



A systematic review on Youth Phubbing Behaviour: Impact of Social Media Addiction

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Abstract:

Phubbing is a blend of two words: phone and snubbing. Phubbing is a phenomenon in which an individual is constantly oblivious to other people's presence and interaction because they are engrossed in their phone. This study focuses on the impact of social media addiction on youth phubbing behaviour. A thorough literature study has identified a number of negative impacts of phubbing due to social media. These can be broadly segregated into five implications - resilience, disrupted sleeping habits, life satisfaction, craving for instant gratification, and impact on academic performance.

The purpose of this study is to undertake a comprehensive evaluation of the available literature on phubbing behaviour among youth. With the help of the PRISMA approach, 53 research studies were chosen for this purpose. The objectives of this paper are to determine the reason/ reasons for phubbing behaviour among the youth, as well as to address the potential negative consequences of phubbing and the social media addiction that accompanies with it. This study aims to give a framework for recognising the many causes of phubbing behaviour. A thorough review of the current literature is carried out in order to demonstrate the many implications of social media addiction and how it contributes to the younger generation's constant use of the phone. The study also presents a conceptual model based on the literature study conducted.

Keywords: Youth, Phubbing, Social media, Addiction

1. Introduction

Technology has become an important part of our life. It is hard for us to function effectively without the use of technology in our daily life to conduct our daily activities. One such technology which has become an essential in our lives is our mobile phones. The mobile phone has already replaced a number of other devices like the watch, calculator, radio, mp3 player, camera etc. People are becoming more and more dependent on their smartphones. It has become next to impossible for an individual to suffice a day efficiently without using their smartphone. Another factor of being highly attached to one's smartphone is the addiction to various social media websites and platforms (Naslund, et al., 2017). There have been studies where individuals are seen to have smartphone detachment anxiety. These traits are seen mostly among people from the younger generation. Easy access to smart phones and internet among youth has further, led to social media addiction among them. They are exposed to smartphones at a very early age making the use of it a normal activity in their daily routine (Longobardi, et al., 2020). Digital social multitasking is seen as a positive trait among youth. Constant usage of social media among youth has led to 'phubbing' behaviour. Phubbing behaviour is derived by amalgamating two words – phone and snubbing. It is the high usage of smartphones by completely ignoring the physical presence of individuals around them and also avoiding social interaction (Sun & Zhang, 2021). Phubbing was first termed in the year 2012, by an advertising agency based on Australia. They also launched a 'Stop Phubbing Campaign'. The high social media addiction among the youth has only hiked the phubbing behaviour leading to a number of negative consequences among youth. This study

provides a comprehensive evaluation of the available literature on phubbing behaviour among youth. The following section offers a review of the existing literature on phubbing behaviour among youth.

2. Background

Smartphones are becoming increasingly prevalent in ordinary family life. People are becoming increasingly reliant on their smartphones, which are becoming a vital part of the lives of people of all ages all over the world (Balakrishnan, et al., 2017). Smartphone users are frequently found engaged in instant messaging. Users become addicted to cell phones after using them for instant messaging or talking on a regular basis. Instant messaging habits pull people away from a variety of other pursuits, and this practise eventually leads to smartphone addiction (Tutgun-Unal, &Deniz, 2015). Researchers discovered that when a person is depressed, he or she will engage in smartphone use in order to distract themselves from the negative thoughts surrounding their mind. Furthermore, when a person is nervous, they are more likely to engage in problematic smartphone usage (Blackwell, et al., 2017; Casale, et al., 2018). Social media addiction can develop when a person is under stress, either internally or externally. This addiction serves as a coping technique for stress by providing a distraction from distressing circumstances (Nguyen, et al., 2020). People with social media addiction's impulsive acts can be viewed as a reward that relieves emotional strain and facilitates future activity. In other words, addiction to social networking sites is being repurposed as a method of coping with daily stress and agony. This claim has been supported by empirical studies, which claim that this addiction is associated with other risk factors such as drinking, discontent with one's family, and recent stressful events (Nakaya, 2015). It has been suggested that addiction to smart phones and social media can reduce the quality of the interaction between the two people. The persons involved gradually lose the art of face-to-face communication. According to research, when a smartphone is present during a face-to-face interaction, the quality of the communication looks to be lower (Panova&carbonell, 2018). Even when using a smartphone during a physical social interaction, the individuals involved in the conversation losses interest as they feel neglected or ignored during the conversation (Xuan, et al., 2020). Excessive smartphone use has detrimental consequences on patrons' health, including headaches, irritability, lack of concentration, anxiety, eye strain, sleep deprivation, and digital thumb. The physical health of smartphone users is also harmed by excessive use (Leong, 2019). It can lead to an increase in fat mass in addicted persons because their physical activity is significantly reduced because they spend the most of their time on their smartphones.

