Adolescents Digital Technology Interactions & Importance (ADTI) in Relation to Most Used Social Media

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INTRODUCTION

- Problematic internet use (PIU) has become a major issue among teenagers and has caused emotional and social health concerns
- Social media can be used in many ways, which is important to factor in when evaluating effects on adolescents
  - study in 2015 found that social comparison and feedback seeking by teens using social media was linked with depressive symptoms
- It's important to understand how teenagers are using platforms like Snapchat and Instagram to move further in combatting PIU

The purpose of this study is to explore the relationship between the frequency and intended use of social media for adolescents, as well as the relationship between an adolescents intended use and which social media they use more.
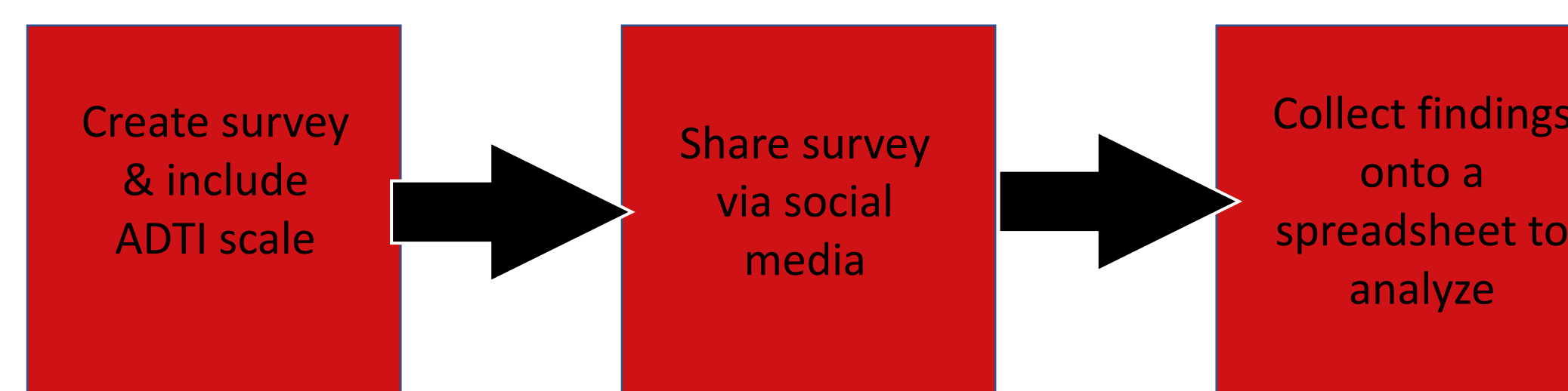
METHODS

Design
- Online survey

Subjects
- Adolescents, ages 13-25, were eligible to take survey

Data Collection and Recruitment

Create survey & include ADTI scale → Share survey via social media → Collect findings onto a spreadsheet to analyze

