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GENDER DIFFERENCES IN SMARTPHONE ADDICTION, PROBLEMATIC SOCIAL MEDIA USE, AND PROBLEMATIC GAME USE

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KEYWORDS	ABSTRACT				
Smartphone Addiction, Problematic Social Media Use, Young adults	The technology is advancing rapidly, making our lives easier and more convenient than before. However, excessive use of technology can disrupt daily routines and create various life challenges. The objective of current study is to examine the gender differences in variables such as smartphone addiction, problematic social media use, and problematic use of games among young adults aged 18 to 30. The study involved the cohort of 342 participants (172 men & 170 women), with a mean age of 24.23 years and				
Article History Date of Submission: 27-11-2024 Date of Acceptance: 28-12-2024 Date of Publication: 31-12-2024	sD of 2.57. The correlational research design was adopted and purposive sampling was employed to select participants. Findings reveal a significant association between smartphone addiction, problematic social media use, and problematic use of games among young adults. Gender differences were observed, with the men scoring significantly higher on the variable of problematic social media use compared to women. Moreover, although men also scored slightly higher on smartphone addiction and problematic use of games, these differences were not statistically significant. The study discusses its limitations in the detail and offers recommendations for future research. Additionally, the implications of the findings for improving the well-being of young adults are thoroughly discussed at the conclusion of the study.				
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INTRODUCTION

Technology has become central part of daily life, significantly influencing how people interact, work and access information (Berry & Hughes, 2020; Abelsen, Vatne, Mikalef & Choudrie, 2021; Franjic, 2022). While technological advancements have made life more convenient, they have also introduced challenges, mainly for younger individuals. The extensive use of smartphones, social media, and gaming technologies has exacerbated addictive behaviours, disrupting daily

routines and negatively impacting mental & emotional well-being (Claesdotter, André, Fridh, Delfin, Hakansson & Lindström, 2021; Rozgonjuk, Sinderm, Elhai & Montag, 2020; Fagherazzi, 2023). The problematic smartphone use, which refers to the excessive use of smartphones and its adverse effects upon daily life, has been linked to the increased anxiety, social dysfunction, and depression, especially among individuals in developmental stages (Cho, 2020; Dhiman, 2021; Wang, Liu, Zhao, Yang, Zhang, Wang, Zeng & Lei, 2019; Elhai, Gallinari, Rozgonjuk & Yang, 2020). Social media serves as virtual podium for exchange of ideas, information, interests and personal expressions (Wu & Qio, 2024; Torro, 2023). Its flexibility allows it to impact many sectors, including the education, business, and international relations (Jiang, Lam, Chiu & Ho, 2023).

However, problematic social media use arises when it begins to disrupt key aspects of life, such as professional, practical, educational, and social functioning, often due to excessive time spent on online platforms (Tarafdar, Maier, Laumer & Weitzel, 2020). The recent research on adults has shown that social media addiction negatively affects mental health, contributing to increased depression and aggression (Shahid, Bashir & Fatima, 2024). Shahid, Yousaf and Munir (2024) explained that this difference may be linked to cultural context of Pakistan, male dominated country where men generally have access to technology, which could explain why men scored higher in sticky social media use than their female counterparts. Online gaming, played over internet on devices likewise PlayStation, Xbox, PCs and mobile phones, has gained widespread popularity (Lai & Fung, 2020; Palomba, 2020; Novak, 2022). Thus, dualistic model of passion highlights that harmonious passion fosters well-being, obsessive passion leads to negative outcomes like excessive play (Lafrenière et al., 2009). Gaming addiction, branded by compulsive use causing distress, is known as "Internet gaming disorder" or "pathological video gaming" (Wong, 2020; Melodia et al., 2020; Nursalam et al., 2023; Lemmens, 2009; Billieux et al., 2019).