3. Research Methodology

3.1 Sources

A systematic review comprises conducting a systematic study of the literature while following to specified standards and procedures. Big databases like SCOPUS and Web of Science were used to find relevant research publications. However, because nearly all of the publications found in the Web of Science databases were also found in the Scopus database, the SCOPUS database was chosen as the review's primary data source. For the search, the following keywords and combinations were used:

Search String Set 1- (“Phubbing habit”) AND (Youth)

Search String Set 2– {(“Youth”) AND (“Phubbing”)} OR (“Social Media”)

Search String Set 2 - {(“Youth”) OR (“Phubbing”)} AND (“Social Media”)

Next the generation of search results using the above keywords, the procedure for selecting them is detailed in the following section.

The total numbers of research articles included in this study are 53.

3.2 Inclusion & Exclusion Criteria

The flow chart below depicts the entire process of choosing papers for the review, using the "Preferred Reporting Items for Systematic Review and Meta-Analysis (PRISMA) 2020 format" to display the inclusion and exclusion parameters at each stage.

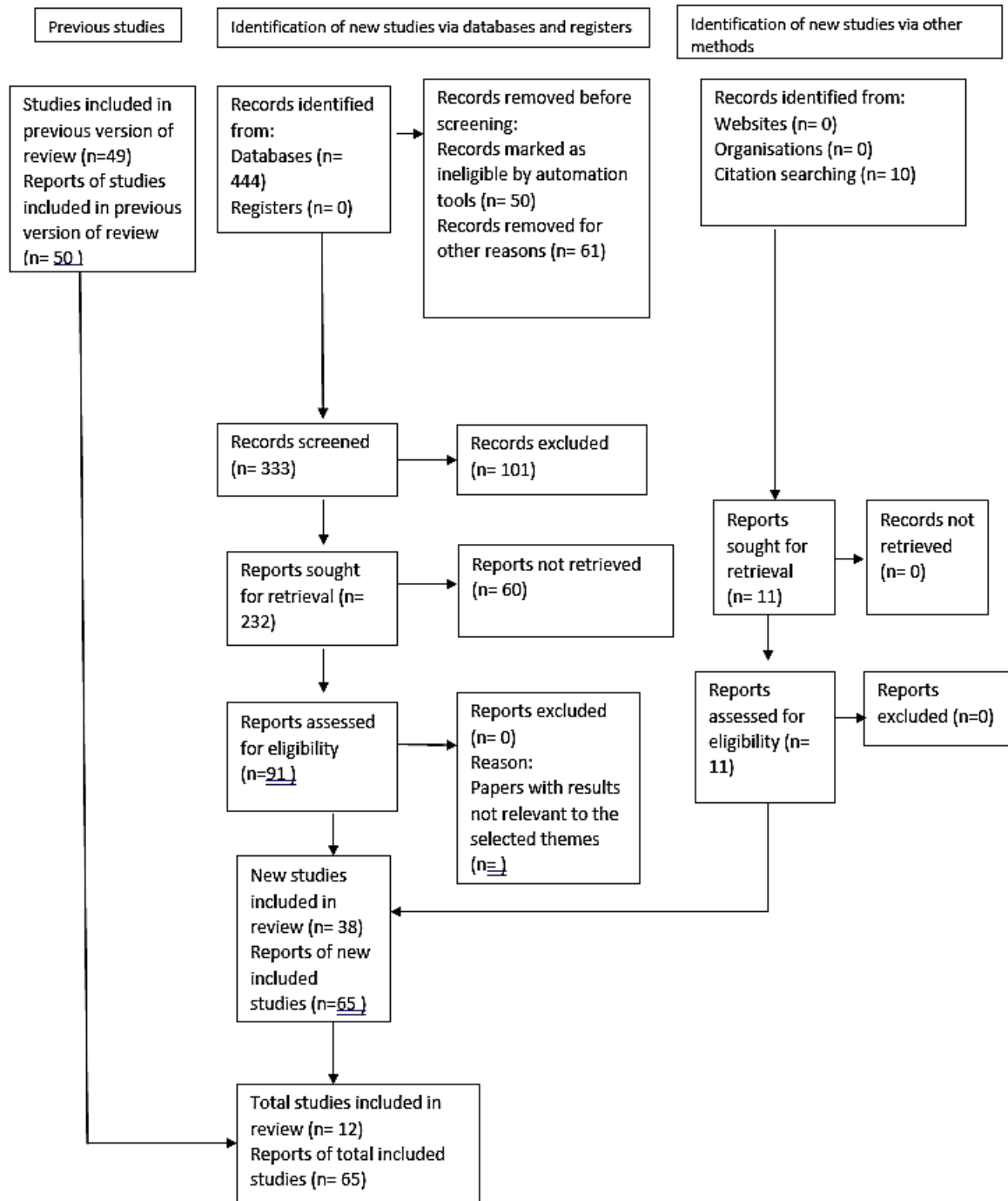


Fig 1: PRISMA 2020

3.3 Data Extraction and Synthesis

The research articles that were chosen for analysis of the results were subjected to a thorough assessment. In the first step of the approach, research publications are shortlisted based on their titles. Following a preliminary examination, the nominated papers are read in depth and analysed for gaining better understanding of the impact of social media on youth phubbing.

3.4 Threats to validity of research and mitigations

