

P26 Needs Affordance as a Key Factor in Likelihood of Problematic Social Media Use: Validation, Latent Profile Analysis, and Comparison of

and **facebook** Problematic Use Measures

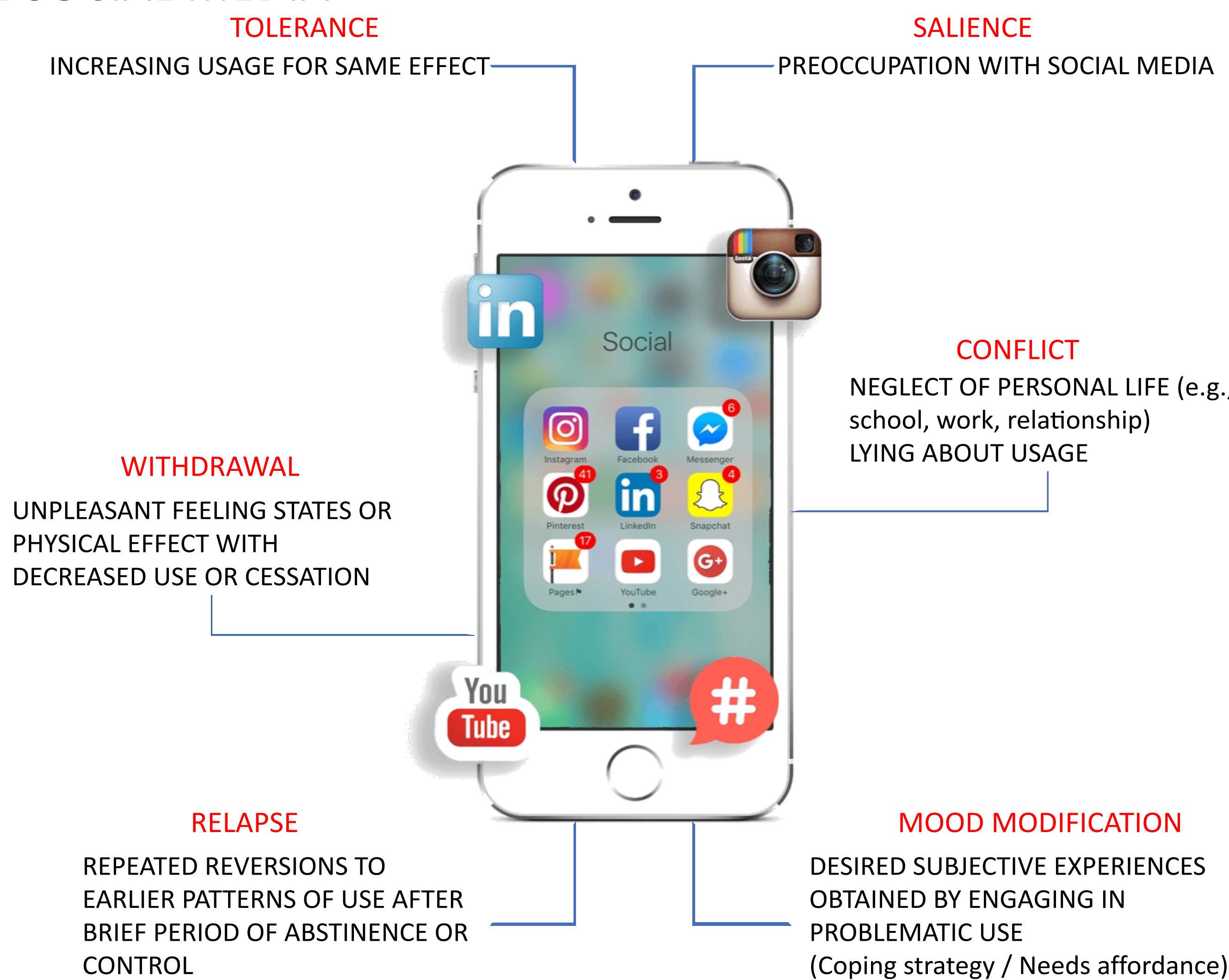
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INTRODUCTION

GRIFFITH’S SIX COMPONENTS OF ADDICTION WHICH ARE COMMON TO DRUG ADDICTION ARE ALSO PRESENT IN PERSONS WHO EXCESSIVELY USE SOCIAL MEDIA



The objective of this study is to examine problematic TikTok use (PTU) and problematic Facebook use (PFU) among a sample of university students and validate a problematic TikTok use scale

METHODS & MEASURES

354 university students (≥ 18) filled out self-administered questionnaires online

- 61.5% 38.5%
- Age,  $\bar{x}$  = 26.09 (SD=7.59)

Psychological factors

- Loneliness (UCLA 3-item loneliness scale)
- Self-esteem (Rosenberg self-esteem scale)

Social media problematic use scales each with six items (each item captures one of Griffith’s six core components of addiction)

- Problematic TikTok Use Scale (PTUS)
- Bergen Facebook Addiction Scale (BFAS)

The data were analysed using Classical Test Theory, Latent Profile Analysis (LPA), and Boosting Classification (JASP Version 0.14.1; R Version 4.1.0).

RESULTS

The unidimensional PTUS presented adequate validity and reliability in the measurement of problematic TikTok use (PTU)

- PTUS [(α=.836; ω=.842; CR=.849; AVE=.68;  $\chi^2(7)=17.14$ , CFI=.976, TLI=.949, RMSEA=.091]
- Optimal cut-off score for the PTUS determined to be 21 (specificity=96%; sensitivity=91%; Youden J=.88).
  - Prevalence of problematic TikTok use was 8.7%.

BFAS and PTUS were correlated ( $d=.80$ ,  $p < .01$ ), however, there were significant differences in 1) manifestation of the components of addiction and 2) relationship to covariates

- ‘Mood modification’ and ‘relapse’ were greater in PFU, while ‘withdrawal’ was greater in PTU
- Loneliness was equivalently ( $z = 1.01$ ,  $p = .158$ ) associated with PFU ( $r = .199$ ,  $p = .003$ ) and PTU ( $r = .245$ ,  $p=.006$ ),
- Self-esteem ( $r = -.162$ ,  $p=.015$ ) was only associated with PFU

The core components of addiction with the highest predictive power in the diagnosis of problematic use were ‘withdrawal’ and ‘relapse’

CONCLUSION

Most TikTok users are non-problematic, however, a risk of problematic use exists

- Overuse of TikTok is associated with maladaptive behaviours

While the underlying addiction pathways are similar between social media platforms the manifestation of maladaptive behaviour and the drivers for usage intensity and problematic use are unique.

- A user can exhibit problematic use on one platform and not another

REFERENCES

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