Research Paper

A Study on Determinants of Happiness among University Girl Students Using Social Media

Selvaraj Chandni[1]*, Vellaiah Sethuramalingam[2]

ABSTRACT

Background: There are several substances where human beings get addicted to and social media could be one of them. Although social media is a tool of productivity, it also encourages unproductive activities such as procrastination that affects the mental health of the individual. **Objectives**: To assess the level of social media addiction, procrastination, happiness and its correlates with the background characteristics of the postgraduate girl students staying in the university hostel; and to identify the major predictors of the subjective happiness of the respondents. **Materials and Method:** There were 905 postgraduate girl students staying at Bharathidasan University girls' hostel. Of these, 277 were selected as sample using a simple random sampling technique. The data were collected using the Social Media Addiction Scale developed by the researcher, the Procrastination Scale developed by Lay (1986) and the Happiness Scale developed by Lyubomirsky and Lepper (1999). The reliability values for the scales were Alpha 0.868, 0.733 and 0.731 respectively. **Result:** The findings indicate that nearly two-thirds of the respondents scored a high level of procrastination (65.7%), social media addiction (64.6%) and just over half (51.6%) of the respondents have scored a low level of happiness. The finding also reveals that the happiness score is positively correlated with the current age, age at first use of mobile phone and negatively correlated with procrastination and addiction score. The regression and path analysis shows that the addiction score has had the most impact on the happiness score than the other predictors on the postgraduate university girl students using social media. **Conclusion:** Findings indicate the need for providing counselling in order to reduce social media addiction and procrastination so that happiness will be enhanced.

Keywords: University girl students, social media addiction, procrastination, happiness

INTRODUCTION

The use of social media among youth is being researched around the world. However, it must be acknowledged that there are several aspects to the use of social media. It could have a significant impact on the mental health of youth, especially those who are studying in higher educational institutions such as universities as they are required to balance both their education and their social media presence. This means that there is a need to examine the determinants of happiness among these girl students who are using social media because they value the art of socialising, perhaps much more than boys. This fact birthed certain questions in the mind of the researcher: What is the socio-economic background of the selected university girl students in the study area? What is the level of social media addiction, procrastination and happiness of the respondents? Do the selected background characteristics of the respondents differ significantly in their social media addiction, procrastination and happiness scores? Most importantly, how far the happiness among the university girl students was influenced by their background characteristics, social media addiction and procrastination? In order to answer these questions, the researcher has carried out the present research work.

A study by Al-Menayes (2015) indicated that the time spent on social media and its satisfaction has been positively related to addiction. Akram et al. (2015) found that the

[1]PhD Research Scholar, [2] Professor (Rtd.) and Former Head
Department of Social Work, Bharathidasan University, Tiruchirappalli, Tamil Nadu, India
*Email: paulinchand@gmail.com

majority of young people have access to social networking sites and most of the people have internet access at home. Andreassen et al. (2016) reported that anxiety and depression were related positively to the proneness of addictive technology use. Hawi and Samaha (2017) found that social media addiction was negatively correlated with self-esteem. Savci and Aysan (2016) concluded in their study that impulsivity has positively affected social media usage and social media usage has positively affected loneliness. Ayatalumo and Ukegbu (2017) analysed that 78% use social media for 3 to 5 hours during their study time which results that they end up in poor performance in their academics. Ferrari and Diaz-Morales (2014) found that chronic procrastination leads to greater perceived stress and delay of adjustment behaviours resulting in poor mental health. Meier et al. (2016) reported that the frequency of procrastination with Facebook has been positively correlated with both academic stress and Facebook induced strains on well-being. Reinecke et al. (2018) through a study highlighted that procrastination is positively related to perceived stress, sleep problems, internet multitasking and insufficiently controlled internet use. Schnauber-Stockmann et al. (2018) reported that the more automatic participants select the media device, the more frequently they engage in procrastinatory media use.

Research Gap: From the review of earlier literature, the majority of the studies have been conducted in a small sample size. Moreover, there is no combined study on social media addiction and procrastination among girl students. We can see the paucity of studies taken place among girl students specifically. In order to fulfil this research gap, the researcher has proposed to design an in-depth study to explore various psychosocial correlates of university girl students with a larger sample size.

