

Social Media Addiction and Its Psychological & Socio-Economic Impact on the College Going Youth

Dr.Chitra Rathore - Associate Professor, Deptt. Of Commerce , S.S.Jain Subodh PG(Autonomous) College, Jaipur ,Rajasthan

Article Info

Volume 83

Page Number: 9596 – 9603

Publication Issue:

May - June 2020

Article History

Article Received: 19 November 2019

Revised: 27 January 2020

Accepted: 24 February 2020

Publication: 18 May 2020

Abstract:

Social media has changed the definition and the dimensions of distance among societies and the nations. Internet has webbed such a net between the facts and the desires of the people, especially the youth that it became really tough for them to come out of it. Millennial and Gen Z (youth) is the vulnerable category which has staked its life and future with intense involvement in Social media. The researcher aims to investigate and analyse the reasons responsible for the increased use of Social media and interpret the impact on their life. This research may help to recognize the various factors responsible for the hyper use of social media amongst the youngsters and the resultant psychological and socio-economic impacts in their behaviour and life. As the youth is the life line of any nation, this research may help to curb addiction of social media and may help to convert it in a real blessing for the knowledge seekers.

Keywords: Social media, youth, addiction, impact, psychological.

INTRODUCTION

Conceptual Framework: Social media has become a platform where people from all over the world can interact with each other. In the past few years Social media has gathered a lot of momentum. As everyone have one or two smart phones, it becomes easier for them to access social networking sites. Social media plays a key role in everyone's life. Students are also using social media extensively. It has been proved that the college going youth composes the highest percentage of social media users, without knowing it's pros and cons. Due to this addiction the most productive generation of India is killing its time and own future. Every time and everywhere the students cannot be kept under surveillance, so it is essential to recognize the problem behind with its probable solution. Millennial and Gen Z (youth) is the vulnerable category which has staked its life and future with intense involvement in Social media. It is necessary to control the Indian Youth from wasting their valuable time on futile usages of social media

and to tell them about the productive ways of using social media. This will definitely save our children from frustration, loneliness, anxiety, lack of self esteem, low confidence level and demonstration effect.

Statement of the Problem: India at present has an all out populace of over 1.36 billion individuals (it's the second most crowded nation). Of that populace, 230 million or 70% are dynamic internet based life users. Recent college grads and Gen Z are the fundamental donors for internet based life utilization in India. 52.3 % of internet based life results originate from recent college grads. Expanded accessibility of web associations and access lately, impelled by the focal government's Digital India activity was legitimately corresponding in the development of web based life clients. Web infiltration had been on the ascent with very nearly 30 percent of the Indians having the option to get to the web in 2016, which made the South Asian nation the second biggest market comprehensively after

China. Social media has been depicted as more addictive than liquor and drugs, and is presently so settled in the lives of youngsters that it is never again conceivable to disregard it when discussing youngsters' emotional wellness issues. Online life channels like facebook and Instagram cause tension, wretchedness, rest issue and tormenting, as indicated by the review. Some have even claimed that the application supports body disgracing, saying that channels and photograph altering choices, regularly to will in general haze the hole among genuine and reel life, particularly among females. The Blue Whale Challenge has allegedly expended several lives over the world and it has additionally supposedly prompted demise of some Indian children. This dangerous suicide internet game has raised worries among guardians around the world, including India. This is on the grounds that, youngsters in India are additionally ending it all and the explanation, as the guardians guarantee, is Blue Whale Challenge, PubG and that's only the tip of the iceberg. The Indian government has demonstrated worries over these suicides and has now coordinated the web majors including Google, Facebook, WhatsApp, Instagram, Microsoft and Yahoo to quickly remove all the connections identified with the dangerous Blue Whale Challenge and PubG gaming. So, the need of the hour is to identify the problem of the youth which is pushing him/her towards the futile use of social media.

