

**EMOTIONAL NEEDS, SOCIAL NETWORKING ADDICTION AND PORNOGRAPHY
CRAVING IN EMERGING ADULTS**



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**EMOTIONAL NEEDS, SOCIAL NETWORKING ADDICTION AND PORNOGRAPHY
CRAVING IN EMERGING ADULTS**

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Research Completion Certificate

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Declaration

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Dedication

In the best interests of Allah, who is most Beneficial and the most Merciful. My sincere gratefulness goes to my beloved Mother, Naheed Akhtar, and my father, Muhammad Nawaz, for their prayers and praise, and support. I will always appreciate all your struggles and hard work for me. I will further dedicate this to my supervisor Dr. Farzana Ashraf, who helped me, supported me, and encouraged me to complete my thesis. Her kindness and support were why I was able to complete this study. Without her assistance, I would not have been able to complete my thesis. I also wanted to dedicate this to all the teachers and mentors, who made me what I am today. Last but not least my friends, who were always supporting and encouraging me in this journey.

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List of Abbreviations

α = Alpha

β = Beta

C = Conflict

EN = Emotional Needs

K = Kurtosis

LL = Lower Limit

M = Mean

$M.M$ = Mood Modification

n = Number of Items

N = Number of Participants

p = Significance Value

PC = Pornography Craving

r = Correlation

R = Relapse

S = Skewness

SD = Standard Deviation

SE = Standard Error

UL = Upper Limit

Abstract

This study was planned to explore the link between emotional needs and pornography craving the and mediating role of social networking addiction. In this correlational study, participants were emerging adults aging between 17-21 years ($M= 18.9$, $SD = 1.12$). A convenient sampling technique was utilized to select participants and data was assembled from government and private colleges of Lahore, Pakistan. Standardized instruments of Emotional Needs Audit, Pornography Craving Questionnaire, and Social Networking Addiction scale were used to assess emotional needs, pornography craving, and social networking addiction respectively. Results indicated the significant mediating role of social networking addiction in the link between emotional needs and pornography craving. The findings reveal that emotional needs have a significant but negative relationship with pornography cravings. The study results demonstrated that emotional needs have a significant but negative relationship with pornography craving, and only three sub-scales of social networking addiction (i.e., mood modification, conflict, and relapse) were correlating with pornography craving. In terms of the relationship between social networking addiction and pornography craving, the research work found a positive correlation between the two. The findings of the study suggest that emotional needs may be a protective factor against problematic pornography use and that only specific sub-scales of social networking addiction are related to pornography craving.

Keywords: Emotional needs, social networking addiction, pornography craving, and emerging adults

Chapter 1

Introduction

With nearly 180 million people, Pakistan is the fifth-most populous nation in the world. The population growth rate in Pakistan has been constantly growing, and it is expected to reach 403 million by 2050 (World Population Review, 2022). As of 2022, the adult population (15 years and older) in Pakistan makes up approximately 60% of the total population, which is estimated to be over 220 million people (World Population Review, 2022). This information is supported by a report by the United Nations Population Fund (UNFPA), which states that 61% of Pakistan's population is aged 15 years and older (UNFPA, 2021).

Pakistan is a country where mental health issues are still considered taboo, and people tend to avoid discussing them. However, the country is facing an alarming increase in psychological problems, especially among adults. One of the major causes of these problems is the neglect of emotional needs. Neglecting emotional needs can lead to various issues such as social networking addiction and pornography addiction. Based on the literature available it could be inferred that the psychological problems that adults in Pakistan face when their emotional needs are neglected, lead to social networking addiction and pornography. Emotional neglect means neglecting or not fulfilling or meeting the children's emotional as well as developmental needs, moreover, it includes a lack of proper affection and nurturance (Proctor & Dubowitz, 2014).

It has been seen that among emerging adults the maltreatment that is most prevalent worldwide is due to the neglect of emotional needs. Neglecting emotional needs is thought to be a significant risk factor for the emergence of psychological suffering in emerging adults, particularly the emergence of internalizing disorders (Norman et al., 2012). Emotional needs

refer to the basic needs that people have to feel happy, satisfied, and fulfilled in life. These needs include love, acceptance, validation, security, and belongingness. Neglecting these needs can have serious consequences, including psychological problems.

According to a study conducted in Pakistan, emotional neglect is prevalent in the country, and it is associated with various psychological problems. The study found that emotional neglect could lead to depression, anxiety, stress, and low self-esteem. Moreover, emotional neglect can also lead to substance abuse, aggression, and suicidal ideation (Riaz et al., 2021). Emotional needs are crucial for the development of psychological well-being in individuals. Emotional support, love, and companionship are necessary to fulfill an individual's emotional needs. According to the literature, emerging adults in Pakistan often face difficulties in fulfilling their emotional needs, leading to various psychological problems such as depression, anxiety, and stress. The research conducted by Mirza and Ikramullah (2020) found that the emotional needs of emerging adults in Pakistan were not adequately met, leading to significant mental health issues. The study revealed that social support is a vital factor that contributes to fulfilling the emotional needs of emerging adults in Pakistan.

Social networking addiction is a growing concern among emerging adults globally, and Pakistan is no exception. Social media addiction refers to excessive usage of social networking platforms that include Facebook, Instagram, and Twitter, leading to negative consequences such as decreased academic performance, disturbed sleep, and increased anxiety. Research conducted by Zafar and Aamir (2020) found that social networking addiction was prevalent among emerging adults in Pakistan. The study revealed that factors such as social pressure, loneliness, and boredom were significant predictors of social networking addiction among emerging adults

in Pakistan. According to the survey, social networking addiction is a developing problem in Pakistan and needs to be addressed at both individual and societal levels.

Pornography cravings have become a pervasive problem among emerging adults globally. Pornography consumption has negative impacts on individuals' psychological, social, and emotional well-being. Emerging adults in Pakistan are also struggling with pornography cravings, which have significant negative impacts on their psychological well-being. Research conducted by Khan and Bhatti (2017) found that pornography consumption was prevalent among emerging adults in Pakistan. The study revealed that factors such as curiosity, boredom, and sexual dissatisfaction were significant predictors of pornography cravings among emerging adults in Pakistan. The study suggests that pornography consumption is a growing concern in Pakistan, and individuals need to be educated about the negative impacts of pornography on their psychological well-being. Below we will discuss the emotional needs, social networking addiction, and pornography cravings in detail.

Emotional Needs and Social Networking Addiction

In today's technology-driven world, social networking addiction has become a prevalent issue among adults. While many factors contribute to the development of this addiction, one significant aspect is the neglect of emotional needs.

Emotional needs are an essential aspect of human well-being, and they include the need for love, acceptance, support, and validation. When these needs are not met, individuals move towards social networking platforms as a means of fulfilling them. This is because social networking sites give users a chance to engage with others, receive validation, and feel a sense of belonging. Research has shown that there is a substantial connection between emotional needs and social networking addiction. Individuals who experienced a higher level of loneliness were

more likely to develop an addiction to social networking sites. The study also found that people who had a low level of self-esteem were more prone to the use of social networking platforms with concerns about seeking validation and acceptance (Andreassen, Pallesen, & Griffiths, 2017).

A similar link between emotional demands and social networking addiction was discovered in another study. According to the study's findings, people with higher degrees of social anxiety and stress were more likely to become dependent on social networking sites (Kuss, & Griffiths, 2011).

One potential reason for the connection between emotional needs and social networking addiction is that social networking platforms provide individuals with instant gratification. When individuals receive likes, comments, or shares on their posts, they experience a sense of validation and acceptance, which fulfills their emotional needs temporarily. However, this instant gratification can become addictive, leading individuals to constantly seek validation and acceptance from others through the platforms of social networking. Social networking addiction can also lead to the neglect of other aspects of a person's life, that include work, relationships, and self-care. This can further exacerbate emotional distress and lead to a vicious cycle of using social networking platforms to fulfill emotional needs, which ultimately leads to more neglect of important aspects of life.

Emerging adults are at a critical stage of their lives, where they are transitioning from adolescence to adulthood, and they experience a range of emotional needs. Social Networking sites can provide a platform for emerging adults to meet some of these emotional needs, but excessive use can lead to addiction. Studies have shown that A variety of emotional and psychological issues have been connected to social networking addiction. For example, research found that Social Networking Addiction is negatively associated with self-esteem, autonomy,

and relatedness. Similarly, another study by Lin and Tsai (2018) concluded that Social Networking Addiction is positively linked with depression, anxiety, and loneliness. The results of the study suggest that social networking addiction may be a response to unmet emotional needs in emerging adults (Kircaburun et al., 2019)

One of the emotional needs that social networking sites can fulfill for emerging adults is the need for love and belongingness. Social networking sites provide a platform for individuals to connect with others, form relationships, and maintain social connections. Research has shown that social support from online connections can improve emotional well-being (Frost & Rickwood, 2017). However, excessive use of Social networking sites can lead to the neglect of face-to-face social relationships, which are critical for meeting emotional needs. The lack of physical interaction can result in feelings of loneliness and social isolation, which can exacerbate the risk of addiction.

Social networking sites provide a platform for individuals to present themselves in a positive light and receive positive feedback from others. The validation from likes, comments, and shares can boost self-esteem and provide a sense of self-worth. However, the reliance on Social networking sites for self-esteem can become addictive, leading to compulsive checking and updating of profiles. The constant need for validation from Social networking sites can also result in a fear of missing out (FOMO), which can further exacerbate addiction (Przybylski et al., 2013).

Autonomy is another emotional need that Social networking sites can fulfill for emerging adults. Social networking sites provide a platform for individuals to express themselves and engage in self-disclosure. The ability to control the content and presentation of oneself can provide a sense of autonomy and control. However, the constant need to monitor and update

profiles can lead to a loss of control, resulting in compulsive behavior and addiction. Research has shown that Social Networking Addiction is negatively associated with autonomy, suggesting that excessive use of Social networking sites may be a response to the unfulfilled need for autonomy (Kircaburun et al., 2019).

Competence is another emotional need that Social networking sites can fulfill for emerging adults. Social networking sites provide a platform for individuals to showcase their talents, skills, and accomplishments. Positive feedback and recognition from others can provide a sense of competence and mastery. A study by Lin and Chen (2020) explored the relationship between social networking addiction and social support among emerging adults. The study assembled 305 university students, ages ranging between 18 to 30 years. The participants completed questionnaires on social support, social networking addiction, and psychological well-being. The findings showed that participants with low levels of social support were more likely to develop social networking addiction. The researchers concluded that social support is an important factor in preventing social networking addiction among emerging adults.

Theories of Emotional Needs and Social Networking Addiction

According to the Social Determination theory, the individual contains three psychological needs that are essential for him, These needs are; competence, autonomy, and relatedness. In light of this theory, it further proposes that the need for the relatedness of an individual can be fulfilled by social networking addiction. As it provides many platforms for interacting with others and making connections. Further, this theory proposes that more than the normal use of different social networking platforms that lead an individual towards addiction because when an individual tries to fulfill his/her all emotional needs through virtual interactions and connections he may become overly dependent or only dependent on social networking for the fulfillment of

his/her emotional needs (Kuss & Griffiths, 2011). Another theory named Social Compassion Theory. The rationale of this theory was that the unmet emotional needs of an individual are fulfilled by social networking sites that later on results in social networking addiction. The loneliness and discomfort feelings of the individual are tried to be fulfilled and changed into social support by overly depending on the virtual social connections. When the emotional needs of a person are not being fulfilled they try to compensate for the isolation and loneliness felt by compensating with social networking platforms (Sheldon, 2008).