Objective: 1) To assess the level of social media addiction, procrastination, happiness and its correlates with the background characteristics of the postgraduate girl students staying in the university hostel. 2) To identify the major predictors of the subjective happiness of the respondents.

Hypothesis: There is no statistically significant difference in the mean score of social media addiction, procrastination and happiness (dependent variables) across the background characteristics of the respondents (independent variables) and there will be no statistically significant prediction of happiness score by demographic variables and the other subject dimensions viz., procrastination and social media addiction among the postgraduate girl students residing at the university.

MATERIALS AND METHOD

Research design: It was a descriptive; cross-sectional study.

Method of selecting respondents: The researcher purposively selected Bharathidasan University girl's hostel for the present study. There were 905 postgraduate students staying at Bharathidasan University girls' hostel. The sample size for the present study was determined by Slovin's formula, (Guilford & Frucher, 1973; Yamane, 1967). Thus, the sample size constitutes 277. The individual respondents were selected using a simple random sampling technique by using the Tippet number table.

Methods of Data Collection: The data were collected through a questionnaire method from the respondents. The questionnaires were distributed to the respondents and the purpose of the study was explained. The process of collecting the data took the whole month of March 2017 as the researcher found it comfortable to collect the data in the evening.

Tools of Data Collection: To collect the data, the Social Media Addiction Scale developed by Chandni (2021), Procrastination Scale developed by Lay (1986) and Subjective Happiness

Scale developed by Lyubomirsky and Lepper (1999) were used. Social Media Addiction Scale contains 15 statements with the scoring pattern of '1' (Strongly Disagree) to '5' (Strongly Agree) where the higher the scores greater the addiction. Further, the Cronbach's Alpha value for the Social Media Addiction Scale is 0.868. The Procrastination Scale contains 20 items. It is a 5-point scale ranging from '1' Extremely Uncharacteristic to '5' Extremely Characteristic. A higher score indicates greater procrastination. Its reliability value is alpha 0.732. The Happiness scale contains 4 items which is a 7 point scale ranging from '1' Strongly Disagree to '7' Strongly Agree. A higher score indicates a higher level of happiness For example "In general, I consider myself a very happy person". Its reliability value is 0.731. A pre-test was conducted with ten respondents before the final study.

Analysis of Data: The data were analysed using SPSS-AMOS 24 (IBM Corp, 2017). The analysis was carried out with the help of frequency distribution apart from statistical techniques such as one-way MANOVA, correlation analysis, stepwise multiple regression and path analysis.

Ethical Consideration: Before collecting the data, permission was obtained from the officials of the university hostel. The researcher assured the respondents that the data collected will be used only for the research purpose and will be kept confidential. The respondents were given the opportunity not to participate or to withdraw the questionnaire at any time for any reason.

RESULTS AND DISCUSSIONS

Background Characteristics of the Respondents

The findings highlight that the respondents who belong to 21 years or below constitute 70.8%. The average age of the respondents was 21.13 years with a minimum of 20 years and a maximum of 25 years. The majority of the respondents (91.3%) belong to Hindu. The respondents who belong to the backward community constitute the single largest majority (44.8%). The majority of the respondents (77.6%) are studying in the Science stream. Nearly half of the respondents (51.3%) are pursuing second-year post-graduation. The respondents who belong to rural and urban places constitute 47.3% and 52.7% respectively. The parents who have been educated till high school and higher secondary school constitute 46.6%. One-third of the respondents' fathers (33.9%) work in the agriculture sector.

Aspects Related to Social Media

The average mobile phones owned in a family is 3.73 and the average mobile owned by the respondents themselves is 1.09. About 56% of the respondents use a single sim card. More than one third (39.4%) of the respondents' primary purpose of using mobiles is for entertainment. About 38.6% of the respondents use 4G data for their mobile. The majority of the respondents (93.5%) access their social media through mobile phones. The average time spent by the students on communication, entertainment and studies constitute 3.36 hours, 4.10 hours and 3.45 hours respectively.