Objective of the Study: The objective of this study is to identify and analyse the probable cause of the hyper involvement of Indian Youth in Social media and in result its adverse effect on their health and life. This Study aims at identifying thereasons or components responsible for exponential use of Social media and analysing its psychological and socio-economic impact on their life. The objectives of this research are as follows:

- To analyse the psychological and socio-economic reasons responsible for addiction of social media in youth.

- To study the effect of social media addiction on their health.

Review of Literature:

Zimto (2013) analysed the effects of, Facebook on culture dilution or pedagogical potential among university students. Data was collected from 200 students who were interviewed at campus of Great Zimbabwe University, Zimbabwe. The study revealed that students do not visit Facebook for educational purposes; respondents agreed that Facebook visit causes culture dilution, and respondents agreed that not every student who visits Facebook has intention of posting material related to bad behavior. Simsek&Sali (2014) examined job of web dependence and online networking participation on mental capital under four sub factors: trust, strength, self - viability, and positive thinking among college understudies. Information was gathered from 209 understudies of medium size, state college in Turkey. The investigation broke down and found that 90 understudies go through 1 - 2 hours day by day via web-based networking media day by day while, 26 understudies go through over 4 hours, the point behind utilizing online networking was correspondence as 90 understudies conceded to it. The investigation inferred that male understudies who invest more energy in the web and web-based social networking and use web for day by day correspondence, were bound to have higher Internet compulsion scores. Al however, web-based social networking utilizing time was not associated with Psychological Capital (PsyCap). Social media enrolment online life participation (Facebook, Twitter, Yonja, (Facebook, Twitter, Yonja, Pinterest, Hocam, premium, Hocam, YouTube, MySpace, Bado, LinkedIn) prompted both higher Psychological Capital and higher Internet fixation. In particular, Psychological Capital scores of the understudies who had LinkedIn and YouTube accounts were essentially higher. Web dependence scores were additionally higher for understudies having Twitter, YouTube, Pinterest, and LinkedIn accounts. It was finished up from the investigation

that Internet habit diminishes Psychological Capital and Social media enrollment increments both Internet dependence and Psychological Capital. Asogwa et al. (2015) arranged investigation on the use of Social Networking Sites, Facebook and scholastic execution among understudies of Kogi State University, Anyigba, Federal Polytechnic, Idah and Federal College of Education, Okene, 384 surveys were relatively dispersed among the three chosen organizations. The primary destinations of the examination were to discover the particular utilization of Facebook among understudies, the degree to which understudies use Facebook and the impacts of Facebook use on the scholarly presentation. The outcome inferred that understudies use Facebook in light of following reasons: Asking/responding to questions identified with their investigations, Posting/remarking on photographs, Chatting, Communicating with instructors/cohorts, and Escaping from fatigue, Updating status and Making new companions. To the extent Frequency of utilizing Facebook by understudies was concerned, it was Always (13.6%), Often (19.9%), Sometimes (45.6%), Rarely (20.3%) and Never (0.6%). Among respondents, 77% expressed that Facebook doesn't influence their scholarly presentation while 23% expressed yes it affects their scholastic execution. Alsanie (2015) explored the connection between college understudies and their family through online life (Facebook, Twitter, WhatsApp), the information was gathered from 658 understudies of the staff of sociology at the college of Imam Muhammad Bin Saud Islamic University in Riyadh. The examination had following targets: Is there a connection between utilization of web based life by the understudies and the correspondence with their families; How often they utilize the online networking; What proportion for every one (Facebook, Twitter 53 and WhatsApp); How much time spent in every one; Whether there was huge contrast in the utilization of web based life concurring to understudies scholarly specialties; Whether there was noteworthy distinction