The development of construct and external validity is to be expected while conducting a systematic review. The study, on the other hand, takes two significant steps to resolve the problem. The first comprises analysing the quality assortment for the articles in hand, followed by the strictest measures, and the second involves selecting the articles for the review using the PRISMA technique. The PRISMA method ensures that study validity issues are discovered and effectively addressed.

4. Results and Discussion

Table 1: Summary of the review of the literature

Sl. No.	Authors	Research Methodology	Respondents age category *	Antecedents	Impact	Findings
1.	Chatterjee , (2020)	Quantitative	All age groups	Smartphone Addiction	i. Stress ii. anxiety iii. loneliness	The study identified that smartphone addiction plays a major role in the phubbing behaviour of individuals. It further, states that use of internet has a maximum impact on smartphone addiction.
2.	San-Martin & Jimenez, (2021)	Quantitative	Youth 18-25 years	Smartphone addiction, compulsive app downloadin and boredom	i. anxiety ii. depression	The study identified that a high rate of individuals falling in the age group 18-25 are declared to be smartphone addicts. It further identified that phubbing behaviour is ignited by smartphone addiction, boredom and a compulsive app downloading behaviour.
3.	Tandon, et al., (2020)	Qualitative	Youth (Student)	FOMO, social media addiction	i. Anxiety, stress and depression ii. Life satisfaction iii. Maladaptive cognitive actions iv. Sleep deprivation	The findings imply that excessive usage of social media has resulted in a FOMO nature among youth, which has an impact on an individual's well-being.
4.	Khan & Khan, 2021	Qualitative	All age groups	Smartphone Addiction	i. Quality of life degrading ii. Depression iii. Anxiety iv. Stress	The research study observed that smartphone addiction is mostly common among