Another theory, Attachment theory is also seen as linked with the constructs of emotional needs and social networking addiction. This theory was presented by Andreassen and colleagues. According to them, the attachment style of the individual matters a lot because a person is born with the innate need to seek proximity and emotional needs, and support from his/her caregivers. If a person's upbringing is done with an insecure attachment style, that will automatically try to move towards the social connections for support and secure feelings. In this modern era, the individual will try to seek support from social media networks. And when a person starts getting the support that is required to fulfill emotional needs, the connection to social networking sites is increased automatically and that will result in addiction (Andreassen et al., 2013). Social identity theory is linked with the neurotransmitters in the brain that are released when an individual gets reinforcement from the social network. For example when a person receives a comment, like, or any follower that results in an increased feeling of social identity that is linked with belonging with other people through virtual membership. This increase releases dopamine in the brain and lead a person towards addiction (Kuss & Lopez-Fernandez, 2016).

Link between Emotional Needs and Social Networking Addiction

Social networking addiction is a growing problem in Pakistan, especially among the youth. Social networking addiction is characterized by excessive use of social media platforms such as Facebook, Twitter, and Instagram, among others. It is a form of behavioral addiction that can have serious consequences on mental health. Emerging adults have different emotional needs than other age groups because they are in the process of developing their identity and transitioning into adulthood (Arnett, 2000). Therefore, the fulfillment of their emotional needs is essential for their overall well-being. Social networking addiction is categorized as a type of behavioral addiction, which means that individuals become dependent on social networking platforms to fulfill their emotional needs (Kuss & Griffiths, 2017).

A study suggested that social networking addiction is linked to unmet emotional needs. Emerging adults who have unmet emotional needs are more prone to involve in excessive social networking behavior (Jelenchick et al., 2013). In another study examined by Huang et al. (2019), it was concluded that people with lower self-esteem were more towards to develop social networking addiction. The study also found that social networking addiction negatively affected their self-esteem, creating a cycle of addiction and low self-esteem. This suggests that social networking addiction can result from an individual's inability to fulfill their emotional needs, particularly their need for self-esteem.

Another emotional need that has been linked to social networking addiction is the need for social support. Emerging adults who lack social support are more seemingly to engage in extreme social networking behavior to fulfill their need for connection and belonging (Van der Aa et al., 2017). A study conducted by Koc and Gulyagci (2013) found that emerging adults who experienced social isolation were more probably to engage in excessive social networking

behavior. This revealed that social networking addiction can result from an individual's inability to fulfill their need for social support. Emerging adults who are unable to achieve their goals and aspirations may engage in excessive social networking behavior to fulfill their need for self-actualization (Chen & Kim, 2013).

A study aimed by Kuss et al. (2014) found that emerging adults who had a high need for achievement were more presumably to engage in excessive social networking behavior. This concluded that social networking addiction can result from an individual's inability to fulfill their need for self-actualization. Social networking addiction can have negative impacts on an individual's emotional needs. For instance, excessive social networking behavior can result in decreased self-esteem, which can exacerbate social networking addiction (Huang et al., 2019).

According to a study conducted, social networking addiction is prevalent in Pakistan, and it is associated with various psychological problems. The study found that social networking addiction can lead to depression, anxiety, stress, and low self-esteem. Moreover, social networking addiction can also lead to sleep disorders, poor academic performance, and social isolation (Butt et al., 2020). One of the reasons why social networking addiction is prevalent in Pakistan is the lack of emotional connection with others. When emotional needs are neglected, people tend to seek emotional gratification from social media platforms. Social media provides a sense of validation, acceptance, and belongingness, which are essential emotional needs. However, excessive use of social media can have the opposite effect and lead to further emotional neglect.

Theories on Social Networking Addiction & Pornography Craving

The neurobiological theory proposes that the desire to watch pornography results due to chemical mechanisms in the brain. When an individual exposes himself to pornography content

that increases the rewards system in the brain as a result dopamine and other neurotransmitters that are linked with pleasure are released in the brain. When an individual become overly addicted to social networking sites and exposure to pornography is gain that increases the pleasure in the brain (Voon et al., 2014). Conditioning theory also explains the link between pornography craving and social networking addiction. The sexual desires of a person become conditioned with the desire to see porn content on the different platforms of social networking. The images shown on social networks are paired with an individual's desire for pornography. With time an addictive cycle establishes between the desire of an individual towards pornography craving and social networking sites (Brand et al., 2016).

Link between Social Networking Addiction and Pornography

The way people communicate has been transformed by the increase in social media and the interaction between them. While social media platforms have brought about many benefits, such as increased connectivity and access to information, they have also given rise to new forms of addiction, including pornography addiction. Emerging adults are particularly vulnerable to social media addiction and pornography consumption due to their increased exposure and dependence on digital media. Pornography addiction is defined as a compulsive behavior that involves excessive use of pornography to the point that it interferes with an individual's daily life and relationships. Pornography addiction is a controversial topic, with some researchers arguing that it is not a true addiction but rather a problematic behavior (Kraus et al., 2016). However, other researchers argue that pornography addiction is a genuine addiction, with similar neural and psychological mechanisms to other addictive behaviors. This is consistent with research showing that individuals who are addicted to one behavior are more likely to develop other addictive behaviors (Voon et al., 2014).

Research has shown negative psychological effects on individuals, including increased anxiety, depression, and stress due to the negative effects of pornography (Kraus et al., 2016). Pornography addiction is also associated with several personality traits, including low self-esteem, social anxiety, and loneliness (Dhuffar & Griffiths, 2014). These personality traits can increase an individual's vulnerability to pornography addiction, as they may use pornography as a way to alleviate feelings of loneliness or boost their self-esteem. Social media addiction is a relatively new phenomenon that has gained widespread attention in recent years. It is characterized by excessive use of social media platforms, resulting in negative consequences such as social isolation, anxiety, and depression. Social media addiction can be particularly harmful to emerging adults, who are at a critical stage of their development, as it can interfere with their academic performance, relationships, and overall well-being.

A past finding has also shown that social media addiction is associated with increased pornography consumption in emerging adults. A study concluded that social media addiction was positively correlated with problematic pornography use among Norwegian college students. The results of the study also concluded that social media addiction was a stronger predictor of problematic pornography use than depression or anxiety (Andreassen et al., 2017). Another study examined and revealed that social media use was linked with increased exposure to sexually explicit material, which in turn was associated with a greater likelihood of pornography consumption among Chinese college students. The study also found that social media use and pornography consumption were associated with greater impulsivity and lower self-control, suggesting that emerging adults who struggle with social media addiction may also be more likely to engage in problematic pornography use (Yang et al., 2019).

The association between social media addiction and pornography consumption is complex, with each potentially exacerbating the other. Social media addiction can lead to increased exposure to sexually explicit material, making it more likely for emerging adults to engage in problematic pornography use. At the same time, pornography consumption can be a coping mechanism for those struggling with social media addiction, providing a temporary escape from the negative emotions and stress associated with excessive social media use. Many studies have investigated the link between social networking addiction and pornography consumption. A study by Alabi and Adagunodo (2020) examined the relationship between social media addiction and pornography consumption among students of Nigerian universities. The study examined that social media addiction was positively associated with pornography consumption, suggesting that individuals with social networking addiction may be more likely to consume pornography.

Another study by Li et al. (2021) investigated the mediating effect of sexual cognition in the link between social networking addiction and pornography consumption. The study found that social networking addiction was positively associated with sexual cognition, which consecutively was positively related to pornography consumption. These findings suggest that social networking addiction may indirectly contribute to pornography consumption through its effect on sexual cognition.

Theories on Emotional needs and pornography Craving

The association between both these constructs is seen as very complex. However, some theories were proposed to explain the relation between both. In this regard, an escape theory was presented. As the name indicates the rationale behind this theory was to escape. When seen in the light of their emotional needs and pornography craving, individuals with unmet emotional needs

try to escape from a situation that seems to be distressing and unstoppable for them. Distraction here provides the person with gaining temporary pleasure by viewing the porn content. This distraction helps an individual to divert their attention from emotional needs to something that brings a feeling of joy and pleasure for them (Kraus et al., 2014). Another self-medication theory was proposed by Wéry (2016). According to this theory, individual uses porn content as a source of medication for them to deal with their distressed feeling and thoughts that occurs due to not fulfilling their emotional needs. This temporary medication source helps them to cope with their negative thoughts and emotions and also reduces the level of stress in an individual resulting in comfort in them.

Relationship between Emotional needs and Pornography Craving

In the current era, there has been an increasing concern about the effects of pornography consumption among emerging adults. Many studies have concluded that pornography consumption can bring negative consequences, such as addiction, decreased sexual satisfaction, and even sexual dysfunction. However, the question remains as to why emerging adults crave pornography in the first place. One possible answer lies in the connection between emotional needs and pornography cravings. The rise of technology has made access to pornography easier than ever before. It has become a widespread phenomenon among emerging adults, who are transitioning from adolescence to adulthood. While the exact causes of pornography addiction are still not fully understood, research suggests that emotional needs may play a crucial role in this behavior. This research also explores the connection between emotional needs and pornography cravings in emerging adults.

Emerging adulthood is a critical period in an individual's life when they are developing their sense of identity and making decisions about their future. It is also a time when they may be

vulnerable to emotional distress. Researchers have found that emotional needs, such as loneliness, anxiety, and depression, can trigger pornography cravings in emerging adults. A study found that loneliness was a significant predictor of pornography addiction in emerging adults. The study surveyed 624 college students and concluded that those who reported higher levels of loneliness were more likely to have a pornography addiction. The researchers suggest that loneliness may lead individuals to seek out pornography as a way to cope with feelings of isolation (Park & colleagues, 2020). Anxiety is another emotional need that has been linked to pornography addiction.

Another study found that anxiety was a significant predictor of problematic pornography use in emerging adults. The study surveyed 1,473 Hungarian adults and found that those who reported higher levels of anxiety were more likely to use pornography in a problematic way. The researchers suggest that anxiety may lead individuals to use pornography as a way to escape from stressful situations (Király & colleagues, 2017). Depression is another emotional need that has been linked to pornography addiction. A study found that depression was a significant predictor of pornography addiction in emerging adults. The study surveyed 1,000 undergraduate students and found that those who reported higher levels of depression were more likely to have a pornography addiction. The researchers suggest that depression may lead individuals to seek out pornography as a way to cope with negative emotions (Harper & colleagues, 2018).

