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## SOCIAL MEDIA APPS ON SOCIAL AND EMOTIONAL WELLBEING OF YOUTH

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### ABSTRACT:

Youth today depends on social media Apps starting from their personal, familial, professional, business, network, education, recreation etc., Membership in these social media becomes the status symbol. An initiative is made to learn the impact of social media Apps on their social and emotional well being on two specific aspects such as the hour of usage per day and its impact on the social and emotional aspect. Samples selected from college students randomly and questionnaire is used to collect data. On an average of 87 per cent of the students spent more than three hours per day in the social media is a real concern. It is also clearly indicated that though strongly felt that the usage of social media promotes negative impact on their social and emotional life; yet they are not able to abstain themselves from using it. Apart from orientation and training by professional social workers; it is a high time that cyber crime and cyber security related courses could be offered through MOOC for the benefit the student communities.



**KEYWORDS:** personal, familial, professional, business, network, student communities.

### INTRODUCTION :

In the advent of the ICT revolution and mobile technology; the world population is depending more on the social network Apps nowadays to cater to all the needs and in this process a way of life is emerging. While all the categories of population adopt this technology; youth become more vibrant and high users of the mobile apps in every sphere of their life. Hence an attempt is made to study the impact of social media Apps on their

social and emotional well being taking into consideration two specific aspects such as the hour of usage per day and to understand the level of impact of social media on the social and emotional aspect. The students are selected from two arts and science colleges randomly and questionnaire is used to collect data.

### SOCIAL MEDIA APPS

Social Media Apps rule the world and more specifically the young world. It has become

unavoidable part of their life and one of the parts of the body and without that they are not able to live alive. It has occupied their heart and soul. Youth today depends on social media Apps for each and every thing starting from their personal, familial, professional, business, network, education, recreation and what not. Membership in those social media becomes the status symbol and who are not members are considered to be not living with the modern age. According to Smith C (2016) out of the 7.3

billion global populations worldwide, social networking has 2.3 billion dynamic users which has seen a increase of 176 million just last year.

The following table shows the usage of social media networks at the global level

**Table No. 1 Global statistics on the usage of social network**

S. No.	Social Media	Active Users	Daily Users
1	Face book	171 billion	113 billion
2	Twitter	320 million	4.5 million
3	LinkedIn	450 million	100 million
4	Google+	300 million	1.6 million

Source: Brand Watch, (2016)

### SOCIAL NETWORK AND INDIAN POPULATION

It is observed from the above statistics that Face Book social network has the highest number of population as its members with the range of 113 billion followed by LinkedIn. The other social network apps has also gaining momentum in terms of its usages. It is to be observed that an individual need to be a member of anyone of the social network and he/she has no option to be left out. If a person is not interested or not familiar or not accessible or not available to the social media then he/she could not have network or relationship with the modern day world and his life could be cut off from the civilized world.

**Table No. 2 Usage of social network by age and Indian population**

SNo.	Social Media	Indian Users	Age group (15-34) (Percentage)
1	Facebook	142 million	91
2	Twitter	28.5 million	79
3	LinkedIn	37 million	56
4	Google+	10 million	83

Source: Brand Watch, (2016)

When observed with the Indian users the highest number of population is attracted towards Face book followed by Twitter. The age group who actively engaged in these social media is youth with the age range of 15 to 34 is evidently shown in the above table which ranges from 91 per cent in Face book to the 56 per cent in LinkedIn. The twitter and Google+ seems to be popular among the youth population.

### NATURE OF SOCIAL MEDIA NETWORK

Social networking apps could cut across the boundaries, available anytime and anywhere makes it an appealing learning and youth are unaware about the risks and consequences on the existing situation (Houghton, D. et. Al., 2016). More over the unauthenticated, false and unnecessary information available in these media either about themselves or others, even getting exposed to fraudsters or cyber criminals makes the fall at risk and susceptible to be cheated and most critical of all the increased addiction to Internet and Social applications (Shaw E., 2016).