					v. Constant need of social support	young generation as they are more attracted to gadgets and are considered to be technology-savvy.
5.	Chotpitay asunondh & Douglas, 2016	Quantitative	18- 66 yrs	Internet Addiction, FOMO, smartphone addiction	i. Depression ii. Less physical social interaction iii. Anxiety	The findings of the study suggest that internet addiction, and smartphone addictions plays a very significant role in generating phubbing behaviour among people.
6.	Davey, et al., 2018	Quantitative	Youth	Internet Addiction, FOMO, smartphone addiction	i. Decreases physical activity ii. Promotes sedentary behaviour	The research study identified that smartphone addicts are mostly addicted to their devices because of excessive social media usage. It also observed that the youth have a FOMO and needs to be constantly updated about each other through the world of social media.
7.	Khare&Q asim, 2019	Quantitative	Youth	Internet addiction, and smartphone addiction	i. Smartphone separation anxiety ii. relational divergence iii. identity detachment	The study found that there is a growing attachment of youth to their smartphones, for being constantly updated to the internet world.
8.	Ivanova, et al., 2020	Quantitative	Youth (17-31)	Mobile phone addiction	i. Loneliness ii. Depression	The results of the study depicted that phubbing acts as a mediating role between smartphone addiction and depression among the youth.
9.	Yang &Christof	Quantitative	Youth	Social media, digital	i. declining mental health	The findings of the the study suggest that youth find

	erson, 2020			socialmultitasking	ii. declining physical well-being	digital multitasking as a necessity in today's world and does not seem to be bothered by the less communication due to their peer's constant use of smartphones. However, they found their own addiction to social media disruptive to their mental and physical health.
10.	Rahman, et al., 2021	Quantitative	All age groups	Social media addiction, Phone addiction	i. social interaction anxiety ii. communication disturbances	The study identified that phubbing habit is a result of mobile phone and social media addiction. It further states that there exist a relationship between phubbing and social anxiety.
11.	Wei, et al., 2021	Quantitative	Youth	Parents' Phubbing	i. Anxiety ii. cyberbullying iii. Gratification	This study attempted to establish a relationship between parents' phubbing behaviour and anxiety and cyberbullying among their adolescent children. The need for gratification among the adolescent was also observed.
12.	Li, et al., 2021	Quantitative	Youth	Social media, and FOMO	i. Poor academic performance ii. anxiety iii. depression	FOMO on social media activities, according to the study, acts as a mediator between individual control and phubbing behaviour.
13.	Yang, et al., 2021	Quantitative	Adolescent	Digital social multitasking	i. Minimised social interaction ii. declining mental health	The results of the study portrayed that digital social multitasking is

				Social media use		considered to be positive by the adolescent. However, it was observed through the study that it has impacted on their physical social relationship among their friends and has an indirect impact on their mental health.
14.	Chi, et al., 2022	Quantitative	Youth	Social media addiction, smart phone obsession, FOMO	i. instant gratification ii. anxiety	The findings of the study signifies that young generation are seen to be more and more dependent on the social media and this has resulted in generating anxiety and a need for instant gratification among them.
15.	Yang, et al., 2019	Quantitative	Youth	Smartphone addiction	i. Declining mental health ii. Social problems iii. Decrease in life -satisfaction	The findings of the study suggested that excessive smartphone usage among youth for checking social media platforms has led to – hampering social relationship, has a negative impact on life satisfaction among youth, declining mental health and physical health.
16.	Verma, et al., 2019	Quantitative	Youth	Social media addiction, smartphone addiction	i. disruptive sleep cycle ii. Stress, Depression, mental health issues	The study findings suggested that obsession of social media among millennial has led to disrupting their mental and physical health.