In addition to emotional needs, other factors may contribute to pornography addiction in emerging adults. For example, social media and peer pressure may play a role in promoting the use of pornography. A study found that exposure to sexual content on social media was positively associated with the use of pornography in emerging adults. The study surveyed 2,039 adolescents and found that those who reported more exposure to sexual content on social media

were more likely to use pornography (Brown & L'Engle, 2017). This research suggests that emotional needs, such as loneliness, anxiety, and depression, may trigger pornography cravings in emerging adults. The use of pornography may provide temporary relief from negative emotions, but it can have long-term detrimental effects on an individual's mental health and personal relationships.

One of the emotional needs that may underlie pornography cravings is intimacy. Intimacy refers to the feeling of closeness and connection that individuals have with others. Research has shown that individuals who are addicted to pornography may use it as a way to fulfill their need for intimacy (Cooper, 2016). Pornography can create an illusion of intimacy and emotional connection, which may be particularly appealing to individuals who struggle to form genuine connections with others.

Another emotional need that may drive pornography cravings is social connection. Social connection refers to the feeling of belonging and acceptance that individuals experience when they are part of a group or community. Research has shown that individuals who are addicted to pornography may use it as a way to feel socially connected (Grubbs et al., 2019). Pornography can create a sense of belonging to a community of like-minded individuals who share similar interests, which may be particularly appealing to individuals who struggle to form genuine social connections in their offline lives.

Self-esteem and validation are also emotional needs that may be driving pornography cravings in emerging adults. Research has shown that individuals who are addicted to pornography may use it as a way to boost their self-esteem and validate their sense of self-worth (Grubbs et al., 2019). Pornography can create a sense of validation and acceptance that may be particularly appealing to individuals who struggle with low self-esteem and feelings of

inadequacy. Pornography consumption may provide a temporary escape from negative emotions, but it can also lead to negative consequences in the long term. Research has shown that pornography addiction can lead to decreased sexual satisfaction and even sexual dysfunction (Grubbs et al., 2019).

Reinforcement refers to the idea that behaviors that are reinforced are more likely to be repeated in the future. In the case of pornography addiction, individuals may use pornography to fulfill their emotional needs, and the positive reinforcement they experience may lead to increased cravings for pornography in the future (Grubbs et al., 2019). Cognitive biases refer to how individuals interpret and process information in a biased manner. In the case of pornography addiction, individuals may have cognitive biases that lead them to view pornography as a viable solution to their emotional needs (Cooper, 2016). For example, individuals who are addicted to pornography may overestimate the advantages of pornography and underestimate the negative results of their behavior.

Emotional dysregulation refers to the difficulty that individuals have in regulating their emotions healthily and adaptively. Research has shown that individuals who are addicted to pornography may have difficulties regulating their emotions and may use pornography as a way to deal with emotional distress (Grubbs et al., 2019).

Social Media Addiction as a Mediator b/t Emotional Needs and Pornography Cravings

The emergence of social media has brought about significant changes in the way people communicate, share information, and interact with each other. It has also opened up new avenues for people to express their sexual desires and engage in pornography consumption. While pornography is not a new phenomenon, social media has made it easier for people to access and share sexual content, leading to concerns about its impact on emerging adults. The present

research explores the role of social media as a mediator for pornography cravings when emotional needs are not fulfilled in emerging adults.

Research has shown that social media use can act as a mediator for pornography cravings in emerging adults due to unmet emotional needs. One study found that social media use was positively associated with pornography use, and this relationship was mediated by emotional needs (Lee & Stapinski, 2019). Specifically, the study found that emerging adults who experienced negative emotions, such as stress and anxiety, were more likely to use social media as a coping mechanism. However, this coping mechanism was associated with increased pornography cravings, suggesting that the use of social media may be a mediator for pornography cravings in emerging adults who use social media to cope with negative emotions. Research has also shown that emotional needs play a key role in the link between social media and pornography cravings in emerging adults. One study found that emerging adults who experienced loneliness were more likely towards social media usage as a way to connect with others, but this was associated with increased pornography cravings (Lee & Stapinski, 2019). The study suggests that the usage of social media may act as a mediator for pornography cravings in emerging adults who use social media to fulfill emotional needs, such as loneliness.

Another study concluded that social media use was associated with increased emotional arousal, which in turn was associated with increased pornography use (Spenhoff et al., 2020). The study found that emerging adults who used social media frequently were more likely to experience emotional arousal, which contributed to pornography cravings. The study suggests that emotional needs may play a key role in the relationship between social media and pornography cravings in emerging adults. Another study found that the use of social media was linked with increased body dissatisfaction, which as a result was associated with increased

pornography use (Tiggemann & Slater, 2014). The study found that social media use was positively correlated with the internalization of thin ideals, which contributed to body dissatisfaction. This dissatisfaction was associated with increased pornography use, suggesting that social media may contribute to pornography cravings in emerging adults by promoting unrealistic body ideals and contributing to body dissatisfaction.

The emotional needs of emerging adults are complex and often difficult to fulfill. These needs include a sense of belonging, self-esteem, and intimacy. When these needs are not met, emerging adults may turn to pornography as a way to satisfy their emotional cravings. Social media platforms like Instagram, Twitter, and TikTok provide easy access to pornography content through hashtags, private groups, and user-generated content. The anonymity of social media allows emerging adults to consume pornography without fear of judgment or social stigma.

Research has shown that pornography consumption is associated with negative outcomes, such as relationship dissatisfaction, sexual dysfunction, and mental health problems. A study by Shaughnessy et al. (2016) found that emerging adults who consumed pornography frequently reported lower self-esteem and higher levels of depression and anxiety compared to those who did not consume pornography. Another study by Moss et al. (2020) found that emerging adults who used social media to consume pornography had higher levels of sexual compulsivity and problematic pornography use compared to those who did not use social media. Social media and pornography may serve as coping mechanisms for emotional needs in emerging adults, social media can also serve as a mediator for pornography cravings. Social media platforms often contain sexually explicit content, and individuals may be exposed to pornography through these platforms. Additionally, social media can serve as a trigger for pornography cravings, as

individuals may turn to pornography to alleviate negative emotions they experience on social media, such as jealousy, loneliness, or low self-esteem (Laier et al., 2014).

The role of social media as a mediator for pornography cravings in emerging adults is significant. Social media provides an endless stream of sexual content, making it easy for emerging adults to access pornography when emotional needs are not fulfilled. Social media also creates a sense of community around pornography consumption, normalizing it and making it more socially acceptable. Social media plays a significant role in mediating pornography cravings in emerging adults when emotional needs are not fulfilled.

The role of social media as a mediator for pornography cravings in emerging adults due to emotional needs has important implications for treatment and prevention. One implication is that interventions aimed at reducing pornography use in emerging adults may need to address emotional needs and provide alternative coping mechanisms for negative emotions. For example, cognitive-behavioral therapy may help emerging adults develop more adaptive coping mechanisms for negative emotions, such as mindfulness or relaxation techniques (Braithwaite et al., 2017).

Chapter 2

Literature Review

This section of the thesis involves the past studies and findings that review the association of emotional needs social networking addiction and pornography craving. These findings helped to identify the links between constructs and how the existing studies can direct the outcome for the current study and explore the new trends in addition to the existing studies.

Researchers conducted a study (Hussain et al, 2021). The study comprises 555 participants (264 females, 291 males), between the ages range 18-30 years. A survey in cross-sectional design was used for the conduction of this study. Out of 555, 364 were students, and the remaining participants were employed. This study focused on identifying the emotional regulation of the participants and the social media platform they mostly prefer to spare their time on. The emotional regulation of the participants was measured by checking its association with social networking addiction. That is how the emotional regulation of an individual can lead towards different social networking platforms and later on result in addiction. For this, measures the social networking addiction scale was used along with the Difficulties in emotional regulation scale. A short version of this scale was used that consists of 16 items. Each of the items was assessed on the 5-point Likert scale.

This study was conducted online through the Amazon. All the ethical guidelines of the psychological association were taken into the ground while the conduction of the study. After collecting the data, the results were identified using SPSS 25.0 for Windows. The statistical analyses included the mean score, and standard deviation of all the variables, and the correlation between both the constructs and variables was analyzed. Interesting findings have resulted that emotional regulation was positively associated with social networking addiction that includes

various social networking platforms and sites. The results were significantly correlated.

Moreover, this study also analyzed the dark triad trait of individuals with emotional regulation problems. The dark triad trait was also seen significantly correlating with emotional regulation. For this, in measures, the Short Dark Triad Scale was used, having 27 items with a 5-point Likert-type scale.

According to research done by Koc and Gulyagci (2020), social networking addiction is linked to unfulfilled emotional needs. The study was conducted on 330 university students that range from aged 18 and 30 years. The participants completed questionnaires on emotional needs, social networking addiction, and psychological well-being. The results showed that participants who reported high levels of emotional needs were more likely to develop social networking addiction. The researchers concluded that social networking addiction is an attempt to fulfill unmet emotional needs.

Research conducted by Ebrahimi and Saatchi (2019) examined the relationship between psychological well-being, attachment style, and social networking addiction among emerging adults. The study assisted 348 university students, aged ranges from 18 and 30 years. The participants completed questionnaires on attachment style, social networking addiction, and psychological well-being. The results revealed that participants with insecure attachment styles were more towards the development of social networking addiction. The researchers concluded that attachment style has an important impact on the development of social networking addiction among emerging adults. Another study by Akin and Iskender (2015) examined the relationship between psychological well-being, emotional intelligence, and social networking addiction among emerging adults. The study was done on 504 university students, aged ranges between 18 and 30 years. The participants completed questionnaires on emotional intelligence, social

networking addiction, and psychological well-being. Participants in the study who scored lower on emotional IQ had a higher likelihood of developing social networking addiction. The researchers concluded that emotional intelligence is a protective factor against social networking addiction.

A study cross-sectional design which was quantitative using the convenience sampling technique was conducted at Steubenville University. The study assesses the association between compulsive pornography craving and the usage of social media and the mental health of university students. The study consists of 1031 total participants out of which 34% were male and the remaining 66% were female. The measure in the study includes DASS-21, the pornography craving questionnaire, and the compulsive pornography craving modified version. After collecting data, the results were analyzed. The statistical analysis showed that pornography craving was seen as a lifetime desire by a greater proportion of males than females. A significant relationship was seen between pornography craving and social media use. Individuals younger than 18 years were included in the study sample. This study also highlights the potential resources that can be used to reduce pornography use (Camilleri et al., 2021).

A Pakistani study that was quantitative that sees the mental health of university students who were having internet pornography cravings. However, the sample contains only male students of the university. The data was collected through a purposive sampling technique. The rationale of this study was that those who have the behavior of pornography craving are more addicted to social media use and those results in different problems that include problems in social, educational as well in interpersonal domains. The study hypothesized that male youth who are engaged in pornography cravings are more prone to have mental health issues, as well having issues in different domains of the individual's life. The results of the study indicated that

individuals engaged in pornography craving and use were those who were suffering from serious mental health issues as well issues in academia (Razzaq & Rafiq 2021).

