

AN EMPIRICAL INVESTIGATION OF THE RELATIONSHIP BETWEEN COLLEGE STUDENTS' FLOW FREQUENCY OF INTERNET USAGE AND INTERNET ADDICTION

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ABSTRACT

Internet addiction is a major problem among our school-age population. The growing number of literature suggests that, among college students, internet addiction can often cause serious academic, emotional, social, and psychological treats. This study explores a new and important issue related to the relationship between flow frequency of internet usage and internet addiction behavior. The preliminary analysis of a survey data collected from 410 college students in Taiwan by using the judgmental sampling. The result of current study was found significant difference between the three internet usage activities including messaging (perceived social needs), online gaming (enjoyment), and internet application (perceived usefulness). To examine the effects of flow frequency among usage activities to internet addiction, multiple regression analysis was performed for all variables. The analytical results indicate that flow frequencies of usage activities significantly all dimension of internet addiction.

KEYWORDS: Internet Addiction, Flow Frequency, Internet Usage Activity