in the utilization of web based life as indicated by their scholastic level. Results were as per the following: there was a negative connection between Students utilization of internet based life and correspondence with their families. Thirdly, extent of time spent perusing the destinations over 3 hours had been 27.5% for WhatsApp, 18.9% for Twitter, and 5.5% for Facebook. The outcomes likewise indicated that WhatsApp was generally utilized with first position (93.4%) trailed by Twitter (76.4%) and Facebook (36.8%). Akinlosotu (2016) investigated the elements affecting the utilization of WhatsApp among 404 college understudies of Economics in Ambrose Alli University, Ekpoma, Nigeria. The examination utilized poll to dissect the arrangement of indicators of Uses and Gratification hypothesis: Cognitive needs, Affective requirements, Social-integrative necessities, Tension discharge needs, impacting utilization of WhatsApp among students and furthermore the degree to which the previously mentioned needs, foresee understudies' utilization of informal organization media. Shabnoor Siddiqui and Tajinder Singh from Raipur, India their paper was introduced in International Journal of Computer Applications Technology and Research in the year 2016. For their examination they dissected the effect of web based life on different fields like instruction, business, society, youths and so on. In the end zone they had included a few explanations like, As the innovation is developing the online life has become the daily practice for every single individual, people groups are seen dependent with these innovation consistently, Business utilizes web based life to upgrade an association's exhibition in different manners, for example, to achieve business goals, Youngsters are found in contact with these media day by day. Web based life has different merits however it additionally has a few bad marks which influence individuals adversely, bogus data can lead the instruction framework to disappointment, in an association wrong ad will influence the profitability. Vidyashri C. Halakerimath and Shivagangamma B. Danappagoudra introduced paper in "Global Journal of Current Research". The examination was led in

and around Dharwad area of Karnataka. Arbitrary testing technique was utilized for the examination. The absolute example size was 50 including the two young men and young ladies. The gathered information were arranged, broke down by utilizing recurrence, rate, record and relationship. The majority of the respondent were has a place with 18 to multiyear age gathering. Greater part (64.00%) of the respondents was male fallowed by 36.00 percent female. Next the vast majority of 74 percent of respondents are utilized to download parcel of music, recordings and films from the web. Dominant part 70 percent of respondent love watching recordings at whatever point associated with web fallowed by 68 percent of respondents is dependent on web based games. Vast greater part 60 percent of respondents opined that they utilize web based life like Facebook, Twitter, Instagram and WhatsApp to transfer recordings and photos. Zhou et al. [18] proposed a unique system called ProGuard for detecting malicious identity accounts in financial institutions dealing online with real and virtual currency. The authors suggested using behaviours, recharging patterns and currency usage by such accounts and even demonstrated experimental results proving their proposed system accomplished 0.3% false positives only.

I.N. R. Ramesh Masthi, S Pruthvi, and M. S. Phaneendra (2018) conducted "A Comparative Study on Social Media Usage and Health Status among Students Studying in Pre-University Colleges of Urban Bengaluru" and found that one third of the students were addicted to the social media. Facebook and whatsapp were found the most massively used by the youth. Online gaming and twitter also emerged as the most preferred option in the youth. The excessive use of social media was found resulting into eye problems, backaches, stress, junk food eating habits, aggression etc.

Research Gap: Various studies has been done to analyse the effects of Social media addiction in Youth at national and International level but the Psycho and socio-economic reasons responsible

for this addiction have been unexplored yet. How and why this addiction grows day by day and hour by hour has been investigated but many socio-economic reasons like Family fights, working parents (less time to the Child), Inferiority complex regarding social status etc. have not been taken into consideration by the researchers. So this is the effort to dig out all those hidden reasons behind the development of addiction of social media and its impact on their life. The researcher tried to explore the utmost causes of social media addiction and its impact on the life of the youth so as to save the youth of the nation from the clutches of Psychology and -socio-economic behavioural disorders.


SCOPE AND METHODOLOGY

Sample design:

The researcher has selected the College going students as sample from Rajasthan (Jaipur, Udaipur, Ajmer and Jodhpur Districts) and Uttarakhand (Nainital, Haldwani, Almora and Pithoragarh Districts). The Non College going and college going Youth (age group-15-24) constitute the Universe. . The sample size was 1200. The stratified random sampling method of sampling has been used for the research study.

