
ORIGINAL ARTICLE

Comparison of Attitudes in Normal and Addicts Internet users'
towards values in Teens and Youths

Fatemeh Khalili Sharafeh¹, Firouz Amani², Yaser Tabarraie³

1- Department of Educational Psychology, Shahid Beheshti University, Tehran, Iran

2- Department of Biostatistics, Ardebil University of Medical Science, Iran

3-Department of Biostatistics, Faculty of Health, Sabzevar University of Medical Sciences, Sabzevar, Iran.

Corresponding to author: yasertabarraie@yahoo.com

ABSTRACT

Concerns regarding the use of Internet technology influences that affect the human body and mind caused that sociologists, psychologists and parents in many countries feared the development of a new addiction called "Internet addiction". However, the question is that based on the rapid changes in society and the growth of the Internet and emerging the Internet addiction, is there any statistical difference between Internet users' vision and values? This research is a cross-sectional descriptive study. Study individuals were all internet users of Khalkhal city during 2007-2008. 200 people (15-25 years old) were selected by chance for the study. The users filled in the Schwartz and Young's questionnaires. The sum of marks range between 20-40 show normal users, 50-79 show person with mild addiction and 80-100 show person with high addiction. The reliability index of Young's test was calculated 88% and Schwartz 0.91. for compare data we use SPSS version 16 and t-test statistical method. Data showed that internet has both positive and negative futures and also, results showed that there is significant difference among people in term of stimulation, Power and Hedonism variables ($p < 0.01$). So that, these values in addictive people were more than normal people.

Keywords: values, internet addiction, addictive users, normal users

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INTRODUCTION

Computer is one of the things that changed human life in the late twentieth century and its growth is still continuing. With entering this technology into the market, the world based on McLuhan sense has become the "global village" and more importantly, the other related phenomenon called "Internet" that was introduced to the world which transfers data at fastest time to furthest parts of the world and this may be a most important phenomenon of present century. The term "Internet" means ultra-wide network consisting of thousands of computers worldwide that have been linked through phones' cable or satellite each other. These computers speak together with the same language under internet Protocol [1]. Growth of Internet usage is negligible. Extensive growth of the Internet and difference in its futures attracted the researches and was a title of recent studies and it is because of the unique characteristics of the Internet such as provocative content, ease of access, convenience and ease of using computer, its low cost and visual stimulation is controversial [2]. Beside of the internet preferences as a fastest source to scientific information, news, electronic education and business, however, concerns regarding the use of Internet technology influences that affect the human body and mind caused that sociologists, psychologists and parents in many countries feared the development of a new addiction called "Internet addiction". Nowadays, researchers have used different definitions such as Internet addiction, Internet dependency, technology addiction, problematic Internet usage and Internet addiction disorder and studies in this regard is ongoing widely. Addiction is defined as the occurrence a condition in which individuals get dependence on a special substance particularly drugs physically and psychologically. Many researchers explain the concept of addiction to justify certain types of suspicious behaviors because signs of addiction are seen in this condition. Other non-drug types of addiction are classified as behavior-based addictions

[3,4,5,6]. Therefore, internet addiction is considered as behavior-based addictions [7]. Cooley (2003) has stated that the different habits become an addiction when they affect different parts of their lives. Internet addiction harms to person by ignoring the economic, social and physical responsibility [8]. As with other types of addictions, Internet addiction is also associated with symptoms including Anxiety, depression, irritability, restlessness, obsessive thinking about the Internet. On the other hand, as their relationships (especially children and adolescents) increases in the virtual world, their relationship is decreased in the real world. In addition, there is likely to impair their function of education. Interpersonal difficulties or problems at work or study, neglecting responsibilities related to friends, family, work or personal responsibilities, resigned after the withdrawal of the Internet, irritability when attempting to stop the Internet, to stay online more than programmed time, saying a Lie or hiding the real time of work with internet from family, Changes in lifestyle in order to spend more time on the net, Inattention to personal health and insomnia or changes in sleep patterns in order to spend more time on the net are some effects of internet on life [9,10,11,12,13]. Many researches about internet addiction indicate that internet addiction is a kind of socio-psychological disorder with characteristic of tolerance, withdrawal symptoms, and emotional disorders Disruption of social relations. However, Internet addiction is an interdisciplinary phenomenon and different sciences such as medical science, computer, sociology, law, ethics and psychology have studied different aspects of this phenomenon. Despite extensive research and coordinate efforts to identify the most important factors for a person affinity to internet addiction is still needs many researches in this filed. In this study, we investigated the personal norms in term of the psychological vision and how internet affects personal norms. A norm is a group-held belief about how members should behave in a given context which forms personal behavior. So that, based on it person can designate own situation and condition in society and whatever is its around and consider some goals and ideas [14]. These values act like a stimuli which conduct personal behavior, so can estimate personal behaviors by knowing his/her personal norms [15]. Schwartz defines values as ultra-circumstances objectives, desirable in terms of importance and applying them as principles in life which are classified based on some factors [16,17,18,19]. In term of evolution, youth is a period values get meaningful. During these years, young people are increasingly meant for human values [20]. On the other hand, social diversities have changed norms values. Expanding the technology, extension of informational and communicational ways, increase in society welfare and education and emerging of satellite, internet and hundreds phenomenon intensified these norms [21]. However, the question is that based on the rapid changes in society and the growth of the Internet and emerging the Internet addiction, Is there any statistical difference between Internet users' vision and values?

