



Received: 06-08-2025
Accepted: 16-09-2025

International Journal of Advanced Multidisciplinary Research and Studies

ISSN: 2583-049X

A Study to Assess the Effectiveness of Structured Teaching Programme (STP) on Knowledge Regarding Instagram Addiction among Adolescents in a Selected Higher Secondary School Maharashtra

¹ Asma Mujawar, ² Akshay Prakash Waghmare, ³ Dinesh Chorage, ⁴ Shradhha Devare, ⁵ Shweta Gharge, ⁶ Naziya Desai, ⁷ Bhagyashree Dixit

¹ Principal, Hirai Institute of Nursing Education Malwadi, Masur, India

² Assistant Professor, Hirai Institute of Nursing Education Malwadi, Masur, India

^{3, 4, 5, 6, 7} Hirai Institute of Nursing Education Malwadi, Masur, India

Corresponding Author: Asma Mujawar

Abstract

A Study to Assess the Effectiveness of Structured Teaching Programme (STP) on Knowledge Regarding Instagram Addiction among Adolescents in a Selected Higher Secondary School Maharashtra.

Keywords: Structured Teaching Programme, Adolescents, India

Introduction

“The difference between technology and slavery is that slaves are fully aware that they are not free”

The term “Insta” and “Gram” are combined to form the name “Instagram”. In this case, “Insta” stands for “Instantaneous,” and “gram” is derived from the word “Telegram,” which means to communicate with others swiftly. Instagram is a well-linked social media tool that is developing daily and has a growing user base. The number of monthly Instagram users, which was at 400 million, climbed by roughly 100 million each year, reaching 1 billion monthly active users. According to data from the online statistic portal Statista, 50 billion photographs have already been shared by the daily 500 million active users. There are 4.2 billion likes on Instagram per day on average. Instagram can be used for a variety of purposes in social interaction. According to Lee, Moon, and Sung, Instagram usage motivation may be divided into five groups on a social and psychological basis based on their field research with 212 Instagram users. Social interaction, archiving, self-expression, self-expression, escaping, and surveillance are some of these motives ^[1].

Instagram is a popular social media platform among youth, with over a billion active users worldwide. The platform allows users to share photos, videos, and stories and connect with friends and followers. Instagram has become a significant part of youth culture, with many young people spending a considerable amount of time on the app. Instagram is a community shared among one member with other members from all over the world. Instagram has emerged as a prominent influence on the lives and perceptions of young individuals. Studies have shown that using Instagram among youth can have positive and negative effects. On the positive side, Instagram can be a way for young people to express themselves, connect with others, and discover new interests. However, excessive use of the platform can also lead to negative outcomes, such as social comparison, anxiety, and low self-esteem. Instagram addiction among youth is a growing concern. Some young people may feel compelled to check their accounts frequently and may experience negative emotions if they are unable to do so. In extreme cases, excessive use of the platform can interfere with daily activities and relationships, leading to a negative impact on mental health. Parents and educators can play a role in helping young people manage their Instagram use. This can include setting limits on screen time, encouraging healthy online habits, and promoting offline activities and social interaction. Additionally, mental health professionals can offer support to young people who are struggling with addiction or other negative effects of Instagram use ^[2].

Background of Study

Instagram is a photo and video sharing app, which is currently the number one social app on google play store with over one billion downloads. Instagram is a form of social networking site, and much like with alcohol or drug, one may get addicted to social media which can result in symptoms similar to substance use disorder. Social networking site addiction can be defined as “being overly concerned about Social networking site, to be driven by a strong motivation to log on to or use Social networking site, and to devote so much time and effort to Social networking site that it impairs other social activities, studies/job, interpersonal relationship, and/or psychological health and well-being”. Addictive behavior was defined “A repetitive habit pattern that increases the risk of disease and/or associated personal and social problem. Addictive behaviors are often experienced subjectively as ‘loss of control’ the behavior contrives to occur despite volitional attempts to abstain or moderate use. These habit pattern are typically characterized by immediate gratification (Short-term reward), often coupled with delayed deleterious effect (long-term costs). Attempts to change an addictive behavior (via treatment or self-initiation) are typically marked with high relapse rates [7].