17.	Yang, et al., 2021	Qualitative	Youth	Social media addiction	i. approval anxiety ii. reduced social attraction	The use of excessive social media has led to adversely impact the mental health of youth.
18.	Dennen, et al., 2020	Qualitative	Teenagers, young adults	Social media addiction	i. sleep issues ii. Anxiety iii. Stress	The use of social media among teenagers and young adults have created a need for constantly being updated with the social media activities and this has negatively impacted the sleep quality among them, leading to stress and anxiety.
19.	Liu, et al., 2022	Qualitative	Adolescent (11-18yrs)	Mobile phone addiction, social media addiction	i. increase in cognitive failure ii. anxiety	The excessive use of mobile phone and social media among adolescent was found to have increased the cumulative risk of social-environmental risks. This includes parental phubbing, peer victimisation, etc.
20.	Wang, et al., 2019	Quantitative	Adolescent	Social media addiction	i. poor sleep quality ii. lower levels of academic achievement	The results of this study showed that mobile social media use among adolescent have declined their relationship with their peers, and family members. It has further, contributed to their self identity.
21.	Erzen, et al., 2019	Quantitative	Youth	Smartphone addiction	i. academic performance stress ii. anxiety iii. depression	Phubbing behaviour among youth was identified to result in neuroticism and conscientiousness.

22.	Potas, et al., 2021	Quantitative	Adolescent	Technology addiction, Social media addiction	i. anxiety ii. insomnia iii. Poor academic outcomes	The hike in the use of socialmedia was observed during the covid-19 era as face to face interactions were restricted.
23.	Garrido, et al., 2021	Qualitative	All age groups	Social media addiction, Smartphone addiction	i. Loneliness ii. Instant gratification iii. Depression	The research study findings suggested that individuals are dependent on their smartphones and the excessive use of social media has led to a number of mental and physical health issues.
24.	Galland, et al., 2017	Quantitative	Adolescent	Excessive use of smartphones and tablets	i. Sleep issues ii. Deteriorating physical health	The negative impact of excessive use of smartphones and tablets was observed in the study, as to declining the physical health of individuals and also disrupting the sleep cycle of the individuals.
25.	Lepp, et al., 2015	Quantitative	Youth	Smartphone addiction	i. negative impact on Academic performance ii. Reducing sleep quality	The research study identified that excessive use of smartphone or smartphone addiction leads to poor academic performance and reducing the quality of sleep
26.	Lepp, et al., 2014	Quantitative	Youth	Smartphone addiction	i. Anxiety ii. satisfaction with life	The hike in the use of smartphone has increased anxiety among the youth and decreased the satisfaction with their life.
27.	Samaha& Hawi, 2016	Quantitative	Youth	Smart phone Addiction	i. Academic Performance ii. Stress iii. Satisfaction with life	The research indicated an adverse connection between smart phone addiction, with academic

						performance and life satisfaction, as well as a positive relationship between perceived stress and smart phone addiction.
28.	Yang, et al. 2019	Quantitative	Adolescent	Mobile Phone Addiction	i. Anxiety ii. Depression	The study contributed towards understanding the relationship between declining mental health among young generation and mobile phone addiction.
29.	Hawi & Samaha, 2016	Quantitative	Youth	Smartphone Addiction, Digital multitasking	i. Declining academic performance ii. Insufficient sleep iii. anxiety	The high use of smart phone among youth due to addiction of social media and online gaming has led to insufficient sleep and stress. This in turn has led to declining the academic performance of the individuals.
30.	Chiu, 2014	Quantitative	Youth	Smart phone addiction	i. Poor academic performance ii. Decreasing life satisfaction iii. stress	Smart phone addiction has led to phubbing behaviour among the youth and this has acted as a mediating factor between smart phone addiction and increase in stress, poor academic performance and decreasing life satisfaction
31.	Bilgin & Tas, 2018	Quantitative	Youth	Social media addiction	i. Low Psychological resilience ii.	It was established that as the use of social media among youth has grown, the psychological resilience has decreased.