Data collection:

For the purpose of the study both primary and secondary data is collected. The primary information for the study has been gathered by survey methodology. The technique of questionnaire and personal interviewing has been used for the collection of required data from the sample respondents. The secondary data has been gathered from books, journals, magazines, internet and published articles related to the study. The following independent and dependent psycho-and socio-economic variables have been studied under cause and effect relationship stood behind for the addiction of social media in the youth and affecting adversely the potentialities of Millennial and GenZ.

Causes of Addiction	 <p>Social Media Addiction in Youth</p>	Effects of Addiction (Psychological & socio-economic)
Family conflicts		Tension
Working parents (less time spent with children)		Aggression
Social status		Frustration
Comparison with siblings or relatives		Lack of self- confidence
Rural background		Anxiety
Introvert nature		Cyber bullying
No friends		Sleeplessness
Show off the dominance		Depression
Any complex about appearance		Lonesomeness

Hypothesis: Whether the causes responsible for psychological and socio-economic impacts on their life.
social media addiction in youth results in various

Data Analysis and interpretation Table Showing Causes and Impact of Using Social Media (in numbers)

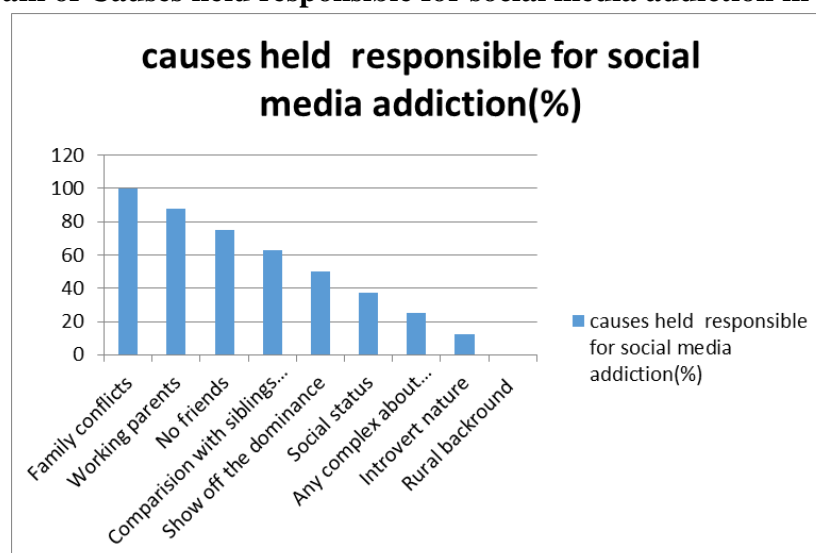
Point	Causes	Number of Respondents	Point	Impact	Number of Respondents
1	Family Conflicts	232	1	Tension	101
2	Working Parents	201	2	Aggression	109
3	Social Status	105	3	Frustration	204
4	Comparison with siblings and Friends	150	4	Lack of Self Confidence	67

5	Rural Background	43	5	Anxiety	198
6	Introvert Nature	73	6	Cyber Bullying	120
7	No Friends	160	7	Sleeplessness	160
8	Show Off the Dominance	144	8	Depression	189
9	Any Complex about Appearance	92	9	Lonesomeness	52