Since its rise in the 1990s, online gaming has attracted a growing number of players, with the multiplayer games encouraging extensive play, particularly in young adults (Singh, Dahiya, Singh, Kumar & Balhara, 2019). The research has shown that problematic gaming is linked to increased aggression, with men showing higher levels of addiction and aggression compared to women (Bashir, Shahid & Salman, 2024). Recent findings show overlap among smartphone dependency, problematic social media use and problematic gaming behavior (Moreno, Riddle, Jenkins, Singh, Zhao & Eickhoff, 2022). Moreover, a notable gender difference was observed, with men exhibiting higher levels of social media addiction compared to women These issues are particularly significant during young adulthood, a stage of development that appears to be fragile and highly susceptible to external influences (Coyne & Woodruff, 2023). Additionally, recent studies highlight potential sex differences in the early manifestation of these behaviours and emphasize importance of considering gender perspectives (Varchetta, Tagliaferri, Mari, Cricenti, Giannini & Vilar, 2024). In this regard, according to recent research, men are more prone to smartphone addiction, problematic use of gaming, and social media use compared to women (Khan et al., 2024; Kausar et al., 2024; Bashir et al., 2024; Shahid et al. 2024; Fareed et al., 2024).

LITERATURE REVIEW

Smartphone dependency, characterized by excessive use and regular reliance on smartphones, is rising notably among young people who use their phones for communication, recreation, and tasks (Nawaz et al., 2023; Ting & Chen, 2020). Previous researches also indicate that higher levels of smartphone addiction are linked to symptoms of anxiety, depression, and poor sleep (Hassan et al., 2024; Ratan et al., 2021). Additionally, the sex differences have been noted, with women often experiencing the emotional deregulations with increased smartphone use, while men tend to engage more with gaming and competitive applications (Varchetta et al., 2024). Problematic social media use (PSMU) has become a significant issue as the negative impact of social media has become increasingly evident. PSMU involves compulsive checking, excessive engagement, and neglecting offline tasks, which can exacerbate symptoms such as anxiety, social isolation, and poor academic, social performance (Marino et al., 2020; Marín-Díaz et al., 2019; Li et al., 2023; Chang et al., 2022). A study shows that negative social media use is linked to higher levels of anxiety, loneliness, and lower self-esteem (O'Day & Heimberg, 2021). Future research need to focus cognitive and emotional mechanisms driving these gendered patterns of behavior.

The recent study on young adults depicts that men scored high on social media addiction as compared to women which could be due to men dominant Pakistani society and men got more access to technology and to gain freedom (Shahid et al., 2024). Problematic gaming refers to obsessive video game use, often leading individuals to neglect their work, responsibilities, or family (Bussone et al., 2020; Ko & Yen, 2024). While gambling disorder primarily affects young men who use gaming as main form of leisure, there is a growing trend of problematic gaming that impacts more women, narrowing gap in gaming practices (Dieris-Hirche et al., 2020; King & Potenza, 2020). Taywade and Khubalka (2019) found that male participants primarily used smartphones for entertainment, while females used them for communication. Females tend to engage more frequently than males in online interpersonal communication, and information gathering and sharing (Sun et al., 2020). On the other hand, males are likely to engage in online activities such as gaming, shopping, and sexual searching. Still, internet access among females is expected to increase, and the gender gap in internet usage may decrease over time (Lin et al., 2021).

Despite this, men are still more prone to excessive smartphone use, gaming, and problematic social media use than women (Shahid et al., 2024; Khan et al., 2024; Kausar et al., 2024). The findings reveal notable distinctions: males exhibited significantly higher levels of problematic game use, while females were prone to problematic social media use & smartphone addiction. A study on college undergraduates revealed that cell-phone addiction is driven by different activities for men and women, with social media platforms like Instagram and Pinterest being more significant for both genders than gaming (Roberts et al., 2014). Gender differences were further highlighted by results showing that loneliness increased mediating role of phubbing in men, leading to greater depressive moods, while the effect was weaker in women (Ivanova et al., 2020). These differences were linked to underlying motivational and psychological factors, like social connectivity needs in females & competitive or escapist tendencies in males. Women

were found to exhibit higher levels of mobile phone addiction and social media use compared to men, with younger age and depressive symptoms as significant predictors (Kalaitzaki et al., 2024).

