relationship between the dimensions of Instagram addiction among college students.

Table 11
Significant inter relationship between the dimensions of Instagram addiction among college students

Dimensions	Lack of Control	Disengagement	Escapism	Health and Interpersonal Troubles	Excessive Use	Obsession
Lack of Control	1.000	0.649**	0.612**	0.622**	0.646**	0.675**
Disengagement	-	1.000	0.634**	0.641**	0.663**	0.659**
Escapism	-	-	1.000	0.783**	0.683**	0.636**
Health and Interpersonal Troubles	-	-	-	1.000	0.853**	0.673**
Excessive Use	-	-	-	-	1.000	0.616**
Obsession	-	-	-	-	-	1.000

Note: 1. ** denotes significant at 1% level of significance

2. * denotes significant at 5% level of significance

It is inferred from the above table (Table No. 11) that the correlation coefficient between the dimensions of lack of control, disengagement, escapism, health and interpersonal troubles, excessive use and obsession is significant at 1% level of significance. It indicates that, there exists positive relationship between the dimensions of Instagram addiction at 1% level of significance.

Hence, the null hypothesis is not accepted. It shows that there is a significant inter relationship between all the dimensions of Instagram addiction among college students.

HYPOTHESIS 8

There is no significant relationship between the dimensions of Instagram addiction and overall Instagram addiction among college students.

Table 12

Significant relationship between the dimensions and Instagram addiction among college students

Dimensions	Instagram Addiction
Lack of Control	0.737
Disengagement	0.817
Escapism	0.684
Health and Interpersonal Troubles	0.759
Excessive Use	0.728
Obsession	0.834

- Note:** 1. ** denotes significant at 1% level of significance
2. * denotes significant at 5% level of significance

It is found from the above table (Table No. 12) that the correlation coefficient between the dimensions of lack of control and overall Instagram addiction is 0.737. It indicates that, there is 73.7-percentage positive relationship between the dimensions of lack of control and overall Instagram addiction. Similarly, other dimensions and Instagram addiction are positively correlated with each other and are significant as 1% level of significance. Hence, the null hypothesis is not accepted. It indicates that there is a significant relationship between all the dimensions and Instagram addiction among college students. It can be concluded that the dimensions influenced the Instagram addiction among college students.

HYPOTHESIS 9

There is no significant relationship between the Instagram addiction and procrastination among college students.

Table 13

Significant relationship between Instagram addiction and Procrastination of college students

Sl. No.	Variable 1	Variable 2	N	Calculated 'γ' Value	Remark
1	Instagram Addiction	Procrastination	112	0.737*	S

- Note:** 1. ** denotes significant at 1% level of significance

2. * denotes significant at 5% level of significance

It is inferred from the above table 13 that the correlation coefficient between Instagram addiction and procrastination, which indicates the highly positive relationship between these two variables at 5% level of significance. Hence, the null hypothesis is not accepted. It shows that there is a significant relationship between Instagram addiction and procrastination of college students. It can be concluded that the Instagram addiction influences the procrastination behaviour of college students.

VIII. FINDINGS

College students have a moderate addiction to Instagram. College students have a moderate procrastination. When it comes to their addiction to Instagram, there are notable differences between male and female college students as well as between urban and rural campuses. College students who follow science and arts streams are similar in terms of their addiction to Instagram. When it comes to the amount of time college students spend on Instagram each day, there is a noticeable variation in their addiction. When comparing college students' Instagram addiction to their updates on the platform, there is no discernible difference. There is a notable disparity in the experiences of male and female college students. When it comes to procrastination, there are notable differences between male and female college students as well as between urban and rural college students. When it comes to procrastination, college students in the science and arts streams are similar. When it comes to how much time college students procrastinate, there are notable differences in how much time they spend on Instagram each day. Regarding their Instagram updates, college students' procrastination does not differ significantly from one another. Among college students, there is a strong correlation between all the dimensions and Instagram addiction. It suggests that college students' Instagram addiction was influenced by their dimensions. The procrastination tendencies of college students are influenced by their Instagram addiction. At the 1% significance level, there is a positive correlation between the dimensions of Instagram addiction. The data indicates a noteworthy correlation between every aspect of Instagram addiction among college students.

IX. EDUCATIONAL IMPLICATIONS

- The implementation of time management workshops for students may result from an understanding of the variation in Instagram addiction with regard to the amount of time spent on the platform. Promoting ethical and effective Instagram use can aid in the reduction of procrastination tendencies.
- All of the dimensions of Instagram addiction have a strong correlation with one another, and the positive correlations between the dimensions suggest that these aspects are connected. To solve these problems, universities can encourage interdisciplinary approaches. Departments of psychology, education, and technology working together could result in support systems that are more complete.
- The significant association found between college students and all facets of Instagram addiction suggests that Instagram use may have an impact on students' general well-being. Universities should thus offer counselling and mental health services to assist students in coping with any possible negative effects of social media addiction.
- Universities can create awareness campaigns and prevention programs that stress the value of responsible social media usage and time management in order to address the impact of Instagram addiction on procrastination tendencies.
- Universities can carry out more studies and surveys to get a deeper understanding of the relationships between procrastination and social media addiction. This study can be used to develop new teaching strategies and improve ones that already exist.

X. CONCLUSION

In conclusion, this study offers insightful information about the connection between college students' addiction to Instagram and their tendency to procrastinate. It illustrates how a variety of factors, such as geography, gender, and time management, play a role in the emergence of Instagram addiction and the subsequent effects it has on procrastination. The development of focused interventions and support systems for college students to assist them in controlling their social media use and enhancing their academic performance will be significantly impacted by 1.

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