A Study to Assess the Level of Instagram Reels Addiction among Adolescents in Selected Colleges at Aluva

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Abstract
The present study aimed to determine the level of reel addiction among adolescents in selected colleges at Aluva.The objectives of the study were to assess the level of reel addiction among adolescents and to determine the association between reel addiction and selected demographic variables.

The present study adopted a Quantitative approach , non experimental exploratory approach was used in the present study. The study was conducted at selected colleges at Aluva. Population was 60 students from these colleges.

The tool used for the study was a reel addiction scale. The content validity of the tool was established with the help of 6 experts on the related fields. The study was conducted in the Institute of pharmaceutical sciences, Nalammile , Aluva. The data collected from 60 students of adolescent age group. The collected data were analyzed, the descriptive inferential statistics were useful. The result showed that majority (56.7%) have moderate level of reel addiction.

The finding of the study shows that majorities of students (56.7%) have moderate level of reel addiction,21.7%have mild level of reel addiction, 20% have severe level of reel addiction and only 1.7% have no reel addiction. Chi square test for association showed that there is significant relationship between reel addiction and duration of phone usage per day and frequency of Instagram use and there was no significant relationship between reel addiction and other demographic variables.

Key words: Reel addiction, Adolescents

Chapter 1 Introduction
Background of the Study
The proliferation of social media platforms has led to a significant increase in the consumption of short-form video content, commonly known as ―reels‖, among adolescents. Reels have become an integral part of modern entertainment, with millions of users creating and consuming this type of content daily. However, concerns have emerged about the potential addictive nature of reels, particularly among adolescents, who are more vulnerable to the negative effects of excessive screen time. Reel addiction, also known as short-form video addiction, refers to excessive and compulsive use of short-form video content leading to significant distress or impairment in daily life. This phenomenon has been linked to a range of negative outcomes, including decreased self-esteem. As the popularity of reels continues to grow, it is essential to understand the factors contributing to reel addiction and its impact on individuals, particularly vulnerable populations such as adolescents and young adults.

The research aims to explore the phenomenon of Instagram Reel addiction among adolescents, investigating its causes, behavioral patterns, psychological impacts, and potential strategies for mitigation. The findings of this study will provide valuable insights for parents, educators, policymakers, and mental health professionals seeking to promote healthy digital habits and mitigate the potential risks associated with excessive reel consumption. Studies have reported a growing prevalence of reel addiction worldwide. Globally, it is estimated that approximately 15% to 20% of adolescents exhibit symptoms of reel addiction, including excessive use, withdrawal and negative impacts of daily life. In India, a recent survey found that 18% of adolescents aged 13 to 18 reported feeling addicted to their smartphones, with reels being a primary contributor to this addiction. Specifically, In Kerala, a study reported that 22% of adolescents in urban area exhibited symptoms of reel addiction, highlighting the needs for further research to understand the scope and impact of reels. Reel addiction is a rapidly growing concern with millions of adolescents worldwide affected. Untreated reel addiction can lead to persistent mental health issues, social problems and decreased academic and career prospects.

Adolescents are particularly vulnerable to reel addiction due to their developing brain, susceptibility to peer pressure and desire for social validation. Reel addiction can affect not only the individual but also the family, friends and community. Raising awareness about reel addiction and its effects is crucial for promoting healthy social media habit, encouraging responsibilities, content creation and developing effective interventions. In recent years, the rapid growth of social media platforms has transformed the way adolescents interact, entertain themselves, and consume information. Among these platforms, Instagram has emerged as a dominant force, especially with the introduction of ―Reels‖—short, engaging, and algorithm driven video content. While these features offer creative expression and instant gratification, they have also raised concerns about excessive usage and addictive behavior, particularly among adolescents. Adolescence is a critical developmental stage characterized by identity formation, emotional sensitivity, and social exploration, making teenagers particularly vulnerable to the addictive elements of Instagram reels. Instagram reels, in particular, have become increasingly popular, offering bite-sized, visually engaging, and often addictive content that can captivate young audiences for extended periods. However, concerns are growing about the potential impact of excessive reel consumption on the mental, emotional, and social wellbeing of young adolescents. Varghese A. and Thomas M., (2023) Conducted a study on Instagram reel usage and its impact on daily functioning among college youth in Kerala. In this study, descriptive survey design was used. By using stratified random sampling technique, a total of 250 students were selected. Daily Functioning Impact Scale and Reels Usage Frequency Scale were used to assess the variables. Findings of the study showed that 68% of students watched reels for more than 2 hours daily, with females showing slightly higher addiction levels. They concluded that increased reel usage was associated with reduced social interaction, increased procrastination, and decline in physical activity. Abdulsalim S. et al., (2025) A cross-sectional study titled "Evaluation of Social Media Addiction and Its Relationship with Anxiety and Academic Performance Among Medical and Non-Medical Students" was conducted in Saudi Arabia.

The study included medical and non-medical students; however, sampling tools and scales were not specified. The findings indicated that 55% of participants had moderate addiction levels, and 30% had severe addiction. High addiction scores were associated with increased anxiety levels and lower academic performance, particularly in non-medical students. The study concluded that excessive social media use negatively impacts both mental health and academic achievement, suggesting the inclusion of time management and stress-reduction modules in the curriculum.