Need for Study

Instagram addiction is a type of behavioral addiction defined by an excessive concern for social media and an uncontrolled need to log on to or use social media. Escapism and time-passing, amusement, exhibitionism, socializing, and social curiosity are some reasons why people use Instagram. Several studies investigating the drivers and outcomes of social media addiction discussed social media addiction in general without focusing on a specific platform. Although they have similarities, social media platforms may have different and specific features that cause their users to become addicted. Therefore, several studies investigated the addiction to specifically one social media platform such as Facebook, YouTube, and Twitter. Although the widespread use of Instagram among young people worldwide, in the literature the number of studies on problematic Instagram use and Instagram addiction is limited. Instagram had 800 million monthly active users in 2017 and that figure reaches over 1 billion users in 2018. In 2020, 29% of Instagram users are between 18-24 years old, and 34% are between 25-34 years old, while these numbers are 10-14% and 13-19% for Facebook, respectively. Instagram is the most popular social media platform compared to other platforms such as Facebook, Twitter, and Snapchat especially among young people. Due to this popularity, the risk of developing an addiction or problematic use increases for some users of Instagram. Especially university students are at great risk to prone to develop problematic Instagram use and Instagram addiction due to their excessive and uncontrolled internet usage, extensive free time, and flexible schedules [12].

Objective of Study

1. To assess the existing of knowledge regarding Instagram addiction.
2. To evaluate the effectiveness of structured teaching programme regarding Instagram addiction among adolescent's.

3. To find out the association between post-test knowledge scores regarding Instagram addiction among adolescent's with their all socio demographic variable.

Method and Material

“Research methods are the techniques used by researcher to structure a study to gather and analyze information relevant to research question.” Research methodology is an overall plan of the study being done by researcher.

Research methodology refers to controlled investigation of the ways of obtaining, organizing and analyzing data. It is a way to solve the research problem systematically; Methodology provides a systematic course of action for the researcher to progress towards the end of the study

Research Approach

“Research approach refers the way in which the investigator plans the research process for obtaining answers to the research question and for testing the hypothesis.”

The present study aims to assess effectiveness of structured teaching programme on knowledge regarding Instagram addiction adolescent's in selected higher secondary school. In view of the nature of the problem selected for the study, Quantitative research approach was found appropriate.

Research Design

“The research design is an overall plan for addressing a research question, including specifications for enhancing the study integrity.”

A research design incorporates the most important methodological decisions that a researcher makes in conducting makes in conducting a research study.”

In this study, pre experimental research design one group pre test post test research design was used to assess effectiveness of structured teaching programme on knowledge regarding Instagram addiction among adolescent's in selected higher secondary school.

O1 X O2

- O1- Conducting pre test
- X- Intervention (Administration of structured teaching programme)
- O2- post test knowledge score after 7 days of introducing the intervention.

Sample

A subset of population, selected to participate in this study is called as sample. In this present study adolescent's of higher secondary school were the samples

Sample Technique

“It is the process of selecting a subset of the population in order to obtain information regarding a phenomenon in a way that represents entire population”. In this study non probability purposive sampling technique used.

Sample Size

“Sample size is directly proportional to the power of the study. The larger the sample size, the study will have greater power to detect significance difference, effect or association.” The sample size for present study was 30 adolescents.

Method of Data Collection

Data collection tool are the procedures or instruments used by the investigator to observe or measure the key variables in the research problem. Data was collected by the investigator himself. The main study was conducted in selected higher secondary school. The subjects were selected by non probability purposive sampling technique. After taking consent each of the subjects were given instructions regarding the purpose of the study. The study was conducted on adolescents of higher secondary school to assess effectiveness of structured teaching program regarding Instagram addiction.

Result

Section I

Deals with analysis of demographic data of the adolescents in a selected higher secondary school Maharashtra in terms of frequency and percentage.

Section II

Deals with analysis of data related to assessment of the knowledge regarding Instagram addiction among adolescents in a selected higher secondary school Maharashtra in terms of frequency and percentage.

Section III

Deals with analysis of data related to the effectiveness of structured teaching programme (STP) on knowledge regarding Instagram addiction among adolescents in a selected higher secondary school Maharashtra.

Section IV

Deals with analysis of data related to the association between post-test knowledge scores regarding Instagram addiction among adolescent's with their all socio demographic variable.