						However, it the perceived social support and psychological resilience can be amplified there is a possibility of lowering the use of social media.
32.	Simsek & Sali, 2014	Qualitative	All age groups	Internet Addiction	i. Decrease in Resilience ii. Stress	The study identified that high internet or social media addiction has led to decrease in resilience among individuals. The low level of resilience has further led to mental health problems like – stress, anxiety, and depression
33.	Hou, et al., 2019	Quantitative	Youth	Social media addiction	i. Decline in mental health ii. Low academic performance	The findings of the study revealed that there is a negative connection between social media addiction and college students' mental health and academic performance.
34.	Nie, et al., 2020	Quantitative	Adolescent	Social networking site addiction	i. Low emotional resilience ii. Low emotional expressivity	The results of the study suggest that there exist a relationship between negative emotional resilience and social networking addiction
35.	Andreassen, 2015	Qualitative	All age groups	Social media addiction	i. Poor sleep quality ii. Decline in the well-being	The study unveiled that social media addiction has a positive relationship between impaired health and well-

						being of the individuals.
36.	Robertson , et al., 2018	Quantitative	Youth	Social media addiction	i. Low resilience ii. Stress	The findings of the study suggested that resilience is a protective factor for youth from stress and anxiety. The high use of social media has decreased resilience among youth.
37.	Al-Menayes, 2015	Quantitative	Youth	Social Media Addiction	Poor Academic Performance	The study identified that the time spent on social media is directly proportionate to the poor academic performance of the individual.
38.	Giunchiglia, et al., 2020	Qualitative	Youth	Social media addiction	Poor Academic performance	The study suggest an immediate control of smartphone usage among youth. The excess of social media usage among youth has led to poor academic performance among them.
39.	AL-Yafi, et al., 2018	Qualitative	Youth	Social networking site addiction	Academic performance	The study identified that active users of social networking websites depicted better academic performance as compared to passive users of social networking websites.
40.	Talaue, et al., 2018	Qualitative	Youth	Social Media Addiction	Decline in the academic Performance	According to the study, while use of social media is vital in today's digital environment, excessive use of social media lowers youth academic performance.

41.	Huang & Leung, 2010	Quantitative	Youth	Instant messaging addiction	i. Alienation ii. shyness iii. academic performance decrement	The study results identified that social media instant messaging applications have become an escape for the youth, resulting in alienation, shyness and decrease in academic performance of the youth.
42.	D'Arienzo, et al., 2019	Qualitative	Youth	Social media addiction	i. Instant gratification ii. Anxiousness	The study's findings revealed that social media is being utilised by youth to replace parental attachment. The high use of social media has led to need for instant gratification and generation of anxiety among the youth.
43.	Liu, et al., 2022	Quantitative	Adolescent	Social Networking Addiction	Psychological need satisfaction	The study identified a relationship between social networking addiction and online psychological need satisfaction
44.	Kircaburun, et al., 2018	Quantitative	Youth	Social media addiction	i. instant gratification ii. poor academic performance	This study found that individuals with different personality traits reacted differently with the usage of social media.
45.	Scott. Et al., 2017	Qualitative	Youth	Internet Addiction	Declining mental health	The study stated that internet addiction manifests many negative impact on the mental health of an individual.
46.	Andearsse, et al., 2017	Quantitative	All age groups	Social media addiction	i. need to feed the ego	The findings of the study suggest that the excess use of

					ii. impact on cognitive ability	social-media has generated a narcissistic nature among people and has reduced their cognitive abilities.
47.	Chen & Kim, 2013	Quantitative	Youth	Social media addiction	i. instant gratification ii. lack of privacy	The increase in the use of social-media among youth has diminished the boundaries of privacy among them as everything is needed to be updated through social media. This has also led to the need of instant gratification among youth.
48.	Longstreet & Brooks 2017	Quantitative	Youth	Social media addiction	i. decrease in life satisfaction ii. stress	The study suggest that stress acts as a major role towards decreasing life satisfaction among youth. The level of stress among youth has increased due to high usage of social media.
49.	Sahin, 2017	Quantitative	Youth	Social Media Addiction	decrease in life satisfaction	The results of the analysis conducted by the researchers suggested that there exist a negative relationship between social media addiction and life satisfaction among youth.
50.	Yesilyurt &Turhan, 2020	Quantitative	Youth	Social media addiction	Decline in life satisfaction	The study focused on users of instagram, a social media site. It found that there exist a negative relationship between social media addiction and life satisfaction.

