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Cyberloafing activities and social media addiction among netizens: A predictive approach
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Abstract
Social media usage has increased tremendously in recent years. However, when users cannot control their social media usage, it might have some negative impacts on personal and social life, which lead to the cyberloafing phenomenon. This study aims to examine the influence of cyberloafing activities (sharing, shopping, gaming, accessing online content, real-time updating) and social media addiction among netizens. This study utilized Uses and Gratification Theory (U&G) as a theoretical basis to explain the framework. The quantitative method was implemented in this study. An online survey questionnaire was used to collect data and 318 valid respondents were generated. Partial Least Square Structural Equation Modelling via Smart-PLS was used to analyze the data. The study showed that two cyberloafing activities, namely real-time updating and sharing significantly impact social media addiction. However, the other cyberloafing activities (accessing online content, gaming, shopping) do not contribute to social media addiction. This study may help students and employees to be cognizant of the symptoms of cyberloafing and social media addiction. In addition, it also helps government agencies such as Malaysian Communication and Multimedia Commission (MCMC) to produce strategies that can address addiction among netizens and youths. Conclusion, implications, and future research directions were discussed. © 2024 by the authors; licensee Growing Science, Canada.

Author Keywords
Cyberloafing; Netizens; Prediction; Social media addiction

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