Many study shows that excessive screen time and Instagram reels use can contribute to a range of negative outcomes, including decreased attention span, increased symptoms of anxiety and depression, and decreased face-to-face social skills. Reels, in particular, have become a staple of online entertainment, offering a curated feed of bite-sized, visually engaging videos that can captivate young audiences for hours on end. However, as the popularity of reels continues to grow, concerns are mounting about the potential risks of addiction, social comparison, and decreased attention span among young adolescents. This study explores the phenomenon of reel addiction among young adolescents, a demographic that is particularly vulnerable to the influences of social media due to their ongoing cognitive, emotional, and social development.

Need of the Study
This research aims to contribute to the growing body of literature on reel addiction, providing insights to the causes, consequences and potentials interventions for this emerging phenomenon.

- Growing prevalence
The increasing popularity of short form video content and concerns about its addictive nature highlight the needs for research to understand its impact on users.

- **Mental health concerns**
Excessive consumption of short form videos has been linked to mental health issues such as anxiety, depression and decreased self-esteem, making it essential to investigate these effects.

- **Impact on productivity and relationship**
Reel addiction can negatively affect users productivity, relationships and overall quality of life, underscoring the need for research to develop effective interventions.

- **Informing public policy and interventions**
A study on reel addiction can provide valuable insights for policy makers, educators and mental health professionals to develop strategies for promoting healthy social media use.

- **Understanding psychological mechanisms**
Research can help identify the psychological factors contributing to reel addiction such as cognitive biases, emotional triggers and social influences.

- **Raising awareness**
A study on reel addiction can raise awareness about the potential risks associated with excessive short – form video consumption, encouraging users to adopt healthier habits.

- **Supporting parents and educators**
The findings of this study can provide guidance for parents and educators on how to address reel addiction in children and adolescents.

- **Contributing to the field of addiction studies**
Research on reel addiction can contribute to the broader field of addiction studies, shedding light on the complexities of behavioral addictions in the digital age.

- **Promoting healthy technology use**

By exploring the phenomenon of reel addiction, this study can inform the development of strategies for promoting healthy technology use and mitigating the negative effects of excessive screen time.

Problem Statement

A Study To Assess The Level Of Instagram Reels Addiction Among Adolescents In Selected Colleges At Aluva.

Objectives

The main objectives of the study are :

- To assess the level of reels addiction among adolescents.
- To determine the association between level of Instagram reel addiction with selected demographic variable.

Purposes

- Defining and measuring reel addiction.
- Exploring psychological and social factors.
- To study negative consequences of reel addiction such as decreased productivity, increased stress, decreased mental health.
- To explore the factors that contribute to reel addiction among adolescents such as social media use, peer influence and family dynamics.

Operational Definition

Reels: In the context of social media, reels typically refer to short form video content usually between 15 seconds to 10 minutes that can be created, shared or discovered.

Reel Addiction: Reel addiction is a pattern of behavior characterized by excessive and compulsive use of short form video content such as Instagram reels, twitter videos or youtube shorts despite negative consequences on daily life, relationship and mental health.

Level: A level can refer to a particular degree or amount of something.

College: A college is an institution that provides postsecondary education, offering academic programs, degrees and certifications

Adolescents: Adolescents are individuals in the stage of development between childhood and adulthood, typically ranging from around 10- 19 years old.

Hypothesis

Ho: There is a significant relationship in Instagram reel addiction.
H1: There is a significant association of Instagram reel addiction with selected demographic variables.

Limitations

- Study was conducted only among adolescents from selected colleges in aluva.
- Hence, the result cannot generalized.

Delimitation

The study is delimited to the adolescents of age group between 10-19 years studying at selected colleges at aluva.

Summary

This chapter dealt with background, need of the study, problem statement, objectives, operational definition, hypothesis, limitations and delimitation

Chapter 2 Review of Literature
Review Of Literature

"Review of literature is an important step in the development of a research project it involves systematic identification of location, scrutiny and survey of written material that contain information on research problem"
-Polit and Hungler,2004
Review of literature are under the following headings
1. Studies related to Instagram reel addiction among adolescents

1. **Varghese A. And Thomas M., (2023)**
Conducted a study on Instagram reel usage and its impact on daily functioning among college youth in Kerala. In this study, descriptive survey design was used. By using stratified random sampling technique, a total of 250 students were selected. Daily Functioning Impact Scale and Reels Usage Frequency Scale were used to assess the variables.
Findings of the study showed that 68% of students watched reels for more than 2 hours daily, with females showing slightly higher addiction levels.They concluded that increased reel usage was associated with reduced social interaction, increased procrastination, and decline in physical

2. **Prasad G. And Menon P., (2021)**
Conducted a study to evaluate the impact of reels on academic concentration among adolescents in kerala, India. In this study, quasi-experimental design was used. By using cluster sampling, 240 students were selected. Academic Performance Checklist and Reels Exposure Tracker were used. Findings showed that increased reel watching decreased concentration span and delayed homework completion.
They concluded that prolonged exposure to Instagram reels negatively influences academic attention in adolescents.

3. **Sharma M. And Sharma R., (2020)**
Conducted a study on digital media addiction and its consequences among college students in India. In this study, survey design was used. Convenient sampling technique was used to select 300 students. Digital Media Dependency Scale was used to assess the variables.Findings indicated that 45% of students were unable to stay away from Instagram reels and reported disturbed study schedules.

They concluded that Instagram reels addiction has become a growing concern among Indian youth. activity.