A study was conducted in China on emerging adults. The link between internet problematic use and emotional problems was assessed by using the cross-sectional study design. The data was assembled from different universities in the china through snowball sampling technique. The study revealed very significant findings. A strong significant positive association was analyzed among the emerging adults that those who are more addicted to the use of the internet are more into emotional and behavioral problems. Another important finding was seen that individuals who are less use of the internet were having fewer emotional and behavioral issues as compared to those with more internet use (Wang et al., 2021).

A total of 1000 students from the schools and universities of Lalamusa and Gujrat, Pakistan were selected through a stratified sampling technique. The mode of data collection was the Internet. Individuals with a physical, mental, and terminal diseases were excluded from the study. The measures that were used in this study include the Internet addiction scale and the Emotional and Behavioral Problems scale. For the conduction of the study, permission was taken from the senior members of the colleges and schools and after that, participants were selected by using a random sampling technique. By applying statistical, linear regression statistics were run. Results showed that internet addiction was seen as a strong and significant positive predictor of emotional and behavioral problems (Wang et al. in 2021). Another important finding was seen that boys were more engaged in emotional and behavioral problems due to more internet use.

An experimental study was conducted at Liaoning Normal University, United which explored the predictive relationship between the excitement and the craving of pornography related to social networking addiction. The sample consisted of 169 participants (81 males & 88

females). Two scales were administered, including the internet addiction scale and Pornography type questions. Results showed that the hypothesis was approved, which was that different factors have different effects, and so is the effect of internet addiction on pornography craving. This study has shown the theoretical implications in the future for learning in more depth about how social networking addiction can affect an individual's life and different domains of life (Leng et al., 2019).

Association between craving as well desire thinking as a predictor of social media addiction among males and females. The study was conducted at Padova University in January 2023. The inclusion criteria were followed for this study purpose which were only those participants were selected who were over the age of 18 years and those who know the Italian language to complete the questionnaire. The mode of study conduction was online; following all the ethical guidelines and making the participant assure that their identity will be anonymous. After collecting the data, descriptive statistics were run on the final date for result analysis. The study results showed that internet use was a strong positive and significant predictor of the desire to think as well as the craving for pornography among adults (Marino et al., 2023).

Another research by Bibi et al (2022) was done on Pakistani men and women to check the problematic mediators that lead to pornography use. For this study, measures that were used included the pornography craving questionnaire, DASS-21, and Self-esteem scale. The mediating study found that problematic mediators that include depression, stress, anxiety and self-esteem of an individual's plays a significant role in developing the use of pornography. The participants were selected from the age range of 18 to 38. In statistical analysis correlation and Cronbach alpha was calculated to find the mediator's role in the development of pornography among male and female. This study had a limitation which was its moderated size of the sample.

A study contributed to the link between pornography craving and viewing on social media from the Nevada University of United States. The study was done on male students of the university with 157 participants. The data was collected through the online survey form method. The measures used in the study included Frequency of Pornography viewing, a social functioning questionnaire containing 6 items in the scale, and the DASS-21 scale. The result showed that pornography viewing strongly and significantly predicts the problems in the social functioning of an individual. It was also seen after the statistical analysis that the greater the depression, stress, and anxiety, the poor was the social life functioning of the individual and so it was related to the viewing of pornography at a greater rate (Hayes et al., 2016).

Baltazar et al, (2014) study explored major nuances in the relationship of pornography use in light of religiosity. The study was conducted at the Andrews University of United States, containing a sample of 751. The study design was a cross-sectional survey and data was collected through an online medium. 97.4% of the participants were having the same religion. The measure used included a Religious life inventory and a questionnaire containing 144 items that were related to different domains including; gambling, pornography use, relationships, drug use, religion, sexual activities as well as depression, and stress. The findings of the study showed that there was a significant negative correlation between pornography use and religion. This study has a very important limitation in that this study's results cannot be generalized as the sample was collected from Christ University, and the majority of the sample was Christian students. So this is one of the most highlighted drawbacks of this study.

Depression can be a significant factor if someone is having the feeling of upset, distress, and guilty in a way to pornography craving. The research was done on a sample of 683 participants in 2018. That study aimed to find the significant relationship between depression and

pornography craving. It is not appropriate that pornography craving causes depression among adolescents; in fact, depressive symptoms are seen in people who crave pornography craving (Laier & Brand, 2014). An interesting study discovered the aspect of adolescents who crave porn-related content linked to a reduction in their level of stress, bringing down their level of frustration and marking a decrease in boredom (Baltazal et al., 2016). In 2018, a longitudinal study found that suggested an increased level of pornography craving is linked with an increase in anxiety levels and other psychological distress factors among adolescents.

Craving pornography confirms an individual's distressed feelings about the depressive thoughts that make them crave watching porn material (Caselli & Spada, 2015). Adolescents are the growing age of individuals, where many neurological, physiological, and psychological changes occur in them. The psychological changes occurring in adolescents are also linked with the negative emotions and feelings that are seen at the highest in the growing age of individuals. The negative emotions are in the form of distress that involves depression, stress, and anxiety. It is seen that individuals who have more cravings for pornography have more levels of depression in them. Therefore, it has been proved what was pre-assumed that Pornographic craving is positively associated with depression, stress, and anxiety in adolescents of Pakistan. Moreover, a significant predictive association is seen between stress and pornographic craving. An interesting study is also seen, that sheds light on the people who crave pornography is that craving helps them to bring their level of frustration down. Moreover, it also helps in decreasing the stress level among the adolescents. It is a much-credited study that is given by Mustanski, Lyons, and Garcia (2017), Baltazal et al., (2018), and Weinberg (et al. 2019).

A study was undertaken to determine the use of pornography in emerging adults taking the perceived realism as a mediator. The study was conducted on Malaysian participants.

According to the reported statistics, pornography use was positively and significantly correlated with perceived realism. It was also shown that those individuals who were rated high on pornography use were also those who were having higher scores on pornography addiction (Nainee et al, 2022).

Another study by Peker and Yildiz (2022) explored the relationship between social media addiction with the emotional regulation of adolescents at the Mersin University of Türkiye. The data was collected through the online medium during the wave of Covid-19. A total of 1151 participants from the age range of 14 to 18 years were selected as a sample for the study. The measures used in this study were the social media addiction scale and the emotional regulation scale for adolescents. After collecting the data correlational analysis was done on the final data to find out the relationship between both variables of the study. For statistical analysis, SPSS software was used. The study findings showed that emotional regulation dysfunctional was positively and significantly correlated with social media addiction. Another finding of the study was that suppressed emotions also have an effect that is regarded as a predictive effect on the addiction to social media.

Summary

The documented literature through light on the related research on Emotional needs, social networking addiction, and pornography craving and the relationship between these variables. Emotional needs and social networking were found to be correlated, in some findings the results showed that both are positively correlated while some shed light that these are negatively correlated. Furthermore, pornography craving was also found to correlate with social networking addiction or the excessive use of the internet. These studies enhance the constructs

and also explain how each of the variables has influenced or effect on the other and the emerging adults.

Rationale of the Study

Many studies examine the emotional needs, social networking addiction, and pornography craving across different samples yet none of the studies has explored the indirect association between these variables. As human behavior is a complex phenomenon, there it is very important to examine and investigate direct and indirect associations. DeLeo et al, (2022) examine emotional needs in the context of personality disorders among service users yet these studies failed to examine how emotional needs are associated with social networking addiction. In addition, Liu and Ling Ma, 2019, examine the emotional needs and social networking site addiction in the context of adult attachment styles. Though the research has found interesting findings, the study lacks to examine the context of pornography craving especially in the sample of emerging adults. Earlier emotional needs, social networking addiction, and pornography craving have been examined across the sample of adolescence, as adolescents are more vulnerable to experiencing these psychological behaviors. Yet, it is very important to explore emerging adults who are to be adults in a few years and how they are experiencing these phenomena.

As behaviorists believe that human behavior is altered according to the environment, in which they are living. So keeping in view the assumption of behaviorists in the modern era of excessive availability of technology it's very important to examine how emerging adults are going through these changes caused by the excessive use of technology, for example, social networking addiction and pornography craving. Moreover, pornography craving is examined in the context of religiosity, morality, and ethics (Matre Bach et al., 2021). Yet in the context of

emotional needs, it needs to be explored. Due to the more exposure to social networking sites, nude content is given in free ads and it is more eye-catching so the rate of pornography craving is increasing. In addition, the significance of the study is described in the following:

- Past study has found a significant positive relationship between emotional regulation, emotional needs, and social networking addiction.
- Craving pornography confirms an individual's distressed feelings about the depressive thoughts that make them crave watching porn material (Caselli & Spada, 2015).
- Researchers have concluded the relationship between emotional needs and social networking site addiction in the context of adult attachment styles (Liu and Ling Ma, 2019).

Objectives of study

The current study aims at exploring the following lines as an addition to past literature.

This research is designed;

1. To examine how emotional needs play a role in social networking addiction and pornography craving in emerging adults.

Hypotheses of Study

Keeping the past studies in view, theoretical orientations, and study objectives, the following hypotheses have been formulated:

1. Social networking addiction is likely to relate positively with pornography craving and emotional needs
2. Social Networking addiction is likely to mediate the association between emotional needs and pornography craving

3. Demographic and personal characteristics (age, gender, qualification, birth order, relationship status, occupational status, socio-economic status, mother's education, father's education) are likely to associate with emotional needs, social networking addiction, and pornography craving.

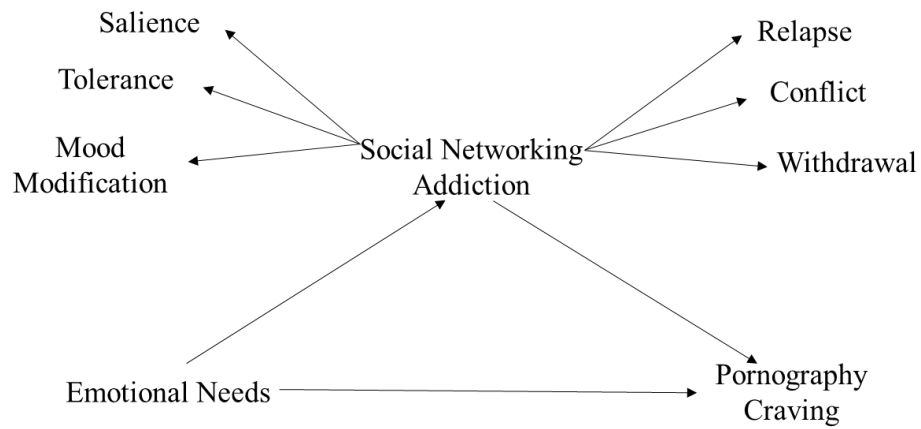


Figure 1: *Hypothesized Mediated Model*

Chapter 3

Method

Research Design

This study is correlational exploring the link between emotional needs, pornography craving, and social networking addiction.

Participants and Sampling Strategy

The sample of the study consisted of 1039 emerging adults, well proportionate across gender i.e., 535 male and 504 female students. The participants were selected with an age range from 17 to 21 years ($M = 1.48$, $SD = 1.50$). According to Sheldon, P., & Bryant, K. (2016) the age range from 17-21 are known as emerging adults. A convenient sampling technique was used for selecting participants from government and private colleges of Lahore.