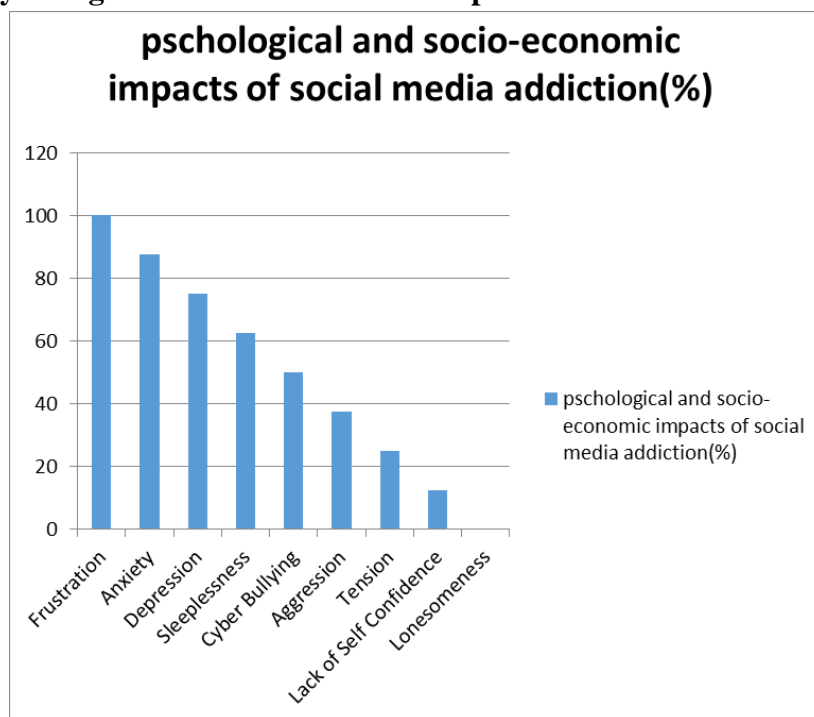
Table showing Causes and Impact of Using Social Media (in Rank and Percentile)

Causes Point	Opted by (in numbers)	Rank	Percent	Impact Point	Opted by (in numbers)	Rank	Percent
1	232	1	100%	3	204	1	100%
2	201	2	87.50%	5	198	2	87.50%
7	160	3	75%	8	189	3	75%
4	150	4	62.50%	7	160	4	62.50%
8	144	5	50%	6	120	5	50%
3	105	6	37.50%	2	109	6	37.50%
9	92	7	25%	1	101	7	25%
6	73	8	12.50%	4	67	8	12.50%
5	43	9	0%	9	52	9	0%

Bar diagram of Causes held responsible for social media addiction in Percentage



Bar diagram of psychological and socio-economic impacts of social media addiction in Percentage



Conclusion:

Social media encircles a large community, including tremendous share of youth and teenager utilizing Internet just for their social media presence. Internet is an incredible evolution of technology yet when we talk of the social networking, its evolution and impacts on our daily life are exceptionally high. Millennial and Gen Z are the main Users of social media in India (Nearly 52.3%). The Excessive use or the addiction of Social media shows an important psychological and Socio-economic impact on the behavioural life of the Youth. the above given tables and the bar graphs shows the major cause of using Social Media is Family Conflicts and Working Parents as in both the cases the Parents cannot pay heed and take care of their children properly. This indirectly propagates the social media addiction in such cases. The least important cause of using Social Media is Introvert nature and Rural Background of the youth. In majority of the cases the social media addiction reflects in the form of frustration and anxiety among the users (as per rank given in table). Depression, sleeplessness and aggression are some other prominent psychological and socio-economic impacts which occur due to the

excessive use of social media. Lonesomeness and lack of self confidence were the least preferred impacts of excessive use of social media. It is also a strongly recommended to every parent, other than the government and jurisdiction, that they should keep an eagle eye on the use of social networks by their children and secure their future.

References

1. boyd, d. & Ellison, N. B. (2007). Social network sites: Definition, history, and scholarship. Journal of Computer-Mediated Communication, 13(1). Retrieved from: <http://jcmc.indiana.edu/vol13/issue1/boyd.ellison.html>
2. boyd, danah, 2008. Taken out of Context. Doctoral Dissertation. Retrieved on 11 March 2013 from: <http://www.danah.org/papers/TakenOutOfContext.pdf>
3. Chudacoff, Howard P. 1989. How Old Are You?: Age Consciousness in American Culture. Princeton, NJ: Princeton University Press.
4. Gadekar and Krishnatray, P. (2012). Motivations behind students' facebook use. Media Asia.