4. **Ramesh S. And Josephine P., (2022)**
Conducted a study to assess the screen time and addictive behavior of adolescents using Instagram reels in chennai,India. In this study, crosssectional design was used. By using convenient sampling technique, a total of 200 college students were selected. Instagram Reels Addiction Scale (IRAS) was used to assess the variables.Findings of the study showed that 32% of adolescents had high addiction scores and also reported poor academic performance and emotional instability.They concluded that excessive Instagram reel use among adolescents leads to digital addiction and negatively affects their mental health and studies.

5. **Thomas R. And Susan K., (2023)**
Conducted a study to assess time management skills and Instagram reels usage among adolescents Mumbai University, India. In this study, descriptive design was used. By using purposive sampling technique, 300 students were selected. Time Management Skills Scale and Reels Usage Questionnaire were used.Findings revealed that adolescents with poor time management skills spent more time on reels and experienced stress due to procrastination.
They concluded that Instagram reels addiction disrupts productive time use and contributes to behavioral imbalance.

6. Ahmed S. Et al., (2023) Conducted a study on digital addiction and personality changes among adolescents using Instagram in Bangalore. Exploratory research design was used. 350 adolescents were selected using random sampling technique. Digital Behavior Inventory and Instagram Dependency Checklist were used.Findings revealed that prolonged reel exposure leads to increased irritability, impulsiveness, and isolation.They concluded that digital addiction causes notable personality changes in adolescents, affecting social relationships.

7.

8. Andreassen C. S., (2015) Conducted a study on Facebook and Instagram addiction and its relation to personality factors in young people in University of Bergan, Norway. In this study, descriptive design was used. By using quota sampling, 487 studentswere selected. Social Media Use and Personality Inventory was used.Findings showed that extroverted and neurotic personalities had a higher risk of social media addiction.
They concluded that personality and emotional regulation skills affect the way adolescents engage with reels and short-form content.

9. Al-Menayes J. J., (2015) Conducted a study to examine the psychological predictors of social media addiction among university students in Kuwait. In this study, correlational design was used. By using convenient sampling technique, 276 students were selected. The Social Media Addiction Questionnaire (SMAQ) was used to assess the variables.
Findings revealed that narcissism, low self-esteem, and boredom proneness were strong predictors of Instagram and Facebook addiction.They concluded that personality traits play a vital role in developing social media addiction in adolescents and young adults.

10. Andreassen C. S. Et al., (2016) Conducted a study on the relationship between social media use and symptoms of addiction among youth in University of Bergan, Norway. In this study, cross-sectional design was used. By using random sampling technique, a total of 423 adolescents were selected. Bergen Social Media Addiction Scale (BSMAS) was used to assess the variables.
Findings showed that excessive use of social media was significantly associated with anxiety, depression, and poor academic focus.They concluded that addictive patterns of social media usage were prominent among adolescents and needed early intervention.

11. Bányai F. Et al., (2017) Conducted a studyon Facebook and Instagram addiction and their influence on sleep quality among teenagers in Hungary. In this study, cross-sectional design was used. A total of 400 high school students were selected using stratified random sampling. Sleep Quality Index and Media Addiction Scale were used.
Findings showed that students addicted to Instagram reported poor sleep quality and daytime sleepiness.
They concluded that screen time before bedtime, especially reel viewing, significantly affects adolescents' health and academic functioning.

12. Kuss D. J. And Griffiths M. D., (2017) Conducted a study on the addictive use of social media platforms like Instagram and its psychological impact on adolescents in Nottingham trent University, Uk.In this study, descriptive design was used. By using non-probability sampling technique, total of 350 adolescents were selected for the study. Social Media Addiction Scale

13. (SMAS) was used to assess the variables.Findings of the study showed that over 60% of adolescents developed compulsive scrolling behavior and sleep disturbances due to excessive use of Instagram reels.

14. Kuss D. J. And Griffiths M. D., (2017) Conducted a study on the addictive use of social media platforms like Instagram and its psychological impact on adolescents in Nottingham trent University, Uk.In this study, descriptive design was used. By using non-probability sampling technique, total of 350 adolescents were selected for the study. Social Media Addiction Scale (SMAS) was used to assess the variables.Findings of the study showed that over 60% of adolescents developed compulsive scrolling behavior and sleep disturbances due to excessive use of Instagram reels.
They concluded that Instagram's reel feature creates a feedback loop that can lead to addiction,
attention deficits, and poor mental well-being among adolescents.

15. Kircaburun K. And Griffiths M. D., (2018) Conducted a study on problematic Instagram use and its impact on psychological distress in Turkey University. In this study, descriptive design was used. By using purposive sampling, 357 adolescents were selected. Instagram Addiction Scale was used to assess the variables.
Findings of the study showed that problematic Instagram use was linked with loneliness, low self- esteem, and life dissatisfaction.
They concluded that overuse of Instagram features such as reels can increase psychological distress among users.

Hussain Z. And Griffiths M. D., (2019)
Conducted a study on the association between problematic social networking use and depression in adolescents in Delhi,India. In this study, correlational design was used. A total of 550 adolescents were selected using simple random sampling. The Depression Scale and Social Networking Use Questionnaire were used.Findings showed that higher addiction scores were significantly associated with depressive symptoms.They concluded that

16. problematic use of platforms like Instagram increases vulnerability to mood disorders.

17. Montag C. And Walla P., (2021) Conducted a study on the neurological and behavioral effects of reel-based content on social media in Germany. In this study, experimental research design was used. By using purposive sampling technique, a total of 100 high school students were selected. Brainwave monitoring tools and attention-response test scales were used to assess the variables. Findings of the study showed that students exposed to Instagram reels had increased brainwave activity and reduced memory retention compared to the control group.
They concluded that fast-paced visual content from Instagram reels overstimulates the adolescent brain and reduces their concentration and academic performance.