Operational Definitions of Variables

This section of the methodology is describing the operational definitions of the all constructs that are used in the study.

Emotional Needs

Emotion means a feeling that is subjective including the psychological arousal involving the behavioral characteristics under it (Baronet al., 1980). Moreover, Brink (2005) further describes emotional needs. According to him, caring physically, emotional state, stimulating optimally, and also discipline receiving and seeking control as well encouragement all come under emotional needs.

Social Networking Addiction

The capability to produce, share and collaborate content online is referred to as social media. Many social applications that include weblogs, content communities, projects in

collaboration, a world of virtual games, and sites of social networking, all come under the use of social media (Kaplan & Haenlein, 2010; Kuss & Griffiths, 2017; Monacis et al., 2020).

Therefore, in the applications of social media, social networking is one of them. Indicating the nature of social media that is more generic, and viewing the nature of social networking that is seen as specific in the use of social media. Correspondingly, Facebook can not be said to be a platform for social networking rather it is just said to be one of the sites for social networking. In addition, it includes Twitter, WhatsApp, Signals, etc.

Pornography Craving

Pornography Craving has been generally referred to as material considered to cause sexual arousal or excitement (Hald & Malamuth, 2008). Such materials generally show clear images and doing of acts that are sexually oriented that include intercourse of vaginal and anal, oral sex, masturbation, group sex, etc. Research has suggested that pornography craving has increased due to the more available sources of easy availability of porn-related content in emerging adults' age without any restriction (Bay-Cheng, 2001; Venderbosch, 2015).

Measures

Four measures will be used for the collection of data. Social Networking Addiction Scale (SNA), Pornography Craving Questionnaire (PCQ), Emotional Needs Audit (ENA), and Demographic Performa.

Demographic Questionnaire

In the demographic questionnaire, the following aspects would be measured: Age, Gender (male, female), Qualification (Metric, Intermediate, Bachelor, Master), relationship status (Single, married, divorced, widowed), occupational status (Employed, Unemployed), Birth

Order (Firstborn, middle born, last born, only child), Temporary residence (Rural, urban), permanent residence (rural, urban) and family system (Nuclear, joint).

Social Networking Addiction

Six first-order aspects make up the higher-order construct known as social networking addiction. Since various people experience addiction in different ways (Davazdahemami et al., 2016) and it can be categorized on a spectrum with varied degrees of severity (Soror et al., 2015). Social Networking Addiction scales min-max ranges from 19-133. It contains six subscales e.g.; Salience, tolerance, mood modification, conflict, relapse, and withdrawal. It contains 21 items. One of the sample item is: *I go to social networking sites whenever I am upset*. High test-retest reliability demonstrated that social networking addiction is generally stable, and appropriate treatment is required to assist SNSs addicts, as is done in other behavioral disorders including alcoholism, sex addiction, gambling addiction, and study addiction (Atroszko et al., 2016). The value of 0.88 is quite comparable to the test-retest reliability of .82. (Andreassen et al., 2012).

Pornography Craving Questionnaire

This scale is 12 items developed by Kraus & Rosenberg, (2014) is culturally appropriate to use. The responses are rated on the 7-point Likert scale that ranges from 1 (Disagree Completely) to 7 (Agree). The pornographic craving questionnaire is a 12 items scale with 7 points Likert scale. The min-max value of the scale ranges from 12-84. One of the sample item is; *I will Watch Pornography as soon as I get the chance*. The items of the scale have high inter consistency ($\alpha = 0.91$) and a high coefficient of reliability. Also marked by a moderate inter-item consistency mean. This scale shows the consistency by using Cronbach's alpha which is 0.90. This scale is easily applicable to the local people Nader (Molavi & Shahrzad Khosravifar, 2022).

A higher score on the Likert scale indicates higher craving for pornography is present (Khosravifar & Njarzadegan, 2014).

Emotional Needs Audit

Emotional Needs Audit (ENA), is a scale that aims to measure the fulfillment of emotional needs on 10 items. This scale has application in school settings by teachers, also by therapists, and GPs who are interested in the approach of humans. Moreover, this scale also figures out to what extent the emotional needs of an individual are being met. The emotional audit is a 10 items scale with 7 points likert scale. The nature of the items is like this; *Do you think you give other people enough attention?* The min-max ranges of the scale is 10-70. The internal consistency (α 0.84) is seen as high, but the test-retest reliability is satisfactory, $r = 0.46$ (Tsaroucha et al., 2012).

Procedure

The first step involved was taking permission from the department committee after presenting the purpose and objective of the study. First of all the topic of the study was approved by the supervisor. After that, scales were selected. Permission letters issued by the department were presented to the headmaster/headmistress of the colleges. The sample population was selected from different colleges through a simple random sampling technique. After selecting the population, before their participation, they were assured about the confidentiality of their information, and would only be used for the study purpose. Informed consent was taken from each of the respondents along with the information on the demographic sheet. After responding to the demographic sheet, every participant was given the Pornography Craving Questionnaire, emotional needs audit, and social networking

addiction scale and was instructed to complete that form honestly. The results were gathered and then data was analyzed on the SPSS to see the association between selected scales.

Ethical Consideration

All ethical considerations were followed, and informed consent was taken before administrating the test. The consent was given by the headmaster/ headmistress and by the teacher of the student. They were debriefed about the nature and purpose of the stud.

Further ethical considerations were included:

Consideration of all the ethics during the conduction of the study was assured. The research purpose was explained to the participants after proceeding with them. The data would be kept confidential provided by each participant. The individual will not suffer any bodily or psychological harm, the researcher ensured. The participant has the right to withdraw from the study at any point they want.

Statistical Analysis

IBM SPSS Statistics 25 was used to analyze the data. Through descriptive statistics categorical variables were calculated that were in the form of frequency, and percentage, and further Cronbach's alpha reliability was calculated. Moreover, inferential statistical analysis was performed that included the Pearson Product Correlation analysis.

Chapter 4

Results

Preliminary Analysis

Initially, data was entered in SPSS and screened out for outliers, random responses, and missing values analysis. In the second step; the missing value analysis was carried out. Once the missing values in the analysis process were found put those were replaced with the mean score of the series. Missing values analysis is applied when it is seen that the missing values (e.g., incomplete response, more than one response) are/or less than 5%. Data was collected by hand by the researcher. The participants were given a complete description of the questionnaire which provided an understanding of the purpose of the study. In the current study, there is no missing data, for each of the demographic frequencies was checked out to assuring that no data is missing.

Descriptive Analysis

Table 1 is demonstrating the descriptive characteristics of the participants. In the current study, the sample participants were emerging adults with age ranges from 17 to 21 years with a mean of 18.9 and a standard deviation of 1.12. A total of 1039 sample data was finalized for the current study (female=504, male=535) containing the percentage of female students at 48.5% and males at 51.5%. Further, the family system was observed 43.5% belonged to nuclear families and 56.5% to joint families. In addition, the birth order of the participants was also observed firstborn were 23.1% ($n=240$), middle were 47.1% ($n=489$), last born were 24.2% ($n=250$) and only children were 5.8% ($n=60$). Marital status single 92.4% ($n=960$), married 4.4% ($n=46$), Separated 3% ($n=31$), Divorced .1% ($n=1$), and widowed .1% ($n=1$). Educational level was also asked and it was noted as metric 1.7% ($n=18$), Intermediate 81.4% ($n=846$), and bachelors 16.8%

($n=175$). Employment status, employed 16% ($n=166$) and unemployed 84% ($n=873$). Temporary residence of the participants was also observed and noted as those belonging to rural 20.7% ($n=215$) and urban 79.3% ($n=824$). In addition to residence, the permanent residence of the participants was also noted as rural 34% ($n=374$) and urban 66% ($n=692$).

Table 1: *Descriptive Characteristics of Demographics of Study Participants*

Variable	<i>M</i>	<i>SD</i>	<i>Min-Max</i>	<i>f (%)</i>
Gender				
Male				535 (51%)
Female				504 (49%)
Age (Years)	18.9	1.12	17-21	
Religion				
Muslim				1030 (99%)
Christian				8 (.9%)
Others				1 (.1%)
Family Status				
Nuclear				452 (44%)
Joint				587 (56%)
Birth Order				
First Born				240 (23%)
Middle Born				489 (47%)
Last Born				250 (24%)
Only Child				60 (6%)
Marital Status				
Single				960 (92%)
Married				46 (4%)
Others (Separated, Divorced, Widowed)				33 (4%)
Education Level				
Metric				18 (2%)
Intermediate				846 (81%)
Bachelors				175 (17%)
Employment Status				
Unemployed				873 (84%)
Employed				166 (16%)
Temporary Residence				
Rural				215 (21%)
Urban				824 (79%)
Permanent Residence				
Rural				374 (34%)
Urban				692 (66%)

Table 2: *Descriptive Statistics of Study Variables*

Variables	<i>n</i>	<i>S</i>	<i>k</i>	<i>M</i>	<i>SD</i>	<i>a</i>	<i>Min.-Max</i>	
							<i>Actual</i>	<i>Observed</i>
1. Pornography Craving	12	.786	-.550	33.1	20.9	.953	12-84	12-48
2. Emotional Audit	10	-.442	-.393	46.8	13.4	.883	10-70	10-70
3. Social Networking Addiction	19	-.447	-.398	88.7	23.5	.919	19-133	19-133
Salience	2	-.482	-.640	19.2	6.5	.504	4-28	4-28
Mood Modification	2	-.401	-1.144	8.9	3.8	.353	3-21	3-21
Tolerance	2	-.418	-.865	9.2	3.4	.360	3-21	3-21
Withdrawal	2	-.504	-.661	18.3	6.3	.589	4-28	4-28
Conflict	2	-.564	-.658	13.9	4.9	.472	3-21	3-21
Relapse	2	-.657	-.438	19.0	6.3	.562	4-28	4-28

Note: (*n*) = no. of items, (*S*) = skewness, (*k*) = kurtosis, (*M*) = Mean, (*SD*) = Standard Deviation, (*a*) = Alpha

Table 2 illustrates Cronbach's alpha reliability, skewness, kurtosis, standard deviation, mean score, and internal consistency. Alpha values range from .27 to .95 which appears to be questionable as well acceptable in the criteria of $\alpha \geq 0.9$ = excellent, $0.9 > \alpha \geq 0.8$ = good, $0.8 > \alpha \geq 0.7$ = acceptable, $0.7 > \alpha \geq 0.6$ = questionable, $0.6 > \alpha \geq 0.5$ = poor, and $0.5 < \alpha$ = unacceptable (Taber, 2018). However, the alpha value of the social networking addiction scale's subscales is somehow questionable and unacceptable due to the less number of items. The low value of alpha is used by the researchers when the number of items is less in numbers (Taber, 2018).