SECTION I

Deals with analysis of demographic data of the adolescents in a selected higher secondary school Maharashtra in terms of frequency and percentage.

Table 1: Frequency distribution of the adolescent in a selected higher secondary school

S. No	variables	Group	Frequency	Percentage
1	Age	15-16	6	20%
		16 years	13	43.33%
		17-18	11	36.66%
2	Gender	Male	14	46.66%
		Female	16	53.33%
3	Type of residence	Urban	10	33.33%
		Rural	20	66.66%
4	Occupation of parents	Government employee	4	13.33%
		Private employee	16	53.33%
		Business	5	16.66%
		Farmer	5	16.66%
6	Total monthly income of family	Less than 10000	5	16.66%
		More than 10000	18	60%
		20000-50000	5	16.66%
		Above 50000	2	6.66%
7	Internet using devices	Mobile	26	86.66%
		Computer	4	13.33%
8	Previous	Yes	10	33.33%

	knowledge about instagram addiction	No	20	66.66%
9	If yes, source of knowledge	Mass media	4	40%
		News paper	2	20%
		Articles	2	20%
		Televisions	2	20%

Table 2: Frequency and percentage distribution of adolescents in a selected higher secondary school according to age

S. No	Variables	Group	Frequency	Percentage
1	Age	15-16	6	20
		16 years	13	43.33
		17-18	11	36.66

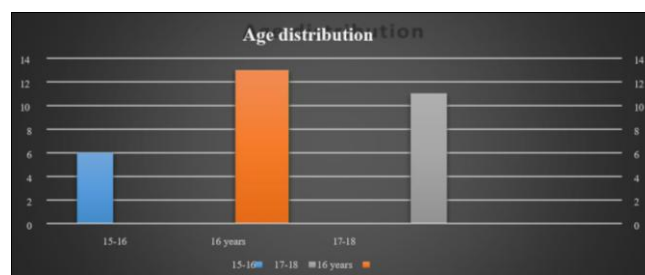


Fig 1: Distribution of adolescent in a selected higher secondary school according to age

Result

In the study, according to age of the adolescent in a selected higher secondary school, 20% adolescent were from the age group 15-16 years of age 43.33 adolescent from the 16 years of age, 36.66 adolescent from the 17-18 years of the age.

Table 3

S. No	Variables	Group	Frequency	Percentage
2	Gender	Male	14	46.66
		Female	16	53.33

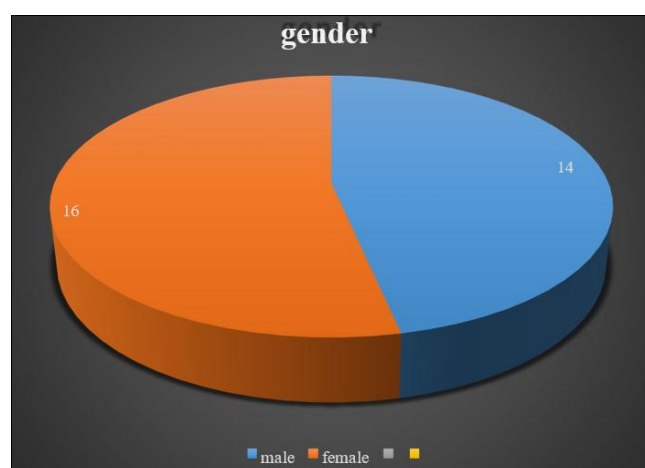


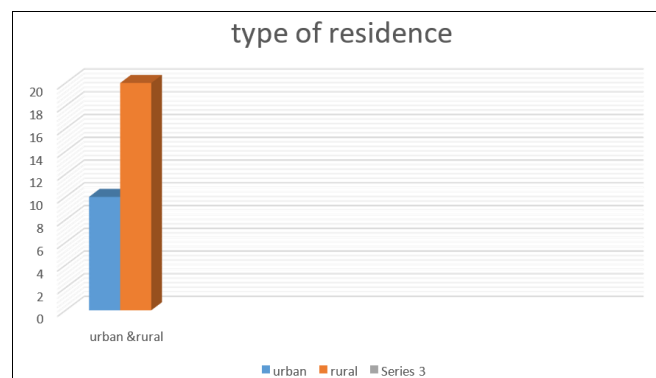
Fig 2: Distribution of adolescent in a selected higher secondary school according to gender

Result

In the study according to gender of the adolescent in a selected higher secondary school 46.66% adolescent were males and 53.33% females.