18. Sultana S. Et al., (2021) Conducted a study on the impact of excessive Instagram use on mental health among teenagers in Dhaka,Bangladesh. In this study, cross-sectional design was used. A total of 320 adolescents were selected by purposive samplingtechnique. Instagram Usage Scale and Depression Anxiety Stress Scale (DASS-21) were used to assess variables.Findings revealed that higher time spent on Instagram reels was associated with increased stress and anxiety levels.They concluded that frequent exposure to short-form content can affect adolescents' emotional well-being.

19. Lee E. And Lee J. A., (2022) Conducted a study on Instagram reels usage and social comparison in college students in Kerala, India. In this study, cross-sectional survey design was used. By using convenient sampling technique, 180 students were selected. Reels Viewing Frequency and Social Comparison Scale were used.Findings showed that frequent reel viewers experienced lower self-worth due to idealized content.

They concluded that Instagram reels contribute to social comparison and identity issues in vulnerable youth.

20. Singh R. And Kaur S., (2023) Conducted a study on the behavioral impact of Instagram reels on college-going youth in Faridabad. A qualitative design was used in this study. 30 students were selected using snowball sampling. Data was collected through semi-structured interviews and analyzed thematically.Findings revealed that students were aware of their addiction but lacked control due to peer pressure and trends.They concluded that behavioral patterns of addiction are linked to social validation and FOMO (Fear of Missing Out).

2. **Studiesrelatedtoimpact of reel addiction on cognitive function**

1. Park, J., & Lee, Y. (2020) Conducted a study on—The Effects of Short-Form Video Addiction on Academic Performance‖ in South Korea. The researchers employed a quantitative research approach and a survey-based design to investigate the relationship between short-form video addiction and academic performance. A sample of 1000 students was selected using convenience sampling. The data collection tool used was an online survey questionnaire, and the analysis involved descriptive statistics and correlation analysis. The findings revealed that excessive short-

form video use was linked to decreased academic performance. The study

concludes that short- form video addiction can have negative impacts on academic performance.

2. Király, O., et al. (2020) Conducted a study on—The Impact of Social Media on Cognitive Function‖ in Hungary. The researchers employed a mixed-methods research approach and a survey-based design with follow-up interviews to investigate the impact of social media use on cognitive function. A sample of 1000 social media users was selected using stratified sampling. The data collection tools used were an online survey questionnaire and semi-structured interviews, and the analysis involved thematic analysis and statistical analysis. The findings revealed that excessive social media use, including short-form videos, was associated with decreased attention span. The study concludes that social media use can have negative impacts on cognitive function, particularly attention.

3. Kim, J., & Kim, B. (2020) Conducted a study on —The Relationship Between Short-Form Video Use and Attention Deficit Hyperactivity Disorder (ADHD)‖ in South Korea. The researchers employed a quantitative research approach and a survey-based design to investigate the relationship between short-form video use and ADHD symptoms. A sample of 500 participants was selected using stratified sampling. The data collection tool used was an online survey questionnaire, and the analysis involved descriptive statistics and correlation analysis. The findings revealed that excessive short-form video use was associated with increased symptoms of ADHD. The study concludes that short-form video use can be a risk factor for ADHD symptoms.

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4. Király, O., et al. (2020) Conducted a study on―The Impact of Social Media on Cognitive Function‖ in Hungary. The researchers employed a mixed-methods research approach and a survey-based design with follow-up interviews to investigate the impact of social media use on cognitive function. A sample of 1000 social media users was selected using stratified sampling. The data collection tools used were an online survey questionnaire and semi-structured interviews, and the analysis involved thematic analysis and statistical analysis. The findings revealed that excessive social media use, including short-form videos, was associated with decreased attention span. The study concludes that social media use can have negative impacts on cognitive function, particularly attention.

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6. Lee, S., & Kim, J. (2020) Conducted a study on‖Short-Form Video Addiction and Cognitive Flexibility‖ in South Korea. The researchers employed a quantitative

7. research approach and a survey-based design to investigate the relationship between short-form video addiction and cognitive flexibility. A sample of 500 participants was selected using convenience sampling. The data collection tool used was an online survey questionnaire, and the analysis involved descriptive statistics and correlation analysis. The findings revealed that short-form video addiction was linked to decreased cognitive flexibility. The study concludes that short-form video addiction can have negative impacts on cognitive function.

8. Zhang, Y., & Liu, X. (2021) Conducted a study on―Short-Form Video Addiction and Cognitive Impairment‖ in China. The researchers used a quantitative research approach and a survey-based design to investigate the relationship between short-form video addiction and cognitive impairment. A sample of 750 participants was selected using convenience sampling. The data collection tool used was an online survey questionnaire, and the analysis involved descriptive statistics and correlation analysis. The findings revealed that short-form video addiction was linked to decreased cognitive function, particularly attention and executive function. The study concludes that short-form video addiction can have negative impacts on cognitive function.

9. Chen, Y., & Wang, H. (2021) Conducted a study on ―The Impact of Short-Form Video Use on Cognitive Load‖ in China. The researchers employed a quantitative research approach and an experimental design to investigate the impact of short-form video use on cognitive load. A sample of 120 participants was selected using random sampling. The data collection tool used was a

cognitive load test, and the analysis involved statistical analysis. The findings revealed that excessive short-form video use increased cognitive load and decreased performance. The study concludes that short-form video use can have negative impacts on cognitive load.