Table 3: Inter-correlation between PC, EA and Social networking addiction with subscales

Variables	1	2	3	4	5	6	7	8	9	10
1. Emotional Audit	-	.29**	-.02	.33**	.21**	.17**	.15**	.21**	.22**	-.11**
2. SN Addiction		-	.16**	.65**	.67**	.77**	.82**	.76**	.78**	.01
3. Violence			-	.04	.04	.10**	.19**	.15**	.15**	-.08
4. Salience				-	.41**	.39**	.35**	.31**	.34**	.06
5. Mood Modification					-	.72**	.49**	.32**	.32**	.25**
6. Tolerance						-	.68**	.42**	.45**	-.02
7. Withdrawal							-	.59**	.55**	.03
8. Conflict								-	.70**	.07*
9. Relapse									-	.07*
10. Pornography Craving										-

Note: * = $p < .05$, ** = $p < .01$

Table 4: Inter-Correlations between Demographics and PC, EA and Social networking addiction

Variables	PC	EA	SNA	SNAS	SNAM	SNAT	SNAW	SNAC	SNAR
Age	.13**	-.09**	-.07*	-.06*	-.09**	-.04	-.01	-.06*	-.07*
Gender	.00	-.14**	-.17**	-.11**	.00	-.09**	-.15**	-.20**	-.16**
Family System	-.07*	.04	.11**	.06*	.09**	.11**	.10**	.06	.08**
Birth Order	-.06*	.03	.08**	.08**	.02	.05	.08**	.09**	.03
Marital Status	.07*	-.15**	-.05	-.10**	-.09**	-.01	-.09**	-.12**	-.10**
Education	.07*	-.13**	-.20**	-.06*	-.17**	-.16**	-.14**	-.17**	-.15**
Employment Status	-.08**	.06*	-.07*	.11**	.10**	.03	.00	.02	.02
Temporary Residence	-.10**	.02	.01	.01	.08**	.04	-.01	.00*	-.03
Permanent Residence	.01	-.02	-.08**	-.09**	-.09**	-.05	-.06	-.05	-.04

Note: * = $p < .050$, ** = $p < .001$, PC = Pornography Craving, EA = Emotional Audit, SNA = Social Networking Addiction, SNAV = Social Networking Addiction Violence, SNAS = Social Networking Addiction Salience, SNAM = Social Networking Addiction Mood Modification, SNAT = Social Networking Addiction Tolerance, SNAW = Social Networking Addiction Withdrawal, SNAC = Social Networking Addiction Conflict and SNAR = Social Networking Addiction Relapse.

Correlational analysis revealed that the overall mediated proposed model is significant. Emotional needs have a significant but negative relationship with pornography craving ($r = -.118, p = .001$) and the sub-scales of social networking addiction revealed that only the three constructs have a mediation when exploring the relationship with pornography craving that include mood modification ($r = .25^{**}, p = .004$), Conflict ($r = .075^*, p = .01$) and relapse ($r = .07^*, p = .01$) (see table 3).

Age is correlated with pornography craving ($r = .13^{**}, p = .01$). Gender is seen as insignificant with the PC ($r = .03$). The family system is also seen as negatively correlating with the pornography craving ($r = -.07^*, p = .01$). Moreover, Birth order is also negatively correlating ($r = -.07^*, p = .01$). Education was found to be significantly correlated with pornography craving ($r = .07^*, p = .01$). Further results demonstrated that employment status is also significantly but negatively correlating ($r = -.08^*, p = .01$). Results further illustrated a negative and insignificant correlation of temporary residence ($r = -.10^{**}$). For permanent residence, there is a very low correlation seen with ($r = .01$).

Further Sobel test was performed on mood modification and relapse. Based on previous analysis it was seen that conflict is insignificant according to the proposed hypothesized mediated model. The z score of the mood modification was observed as $z = 3.186$ and $p = .0014$ and for Relapse $z = 1.8691$ and $p = 0.061$. Based on the observations it could be concluded that the overall hypothesized model of mood modification is significant and is strongly mediating while the conflict is seen as partially mediating. In the end, the mediation of mood modification in the presence of emotional needs resulting in the pornography craving is seen as strongly mediating.

Table 5: *Regression Weights of Mediation Model*

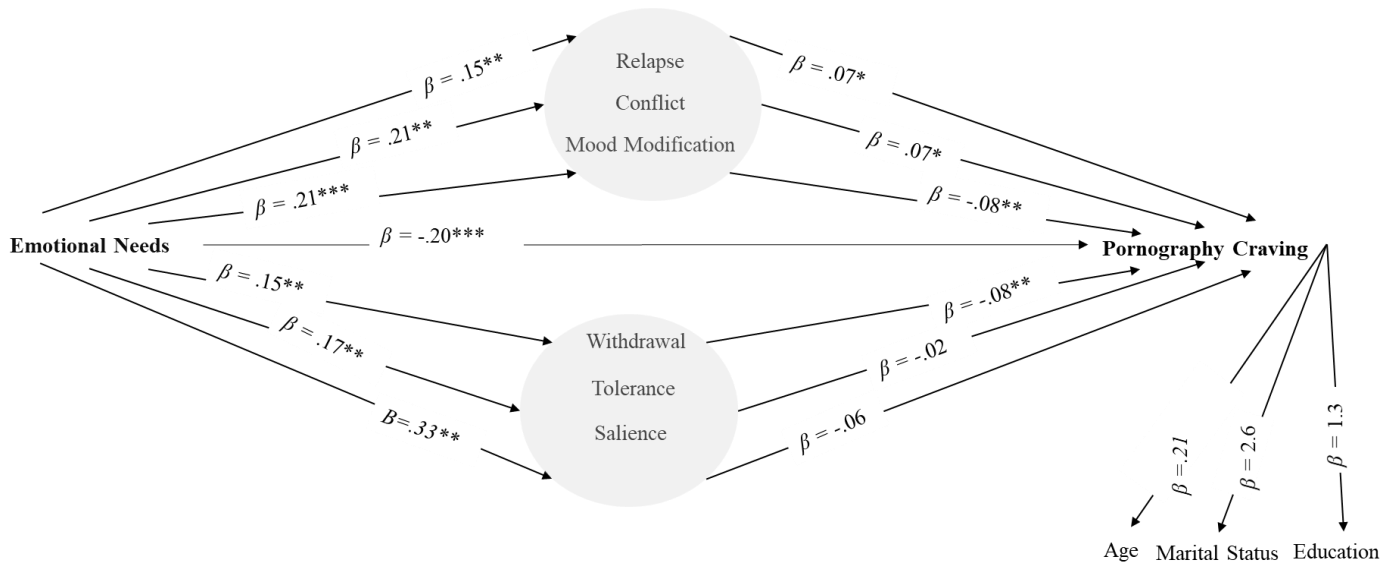
Measures	Observed Variables		
	Pornography Craving		
	β	SE	95% CI LL-UL
Emotional Needs	-.18***	.04	-.27 to -.08
Mood Modification	.06***	.00	.04 to .07
Conflict	.07***	.01	.05 to .09
Relapse	.10***	.01	.07 to .13
Age	.01	.60	.93 to 3.3
Education	.71	1.7	-2.0 to 4.6
Marital Status	-.55	1.5	-.42 to 5.6
Emotional Needs → Pornography Craving	-.20***	.04	-.29 to -.10
Emotional Needs → Pornography Craving → Mood-Modification	-.03*	.01	-.06 to -.01
Emotional Needs → Pornography Craving → Conflict	.02*	.01	-.00 to .05
Emotional Needs → Pornography Craving → Relapse	.02*	.01	.00 to .06

Note: * = $p < .05$, ** = $p < .01$, *** = $p < .001$, EN = Emotional Needs, PC = Pornography Craving, M.M = Mood Modification, C = Conflict, R = Relapse.

Table 5 illustrates mediation analysis run through model 4 in Hayes process macros in SPSS. Moderation with outcome variable mood modification significantly predicts pornography craving ($\beta = .06, p = .001$), with outcome conflict it is observed as significant ($\beta = .10, p = .001$). Moreover, mediation seen with outcome relapse is also significant indicating ($\beta = .10, p = .001$). The direct effect of X (e.g. emotional needs) on Y (e.g. Pornography craving) is negative but significant ($\beta = -.20, p = .001$). The indirect effect of the mediation is observed as an indirect effect of emotional needs on pornography craving through mood modification ($\beta = -.03, p = .05$), the indirect effect of emotional needs on pornography craving through conflict is observed as significant ($\beta = .02, p = .05$) and lastly, the indirect effect through relapse is observed as significant ($\beta = .02, p = .05$). Analysis as covariates age ($\beta = 2.1, p = .01$), education insignificant ($\beta = 1.3$) and marital status insignificant ($\beta = 2.6$).

Figure 2: Emerged Mediated Model

The figure illustrates the mediating role of social networking addiction in emotional needs and pornography cravings.



Chapter 5

Discussion

The study's purpose was to explore how emotional needs play a role in social networking addiction and pornography craving in emerging adults. Further, it was hypothesized that social networking addiction is likely to relate positively to pornography craving and emotional needs. It was also hypothesized that Social networking addiction is likely to mediate the association between emotional needs and pornography craving. Moreover, it was also hypothesized that Demographic and personal characteristics (age, gender, qualification, birth order, relationship status, occupational status, socio-economic status, mother's education, father's education) are likely to associate with emotional needs, social networking addiction, and pornography craving. The findings of the study demonstrated that the overall mediated proposed model was seen as significant. Emotional needs have a significant but negative relationship with pornography craving and the sub-scales of social networking addiction revealed that only the three constructs have a mediation when exploring the relationship with pornography craving that include mood modification, Conflict, and relapse. This part of the study discusses the findings in light of previous studies, literature, and theoretical framework as well in the local context.

The first hypothesis of the current study was that Social networking addiction is likely to relate positively with pornography craving and emotional needs. The findings of the study showed that social media is negatively correlated with emotional needs and has a significant but negative correlation with pornography cravings. Further, it was explored that social networking addiction has six sub-scales, but after the analysis, it was observed that out of six only three sub-scales were correlating with the pornography craving with emotional needs seen as negatively significant. There is minimal research on the relationship between social networking addiction,

pornography craving, and emotional needs discussion. However, some studies suggest that there may be a positive relationship between these factors.

A study found that social media addiction was positively associated with problematic pornography use among college students (Kircaburun, Demetrovics, & Király, 2019). The researchers suggested that the "social media environment may facilitate the accessibility and normalization of pornography use, which in turn may contribute to problematic use". Another study found that individuals who were addicted to social networking sites were more likely to engage in emotional disclosure online (Wang, Chen, & Liang, 2014). The researchers propose that individuals with high levels of social networking addiction might use these sites as a way to satisfy their emotional needs and seek social support from others.

In an extension of the first hypothesis, the correlation between emotional needs and pornography craving was also significant but negatively correlated. Several studies have explored the relationship between emotional needs and social networking addiction, suggesting that individuals with unmet emotional needs may be more likely to become addicted to social networking sites.

One study reported that individuals with high levels of loneliness were more prone to engage in excessive social networking site use (Tong, et al., 2018). The researchers suggested that sites of social networking might serve as a way for lonely individuals to compensate for their lack of social connections. Another study found that individuals with high levels of attachment anxiety (i.e., fear of abandonment and rejection) were more towards the addiction to social networking sites (Casale, Fioravanti, & Rugai, 2015). The researchers suggested that social networking sites may provide a sense of security and reassurance for individuals with attachment anxiety.