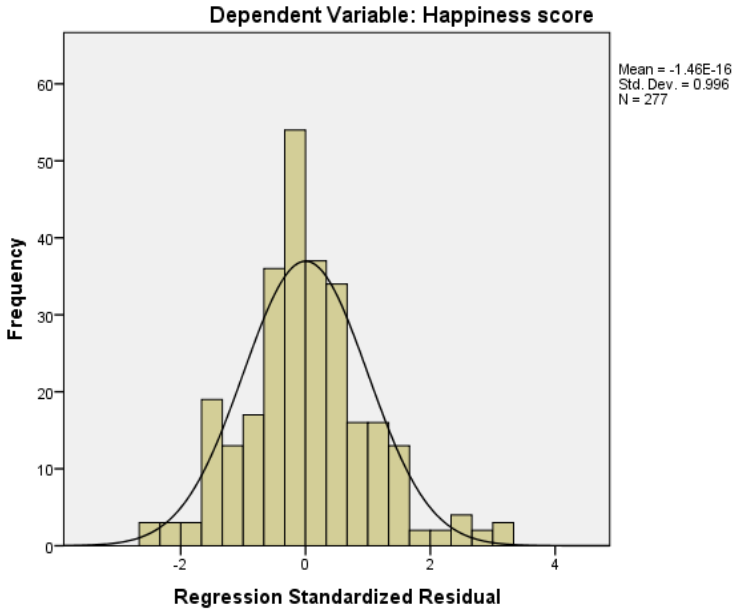
Level of Mental Health

The mean score of the social media addiction scale was 48.46 with a score ranging from 15-107, the procrastination scale was 59.52 with a score range of 20-90 and the happiness scale was 11.90 with a score range of 4-27. It was also found that the majority of the respondents scored 'high' on social media addiction (64.6%), procrastination (65.7%) and 'low' on the happiness scale (51.6%).

Test of Normality and Linearity

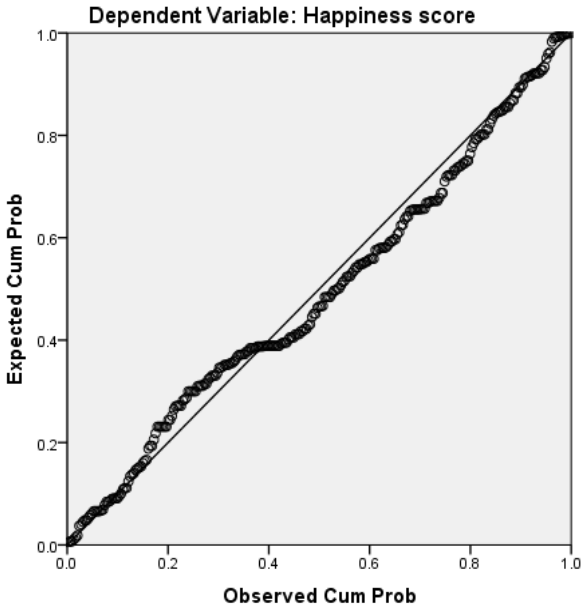
Histogram (figure - 1), p-p plot (figure - 2) and scatter plot (figure – 3) were used to check the linearity, homoscedasticity, and normality of residuals. The residuals were found to be normally distributed in multiple linear regression analysis.

Figure - 1: Histogram of regression standardised residual



The histogram in figure - 1 indicates that the residuals approximate a normal distribution. Further, it shows that in linear regression analysis, there is no tendency in the error terms to a certain extent.

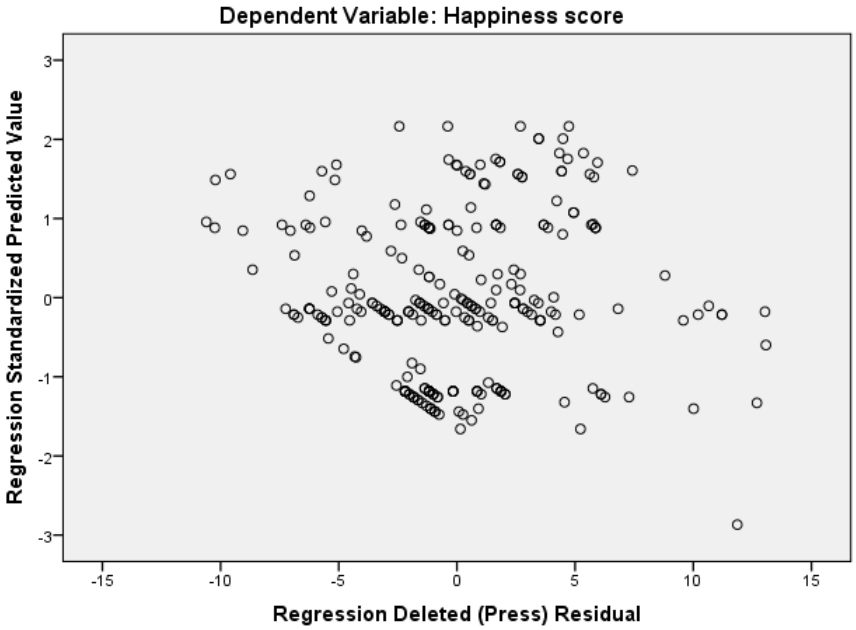
Figure - 2: Normal P-P plot of regression standardised residual



