8th International Conference on

Addictive Disorders and Alcoholism

May 17-18, 2018 Singapore

SNS addiction, SNS fatigue and depression in Republic of Korea

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Statement of the Problem: Social Network Service (SNS) is widely spread in Korean society; it has become part of everyday life. At the same time, fatigue or stress related to SNS over-commitment has become a social issue. The SNS fatigue cause SNS user's behavioral reaction or change of satisfaction level. However, a little is empirically studied about SNS fatigue despite its seriousness.

Methodology & Theoretical Orientation: The main purpose of this study was to identify the relationship between SNS addiction, SNS fatigue and depression and to examine the moderated mediating effect of SNS usage intention among early middle aged adults. A total of 784 adults aged from 30-49 participated this study by using allocation standard sampling method.

Findings: The findings of this study are as follows: (1) SNS usage intention showed the moderated mediating effects on the relationship of SNS addiction, SNS fatigue and depression and (2) SNS usage intention divided into two groups: Interpersonal relationship intention group and information gathering and recreation intention group. There were significant differences the path from SNS addiction to SNS fatigue to depression. So the SNS addiction to SNS fatigue in interpersonal relationship intention group showed higher prevalence than information gathering and recreation intention group. But the direct pathway from SNS addiction to depression showed higher prevalence in interpersonal relationship intention group.

Conclusion & Significance: Based on these findings, the research discussion reduced the high risk of SNS addiction among adults and suggested effective intervention programs for the mental health social worker.

Biography

Wan-Kyeong Park is a Certified Social Worker (level 1) and has been working in the internet and game addiction field. His main area of interest is behavioral addiction. In particular, he has been working to apply an advanced research method to this field. Currently he is working on the Korean government project.

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