

The Antecedents of Internet Addiction toward Smartphone Usage

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Abstract : Twenty years after Internet development, scholars have started to identify the negative impacts brought by the Internet. Overuse of Internet could develop Internet dependency and in turn cause addiction behavior. Therefore understanding the phenomenon of Internet addiction is important. With the joint efforts of experts and scholars, Internet addiction has been officially listed as a symptom that affects public health, and the diagnosis, causes and treatment of the symptom have also been explored. On the other hand, in the area of smartphone Internet usage, most studies are still focusing on the motivation factors of smartphone usage. Not much research has been done on smartphone Internet addiction. In view of the increasing adoption of smartphones, this paper is intended to find out whether smartphone Internet addiction exists in modern society or not. This study adopted the research methodology of online survey targeting users with smartphone Internet experience. A total of 434 effective samples were recovered. In terms of data analysis, Partial Least Square (PLS) in Structural Equation Modeling (SEM) is used for sample analysis and research model testing. Software chosen for statistical analysis is SPSS 20.0 for windows and SmartPLS 2.0. The research result successfully proved that smartphone users who access Internet service via smartphone could also develop smartphone Internet addiction. Factors including flow experience, depression, virtual social support, smartphone Internet affinity and maladaptive cognition all have significant and positive influence on smartphone Internet addiction. In the scenario of smartphone Internet use, descriptive norm has a positive and significant influence on perceived playfulness, while perceived playfulness also has a significant and positive influence on flow experience. Depression, on the other hand, is negatively influenced by actual social support and positive influenced by the virtual social support.

Keywords : internet addiction, smartphone usage, social support, perceived playfulness

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