A p-p plot in figure - 2 can also be used to assess the assumption that the residuals are normally distributed. It is good if residuals are lined well on the straight dashed line (Kim,

2015). Figure - 2 echoes the histogram and the data points all fall close to the 'ideal' diagonal line (Field, 2016). The distribution is considered to be normal in that the plotted points match the diagonal line with no strong deviations. 'This indicates that the residuals are normally distributed' (Statistical Solutions, 2017).

Figure - 3: Scatter plots of regression standardised residual



In order to perform the linear regression analysis, there is a need to check whether there is a linear relationship in the data (Statistical Solutions, 2017). For that the scatter plot test was conducted. The scatter plots in figure - 3 indicate a negative linear relationship between the predictor variables: social media addiction and procrastination scores and the outcome variable: happiness score. The correlations between these variables are significant and conclude that there is a linear relationship between these variables which allows us to conduct a linear regression analysis and not violating the linearity assumption.

One-way Multivariate Analysis of Variance (MANOVA)

One-way MANOVA is used to determine whether there are any differences between the independent variable (category variable) on more than one continuous dependent variable. In this study, age group, religion, social standing, course of study, year of study, domicile, parent's level of education, parental occupation, family income, type of family, number of SIM cards used, the purpose of using mobile phones, type of mobile data, hours spent on social media and academic performance of the respondents were used as independent variables. Social media addiction, procrastination and happiness (psychological well-being) scores were used as the dependent variable.

The results in Table 1 show that there are statistically significant differences in social media addiction, procrastination and happiness scores of the university girl students residing in hostel based on their age group ($F(3, 273) = 139.79$, $p<0.001$; Hotelling's Trace = 1.536, partial $\eta^2 = 0.606$), caste ($F(9,259) = 2.846$, $p<0.05$; Wilks' $\Lambda=0.911$, partial $\eta^2 = 0.030$), course of study ($F(3,544) = 4.671$, $p<0.001$; Wilks' $\Lambda=0.904$, partial $\eta^2 = 0.049$), year of study ($F(3,273) = 34.770$, $p<0.001$; Hotelling'sTrace= 0.382, partial $\eta^2 = 0.276$), domicile ($F(3,273) = 96.736$, $p<0.001$; Hotelling's Trace=1.063, partial $\eta^2 = 0.515$), number of SIM cards

used (F (3,273) = 82.230, p<0.001; Hotelling's Trace =0.904, partial η^2= 0.475), primary purpose of using mobile phones (F (6,244) =17.213, p<0.001; Wilks' Λ=0.706, partial η^2 =0.160), type of mobile data (F (6,544) = 37.734, p<0.001; Wilk's Λ= 0.499, partial η^2 = 0. 294) and academic performance (F (6,544) =12.531, p<0.001; Wilk's Λ=0.772, partial η^2 =0.121), whereas there was not statistically significant difference in religion (F (3,273) =1.452, p>0.05; Wilks'Λ=0.984, partial η^2 =0.016), parents' level of education (F (15,242) =0.710, p>0.05; Wilks' Λ=0.961, partial η^2 =0.013), parents' occupation (F (12,714) =0.508, p>0.05; Wilk's Λ=0.978, partial η^2 =0.007), family income (F (6,544) =1.140, p>0.05; Wilks' Λ=0.975, partial η^2 =0.012) and type of family (F (3,273) =0.459, p>0.05; Wilks' Λ=0.995, partial η^2 =0.005).