Measures
- Amount of time an individual spent per day on Snapchat, Instagram, and social media as a whole
- Adolescents perceived importance of their use of social media using the Adolescents' Digital Technology Interactions and Importance (ADTI) Scale
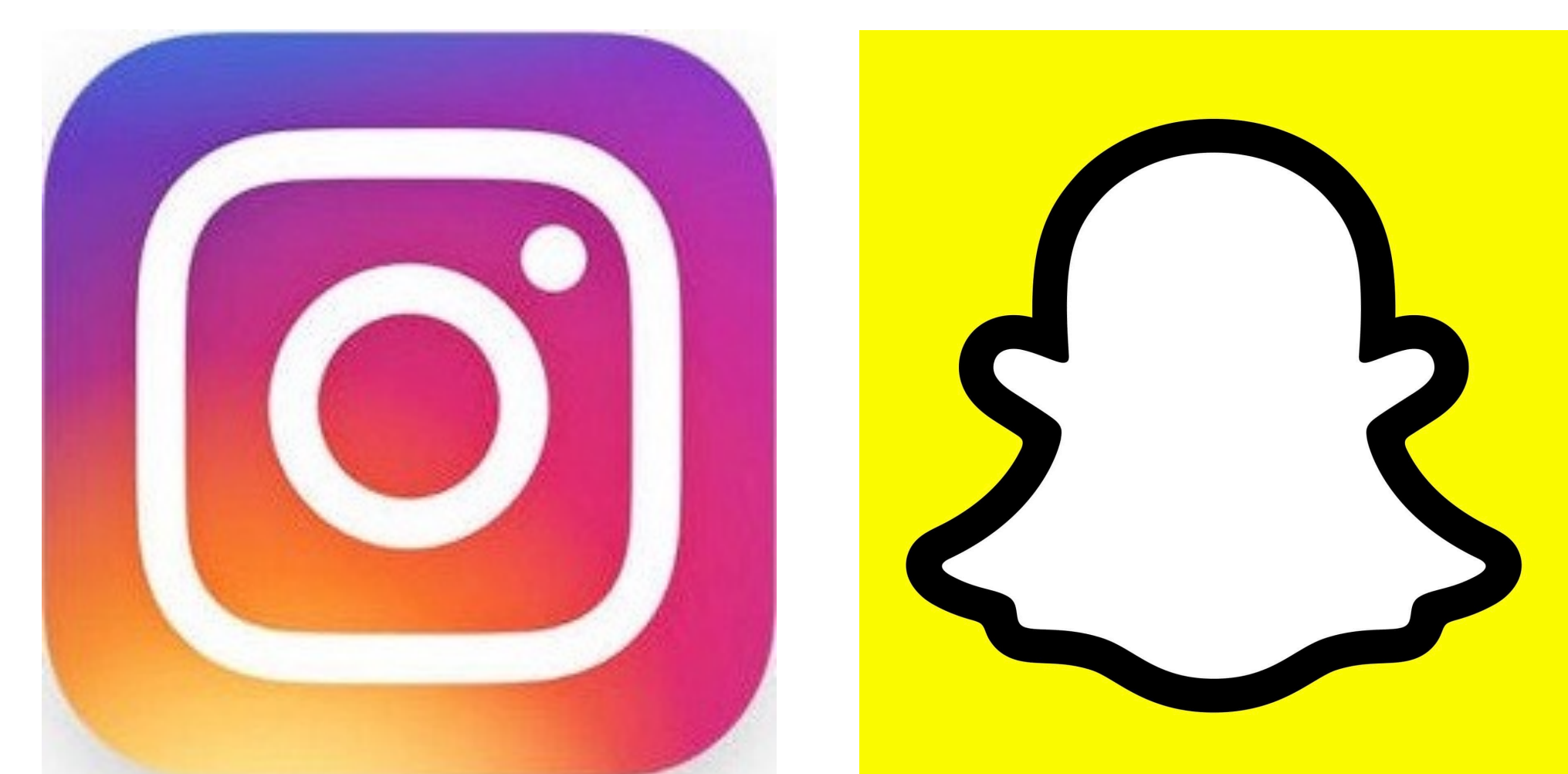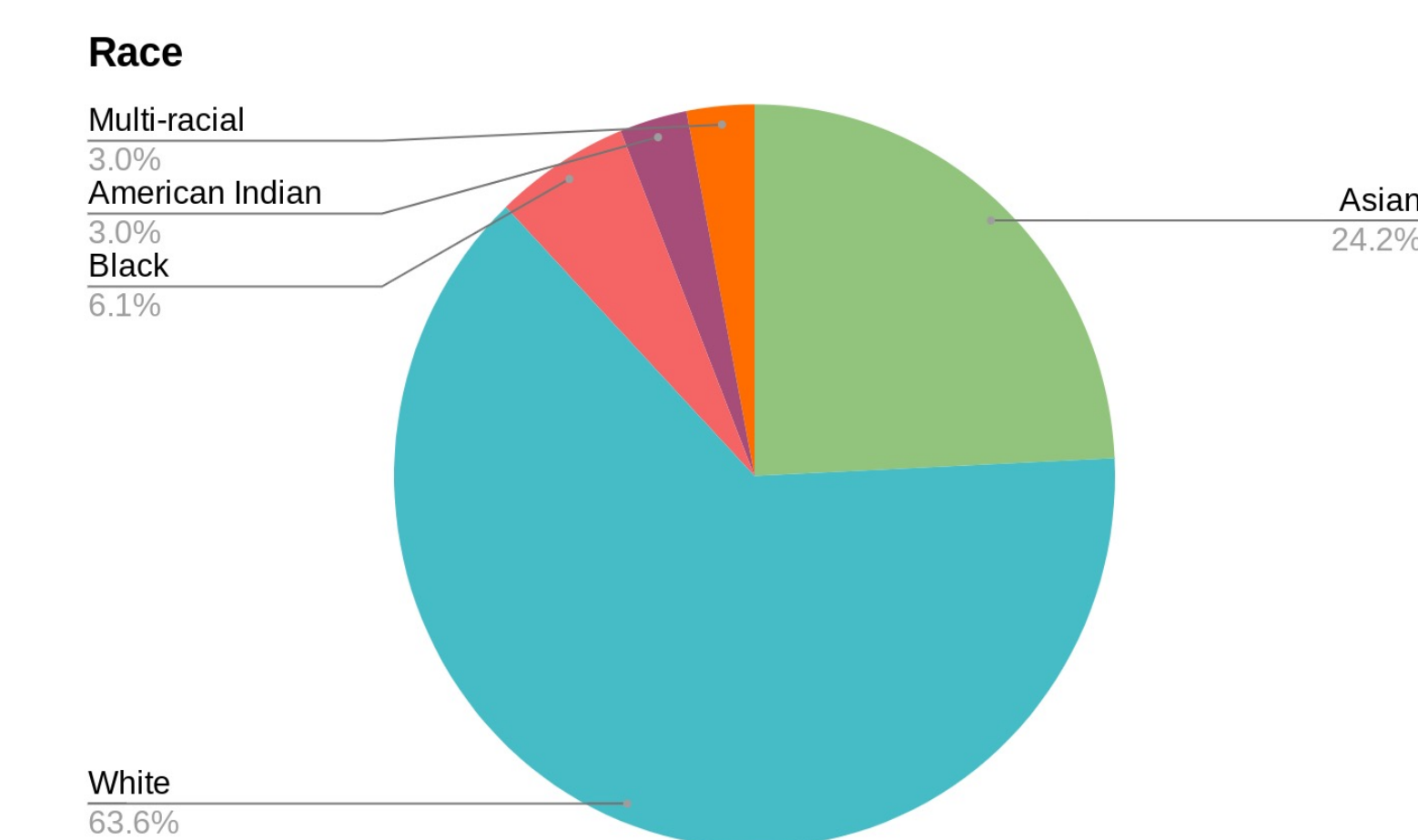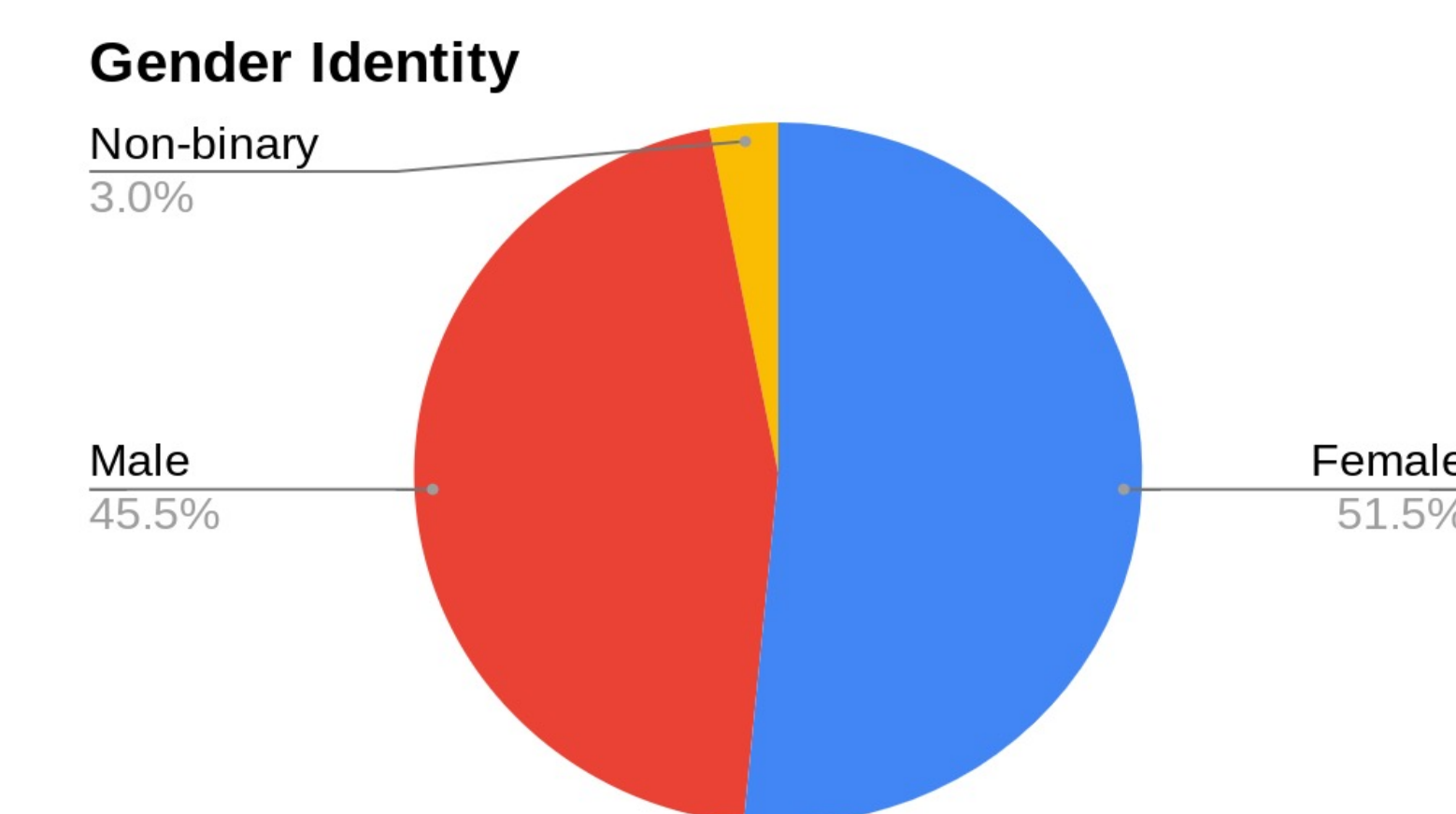
Analysis
- Used an ANOVA to compare the average ADTI scores across participants who used Snapchat, Instagram, and both platforms equally
- Used a chi-square to compare the frequency of participants who scored highest on each ADTI sub scale across their most used platform
- Used a T-test to compare ADTI scores between participants who used social media < 4 hours per day and those who used social media > 4 hours per day