Additionally, a study concluded that individuals who reported social anxiety at higher levels were more likely to become addicted to social networking sites (Andreassen, Pallesen, & Griffiths, 2017). The researchers suggested that sites of social networking might provide a way for socially anxious individuals to communicate and connect with others without the social anxiety that may be present in person-to-person interactions. These studies suggest that individuals with unmet emotional needs, such as loneliness, attachment anxiety, and social anxiety, may be more likely to become addicted to social networking sites. However, it is important to note that addiction is a complex phenomenon that can have multiple causes and contributing factors.

Moreover, in the current study positive correlation is observed between pornography craving and social networking addiction. Research examining the association between pornography craving and social networking addiction is limited, but there is some evidence suggesting a positive relationship between the two. A study explored that individuals who reported higher levels of social networking site use were more likely to engage in problematic pornography use (Kircaburun, Demetrovics, & Király, 2019). The researchers suggested that social networking sites might facilitate access to pornography and normalize its use, which could contribute to problematic use.

Another study reported higher online sexual activity levels were more likely to also report higher levels of social media use (Döring & Mohseni, 2018). The researchers suggested that online sexual activity and social media use may be interrelated and that individuals who engage in one may be more likely to engage in the other. However, it is evident to note that current studies only suggest a possible association between social networking addiction and

pornography craving, and more work is needed to get insight into the nature and extent of this relationship.

Social networking site usage has become a routine part of everyday life for most emerging adults, providing an opportunity to meet new people, socialize, and stay connected with friends and family. However, social networking addiction and pornography cravings can have harmful consequences on an individual's physical and psychological well-being. This study focused to explore the association between emotional needs, social networking addiction, and pornography craving among emerging adults. The purpose of this paper is to analyze the results and discuss them in consideration of previous research as well theoretical frameworks.

The current study found a significant relationship between emotional needs and pornography craving, suggesting that individuals with high emotional needs may be more likely to engage in pornography use problematic. The results of the study are consistent with previous research that has linked social networking addiction to unmet emotional needs, such as loneliness, attachment anxiety, and social anxiety.

Tong et al. (2018) found that individuals with high levels of loneliness were more likely to engage in excessive social networking site use. Similarly, Casale et al. (2015) found that individuals with attachment anxiety were more likely to be addicted to social networking sites, suggesting that these sites may provide a sense of security and reassurance for individuals with attachment anxiety. Andreassen et al. (2017) found that individuals with high levels of social anxiety were more likely to become addicted to social networking sites, suggesting that these sites may provide a way for socially anxious individuals to communicate and connect with others without the social anxiety that may be present in face-to-face interactions. These studies suggest that social networking addiction may be a means of compensating for unmet emotional needs,

which in turn may reduce the likelihood of engaging in problematic pornography use. However, it is important to note that addiction is a complex phenomenon that can have multiple causes and contributing factors.

The current study found a positive correlation between social networking addiction and pornography craving, which is consistent with previous research (Kircaburun et al., 2019; Döring & Mohseni, 2018). Social networking sites may facilitate access to pornography and normalize its use, which could contribute to problematic use. Social networking site usage and pornography may be interrelated, and individuals who engage in one behavior may be more likely to engage in the other. These findings propose that individuals who are addicted to social networking sites may be at increased risk for problematic pornography use.

The current study hypothesized that social networking addiction would mediate the relationship between emotional needs and pornography craving; the second hypothesis of the study was Social Networking addiction is likely to mediate the association between emotional needs and pornography craving. The findings of the study supported this hypothesis, with social networking addiction mediating the relationship between emotional needs and pornography craving through three sub-scales: mood modification, conflict, and relapse.

The findings are comparable with previous research that suggested that addiction to social networking sites might act as a mediator in the relationship between emotional needs and problematic use of these sites. Wang et al. (2014) found that individuals with social networking addiction in high levels were more likely to engage in emotional disclosure online, reporting that high levels with suggesting high levels of social networking addiction individuals might use these sites as a way to satisfy their emotional needs and seek social support from others.

The study aimed to identify demographic and personal characteristics that may associate with emotional needs, social networking addiction, and pornography craving. However, the study did not find any significant associations between these variables and demographic and personal characteristics, such as gender, birth order, relationship status, occupational status, socio-economic status, mother's education, and father's education. Other than age, education, and marital status. However, the strongest variable associated was the age of an emerging adult. These findings suggest that emotional needs, social networking addiction, and pornography craving may be prevalent across various demographic and personal characteristics.

Limitations and Suggestions

The current study aimed at exploring the association between emotional needs, social networking addiction, and pornography craving in emerging adults. The findings indicated that emotional needs had a negative correlation with pornography craving, and only three sub-scales of social networking addiction (i.e., mood modification, conflict, and relapse) were positively correlated with pornography craving. However, the study has a few limitations that must be kept in mind when interpreting the results.

Firstly, the study relied on self-report measures, which may be subject to response bias. Participants may have underreported or over-reported their levels of emotional needs, social networking addiction, and pornography craving due to social desirability bias, memory bias, or other factors. Additionally, the study did not include any objective measures of pornography use or social media use, which may limit the accuracy and reliability of the findings. For example, individuals may underreport their levels of pornography use due to shame or stigma, while over-reporting their levels of social media use due to the perceived social norms associated with these behaviors. Secondly, the study using a cross-sectional design, cannot establish causality or

temporal relationships between the variables. The observed relationships between emotional needs, social networking addiction, and pornography craving may be bidirectional or mediated by other factors. For instance, individuals who are addicted to social networking sites may be more likely to seek out pornography to cope with negative emotions or to fill the void of social connections. Alternatively, individuals who are addicted to pornography may be more likely to be on social networking sites usage as a means of accessing sexual content or finding sexual partners.

Thirdly, the study's sample size was homogenous, which may be limiting the generalizability to other populations. The study only included emerging adults from a specific geographical location and did not account for cultural or demographic factors that may influence the relationship between emotional needs, social networking addiction, and pornography cravings. For example, studies have shown that cultural values and beliefs may affect the prevalence and patterns of social media use and pornography use among different groups (Koban & Wilson, 2021; Træen, Spitznogle, & Beverfjord, 2014).

Fourthly, the study did not account for other potential confounding variables that may influence the relationship between emotional needs, social networking addiction, and pornography craving. For instance, individual differences in personality traits, cognitive factors, or environmental factors may affect the likelihood and severity of addiction to social media and pornography (Brand, Young, Laier, Wölfling, & Potenza, 2016; Griffiths, Kuss, & Demetrovics, 2014). Additionally, the study did not control for the effects of comorbid conditions, which may include depression, anxiety, or disorders of substance use, which may co-occur with addiction and affect the outcomes of interest (Shaffer et al., 2014).

Finally, the study did not provide any recommendations or interventions for addressing the negative consequences of emotional needs, social networking addiction, and pornography craving in emerging adults. While the study identified some important correlates and mediators of these phenomena, it did not offer any practical solutions or guidelines for reducing the harm and improving the well-being of affected individuals.

To address these limitations, longitudinal design should be used for future studies to examine the relationship between emotional needs, social networking addiction, and pornography craving over time. This would provide a deeper robust understanding of the causal link between these variables. Additionally, future research should consider using a mixed-methods approach that combines self-report measures with behavioral and physiological measures to provide a more comprehensive understanding of the relationship between these variables. Future research should also focus on developing and testing evidence-based interventions that target the underlying mechanisms and risk factors of social media and pornography addiction, such as cognitive-behavioral therapy, mindfulness-based interventions, or harm reduction strategies (Griffiths, Kuss, & Demetrovics, 2014; Weinstein & Lejoyeux, 2010).

Moreover, future studies should examine personality traits in exploring the relationship between emotional needs, social networking addiction, and pornography cravings. For example, previous studies have shown that high levels of neuroticism individuals and low levels of conscientiousness are more prone to become addicted to social networking sites (Amichai-Hamburger & Vinitzky, 2010). Future studies should examine whether these personality traits also play a role in the relationship between emotional needs, social networking addiction, and pornography cravings.

Implications of the Study

The research study aims to investigate the role of emotional needs in social networking addiction and pornography cravings among emerging adults. It also explores the potential mediating effect of social networking addiction on the association between emotional needs and pornography craving. Furthermore, the study examines the demographic and personal characteristics that may be associated with emotional needs, social networking addiction, and pornography cravings. The findings of the study demonstrate a significant mediated model, with emotional needs showing a significant negative relationship with pornography craving. Additionally, three sub-scales of social networking addiction (mood modification, conflict, and relapse) mediate the relationship with pornography craving.

The implications of this research study are significant in understanding the complex interplay between emotional needs, social networking addiction, and pornography craving among emerging adults. By examining these relationships, the study contributes to the available literature and provides an understanding of the factors that may contribute to addictive behaviors in the digital age. The next sections will discuss the implications and importance of the research study in detail in the light of each hypothesis.

Relationship between Emotional Needs and Social Networking Addiction

The negative correlation between emotional needs and social networking addiction is highlighted by the study. It suggests that individuals with unmet emotional needs may be more likely to seek solace or support on online social networking platforms. These findings align with previous research that indicates individuals with high levels of loneliness, attachment anxiety, and social anxiety may be more prone to developing social networking addiction. By identifying the link between emotional needs and social networking addiction, the study emphasizes the

importance of addressing emotional well-being in the prevention and intervention strategies for excessive social media use.

Exploring the Role of Social Networking Addiction in Pornography Craving

The research study reveals a positive correlation between social networking addiction and pornography craving. It suggests that individuals who are addicted to social networking sites may be more likely to engage in problematic pornography use. These findings imply that social media platforms might serve as facilitators for accessing and normalizing pornography, thereby contributing to the development of problematic behaviors. This insight is crucial for developing effective interventions and educational programs to address the co-occurrence of social networking addiction and pornography craving.

Mediating Role of Social Networking Addiction

The study provides evidence for the mediating effect of social networking addiction on the relationship between emotional needs and pornography craving. Specifically, three sub-scales of social networking addiction (mood modification, conflict, and relapse) were found to mediate the association. This finding suggests that individuals with unmet emotional needs may turn to social networking sites as a means of mood regulation or escapism, which, in turn, may increase the likelihood of engaging in pornography cravings. Understanding the mediating role of social networking addiction helps in identifying potential intervention targets for reducing problematic behaviors related to both emotional needs and pornography cravings.

Importance of Demographic and Personal Characteristics in Understanding Addiction

The research study also investigates the association between demographic and personal characteristics (age, gender, qualification, birth order, relationship status, occupational status, socio-economic status, mother's education, father's education) and emotional needs, social

networking addiction, and pornography craving. These findings highlight the potential influence of sociodemographic factors on addictive behaviors in the context of social networking and pornography. This understanding can inform targeted interventions and prevention strategies that consider individual differences and contextual factors.