Table - 1: One-way MANOVA between the Addiction, Procrastination, Happiness and Background Characteristics

Dependent Variables	Independent Variables	Effect	Value	F	df	p	Partial η^2
Addiction Procrastination Happiness	Age group	Hotelling's Trace	1.536	139.79	3, 273	**.000**	.606
	Caste	Wilks' Lambda	.911	2.846	9, 259	**.000**	.030
	Course of study	Wilks' Lambda	.904	4.671	3, 544	**.000**	.049
	Year of study	Hotelling's Trace	.382	34.77	3, 273	**.000**	.276
	Domicile	Hotelling's Trace	1.063	96.736	3, 273	**.000**	.515
	No.of sim	Hotelling's Trace	.904	82.23	3, 273	**.000**	.475
	Mobile use	Wilks' Lambda	.706	17.213	6, 244	**.000**	.160
	Mobile data	Wilks' Lambda	.499	37.734	6, 544	**.000**	.294
	Aca. Performance	Wilks' Lambda	.772	12.531	6, 544	**.000**	.121

Correlation between the background characteristics and Happiness score of the respondents

The correlation test was carried between the background characteristics (age, family income, age at first use of social media, addiction score, procrastination score and the happiness score of the respondents to find out the relationship between these variables.

Table - 2: Zero-order correlation matrixes between the various subject dimensions and happiness score

Variables	CA	FI	AFSM	ADDI	PROC	HAPP
Current Age	1					
Family Income	0.076	1				
Age at first use of S.M	***0.246	*-0.136	1			
Addiction	***-0.844	-0.086	***-0.239	1		
Procrastination	***-0.868	@-0.106	***-0.259	***0.897	1	
Happiness	***0.719	0.011	***0.242	***-0.743	***-0.742	1
*Note: *** p < 0.001, **. p < 0.01, * p < 0.05 @ p< 0.10 (George, & Mallery, 2011; Pritschet et al, 2016)*						

The result of zero-order correlation (Table 2) shows that the addiction score is highly negatively correlated with the current age of the respondents (r = -.844, p<0.001) and age at

first use of social media (r = -.239, p<0.001). Procrastination score is highly positively associated with addiction score (r=.897,p<0.001), highly statistically negatively associated with current age (r = -.868, p<0.001) and age at first use of social media (r = .-259, p<0.001) and moderately negatively correlated with family income (r = -.106, p<0.10). Further, it is to be noted that, happiness score is statistically positively correlated with current age (r = 0.719, p<0.001), age at first use of social media (r = .242, p<0.001), and negatively correlated with social media addiction score (r = -.743, p<0.001) and procrastination score (r = -.742, p<0.001).

Identification of the major predictors of the happiness of the university girl students

In order to find the major predictors as well as their individual contribution for the overall scores of social media addiction and procrastination and selected background characteristics of Happiness of the university girl students, step-wise multiple regression analysis has been carried out. The objective of the multiple regression analysis is to predict the changes in the dependent variable in response to changes in the independent variables. This objective is mostly achieved through the statistical rule of the least-squares. In step-wise regression, the method of selecting variables for inclusion in the regression model starts by selecting the best predictor of the dependent variables. With this method, one could extract the most predicted independent variables of the dependent variable under consideration (Hair et al., 1998). Column1 of Table3 is the model being reported in this analysis. Column 2 shows the predictor variables. The first variable (constant), referred to as the Y-intercept, the height of the regression line when it crosses the Y-axis. In other words, this is the predicted value of happiness when all other variables are 0 (IDRE, 2016). The R^2 value, in column number 4 is a measure of how much of the variability in the outcome is accounted for by the predictors (Field, 2009). Model 1 in column 2 refers to the first stage in the hierarchy only when the addiction score is used as a predictor. For the first model (in column 4), its value is 0.553, which means the social media addiction score alone accounts for 55.3% of the variation in the happiness of university girl students. In the second model, this value increases to 58.2% of the variance in the happiness score. Therefore, whichever variables are entered in the model in step 2, account for an extra 2.9% of the variance in the happiness score.