10. Wang, Y., & Liu, Y. (2022) Conducted a study on―The Effects of Short-Form Video Addiction on Working Memory‖ in China. The researchers used a quantitative research approach and an experimental design to investigate the impact of short-form video addiction on working memory. A sample of 100 participants was selected using random sampling. The data collection tool used was a working memory test, and the analysis involved statistical analysis. The findings revealed that short-form video addiction impaired working memory in young adults. The study concludes that short-form video addiction can have negative impacts on cognitive function, particularly working memory.

11. Li, Y., & Wang, H. (2022) Conducted a study on―The Effects of Short-Form Video Addiction on Attention and Memory‖ in China. The researchers employed a quantitative research approach and a survey-based design to investigate the impact of short-form video addiction on cognitive function. A sample of 500 young adults was selected using convenience sampling. The data collection tool used was an online survey questionnaire, and the analysis involved descriptive statistics and correlation analysis. The findings revealed that excessive short-form video use impaired attention and memory in young adults. The study concludes that short-form video addiction can have negative impacts on cognitive function, particularly attention and memory.

12. Wang, Y., & Liu, Y. (2022) Conducted a study on―The Effects of Short-Form Video Addiction on Working Memory‖ in China. The researchers used a quantitative research approach and an experimental design to investigate the impact of short-form video addiction on working memory. A sample of 100 participants was selected using random sampling. The data collection tool used was a working memory test, and the analysis involved statistical analysis. The findings revealed that short-form video addiction impaired working memory in young adults. The study concludes that short-form video addiction can have negative impacts on cognitive function, particularly working memory.

13. Obada Al-Leimon et al. (2025) Conducted a research on―Reels to Remembrance‖ in Jordan. The researchers used a quantitative research approach and a survey-based design to explore the relationship between short-form video addiction and cognitive function. A sample of 1029 university students was selected across 25 higher-education institutions using stratified sampling. The data collection tool used was an online survey questionnaire, and the analysis involved descriptive statistics and correlation analysis. The findings revealed that short-form video addiction impaired attention and memory in university students. The study concludes that digital literacy programs and mental health support services may help mitigate the negative effects of short-formvideoaddict

Chapter 3
Methodology

„Methodology of research refers to (Polit and Beck,2010) address the development, validation and evaluation

This chapter presents the research methodology adopted in this study, providing a detailed description of the research approach, research design, setting of the study population, sample and sampling techniques, inclusion criteria, data collection instruments and content validity of the tool, and data collection process and plan for data analysis. The methodology chapter aims to provide a clear understanding of how the research was conducted, enabling readers to evaluate the validity and reliability of the findings.

Research Approach
The research approach used for this study is quantitative research approach.

Research Design
Research design is a framework of research methods and techniques chosen by a researcher to conduct a study.
Research design select for the present study is descriptive research design.

Assumption
In the present study it is assumed that:
Majority of
adolescents tends to
depended on
Instagram reels.
Demographic
variables have some
influence on
Instagram reel
addiction.

to obtain, organize and of research tool ormethods

Hypothesis
H1: There is a significant association between Instagram reel addiction and demographic variables.

Variables
Variables are the qualities, properties, or characteristics of persons, place, things or phenomenon that you are trying to measure in some way.

Socio-personal variables included in the current study are:
➤ Age (in years)
➤ Gender
➤ Religion
➤ Department
➤ Year of study
➤ Type of residence
➤ Occupation of father
➤ Occupation of mother
➤ Duration of phone usage per day
➤ Availabilityof smart phone
➤ Frequency of Instagram use
➤ Dailytime spent on Instagram reels

Attribute Variables
In the present study, attribute variables are to assess the level of Instagram reels addiction among the adolescents, which the research simply observes or measures.

Outcome Variables

Outcome variables are usually dependent variables which are observed and measured by changing independent variables. The outcome variables of the present study includes Instagram reel addiction of adolescents.

Setting

The research settings was Institute of Pharmaceutical Sciences Aluva.

Population

Population is the entire set of individuals or subjects having some common characteristics. The population is the study comprised of all adolescents at Institute of Pharmaceutical Sciences Aluva.

Sample

A sample is a small portion of the population selected for observation and analysis. The sample selected for the study was adolescents of Institute of Pharmaceutical Sciences Aluva.

Sample Size

Atotalof60 students studying in Institute of Pharmacuetical Sciences Aluva participated in the study.

Sampling Technique

Sampling technique are the strategies used to obtain a sample including probability and nonprobabilitysampling technique.
Sampling technique used for the study was the convenient sampling technique. Criteria for sample selection:

Sampling Criteria
The inclusion criteria:
- ✓ Adolescents of age between 13-19 years studying in selected college in Aluva.

- ✓ Students who are available at the time of data collection.
- ✓ Students who are willing to participate in the study
- ✓ Both male and female.

The exclusion criteria:

Study excludes the adolescents:
- ✓ Who are absent on the day of data collection period.
- ✓ Those who are illiterate.

Data Collection Tool

Data collection tools refers to the device to gather information or data to resemble the information regrading the research study. It is used by the researcher to observe or measure the key variables in the research problem. In this study the data collection tool used was Reel addiction scale to assess the level of Instagram reel addiction.

