Always Connected or Always Distracted? ADHD Symptoms and Social Assurance Explain Problematic Use of Mobile Phone and Multicommunicating.

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Abstract
Multicommunicating via mobile phone during face-to-face encounters with family and friends was examined with data from an online survey of 432 adults in the US. Multicommunicating was positively associated with problematic mobile phone use and explained by attention deficit/hyperactivity disorder (ADHD) symptoms and a social need to belong. Those with ADHD symptoms were more likely to engage in problematic mobile phone use and frequent multicommunicating. Strong need for social assurance, which involves an “always-on-and-connected” lifestyle through mobile devices, explained problematic mobile phone use and multicommunicating. Need for social assurance also was related to multicommunicating via social connectedness, and this effect was significant among females, but not males. The implications of these findings for future research are discussed.