Table - 3: Step-wise regression analysis on the happiness score

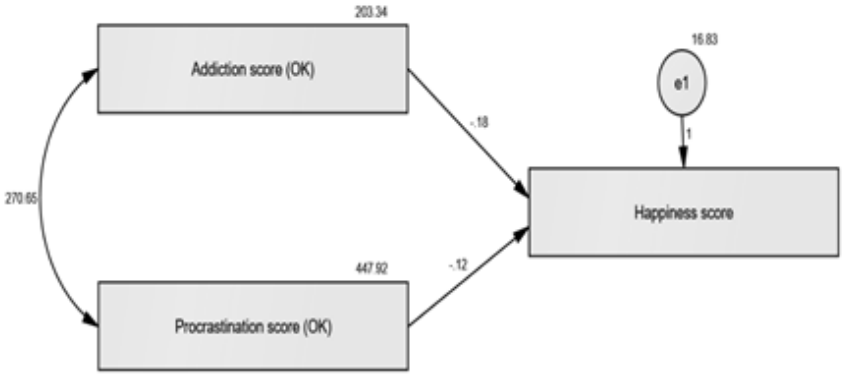
Model	Predictors	R	R^2 x 100	ΔR^2 x 100	b	SE b	β	t	p
(1)	(2)	(3)	(4)	(5)	(6)	(7)	(8)	(9)	(10)
		Dependent Variable : Happiness							
1	(Constant)				27.915	.906	-	30.814	.000
	Addiction	.743	55.3%	53.3%	-.331	.018	-.743	-18.434	.000
2	(Constant)				27.343	.888		30.805	.000
	Addiction	.763	58.2%		-.177	.039	-.399	-4.518	.000
	Procrastination			2.9%	-.115	.026	-.384	-4.347	.000

The unstandardised beta values in column 6 explain the relationship between happiness score and each predictor variables. If the b value results positive, there is a positive relationship between the predictor and the outcome, whereas a negative coefficient represents a negative relationship (Field, 2009). For these data, the predictors: social media addiction (-0.177) and procrastination (-0.115) have a negative relationship with happiness. That is, as the social

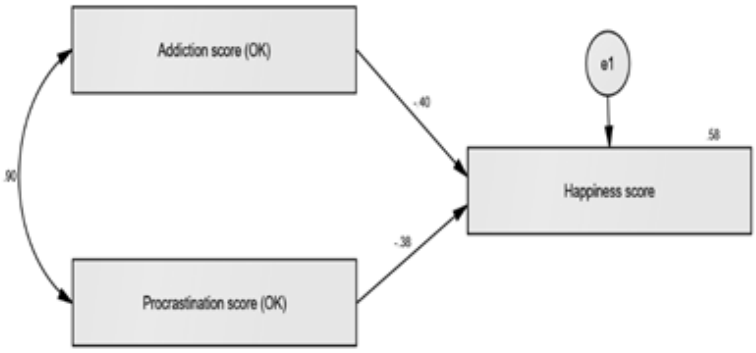
media addiction and procrastination scores increase the happiness score decreases. The standardised beta (β) values in column 8 provide better insight into the importance of the predictor in this model. The standardised beta value of social media addiction is -0.399 and the procrastination score is -0.384. The t and p-value (in column 9 and 10) indicate that social media addiction score (t=-4.518, p<0.001) and procrastination score (t=-4.347, p<0.001) are significant predictors of happiness. Further, from the magnitude of t-statistics (*the larger this t-value is, the more important the variable*) and p-value, it can be inferred that the social media addiction score had the highest impact on the happiness score of the university girl students than the other predictor. On the whole, the percentage variance explained by the single factor, that is, social media addiction score is about 55.3% in model 1 (which means the addiction score alone accounts for 55.3% of the variation in the happiness of university girl students). The percentage had increased to 58.2% when the procrastination score in model 2 is included.

Regression Path analysis

Path analysis is a form of multiple regression statistical analysis used to evaluate causal models by examining the relationships between a dependent variable and two or more independent variables. Using this method one can estimate both the magnitude and significance of causal connections between variables (Crossman, 2017).



Regression Path Diagram 1: Graphic output of Unstandardized Estimates (b)



Regression Path Diagram 2: Graphic output for Standardised Estimates (β)

From the data on un-standardised beta weights (b) obtained in path analysis (panel 1 of Table 4), it can concur that when the factors addiction and procrastination score goes up by 1 unit, happiness score goes down by -.177 and -.115 units.