Description of the tool

Section A: Demographic Performa
Age (in years), Gender, Religion, Department, Year of study, Type of residence, Occupation of father, Occupation of mother, Duration of phone usage per day, Availability of smart phone, Frequency of Instagram use, Daily time spent on Instagram reels.
Section B: Reel addiction scale
It consisted 25 questions. 0 indicates Never, 1 indicates Occasionally, 2 indicates Most of time, 3 indicates All of the time.
Score Interpretation:
The score of the scale ranged from 0-75
The higher the score (the greater) will be the level of addiction.

SL.NO	SCORING	FREQUENCY	PERCENTAGE
1.	Below 20		
2.	21 – 40		
3.	41 - 60		
4.	61 - 75		

Data Collection

Data was collected by administering reel addiction scale to adolescents and comparing the results with selected demographic variables.

Data Analysis

Data analysis in research involves systematically processing and interpreting collected data to extract meaningful insights, patterns, and trends. It helps researchers answer research questions, test hypothesis, and draw conclusions. Through techniques such as statistical analysis, thematic analysis, content analysis, and coding, data analysis transforms raw data into actionable findings,informingdecisionsand contributing to knowledge in the field.

The data was analyzed using intentional and descriptive statistics. Relationship between reel addiction and attributes of adolescents towards reel addiction was identified.

Summary

This chapter dealt with systematic procedures and techniques used to conduct research, including research design, data collection method, sampling stratergy, and data analysis methods. It ensures the research is rigorous, reliable, and valid, establishing credibility and generalizability of the findings.

Chapter 4
Analysis and Interpretation

The analysis refers to the computation of certain measures along with searching for relationship that exist among data groups.

This chapter presents the analysis and interpretation of the study conducted to assist the level of Instagram reel addiction among adolescents. The

data was analyzed and interpreted in the light of objectives and hypothesis of the study.

Problem Statement
A Study To Assess The Level Of Instagram Reels Addiction Among Adolescents In Selected Colleges At Aluva.

Objectives

The main objectives of the study are:
- To assess the level of reels addiction among adolescents.
- To determine the association between level of Instagram reel addiction with selected demographic variable.

Hypothesis

All the hypothesis will be tested at 0.05 level of significance.

Null hypothesis: There is no significant association between selected demographic variables and reel addiction

Alternate hypothesis: There is significant association between selected demographic variables and reel addiction.

Section 1: Description Of Demographic Variables
Frequency and Percentage Distribution of Demographic Variables

Demographic variables	Frequency (f)	Percentage(%)
Age		
13-15	**0**	**0%**
16-17	**0**	**0%**
18-19	**60**	**100%**
Gender		
Female	**56**	**93.33%**
Male	**4**	**6.66%**
Others	**0**	**0%**
Religion		
Hindu	**29**	**48.33%**
Muslim	**29**	**48.33%**
Christian	**2**	**3.33%**
Year of study		
1st year	**22**	**36.66%**
2nd year	**38**	**63.33%**
3rd year	**0**	**0%**
Type of family		
Joint family	**7**	**11.66%**
Nuclear family	**53**	**88.33%**
Extended family	**0**	**0%**
Occupation of father		
Coolie	**0**	**0%**
Private	**60**	**100%**
Government	**0**	**0%**
Occupation of mother		
Self employed	**21**	**35%**
Unemployed	**4**	**6.66%**
Home maker	**35**	**58.33%**

Duration of phone usage per day 2-5 hours	31	**51.66%**
6-12 hours	22	**36.6%**
12 or more hours	7	**11.66%**
Frequency of Instagram use All the time	28	**46.66%**
Most of the time	25	**41.66%**
Occasionally	7	**11.66%**

Data given in the table shows that all the students are coming under the age group of 18 – 19 years. Majority,93.33% of the students are female. Majority, 88.33% of students are coming from nuclear families. Father's occupation of all students are private. Majority of the mothers are unemployed. Majority 51.66% of students uses phone 2-5 hours per day. Majority of the students, 46.66% uses Instagram all the time. Only 11.66% uses Instagram occasionally.

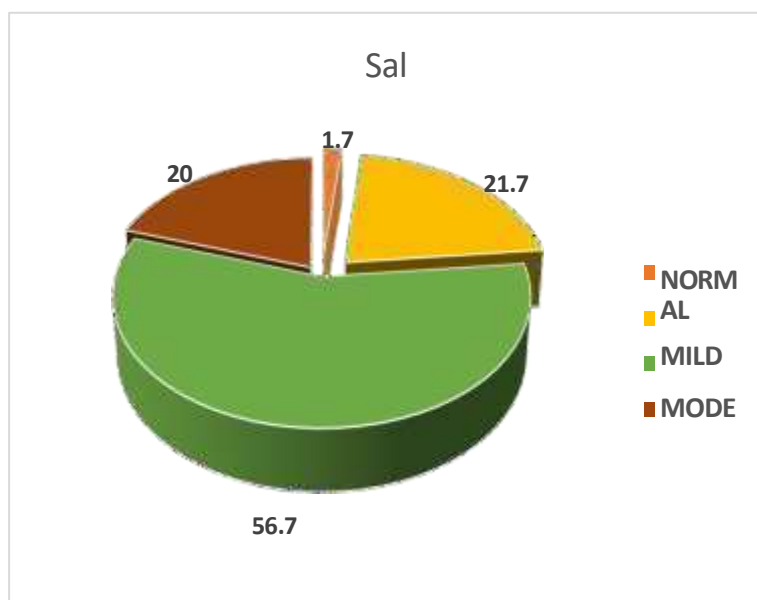**SECTION 2: DESCRIPTION OF LEVEL OF INSTAGRAM REEL ADDICTION**

Figure 1: Pie diagram showing level of Instagram reel addiction
The figure 1 shows that out of 60 samples they are scored as normal , mild , moderate and severe. And about 1.7% of subjects has normal levels,21.7% of subject has mild level of reel addiction,56.7% of subject has moderate level of reel addiction and 20% have severe level of addiction.

