Is the Excessive Use of Microblogs an Internet Addiction? Developing a Scale for Assessing the Excessive Use of Microblogs in Chinese College Students

Juan Houa1, Zhichao Huanga2, Hongxia Lia3, Mengqiu Liu4, Wei Zhang2, Ning Ma2, Lizhuang Yang2, Feng Gu2, Ying Liu4, Shenghua Jin3, Xiaochu Zhang\*2,5

**Internet addiction**

|  |  |  |
| --- | --- | --- |
| standard | n | Group |
| 0-19 | 2 |  |
| 20-49 | 109 | You are an average on-line user. You may surf the Web a bit too long at times, but you have control over your usage. |
| 50-79 | 244 | You are experiencing occasional or frequent problems because of the Internet. You should consider their full impact on your life. |
| 80-100 | 26 | Your Internet usage is causing significant problems in your life. You should elevate the impact of the Internet on your life and address the problems directly caused by you Internet usage. |

**Micro-blog Excessive Use**

|  |  |  |
| --- | --- | --- |
| standard | n | Group |
| 0-19 | 107 | No-excessive use group |
| 20-26 | 107 | Average- excessive use group |
| 27-32 | 82 | Excessive use group |
| >33 | 85 | Significant- excessive use group |

**The overlap of Micro-blog excessive use (MEU) and Internet addiction (IA)**

|  |  |  |  |
| --- | --- | --- | --- |
| MEU & IA | IA | MEU | No MEU nor IA |
| 11 | 15 | 74 | 281 |