5. Hill, J. P. (1983). Early adolescence: A research agenda. *Journal of Early Adolescence*, 3, 1-21
6. Lenhart, A. & Madden, M. (2007). Social networking sites and teens: An overview. Washington, DC: Pew Internet and American Life Project. Retrieved on 11 March 2013 from: http://www.pewinternet.org/PPF/r/198/report_display.asp.
7. Madden, Mary and Zickuhr, Kathryn. 2011. 65% of online adults use social networking sites. Retrieved from: <http://pewinternet.org/Reports/2011/Social-Networking-Sites.aspx>
8. Nie, N. H., & Erbring, L. (2000). SIQSS Internet and society study. Retrieved April 21, 2002, from Stanford University, Institute for the Quantitative Study of Society: http://www.stanford.edu/group/siqss/Press_Release/InternetStudy.html
9. Peetz-Ballweg, Tricia. 2010. Examining usage and parental regulation of mobile phones and their perceived impact on interpersonal family communication. (MA Dissertation, Gonzaga University. UMI Number: 1492733)
10. Pew Internet & American Life Project (2010). Teens and mobile phones. Retrieved from: <http://www.pewinternet.org/Reports/2010/Teens-and-Mobile-Phones.aspx>
11. Roberts, Donald F.; Foehr, Ulla G.; Rideout, Victoria J.; & Brodie, Mollyann. (1999). Kids & media @ the new millennium. Menlo Park, CA: Kaiser Family Foundation.
12. Shastri, Parth. 2011. Retrieved on 11 March 2013 from: http://articles.timesofindia.indiatimes.com/2011-01-24/ahmedabad/28366239_1_social-networking-online-games-users
13. Smith, L. (2007). Online networkers who click to 1000 friends. *The Times*. Retrieved from <http://www.thetimes.co.uk/tol/news/science/article2416229>.
14. Tay, Raymond. 2010. Impact of Social Media on Society. Retrieved on 17 Decemer 2012 from: <http://ezinearticles.com/?Impact-of-Social-Media-on-Society&id=5378885>
15. Tidwell, L. C., & Walther, J. B. (2002). Computer-mediated communication effects on disclosure, impressions, and interpersonal evaluations: Getting to know one another a bit at a time. *Communication Research*, 28(3), 317–348.
16. Young, Kimberly. 2012. Retrieved on 11 march 2013 from: <http://netaddictionrecovery.blogspot.com/>
17. Zheng, Robert, Burrow-Sanchez, Jason and Drew, Clifford (eds.) 2008. Adolescent Online Social Communication and Behavior: Relationship Formation on the Internet. IGI Press.
18. 101 Latest Social Media Facts and Stats from India – 2016|Digital Marketing Facts. [Last accessed on 2017 Sep 20]. Available from: <http://www.soravjain.com/social-media-facts-and-stats-india-2016>
19. Ramesh Masthi N, Sonakshi S, Cadabam S. Facebook addiction among health university students in Bengaluru. *Int J Health Allied Sci*. 2015;4:18. [Google Scholar]
20. Malviya A, Dixit S, Shukla H, Mishra A, Jain A, Tripathi A. Study to evaluate Internet addiction disorder among students of a medical college and associated hospital of central India. [Last accessed on 2017 Nov 20];*Natl J Community Med*. 2014 5:93–5. Available from: <http://www.njcmindia.org/home/download/530> . [Google Scholar]
21. <https://doi.org/10.1111/j.1083-6101.2008.01429.x>
22. <https://doi.org/10.1371/journal.pone.0059087>
23. <https://doi.org/10.5539/ass.v10n6p107>
24. <https://doi.org/10.1556/JBA.2.2013.006>
25. <https://doi.org/10.2307/41409972>