Descriptives
Mean and standard deviation of reel addiction scale

Descriptives	
	SCORE
N	**60**
Missing	**0**
Mean	**2.95**
Median	**3.00**
Standard deviation	**0.699**

Frequencies
Frequency and percentage distribution of samples according to level of reel addiction

Frequencies of SCORE			
SCORE	**Counts**	**% of Total**	**Cumulative %**
Normal	1	1.7%	1.7%
Mild	13	21.7%	23.3%
Moderate	34	56.7%	80.0%
Severe	12	20.0%	100.0%

A descriptive analysis was conducted on instagram reels addiction scores are collected from **60 participants**. The reel addiction score was assessed by reel addiction scale.

No addiction : 1 participant(1.7%)
Mild addiction: 13 participants(21.7%)
Moderate addiction: 34 participants(56.7%)
Severe addiction : 12 participants(20%)

Most of the respondents experienced moderate levels of reel addiction .only

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To understand the severity levels of reel addiction among participants the scores were categorized into:

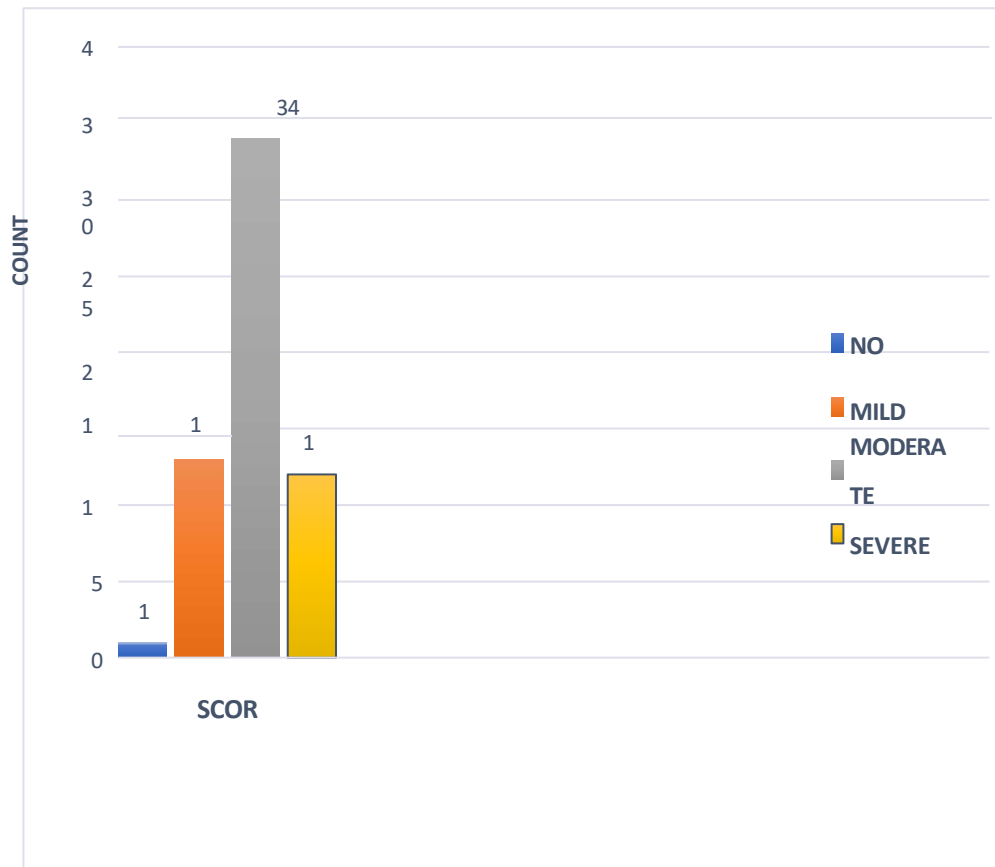small portion experieced normal levels while 20% have severely addicted

Figure 2: Bar diagram showing level of Instagram reel addiction.
No addiction :1 participant(1.7%)
Mild addiction: 13 participants(21.7%)
Moderate addiction: 34 participants(56.7%)
Severe addiction : 12 participants(20%)

Section 3: Association Of Instagram Reel Addiction With Selected Demographic Variables

Demographic variables	x^2 value	P value
Gender	**1.31**	**0.727**
Female		
Male		
Others		
Religion	2.86	0.826
Hindu		
Muslim		
Christian		
Year of study	2.48	0.478
1st year		
2nd year		
3rd year		
Type of family	3.17	0.366
Joint family		
Nuclear family		
Extended family		
Duration of phone usage per day	12.7	0.048
2-5 hours		
6-12 hors		
12 or more		
Frequency of instagram use	16.4	0.012
All the time		
Most of the time		
Occasionally		

The table shows that there is significant association of Instagram reel addiction with duration of phone usage per day. And there is significant association of Instagram reel addiction with frequency of Instagram use. Other demographic variables have no significant association with level of Instagram reel addiction.

Summary
This chapter dealt with analysis and interpretation of data. The findings were organized under the heading such as description of demographic variables, description of level of Instagram reel addiction, association of Instagram reel addiction with demographic variables. Significant findings had been state and hypothesis tested at 0.05 level of significance

Analysis and interpretation of the study results shows majority of subject have moderate level of reel addiction ,21.7% have mild level of reel addiction, 20% have severe level of reel addiction and only few subjects have no addiction .The duration of phone usage per day, frequency of Instagram use are significantly related to Instagram reel addiction. other demographic variables have no significant association with reel addiction.