The famous Facebook Social media App is at present one of the most prominent social networking application site internationally, is available in 37 languages and the members can create profile, add friends, and send messages, comment, upload and share videos, photographs, web links. More over the Facebook has a number of added advantages such as: 'Marketplace' to post and react to number of advertisements online; 'Groups' to advertise events and attract guests and friends for attending that event; 'Pages' to generate and endorse a personal or business ideas or absorb others in a

topic; 'Presence Technology' which allows video calls and text chat online on the web site 'Privacy' to block/allow specific or all members from screening the profile, photos or observations.

LinkedIn is intended primarily for corporate business community to encourage personal brand online and allows registered members to institute a network of other professionals whom they know and trust as 'connections'.. Educational and Professional qualifications are the main display items on user pages. One more advantage is that it is available in 24 languages makes it more attractive and application oriented

Isodje, A. (2014), observed that social media as an online collaborative platform has the power to impact cultures and business. This further infiltrates into communities, professional groups, peer groups, which can be successfully used for promoting ones' business. Davmane et al (2015), observed the factors regarding user friends, the peer groups, access patterns, amount of time spend, the effect on personal and professional life. Mittal et al. (2016) examined the effects of online shared sentiments of emoticons, interjections and comments extracted from posts and status updates. The authors also carry out a survey on the extensive large virtual space with users sharing and expressing views and opinions. From the literature available the positive and negative aspects of the usage of social network on the predominant aspects is presented in the following tables.

**Table 3: Positive Aspects of Social networking**

Education benefits	<ul style="list-style-type: none"> <li>- -Access to online resources helps students to learn better &amp; faster</li> <li>- Better collaboration &amp; communication between teachers &amp; students</li> <li>- Educational topics &amp; school assignments discussed on social sites</li> <li>- Improved Student grades</li> </ul>
Politics	<ul style="list-style-type: none"> <li>- More likely to attend a political meeting seeing others on social sites</li> <li>- Easy fast method of mobilizing people and sharing information</li> <li>- Increase in voter participation</li> </ul>
Awareness creation	<ul style="list-style-type: none"> <li>- Access to previously inaccessible resources for academic research</li> <li>- Helps inform and empower individuals to change themselves</li> <li>- Information dissemination is faster than any media</li> <li>- Breaking news spreads fast</li> </ul>
Social Benefits	<ul style="list-style-type: none"> <li>- Social media allow people to communicate with friends</li> <li>- Keep in touch with friends who are geographically far off</li> <li>- Strengthens relationship and friendships</li> <li>- People making new friends</li> </ul>
Employment related uses	<ul style="list-style-type: none"> <li>- Employers find candidates and unemployed find work faster</li> <li>- Created thousands of e-commerce jobs and a new avenues</li> <li>- Connect and find business opportunities</li> <li>- Great for marketing professionals</li> </ul>

Source: Bhardwaj A., et al., 2017

The following table depicts the negative aspect of the social network

**Table 4: Social networking - Negative Aspects**

<p>Detriment to Work</p>	<ul style="list-style-type: none"> <li>-Affects hiring and educational decisions when scan potential candidates’ social media blogs and posts</li> <li>-Enables copying and cheating; when submitting assignments</li> <li>-Students going online while studying- scored lower on tests.</li> <li>-Social networking sites harm employees’ productivity</li> <li>-Possible negative effects on college admission</li> <li>-College students’ grades dropped.</li> <li>-Harm to employment and prospects</li> </ul>
<p>Lack of Privacy</p>	<ul style="list-style-type: none"> <li>- Misuse of personal information by third parties</li> <li>-Exposure to corporate and governmental intrusions</li> <li>- Insurance companies use information gleaned from social media</li> <li>-Online advertising policies are an invasion of privacy</li> </ul>
<p>Susceptible to Vulnerability and Crime</p>	<ul style="list-style-type: none"> <li>- Loss of income due to illegal sharing of intellectual property</li> <li>- Cyber-attacks like ransom ware, and hacking</li> <li>- Identity theft and phishing are common problems faced</li> <li>- Criminals browse social media to know user whereabouts and are known to commit crimes when away on vacation.</li> </ul>
<p>Waste of Time</p>	<ul style="list-style-type: none"> <li>- Constant browsing and replying online posts and blogs, takes the user attention away from core work and often take some time to return to original task.</li> <li>- Involving continuously in social network is often waste of time</li> </ul>
<p>Social Detriment</p>	<ul style="list-style-type: none"> <li>- Cyber-bullying by sending intimidating messages -This causes emotional trauma and sometimes even leads to suicide.</li> <li>- Excessively being online correlated with personality and brain disorders</li> <li>- Poor social skills and narcissistic tendencies or even need for instant pleasure with addictive behaviors and other emotional issues leading to depression, anxiety and loneliness.</li> <li>- Less time for face-to-face interaction with loved ones.</li> <li>- Youngsters are prone to feeling isolated, disconnected from real world and face higher risks of depression, low self-esteem and eating disorders.</li> </ul>
<p>Misinformation</p>	<ul style="list-style-type: none"> <li>-Enables the spread of false rumors and unreliable information:</li> <li>- Revealing reconnaissance data unknowingly to the public</li> <li>- Influence via advertisements, to spend more money</li> <li>- Befriending someone to gain information</li> <li>- Self-diagnosis of health problems</li> <li>- Following amateur medical advice</li> </ul>