Social anxiety and the need to belong were key factors in social media addiction, particularly among women (Stănculescu & Griffiths, 2022). Moreover, men with high vulnerable narcissism & fear of missing out showed stronger addictive tendencies toward social media (Brailovskaia et al., 2023). Studies in Southeast Asia confirmed higher rates of internet and gaming addiction in men (Chia et al., 2020), while research also indicated that women are more affected by social media addiction (Mari et al., 2023). These findings emphasize the need for gender-specific interventions to address addiction patterns. The existing literature climaxes large overlap between smartphone addiction, problematic social media use, and problematic use of games in young adults, with a notable trend in Pakistan where men are more inclined to engage in these behaviors due to social and cultural factors. Despite the extensive research, there remains a gap in studies that specifically examine sex differences in smartphone addiction, problematic social media use, and problematic use of games on same young adults in Pakistan. The aim of study is to address this gap and propose relevant interventions & implementations for more effected gender.

Research Hypotheses

- H1: There is likely to be a positive relationship between smartphone addiction, problematic social media use and problematic use of games.
- H2: There is likely to significant sex differences amid study variables: smartphone addiction, problematic social media use & problematic use of games.

RESEARCH METHODOLOGY

This study employed a cross-sectional correlational research design with a purposive sampling technique to examine the relationships and gender differences between smartphone addiction, problematic social media use, and problematic use of games among young adults aged 18 to 30 years. The demographic variables included age, gender, employment status. Three established measures were used: Short Version of Smartphone Addiction Scale, the Bergen Social Media Addiction Scale, and Gaming Addiction Scale for Adolescents. A total of 342 participants (172 men and 170 women) completed a demographic questionnaire and the three addiction scales, taking approximately 15 to 20 minutes. The data analysis was conducted using SPSS version 25, with Pearson correlation analysis to explore the relationships between the study variables, and an independent samples t-test to assess the gender differences in mean scores across the variables.

Measures

The Smartphone Addiction Scale-Short Version (SAS-SV), developed by Kwon et al. (2013), is used to measure smartphone addiction. It consists of 10 items rated on a 6-point Likert scale, ranging from 1 (strongly disagree) to 6 (strongly agree), with reliability coefficient of 0.96. The Bergen Social Media Addiction Scale, created by Andreassen and colleagues, measures degree of addiction with a total score derived from six items, using a 5-point Likert scale from 1 (very

seldom) to 5 (very frequently). Several studies have confirmed the validity and reliability of the BSMAS through the exploratory and confirmatory factor analyses, showing strong internal consistency with the Cronbach's alpha values typically ranging from 0.82 to 0.93. The Gaming Addiction Scale for Adolescents, introduced by Lemmens et al. (2011), uses a Likert scale, with responses ranging from 1 (never) to 5 (very often), allowing scholars to define extent of gaming addiction.

Ethical Consideration

Throughout the course of research, all ethical considerations was strictly followed. The scales used were obtained with permission from their original developers and appropriate clearances to collect the data were secured. All participants were debriefed to minimize any biases, and responses remained anonymous. The study adhered to non-detrimental withdrawal policy, allowing participants to leave the study without consequence. There was no psychological or physical harm inflicted upon the participants, and all data presented in the research was valid. Sources were appropriately cited. Ethical clearance for publishing this paper was granted by research ethics committee. Participants signed an informed consent form, measures to ensure anonymity were implemented. To further respect participants' anonymity and facilitate easy access to survey, an online platform was used for data collection, which complied with ethical standards.

RESULT OF STUDY

Table 1Demographic Characteristics of 342 participants

Sample Characteristics	f	%	Mean	Standard Deviation		
Gender						
Men	172	50				
Women	170	50				
Age			24.23	2.57		
Employment Status						
Employed	88	26				
Unemployed	254	74				

Note. f=frequency, %=Percentage

The study included 172 men (50%) and 170 women (50%), with mean age of 20.61 years and SD of 1.52. A minority of participants were employed (88, 26%), while majority were unemployed (254, 74%).

Table 2 *Correlation among study variables (N=147).*

Variables	1	2	3
1.Social Media Addiction	-	.43**	.16**
2.Smart Phone Addiction		-	.24**
3. Gaming Addiction			-

Note. **p<.01,

The table above reveals a positive and significant relationship between social media addiction & smartphone addiction (r=.43**, p<.01). Additionally, there is significant positive relationship exists amid social media addiction and gaming addiction(r=.16**, p<.01). Also, relationship between smartphone addiction and gaming addiction is also positive and significant(r=.24**, p<.01).

Table 3 *Gender Difference between Study Variables*(N=342).