Table 4: Frequency and percentage distribution of adolescents in a selected higher secondary school according to type of residence

S. No	Variables	Group	Frequency	Percentage
3	Type of residence	Urban	10	33.33
		Rural	20	66.66

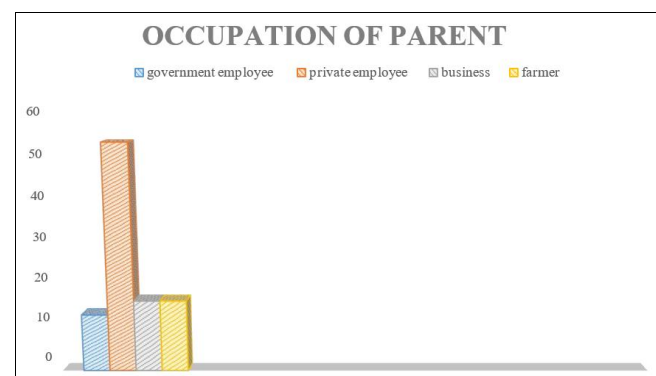
**Fig 3:** Distribution of adolescent in a selected higher secondary school according to type of residence

Result

In the study according to type of residence of the adolescent in a selected higher secondary school 33.33% adolescent were in urban area and 66.66% in rural area.

Table 5: Frequency and percentage distribution of adolescents in a selected higher secondary school according to occupation of parents

S. No	Variables	Group	Frequency	Percentage
4	Occupation of parents	Government employee	4	13.33
		Private employee	16	53.33
		Business	5	16.66

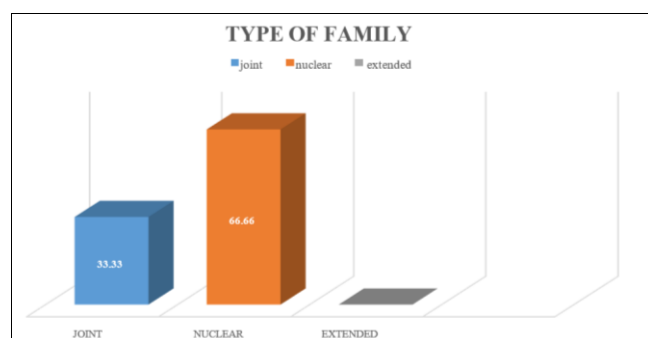
**Fig 4:** Distribution of adolescent in a selected higher secondary school according to occupation of parents

Result

In the study, according to occupation of parents of the adolescent in a selected higher secondary school 13.33% parents were government employee, 53.33% adolescent parents were private employee, 16.66% adolescent parents were business and 16.66 of the parents were farmers.

Table 6: Frequency and percentage distribution of adolescents in a selected higher secondary school according to type of family

S. No	Variables	Group	Frequency	Percentage
5	Type of family	Joint family	10	33.33
		Nuclear family	20	66.66
		Extended family	0	0

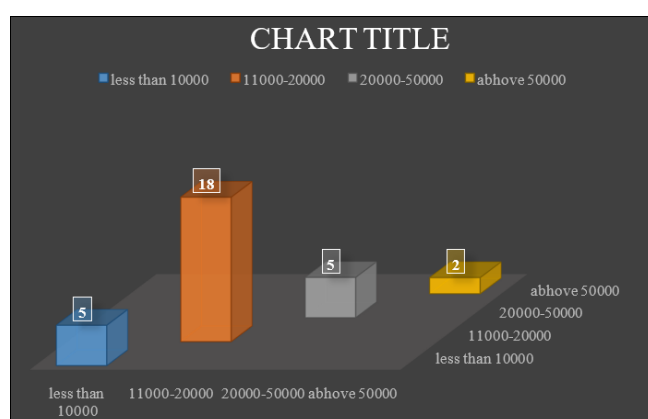
**Fig 5:** Distribution of adolescent in a selected higher secondary school according to type of family

Result

In the study according to type of family of the adolescents in a selected higher secondary school, 66.66% adolescents were from the nuclear family, 33.33% adolescents were from the joint family and 0% adolescents were from extended family.