MATERIALS AND METHODS

This research is a cross-sectional descriptive study. Study individuals were all internet users of Khalkhal city during 2007-2008. 200 people were selected by chance for the study.

Study tools:

Young's Internet Addiction Scale (IAT)

This scale comprised of 20 question and each examinee answers to question based on Likert value from 1 to 5 (Rarely, occasionally, often, frequently and always). The sum of marks range between 20-40 show normal users, 50-79 show person with mild addiction and 80-100 show person with high addiction. The reliability index of test was calculated 88%.

Schwartz Values Survey (SVS)

This questionnaire comprise of 57 values including 30 ultimate values and 27 Instrumental values. Test components includes: Benevolence, Tradition, Conformity, Security, Power, Stimulation, Hedonism, Achievement, Self-direction and Universalism. This questionnaire was used by Schwartz in six countries and calculated Alfa for each component is as given: Benevolence (0.61), Tradition (0.37), Conformity (0.48), Security (0.64), Power (0.50), Stimulation (0.76), Hedonism (0.79), Achievement (0.52), Self-direction (0.53) and Universalism (0.57). This index was calculated in Iran with mark (0.91). In order to marking, we used of following style: against of my values (-1), unimportant (0), less important (1), fairly important (2), important (3), very important (4) and excellent (5).

RESULTS

It must be noted that because of the low number of people who had a severe addiction to the Internet in present study and reported 2 persons so we mixed them as a group with mild addiction. Data given in table (1) show that there is significant difference among people in term of stimulation, Power and Hedonism variables ($p < 0.01$). So that, these values in addictive people were more than normal people.

Table 1: frequency and percentage use of internet by examinees

Addictive rate	Frequency (person)	%
Severe (80-100)	2	1
Mild (50-79)	87	43.5
Normal (20-40)	111	55.5
Total	200	100

Table 2: difference of attitudes in normal and addicts Internet users' towards values

Parameters	Addictive	Normal	t	p-value
Stimulation	12.1909	9.53	-4.818	0.0001
Achievement	16.81	17.099	0.162	0.872
Hedonism	7.31	6.05	-2.913	0.004
Self-direction	20.54	21.85	1.641	0.102
Tradition	18	17.88	-0.079	0.937
Conformity	14.02	14.54	0.783	0.434
Security	25.17	25.63	0.629	0.530
Universalism	27.20	28.35	1.197	0.233
Power	19.25	17.27	-3.021	0.003
Benevolence	38.41	41.03	1.942	0.056

DISCUSSION

Our results showed that there is significant difference among people in term of stimulation, Power and Hedonism variables ($p < 0.01$). So that, these values in addictive people were more than normal people. These findings are noteworthy in compared with previous researches in which mentioned that internet addiction influences on socio-psychology futures. Previous studies in this filed have shown different results. Internet addiction as well as non-addictive overwork with internet could be detrimental outcomes for the individual and society and cause severe physical, financial, familiar, social and spiritual damages. Seclusion is one of the outcomes of internet addiction. This is a fatal effect on person and society because when people involve socially will live happier. Statistics show that internet addiction may yield to divorce. Insomnia due to internet overwork cause tiredness and affect educational and occupational performance and may reduce body immune system and predispose to different diseases. In addition, because of immobility improper actions during surf on the net it may cause problems including backache and eyesore etc. [1]. Pashaii *et al.*, (2007) showed that progressing the seclusion and loneliness is because of internet addiction. However, Kerat (2002) showed that use of internet was accompanied with positive socio-psychological outcomes. Mohseni *et al.*, (2005) showed the there is a significant and revers relationship between use of internet and social seclusion. Also, they mentioned that social use of internet yields to decrease in seclusion. While a unilateral vision of this issue refuse us to achieve useful information. While, overuse of the internet have several damages, but, it eases to access all users who are interested in use of it, as well as forms a partial equality among narrators. Everyone who has access to internet can participate in social networks and post own suggestions in form of picture, text or voice, as well as he can access to wide amount of information which are submitted from others [18]. Thus, Internet and use of it has not always negative aspects. Based on researches can state that it induces feel of power and enjoy in its user. Internet has an enormous potential to create a dynamic society in which freedom of speech and cultural improvement and religious is increased. With options and futures that general Medias like internet introduce to youths, they meet new behaviors and stimuli. Internet makes a space of freedom in which there is no teacher or higher authorities do not affect that [18]. People using the net can speak each other face to face with good sentences that they have not told that yet [23]. Internet users can expand their selves' hobbies [19]. Also, because in our society there is limitation for people in term of express their joy and less attention has been paid to them, people rarely introduced Hedonism issue. There is also physiological hypothesis that introduce the way of happiness during use of the internet in which dopamine is released. They are including:

- 1- Experience of power, happiness, stimulation, achieves the goals and satisfaction cause person to connect a source of information at once.
- 2- Sense of risk taking like gambling is associating with the remaining unknown thing which may clear in next connection. This unknown thing may be obtaining new information, relationship with a friend, going to chat rooms or online shopping.
- 3- Hypnotic activity of motional pictures on the monitor.

4- Multimedia attractive such as music, color and flasher graphics.

Thus, it seems that use of internet can improve introduction of the boycotted facts and values and affect the social environment. In general can state that internet users use internet to express own ideas which less introduced in real world. So, it has become to a tool of power and enjoy. Because most of our study samples' was comprised of youth so the features and specifications of this period is to acquire power and happiness.

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