Chapter 5
Discussion, Summary and Conclusion
Introduction

This chapter presents the summary, conclusion, limitations and its possible implications in nursing. The recommendations for further research about the topic are also included.

Objectives of the study were to:

➢ Assess the level of Instagram reels addiction among adolescents
➢ Determine the association between Instagram reel addiction and demographic variables.

Major findings of the study
Section 1: Description of demographic variables.

The present study conducted on 60 subjects under the age group of 18-19 years.This study aims to assess the level of Instagram reel addiction among participants .The demographic variables of the present study include gender, year of study, religion, type of family, occupation of father, occupation of mother, duration of phone usage per day, and frequency of Instagram use. In the present study Majority,93.33% of the students are female. Majority, 88.33% of students are coming from nuclear families. Father's occupation of all students were private. Majority of the mothers are unemployed. Majority 51.66% of students uses phone 2-5 hours per day. Majority of the students, 46.66% uses Instagram all the time. Only 11.66% uses Instagram occasionally.

Section 2: Description Level of Instagram reel addiction

The present study involves 60 participants to assess the level of Instagram reel addiction and the result shows no one have profound level of reel addiction, 20% have severe reel addiction 56.7% had moderate level of reel addiction, 21.7% had mild level of reel addiction and 1.7% have no reel addiction.

Section 3: Determine the association of Instagram reel addiction with selected demographic variables.

This study reveals that there is a significant association between Instagram reel addiction with duration of phone usage per day and frequency of Instagram use. And there is no significant association between reel addiction and gender of the subjects (chi square=0.727>0.05), Religion of subjects (chi square=0.826>0.05), year of study of the subject (chi square=0.478>0.05), type of family of subjects (chi square=0.366>0.05).
A study published in The International Journal of Indian Psychology found that 15.5% of respondents were prone to Instagram addiction, and significant positive correlations were found between various aspects of Instagram addiction and usage patterns during both weekdays and weekends.

Discussion

The present study was conducted to assess the level of Instagram reel addiction among adolescents.

In the present study the selected demographic variables assess age, gender, year of study ,type of family, duration of phone usage per day and frequency of Instagram use .Review of literature was based on literature Related to assess the level of Instagram reel addiction, social media addiction, effect of Instagram addiction. Quantitative approach was used for the study, non experimental exploratory approach was used in the present study. The study was conducted at selected colleges at Aluva. Population was 60 students from these colleges.

The tool used for the study was a reel addiction scale. The content validity of the tool was established with the help of 6 experts on the related fields. The study was conducted in the Institute of pharmaceutical sciences, Nalammile , Aluva. The data collected from 60 students of adolescent age group. The collected data were analyzed, the descriptive inferential statistics were useful. The result showed that majority (56.7%) have moderate level of reel addiction. The study also helped to explore and improve the knowledge of research. The subjects in the study were very cooperative and they ask doubts regarding effects of reel addiction. Overall , carrying out the present study was really an enriching experience to the investigator.

Conclusion

The following Conclusion was drawn based on the findings of the study. The majorities of students (56.7%) have level of reel addiction,21.7%have mild level of reel addiction, 20% have severe level of reel addiction and only 1.7% have no reel addiction. Also there is significant relationship between reel addiction and duration of phone usage per day and frequency of Instagram use. There is no significant relationship between reel addiction and other demographic variables.

Nursing Implications

Recognize potential negative impacts of Instagram Reels addiction on mental health, productivity, and patient care, including "Insta stress" and decreased attention span.Nurses should be aware of the potential negative effects of excessive social media use on mental health, such as anxiety, depression, and low self esteem.

Nursing Education

o Integrate digital literacy and responsible Instagram use into curricula to prevent "short video addiction" and promote healthy online habits.
o Nurses can educate patients about the potential impact of screen time before bed on sleep quality.
o Nurses can encourage patients to take breaks from social media and engage in digital detox activities.

Nursing Practice

Minimize Instagram Reels use during work hours to maintain focus on patient care and reduce distractions.

Nursing Administration

Establish social media policies and guidelines to regulate Instagram Reels use in the workplace and promote professional boundaries.

Nursing Research
- Research can investigate effective interventions, treatment outcomes, and long- term recovery strategies.
- Research can inform evidence-based practice guidelines for addiction care
- Investigate the relationship between Instagram Reels addiction and nursing burnout, compassion fatigue, and patient outcomes to inform evidence-based interventions.

Limitations
- Generalization of the study is limited because the study is done only with a sample size of 60.
- The study is limited to adolescents.
- The research setting is limited to selected colleges at Aluva.

Recommendations
- A similar study can be replicated on large sample to generalize the findings.
- study can be conducted in different educational institution can revealed a better picture and confirm the findings of the present study.
- A comparative study can be conducted to assess level of Instagram reel addiction in students of different colleges.

Summary
This chapter mainly dealt with discussion of finding, conclusion, and summary. The study results shows that the majorities of students (56.7%) have moderatelevelofreeladdiction,21.7%have mild level of reel addiction, 20% have severe level of reel addiction and only 1.7% have no reel addiction. Also there is significant association seen between reel addiction and duration of phone usage per day and frequency of Instagram use. And there is no significant association between reel addiction and other demographic variables.

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