Table 7: Frequency and Percentage distribution of adolescents in a selected higher secondary school according to monthly income of family

S. No	Variable	Groups	Frequency	Percentage
56	Total monthly income of family	Less than 10000	5	16.66
		11000 - 20000	18	60
		20000 - 50000	5	16.66
		above 50000	2	6.66

**Fig 6:** Distribution of adolescents in a selected higher secondary school according to monthly income of family

Result

In the study, according to Total monthly income of family of the adolescents in a selected higher secondary school, 16.66% adolescents were from families with income less than 10000, 60% adolescents were from families with income 11000-20000 Rs, 16.66% from 20000 – 50000per month and 6.66% adolescents were from families with income above 50000.

Table 8: Frequency and Percentage distribution of adolescents in a selected higher secondary school according to internet using devices

S. No	Variable	Groups	Frequency	Percentage
7	Internet using devices	Mobile	26	86.66
		Computer	4	13.33

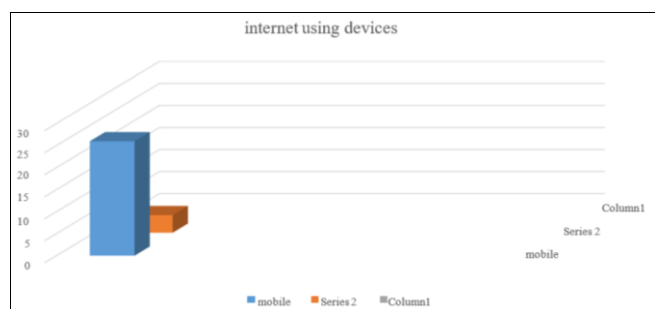


Fig 7: Distribution of adolescents in a selected higher secondary school according to internet using devices

Result

In the study, according to type of Internet using devices of the adolescents in a selected higher secondary school, 86.66 adolescents were using mobiles, 13.33% of them using compute.

Table 9: Frequency and Percentage distribution of adolescents in a selected higher secondary school according to previous knowledge

S. No	Variable	Groups	Frequency	Percentage
8	Previous knowledge about Instagram addiction?	Yes	10	33.33
		No	20	66.66

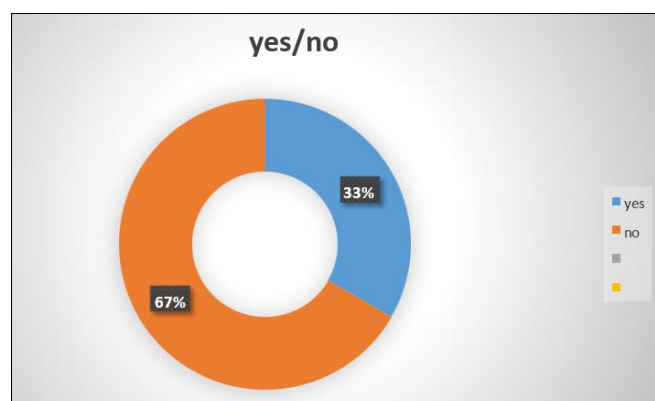


Fig 8: Distribution of adolescents in a selected higher secondary school according to Previous knowledge about Instagram addiction

Result

In the study, to the question any previous knowledge about Instagram addiction, 33.33% of the adolescents in a selected higher secondary school answered yes and 66.66% of them answered no.

S. No	Variable	Groups	Frequency	Percentage
9	Source of Knowledge	Social Media	4	40
		News Paper	2	20
		Articles	2	20
		Television	2	20

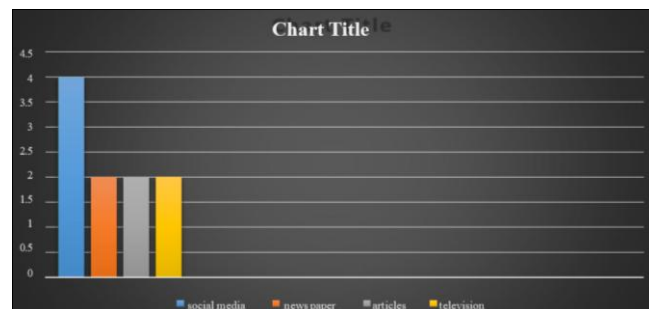


Fig 9: Distribution of adolescents in a selected higher secondary school according to source of knowledge

Result

In the study, to the question any previous knowledge about Instagram addiction those who answered yes, out of these 40% of the adolescents from social media, 20% from newspapers, 20% from articles and 20% got the knowledge about Instagram addiction from the television.

