

# Understanding Social Media Addiction Through Personal, Social, and Situational Factors

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## ABSTRACT

The main objective of this chapter is to gain an in-depth understanding of the social media addiction construct. For this purpose, prior studies on social media addiction are reviewed. Based on this review the influence of several personal, social, and situational factors on social media addiction are examined. Firstly, personal factors such as demographic characteristics, personality traits, self-esteem, well-being, loneliness, anxiety, and depression are studied for their impact on social media addiction. Next, the social correlates and consequents of social media addiction are identified, namely need for affiliation, subjective norms, personal, professional, and academic life. Lastly, situational factors like amount of social media use and motives of use are inspected. Following the review of literature an empirical study is made to analyze factors that discriminate addicted social media users from non-addicted social media users on the basis of these different factors.