	Men(r	Men(n=172) Women(n=170)					
	M	SD	M	SD	t(340)	P	Cohen's d
PSMU	18.56	5.43	17.45	5.35	1.89	.05	0.21
SPA	28.59	6.24	28.51	6.61	.12	.90	0.01
PUOG	61.63	10.16	61.40	9.95	21	.83	0.02

Note. M= Mean,SD= Standard Deviation, PSMU= Problematic Social Media Use, SPA=Smartphone Addiction, PUOG= Problematic Use of Games.

Table illustrates that men scored significantly high than women in term of variable problematic social media use while no gender differences was found in smartphone addiction and gaming addiction.

DISCUSSION

The purpose of study was to explore gender differences in smartphone addiction, problematic social media use, and problematic use of games among young adults in Pakistan, as no prior research has been conducted on these variables within this demographic. To address this gap, the study was conducted. The first hypothesis of study was supported, showing a significant relationship between smartphone addiction, problematic social media use, and problematic use of games among young adults. Our findings align with the previous systematic reviews indicating that problematic social media use (PSMU) and problematic smartphone use (PSU) are often interconnected, especially as smartphones are a common platform for social media, particularly for instant messaging apps like WhatsApp (Marino et al., 2021). Furthermore, our results mirror those of the Khan et al. (2024), which found a significant relationship between smartphone addiction and online social connectedness. In this regard, a study involving 383 Turkish undergraduates revealed that the smartphone addiction directly impacted the Internet Gaming Disorder (IGD), as well as partially mediated the link between aggression and IGD, emphasizing need for interventions to address both smartphone addiction and IGD (Yilmaz et al., 2023).

The second hypothesis was partially supported, as men scored significantly the higher than women in the problematic social media use, though no gender differences were found in the smartphone addiction or gaming addiction despite men scoring slightly high than women in these variables. This finding is consistent with a recent study on young adults, which showed that men scored higher in playing PUBG compared to women (Kausar et al., 2024). Another

^{*}p<.05. **p<.01, ***p<.001

study indicated that men played the Ludo Star game more frequently than women (Bashir et al., 2024). In terms of social media addiction, recent researchers found that the men had higher scores than women among young adults (Shahid et al., 2024; Fareed et al., 2024), aligning with our results. Additionally, a study of the young adults suggested that men are more prone to problematic smartphone use than women (Khan et al., 2024). Thus, studies in Southeast Asia confirmed higher rates of internet and gaming addiction in men (Chia et al., 2020). Study was conducted in Pakistan which could be the reason of men being scoring high on these variables since it is a men dominant society and men got more access to technology and freedom than women.

CONCLUSION

The study aimed to examine association & sex differences amid study variables: smartphone addiction, problematic social media use, and problematic use of games among young adults aged 18 to 30, both employed and unemployed. The findings showed a significant association amid study variables—smartphone addiction, problematic social media use, and problematic use of games—among young adults. Moreover, independent samples t-test revealed that men scored significantly higher than women. However, women scored lower than men on study variables of problematic use of games and smartphone addiction, while these two differences in means were not statistically significant. It is concluded that the study partially fulfills its aim.

Limitations & Recommendations

One limitation of the study is the use of purposive sampling; a stratified sampling technique could have provided more robust results. Another limitation is study's cross-sectional design; future research could benefit from a longitudinal approach to track gender differences over time. Additionally, study was conducted only in big Lahore, Karachi and Islamabad which may not fully represent the broader cultural context of Pakistan. Including data from a wider range of regions would offer more inclusive view. Study did not equivalently or relatively equivalently collected data from employed and unemployed individuals that limited study from finding differences amid them in term of study variables. It is suggested to take careful measure regarding categories of descriptive data in the future study to get more informative result.

Implications of Study

Study partially met its objectives, revealing gender differences in problematic social media use with men showing higher scores than women. This underscores need for raising awareness among youth about smart and beneficial use of social media, rather than allowing it to impair their lives through behavioral addiction. To address this, seminars, workshops, and virtual awareness campaigns led by professionals are vital. Interventions such as meditation, sports, exercise, and offline socialization are key to overcoming these issues and promoting a healthy lifestyle. The government must also implement effective policies to curb youth addiction to technology, and parents should be educated to allocate the proper time for their children's activities.

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