Section II

Deals with analysis of data related to assessment of the knowledge regarding Instagram addiction among adolescents in a selected higher secondary school Maharashtra in terms of frequency and percentage.

Table 11: General assessments of Knowledge PRE Test

Variable	Groups	Score	Pre Test	
			Frequency	Percentage
Knowledge	Poor	0-7	27	90%
	Average	8-14	3	10%
	Good	15-20	0	0%
Knowledge	Minimum		4	
	Maximum		10	
	Average (SD)		1.591	
	Mean % knowledge score		6.56	
	Median		7	
	Mode		7	

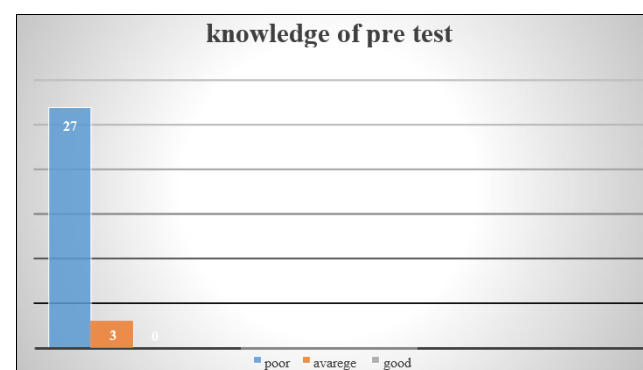


Fig 10: General assessment of knowledge pre test

Result

At the time of pretest, assessment of the knowledge regarding Instagram addiction, 90% of them adolescents had

poor knowledge, 10% had average knowledge and 0% of them had good knowledge.

Average knowledge score at the time of pretest was 1.591 with standard deviation of. The minimum score of knowledge was 4 with maximum score of 10.

Table 12: General assessments of Knowledge Post Test $F=30$

Variable	Groups	Score	Post Test	
			Frequency	Percentage
Knowledge	Poor	0-7	0	0%
	Average	8-14.	5	16.66%
	Good	15-20	25	83.33%
Knowledge	Minimum		13	
	Maximum		19	
	Average (SD)		6.033	
	Mean % knowledge score		16.93	
	Median		17	
	Mode		17	

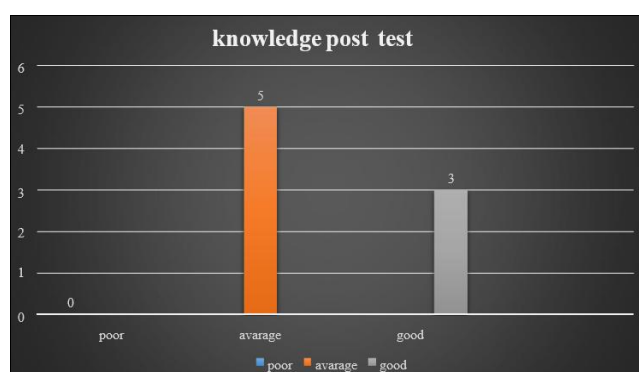


Fig 11: General assessment of knowledge post test

Result

At the time of pretest, assessment of the knowledge regarding Instagram addiction, 0% of them adolescents had poor knowledge, 16.66% had average knowledge and 83.33% of them had good knowledge.

Average knowledge score at the time of pretest was 1.413 with standard deviation of. The minimum score of knowledge was 13 with maximum score of 19.