RESULTS

Sample Size
32 participants with an average age of 17.06
- Standard deviation of 2.04

Gender Identity
- Non-binary 3.0%
- Male 45.5%
- Female 51.5%

Race
- Multi-racial 3.0%
- American Indian 3.0%
- Black 6.1%
- Asian 24.2%
- White 63.6%

ADTI Scores Across Platforms

Most Used Platform	Mean	Standard Deviation	Minimum	Maximum
Snapchat	51	11.11	30	73
Instagram	36	8.98	25	60
Both equally	44.25	8.46	29	55

Significance: $p < .001$

ADTI Subscale Scores Across Platforms

Most Used Platform	Highest on Subscale 1	Highest on Subscale 2	Highest on Subscale 3
Snapchat	2	1	10
Instagram	3	1	8
Both platforms equally	1	0	7

Significance: $p > .05$

ADTI Scores Compared to Hours of Social Media Usage

Hours spent on Social Media	Number of Participants	Average ADTI Score	Standard Deviation
Less than 4 hours	19	41.74	10.66
More than 4 hours	14	46.86	12.46

Significance: $p > .05$

CONCLUSIONS

- Participants who used Snapchat the most had the highest ADTI scores compared to those who used both platforms equally and those who used Instagram the most
- No significant difference between number of people who scored highest on each ADTI sub scale and their most used platform
  - Limitations: small sample size
- No significant difference between the ADTI score of participants who spent < 4 hours a day on social media compared to those who spent > 4 hours a day on social media
  - Limitations: small sample size

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