Source: Bhardwaj A., et al., 2017

**SOCIAL AND EMOTIONAL WELLBEING**

There is an increasing consensus among researchers found recently to study the wellbeing in a multi-dimensional aspect and it includes the domains such as physical, emotional and social wellbeing.

More over social and emotional wellbeing was chosen as the main concern area due to the emphasis on mental wellbeing rather than on mental ill health or pathology (DHS VIC 2008). Collishaw et al (2004) observed that emotional wellbeing and mental health issues had augmented over the last twenty-five years among the young people.

The National Institute for Health and Care Excellence (NICE, Sep 2013), listed the outcomes of the promotion of Social and Emotional Well Being as follows:

- Improves the health and wellbeing of the youth
- Reduces the mental health problems among young people.
- Improves the social and economic outcomes
- Promotes educational attainment and
- Reduces bullying and risk- taking behavior among the youth

**EMPIRICAL DATA ANALYSIS**

When the respondents were asked about the time spent by them in the social network the following data is obtained and which is presented in the following table based on the discipline they study.

**Table 5: Distribution on the basis of usage of social network 3 or more hours per day according to discipline**

Discipline	Respondents (Total 50 each)	Percentage*
Science	46	92
Arts	43	86
Humanities	49	98
Social Sciences	45	90
Commerce	39	78

\*: Multiple responses

It is observed that students from the humanities discipline ranks high followed by science social science and arts students. However it is to be noted that on an average of 87 per cent of the students spent more than 3 hours per day in the social media is a real concern.

The following table shows the responses on the level of impact of social media on few social and emotional aspects

**Table 6: Impact of Social Media Applications on Social and emotional aspect**

Social and emotional aspect	Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree
	(Figures are in percentage)				
Way of life	43	15	19	15	8
Highly addictive	51	22	13	11	3
Making us restless	43	33	11	8	5
Promotes Cyber Bullying	44	18	20	11	6
Leads to fear of missing out	39	26	20	12	3
Loss of concentration in studies	38	28	08	18	8
Experience high peer pressure	48	26	15	7	4

The overall analysis of the students on the impact on social and emotional aspect depicted in the above table clearly indicates that the respondents though feel very strongly that the usage of social media promotes negative impact on their social and emotional life yet they are not able to refrain

themselves from using it. More over it has become their usual and routine and hence the habit of using it daily becomes an addicted behavior and they are not able to come out with it.

## CONCLUSION

It is to be concluded that regulating the behavior in terms of usage of social media is imperative and need of the hour. It is recommended that university or the national level authorities should enact laws; making students' use of phones during lectures is an offence which shall attract disciplinary action. More over organizing orientation and awareness programmes by trained professional social workers and counselors through establishing youth forums on social media in the campus itself. Conducting of seminars and workshops on the merits and demerits and judicial usage of social media could reduce the issue to a greater extent. It is a high time that cyber crime and cyber security related courses could be designed and imparted through MOOC in online mode to benefit the student communities across the nation.

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