Table 13: General assessments of Knowledge- PRE& POST test $f=30$

Variable	Groups	Score	Pre Test		Post Test	
			Frequency	Percentage	Frequency	Percentage
Knowledge	Poor	0-7	27	90%	0	0%
	Average	8-14.	3	10%	5	16.66%
	Good	15-20	0	0%	25	83.33%
Knowledge	Minimum		4		13	
	Maximum		10		19	
	Average (SD)		1.591		6.033	
	Mean % knowledge score		6.56		16.93	
	Median		7		17	
	Mode		7		17	

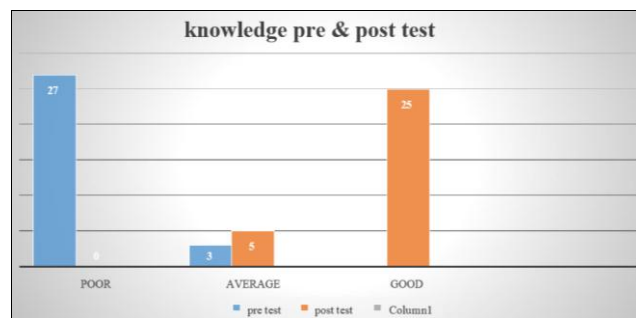


Fig 12: General assessment of knowledge pre & post test

Result

Deals with analysis of data related to assessment of the pre & posttest knowledge in terms of frequency and percentage.

For the assessment purpose the total score of knowledge was divided in to three groups like poor (0-7 score), average (8-14 score) and good (15-20 score).

Pre test -

At the time of pretest, assessment of the knowledge regarding Instagram addiction, 90% of them adolescents had poor knowledge, 10% had average knowledge and 0% of them had good knowledge.

Average knowledge score at the time of pretest was 1.591 with standard deviation of. The minimum score of knowledge was 4 with maximum score of 10.

Post test-

At the time of pretest, assessment of the knowledge regarding Instagram addiction, 0% of them adolescents had poor knowledge, 16.66% had average knowledge and 83.33% of them had good knowledge.

Average knowledge score at the time of pretest was 1.413 with standard deviation of. The minimum score of knowledge was 13 with maximum score of 19.

Section III

Deals with analysis of data related to the effectiveness of structured teaching programme (STP) on knowledge regarding Instagram addiction among adolescents in a selected higher secondary school Maharashtra.

Table 14: Significant difference between the pre and post-test Knowledge (paired t test)

Group	Frequency	Mean	S.D.	t value	P value
Pre Test	30	6.56	1.591	26.692	0.0001
Post Test	30	16.93	1.413		

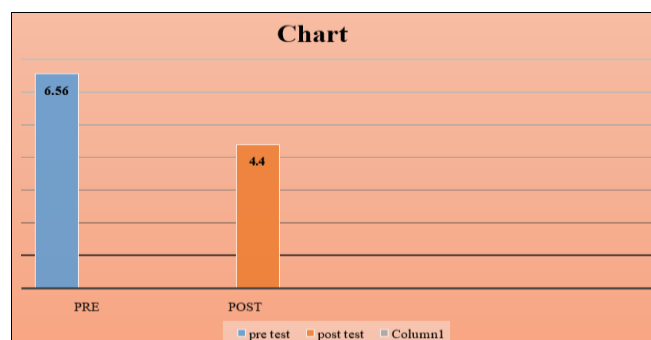


Fig 13: Significant difference between the average pre and post-test Knowledge score

Result

The significant difference between the pre-test and post-test means of the knowledge were done by the paired t test. The pretest average score was 1.591 with standard deviation. The posttest average score was 1.413 with standard deviation o. The test statistics value of the paired t test was 26.692 with p value 0.001. The p value less than 0.05, hence reject the null hypothesis. That means there is significant difference in pre and post-test knowledge. Shows that, structured teaching programme (STP) on knowledge

regarding Instagram addiction among adolescents in a selected higher secondary school Maharashtra was effective.

Section IV

Deals with analysis of data related to association between pre-test knowledge scores regarding Instagram addiction among adolescent's with selected demographic variable.