51.	Kumpasoglu, et al., 2021	Quantitative	Youth	Social media addiction	i. Anxiety ii. Life satisfaction	The excess use of social media was reported to have a negative impact on the mental health and life satisfaction among youth
52.	Shahnaz& Karim, 2014	Quantitative	Youth	Internet addiction	i. lack of life satisfaction ii. lack of life engagement	The study identified a lack of life engagement and life satisfaction among youth due to internet addiction among them.
53.	Kalpidou, et al., 2011	Quantitative	Youth	Facebook addiction	i. self esteem ii. social adjustment	The research identified a negative impact of Facebook addiction, on the self esteem and social adjustment of youth.

*Youth – age 20 to 29 yrs; Adolescent – 10 to 19yrs.

5. Discussion

The review on the existing literature was conducted and is summarised in this section. A study by Chatterjee, (2020), identified that smartphone addiction plays a major role in the phubbing behaviour of individuals. It further, states that use of internet has a maximum impact on smartphone addiction. Fear of missing out also known as FOMO of social media updates is considered to be a major factor to this phubbing behaviour. A number of studies were identified advocating it (Martin & Jimenez, 2021; Tandon, et al., 2020; Li, et al., 2021; Davey, et al., 2018). The phubbing habit among youth is detrimental to their mental health. It is associated with decreased resilience against psychological well-being, anxiety, depression, and high level of negative stress (Martin & Jimenez, 2021; Yang & Christofferson, 2020; Yang, et al., 2021; Erzen, et al., 2019 ; Yang, et al. 2019 ;Hawi&Samaha, 2016 ; Nie, et al., 2020 ; Robertson,et al., 2018). Potas, 2021, further suggested that phubbing behaviour has been further alleviated by the covid-19 pandemic as people had to follow social distancing norms. The covid-19 pandemic further increased the social media addiction which in turn increased the phubbing behaviour among individuals. Another negative consequence of the phubbing behaviour is low level of performance in academics. The positive relationship between the decreasing level of performance in academics and phubbing among youth due to online social networking platforms were established in a number of studies (Li, et al., 2021; Erzen, et al., 2019; Lepp, et al., 2015; Samaha&Hawi, 2016; Hawi&Samaha, 2016; Chiu, 2014; Hou, et al., 2019; Al-Menayes, 2015; Giunchiglia, et al., 2020 ; AL-Yafi, et al., 2018 ; Talaue, et al., 2018 ; Huang& Leung, 2010). Liu, et al., 2022 further stated that the cognitive level of an individual also deteriorate due to constantly being stuck to the phone. The next adverse impact due to phubbing which was associated to smart phone addiction and social-media addiction is disruptive sleeping behaviour. This was reported by researchers in their studies after a thorough analysis conducted by them in their papers (Dennen, et al., 2020; Wang, et al., 2019; Potas, et al., 2021; Galland, et al., 2017; Lepp, et al., 2015; Hawi&Samaha, 2016; Andreassen, 2015). Potas, et al., 2021 further identified that youth is suffering from poor disturbed sleep and insomnia due to high social media addiction. Instant gratification is and low self- esteem due to addiction to social networking sites and instant messaging apps are one of many adverse effects of phubbing (Chi, et al.,

2022; Garrido, et al., 2021; D’Arienzo, et al., 2019; Kircaburun, et al., 2018; Andearssen, et al., 2017; Chen & Kim, 2013; Kalpidou, et al., 2011). A number of mental health issues like anxiety, depression, stress, low level of life satisfaction, and lowered resilience among youth have led to another issue which can be traced back to phubbing behaviour (Garrido, et al., 2021 ; Longstreet & Brooks 2017 ; Sahin, 2017 ; Yesilyurt&Turhan, 2020 ; Kumpasoglu, et al., 2021 ; Shahnaz& Karim, 2014).