Table 4: Results based on Regression Path Analysis on Happiness score of the respondents

S. N	Variables			Estimates	S.E. b	C.R / t.	p
	(1)			(2)	(3)	(4)	(5)
1	**b weights**						
	Happ	<---	Addi	-.177	.039	-4.535	.001
	Happ	<---	Proc	-.115	.026	-4.363	.001
2	**Co-variances**						
	Addi	<--->	Proc	270.648	24.401	11.092	.001
3	**Variances**						
	Addi			203.339	17.309	11.747	.001
	Proc			447.917	38.129	11.747	.001
	e1			16.825	1.432	11.747	.001
4	**βWeights**				(Coefficient)		
	Happ	<---	Addi	-.399	When addiction score goes up by 1 standard deviation, happiness score goes down by -0.399 standard deviations		
	Addi	<---	Proc	-.384	When procrastination score goes up by 1 standard deviation, happiness score goes down by -0.384 standard deviations		
5	**Correlations**						
	Addi	<--->	Proc	.897	Correlation between addiction score & procrastination is 0.897		
6	**Squared Multiple Correlation Estimate**				**Error Variance**		
	R^2		Happiness	0.582 or 58.2%	The error variance of happiness score is 41.8 %		

Details about the *covariances* between the independent variables are displayed in panel 2 of Table 4 and path diagram 1. The findings reveal that the covariance between addiction score and procrastination score (270.648) of the respondents are statistically very highly significant ($p<0.001$). Further, it shows that the covariance between addiction score and procrastination score ($t=11.092$, $p<0.001$) are statistically very highly significant in a positive direction. From panel 3 of Table 4, the variance can be inferred that the probability (p) of getting a critical ratio (also called 'z' score/t-value) for all the variables as large as 11.747 in absolute value (0.000) is less than 0.001. In other words, the variance estimates for addiction score and procrastination score is significantly different from zero at 0.001 level and hence have turned out to be highly significant. As far as standardised beta coefficients (β) are involved, the results in panel 4 of Table 4, as well as path diagram 2, indicates that when happiness score and addiction score goes up by 1 standard deviation each, addiction score and procrastination score goes down by -.399 and -.384 standard deviations. Details about the correlations between pairs of variables are seen in panel 5 of Table 4 and also in path diagram 2 which indicate that there seems to be a positive correlation between addiction score and procrastination score. Therefore, it is evident that the predictors' addiction score and procrastination score together have accounted for 58.2% of the variance in the outcome

variable: happiness score and the two independent variables also turned out to be significant predictors of happiness of university girl students in the present study. In other words, 41.8% of the variance remains unexplained.

Limitations and Delimitations: Collecting department wise sample was not feasible in the university due to variation in the strength of students from one department to another ranging from 2 students to 40 students in various departments. In some of the departments, the strength of the girl students seems to be very high than boys. The students who are included in the sample were not available in the department for collecting the data. Due to the rules and regulations of the university, the researcher was able to get permission to collect the data from the girls' hostel only.

CONCLUSION

The findings reveal that majority of the students use their mobile phones for entertainment and to contact others (7 hours 46 minutes). Hence, steps could be taken to ensure that students use their mobile phones for productive purposes in order to save time. Further, two-thirds of the total respondents have been found to have a high level of addiction (65%) and procrastination (66%) and a little more than half of the total respondents were found to have a low level of happiness (52%). It was also found that there are statistically significant differences in the mean score of social media addiction, procrastination and happiness scores (multiple dependent variables) across the respondent's age group, social standing, course of study, year of study, domicile, number of SIM cards used, the primary purpose of using mobile phones, type of mobile data and academic performance. The null hypothesis has been rejected in these cases. Further, it was discovered that the happiness score of the respondents is negatively correlated with their social media addiction and procrastination scores. The overall result of the regression analysis shows that social media addiction scores have turned out to be the most powerful predictor of happiness of university girl students using social media. Hence, students must be given training on controlling self and surroundings. Controls are unavoidable, inevitable either through the system of self-restriction or rules and regulations, personal supervisions either through persuasion or awareness creation or public opinion, creating a sense of fear as well as making them access their responsibility. Further, students can be entertained in developing and improving skills in yoga, meditation, prayer, knowledge on healthy food habits through experts invited from outside for lectures, debates and group discussion on current affairs, special coaching classes for writing competitive examinations. Moreover, hostel girl students could be engaged in indoor and outdoor games, sports, tree plantation, cultural activities, and other activities like NSS, NCC etc., so that unwanted chatting on mobile phones could be avoided.

Conflict of Interest: None

Ethical Clearance: Taken

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