Association of Pre-Test Knowledge Score in Relation to Demographic Variables

Table 15: Association of Knowledge with demographic variables

Variable	Groups	Knowledge		Chi Square	d.f.	p value	Significance
		Below Md	Above Md				
Age	15-16	3	10	0.6787	1	0.41	Not Significant
	16 years	2	15				
	17-18	0	0				
Gender	Male	5	9	0.01025	1	0.9193	Not Significant
	Female	6	10				
Type of residence	Urban	3	7	2.4	1	0.1213	
	Rural	12	8				
Occupation of parents	Government employee	2	2	0.8824	3	0.8297	Not Significant
	Private employee	6	10				
	Businessman	2	3				
	Farmer	3	2				
Types of family	Joint family	4	6	0.2679	1	0.6048	Not Significant
	Nuclear family	10	10				
	Extended family	0	0				
Total monthly income of family	Less than 10000	2	3	2.768	3	0.4288	Not Significant
	11000 - 20000	7	11				
	20000 - 50000	4	1				
	above 50000	1	1				
Internet using devices	Mobile	18	8	0.05495	1	0.8147	Not Significant
	Computer	3	1				
Previous knowledge about Instagram addiction	Yes	2	8	8.213	1	0.0042	Not Significant
	No	15	5				
Source of knowledge	Mass Media	1	3	1.667	3	0.6444	Significant
	News paper	1	1				
	Articles	1	1				
	Television	0	2				

Table 15 reveals that for the demographic variables previous knowledge about internet app devices and source of knowledge, the p value of the association test with knowledge was less than 0.05, hence reject the null hypothesis. Concludes that, there was significant association of the previous knowledge about internet app devices and source of knowledge, with pre-test knowledge score regarding the Instagram addiction among adolescent in a selected higher secondary school Maharashtra. While the demographic variables age, gender, type of residence occupation of parents, types of family, total monthly income of family, internet using devices, the p value of the association test with knowledge was more than 0.05, hence accept the null hypothesis. Thus, there was no significant association of these demographic variables, with knowledge regarding the Instagram addiction among the adolescents in a selected higher secondary school Maharashtra.

References

1. Harinath M, Reema MK. Instagram Addiction and narcissism among young adults in banglore. The International Journal of Indian Psychology, July-September 2023; 11(3). ISSN: 2348539, ISSN:2349-3429, DIP: 18.01.241.20231103, Doi: 10.25215/1103.241 <https://www.ijip.in>
2. Bharat Dhiman. A Study of Instagram Dependency on Indian Youth: Assessing its Impact on Students' Lives Posted Date: June 14, 2024. Doi: 10.20944/preprints202406.0998.v1
3. Daria J Kuss. Journal on Internet gaming addiction: Current perspectives. 2013; 6:125-137. Published online 2013 Nov 14. Doi: 10.2147/PRBM.S39476 PMID: PMC3832462 PMID: 24255603
4. Kagan Kircaburun, Mark D. Griffiths Instagram addiction and the Big Five of personality: The mediating role of self-liking, Feb 19, 2018; 7(1):158-170. Doi: 10.1556/2006.7.2018.15 PMID: PMC6035031 PMID: 29461086
5. Dr Nitin Kumar, Dr. Indrajya Sharma, Dr. Sanjay Gehlot Instagram Addiction: The Current Trends, Mar - Apr 2023; 5(2):879-882. ISSN: 2582-6018
6. Yvonne Yin-Yau Tsui. Cecilia cheng article on Internet Gaming Disorder, Risky Online Behaviour, and Mental Health in Hong Kong Adolescents: The Beneficial Role of Psychological Resilience, October 15, 2021. Doi: <https://doi.org/10.3389/fpsyg.2021.722353>
7. Ananya Roy. A study on instagram addiction and procrastination among college students. The International Journal of Indian Psychology, October-

- December, 2022; 10(4). ISSN: 2348-5396 (Online)
ISSN: 2349-3429, DIP: 18.01.076.20221004, Doi:
10.25215/1004.076 <https://www.ijip.in>
8. Schwann Akanksh S, Lancy D'Souza, Manish S. The effect of Instagram addiction on quality of life among undergraduate students in Mysuru. The International Journal of Indian Psychology, Oct-Dec 2020; 8(4). ISSN 2348-5396 | ISSN: 2349-3429, DIP: 18.01.145/20200804, Doi: 10.25215/0804.145 <http://www.ijip.in>
9. Ligo P Thomas, Doctoral Scholar, HimgiriZee University, Sherpurchakrata Road, vikasnagar, Uttarakhand 241897, India. ORCID- 0009-0009-7031-