

# **AN EMPIRICAL STUDY ON THE IMPACT OF SELF-REGULATION AND COMPULSIVITY TOWARDS SMARTPHONE ADDICTION OF UNIVERSITY STUDENTS**

## **ABSTRACT**

Apart from Internet addiction, smartphone addiction has played important roles in students' lives as observed in recent studies. There are positive and negative aspects in using smartphones especially in higher education. University administrators or instructors should take into account what factors are affecting students' smartphone addiction in order to limit its negative effect and introduce more innovative measures such as developing ways of teaching and learning in digital age using smartphones. The aim of this study is to investigate the impact of self-regulation and compulsivity towards smartphone addiction of university students in two private universities in Thailand. 157 survey questionnaires were collected during April to May 2016 and analyzed with multiple regression analysis. Although the conceptual model explains 60.40% of the variance in smartphone addiction, only compulsivity is found to have significant determinant of smartphone addiction. Self-regulation has no significant effect on smartphone addiction.