Contributions to the Existing Literature and Theoretical Framework

These contributions have implications for theoretical frameworks and models of addiction. The findings of the study support and extend existing theories, such as the compensatory internet use theory and the self-medication hypothesis. The compensatory internet use theory suggests that individuals with unmet needs in offline life may turn to the internet, including social networking sites, as a means of compensating for those deficits. The study's findings align with this theory by indicating that individuals with emotional needs may rely on social networking sites to fulfill their social and emotional needs.

Additionally, the self-medication hypothesis posits that individuals engage in addictive behaviors, such as excessive social media use or pornography craving, as a way to alleviate negative emotions or psychological distress. The study's findings support this hypothesis by demonstrating the mediating role of social networking addiction in the association between emotional needs and pornography craving. The three sub-scales of social networking addiction identified as mediators (mood modification, conflict, and relapse) provide further support for the self-medication hypothesis, indicating that individuals may turn to social networking sites to regulate their moods or escape from negative emotions.

By confirming and expanding upon these theoretical frameworks, the study enhances our understanding of the underlying mechanisms and psychological processes that contribute to

addictive behaviors. This knowledge is vital for the development of effective prevention and intervention strategies targeting social networking addiction and pornography cravings.

Implications for Intervention and Prevention

The findings of this study have important implications for the design and implementation of interventions and prevention programs. Firstly, addressing emotional needs is crucial in mitigating the risk of social networking addiction and its associated problematic behaviors. Interventions should focus on promoting healthy coping strategies, and emotional regulation skills, and fostering offline social connections and support systems. By addressing emotional well-being, individuals may be less likely to rely solely on social networking sites for social interaction and emotional fulfillment.

Secondly, considering the co-occurrence of social networking addiction and pornography craving, interventions should incorporate comprehensive approaches that target both addictive behaviors simultaneously. Prevention programs should educate individuals about the potential risks and negative consequences of excessive social media use and problematic pornography consumption. They should also provide strategies for healthy internet use, promoting digital literacy, critical thinking, and responsible online behavior.

Furthermore, understanding the mediating role of social networking addiction in the relationship between emotional needs and pornography craving can inform intervention strategies. Interventions should target the specific sub-scales of social networking addiction identified as mediators (mood modification, conflict, and relapse) to address the underlying mechanisms contributing to the co-occurrence of these addictive behaviors.

Lastly, the study's exploration of demographic and personal characteristics associated with emotional needs, social networking addiction, and pornography craving provides valuable

information for tailoring interventions to specific populations. Understanding how factors such as age, gender, educational qualifications, relationship status, and socio-economic status influence addictive behaviors can help in developing targeted prevention strategies and support systems.

Future Research Directions

While the study provides valuable insights into the relationship between emotional needs, social networking addiction, and pornography craving, several areas warrant further research.

Some future research directions include:

- a) **Longitudinal studies:** Conducting longitudinal studies would provide a better understanding of the causal association between emotional needs, social networking addiction, and pornography craving. Longitudinal designs would allow for the examination of how these variables change over time and the potential long-term effects of social networking addiction on pornography craving.
- b) **Qualitative research:** Supplementing the quantitative findings with qualitative research methods, such as interviews or focus groups, would offer a deeper understanding of the lived experiences, motivations, and underlying psychological processes of individuals who exhibit social networking addiction and pornography cravings.

Conclusion

The current study explored the association between emotional needs, social networking addiction, and pornography craving in emerging adults. The study findings demonstrated that emotional needs have a significant but negative relationship with pornography craving, and only three sub-scales of social networking addiction (i.e., mood modification, conflict, and relapse) were correlating with pornography craving. In terms of exploring the association between social

networking addiction and pornography craving, the study found a positive correlation between the two. However, research on this topic is limited, and more research is needed to fully understand the nature of this relationship.

The current study's results are consistent with previous research that has explored the relationship between emotional needs and social networking addiction. Specifically, a study has proposed that individuals with unmet emotional needs may be more likely to become addicted to social networking sites. For example, individuals with high levels of loneliness, attachment anxiety, and social anxiety are more likely to engage in excessive social networking site use. Similarly, the current study found that emotional needs have a significant relationship with pornography craving, which may suggest that individuals with unmet emotional needs are likely to engage in problematic pornography use.

In terms of the relationship between social networking addiction and pornography craving, the current study found a positive correlation between the two. This finding is consistent with previous research that has suggested that social networking sites may facilitate access to pornography and normalize its use, which could contribute to problematic use. However, it is important to note that the current study only found a correlation between social networking addiction and pornography craving, and more research is needed to fully understand the nature of this relationship.

In conclusion, the current study provides important insights into the relationship between emotional needs, social networking addiction, and pornography craving in emerging adults. The findings of the study suggest that emotional needs may be a protective factor against problematic pornography use and that only specific sub-scales of social networking addiction are related to pornography craving. Additionally, the study highlights the need for more research on the

relationship between social networking addiction and pornography craving. Overall, the study contributes to our understanding of the complex nature of addiction and the factors that contribute to it.

Chapter 6

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Appendices

Appendix A**Demographic Questionnaire****Informed Consent**

For psychological research, I need your cooperation. The purpose of this study is to check how emotiona needs is associated with social Networking addiction and pornography craving. You have to complete a questionnaire. Which has three parts. All information you provide will be kept confidential and will only be used for research purposes.

Thank-you for your cooperation.

Signature: _____

Age: _____

Gender: a- Female b- Male

Religion: _____

Family system: a- Nuclear b- Joint

Birth Order: a. first born b. Middle born c. Last born d- Only child

Marital Status: a- Single b- Married c- Separated d- Divorce e- Widowed

Education: a- Metric b- Intermediate c- Bachelor d- Masters

Employment status: a- Employed b- Unemployed

Residence Temporary: a-Rural b-Urban

Residence Permanent: a-Rural b-Urban

Appendix B

Pornography Craving Questionnaire

Instructions

Please read each statement and circle a number according to you. 1 (Disagree Completely), 2 (Disagree Somewhat), 3 (Disagree A Little), 4 (Neither Agree/Disagree), 5 (Agree a Little), 6 (Agree Somewhat) and 7 (Agree Completely).

NO.	STATEMENT	1	2	3	4	5	6	7
1.	The thought of watching pornography makes me sexually aroused.	1	2	3	4	5	6	7
2.	I would feel less bored if I watched pornography right now.	1	2	3	4	5	6	7
3.	I will watch pornography as soon as I get the chance.	1	2	3	4	5	6	7
4.	If I were watching pornography this minute, I would feel energized.	1	2	3	4	5	6	7
5.	If I watched pornography right now, I would have difficulty stopping.	1	2	3	4	5	6	7
6.	I have an urge to watch pornography right now.	1	2	3	4	5	6	7
7.	If I were watching pornography this minute, I would feel happier.	1	2	3	4	5	6	7
8.	If the situation allowed, I would watch pornography right now.	1	2	3	4	5	6	7
9.	Right now, I am making plans to watch pornography.	1	2	3	4	5	6	7
10.	I would feel less stressed if I watched pornography right now.	1	2	3	4	5	6	7
11.	My heart would beat faster if I were watching pornography right now.	1	2	3	4	5	6	7
12.	I want to watch pornography right now.	1	2	3	4	5	6	7

Appendix C

Emotional Needs Audit

Nature has programmed all of us with physical and emotional needs. These are the 'human givens' that cannot be avoided. How stressed we are depends on how well our needs are being met, and how well we deal with the situation when they are not. Rate, in your judgement, how well the following emotional needs are being met in your life now, on a scale of one to seven (where 1 means not met at all, and 7 means being very well met), by ticking the appropriate boxes.

NO.	STATEMENT	NO SOMETIMES YES						
		1	2	3	4	5	6	7
1.	Do you feel secure in all major areas of your life (such as your home, work, environment)?	1	2	3	4	5	6	7
2.	Do you feel you receive enough attention?	1	2	3	4	5	6	7
3.	Do you think you give other people enough attention?	1	2	3	4	5	6	7
4.	Do you feel in control of your life most of the time?	1	2	3	4	5	6	7
5.	Do you feel connected to some part of a wider community?	1	2	3	4	5	6	7
6.	Can you obtain privacy when you need to?	1	2	3	4	5	6	7
7.	Do you feel an emotional connection to others?	1	2	3	4	5	6	7
8.	Do you feel you have status that is acknowledged?	1	2	3	4	5	6	7
9.	Are you achieving things and feeling competent in at least one major area of your life?	1	2	3	4	5	6	7
10.	Are you being mentally and/or physically stretched in ways, which give you a sense that life is meaningful?	1	2	3	4	5	6	7

Appendix D

Social Networking Addiction Scale

Please read each statement and circle a number, rating number is as follow: 1 (Disagree Completely), 2(Disagree Somewhat), 3(Disagree A Little), 4(Neither Agree/Disagree), 5(Agree a Little), 6(Agree Somewhat) and 7 (Agree Completely).

NO.	STATEMENT	NO		SOMETIMES			YES	
		1	2	3	4	5	6	7
1.	While I work/study, my mind remains on social networking sites.	1	2	3	4	5	6	7
2.	I go to social networking sites instantly after waking up in the morning.	1	2	3	4	5	6	7
3.	I check for updates on social networking sites while studying/working.	1	2	3	4	5	6	7
4.	I check my social networking accounts before starting any task or activity.	1	2	3	4	5	6	7
5.	I go to social networking sites whenever I am upset.	1	2	3	4	5	6	7
6.	Social networking helps me lift my mood.	1	2	3	4	5	6	7
9.	When compared I spend more time on social networking sites now than I did in thepast.	1	2	3	4	5	6	7
10.	I need to be on social networking sites for longer time than before to be satisfied.	1	2	3	4	5	6	7
11.	I feel sad when I am unable to login social networking sites.	1	2	3	4	5	6	7

- | | | | | | | | |
|--|---|---|---|---|---|---|---|
| 12. I become irritable whenever I cannot log in to social networking sites. | 1 | 2 | 3 | 4 | 5 | 6 | 7 |
| 13. I feel frustrated when I cannot use social networking sites. | 1 | 2 | 3 | 4 | 5 | 6 | 7 |
| 14. I become restless when I do not get time for social networking. | 1 | 2 | 3 | 4 | 5 | 6 | 7 |
| 15. I try to hide the time I spend on social networking. | 1 | 2 | 3 | 4 | 5 | 6 | 7 |
| 16. I need to lie to my parents and others when they ask about my social networking usage. | 1 | 2 | 3 | 4 | 5 | 6 | 7 |
| 17. I ignore my sleep because I have/want to be on social networking sites. | 1 | 2 | 3 | 4 | 5 | 6 | 7 |
| 18. I have failed to cut down the time I spend on social networking sites. | 1 | 2 | 3 | 4 | 5 | 6 | 7 |
| 19. I have tried to stop using social networking sites, but have failed. | 1 | 2 | 3 | 4 | 5 | 6 | 7 |
| 20. I am unable to cut-down the time I spend on social networking sites. | 1 | 2 | 3 | 4 | 5 | 6 | 7 |
| 21. My repeated attempts to reduce the time I spend on social networking sites have failed. | 1 | 2 | 3 | 4 | 5 | 6 | 7 |