6. Conclusion

Lack of engagement to social interaction and life engagement has led to generating a feeling of loneliness among the youth. The young generation have started living inside the small rectangular device and less on the immediate physical world. The addiction to online platforms and extreme level of dependency on the smart phone has deteriorated the condition. The youth on the other hand, are mostly oblivious of the problem they are in and consider digital multitasking as a positive trait. Peer pressure further, sucks in the remaining half of the population to the phubbing behaviour making it a contagious among the youth. Phubbing behaviour was found to be connected with social media addiction in the literature study conducted.

The following conceptual model was formulated with the help of the review of literature.

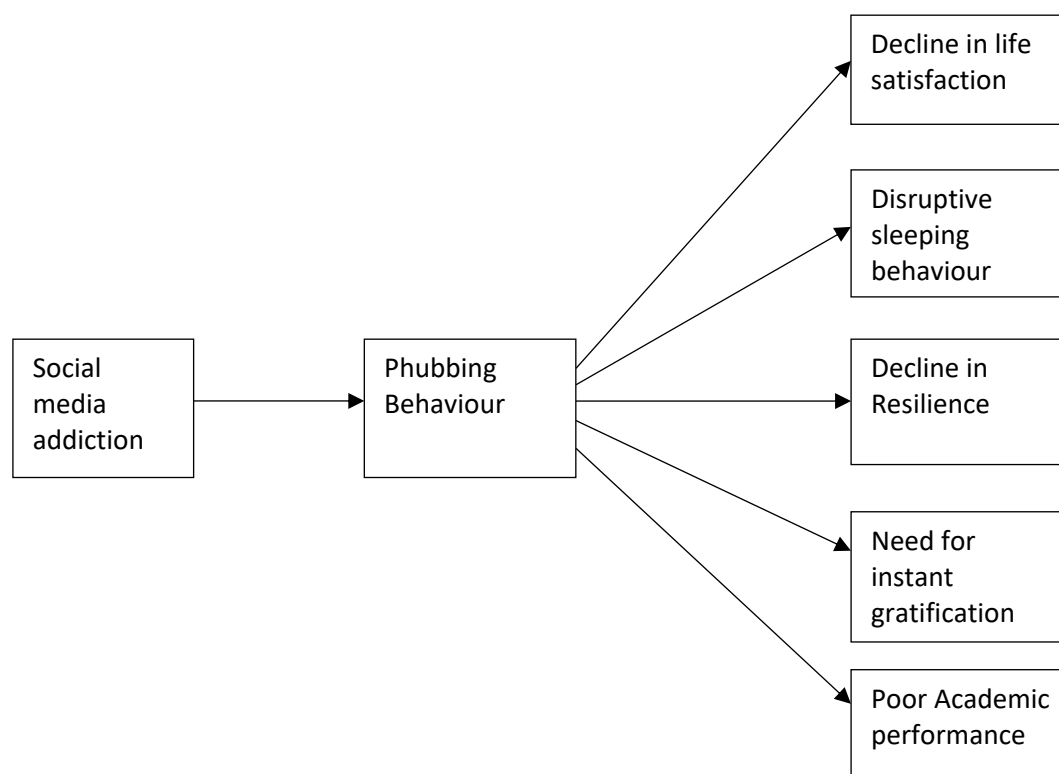


Fig 2: Conceptual model depicting the cause and effect of phubbing

The conceptual model depicts the cause and effects of phubbing behaviour. The literature study identified that a major cause of phubbing behaviour is the addiction of the youth to social media websites and applications. It also portrays the negative consequences of phubbing behaviour which is broadly been divided into five types – decline in life satisfaction, disruptive sleeping behaviour, decline in resilience, need for instant gratification, and poor academic performance. The model was presented to define these relationships based on the literature review. An empirical study could be carried to support and test this model's applicability.

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