

# ASSESS THE IMPACT OF SOCIAL MEDIA USE ON ADOLESCENTS RESIDING IN SELECTED AREA BHUBANESWAR.

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## ABSTRACT

**Objectives:** *To evaluate the impact of social media use on adolescents.*

**Methods and material:** *A total of 100 adolescents were chosen as a sample by convenient sampling from Shampur, Bhubaneswar, Odisha. Data was collected using a self-structured checklist and self-structured socio-demographic Performa from each adolescent.*

**Result:** *The result shows that there was no statistically significant association between the impact of social media use on adolescents and demographic variables. The result identified that out of 100 adolescents 16% were mild users, 59% were moderate and 25% were severe users of social media.*

**Conclusion:** *More number of adolescents was moderate users (59%) of social media but there was no statistically significant difference in between socio-demographic variable and social media use.*

**Keywords:** *Impact, social media use, adolescents*

## INTRODUCTION:

Adolescence is a time of alteration between youthful and middle age, a time of intense physical, emotional, and biological changes. All through this period, a person reaches biological,

cognitive, psychosocial, and emotional maturity. Personal relationships and surroundings also change during this period.<sup>1</sup>

Social networking sites have improved markedly in approval in our civilization where most of the users are adolescents. Social networking sites several web grounded platforms that empower individuals to make a profile, share photographs, communicate with friends and relatives, and share the information.<sup>2</sup>

Currently, the world's adolescent population is 1.2 billion, from these 87% of adolescents live in developing nations. India has the largest national population of adolescents (253.2 million). As for the population survey 2011, 20.9% of the adolescent in the age group of 10-19 years and from this 17.2% are from Tamilnadu.<sup>3</sup>

The adolescents' way of living has changed from what it was only twenty years ago. Now, face-to-face communication is not there, which diminishes our peer groups' ability to interact with others on a speaking level. One of the disadvantages of social media is that adolescents start to follow others who are wealthy or drug-addicted and share their views and videos on the web. This inspires the adolescents to follow the same and get addicted to the drugs and alcohol.<sup>4</sup> Recently, however, some researchers have associated online social networking with several psychiatric disorders, including, anxiety, depressive symptoms, and low self-esteem.<sup>5</sup> So health care providers are responsible to promote adolescent health through various approaches. Parents, family members, teachers, and community leaders should be involved and encouraged to participate in the maintenance of adolescent health.

#### **MATERIALS AND METHODS:**

A quantitative research approach and descriptive research design were chosen for this study. This study was conducted among adolescents from Shampur village, Bhubaneswar. A convenient sampling technique was used for this study. Data was collected using socio-demographic Performa and a self-structured checklist to measure the influence of social media use on adolescents. The self-structured contains 14 items and it was structured to assess the social media impact. Scoring of 25-50 considered as mild users, 51-75 score considered as moderate users, and 76-100 considered as severe users of social media. The reliability of the tool was tested by using Cronbach's co-efficient formula and it is found to be reliable at 0.89. The socio-demographic data was collected by a self-structured Performa. This tool includes general

information about adolescents i.e. age, gender, type of the school, type of family, how often you using social media level of education. The study was permitted by the Hospital Research Ethics Committee. The tool was validated by various experts. The tool was tested with 15 participants to check the reliability. After the self-introduction and rapport sample who met the inclusion criteria were selected using a convenient sampling technique from the selected area, 100 samples were selected for the study. The purposes of the study were explained to the sample. Data was collected using a self-structured checklist and self-structured socio-demographic Performa. Confidentiality was maintained for each sample while collecting the data. The collected data were analyzed using MS Excel and SPSS. The demographic data were analyzed by frequency and percentage. The significant association was done between the impact of social media use and socio-demographic Performa by using the chi-square test.

**RESULT:** Among 100 adolescents 73(73%) were the age group of 12 to 15 years, 27(27%), and the remaining were the age group of 16 to 18 years. Most of the adolescents 65(65%) were male and the remaining 35(35%) adolescents were female. More adolescents 78(78%) was lived in a nuclear family and the remaining 22(22%) were lived in a joint family. Regarding the type of school among 100 adolescents 81(81%) were studying in a government school and 19(19%) were studying In Private school. More than half i.e. 64(64%) were studying between 10 to 12<sup>th</sup> standard and 36(36%) were studying between 7 to 9<sup>th</sup> standard. The majority of the adolescents i.e. 92(92%) of them were used 1 o 2 hours, 6(6%) of them were used 3 to 4 hours, and the remaining 2(2%) of them were used 4 hours and above. The mean score of the level of impact of social media on adolescents was 36.3 with 2.19 standard deviation. Out of 100 adolescents, 59(59%) were moderate users 16(16%) were mild and 25(25%) were severe users of social media. The result of the chi-square test depicts that there was no major difference among selected socio-demographic components and the impact of social media use.

#### **DISCUSSION:**

In the current study, it shows that out of 100 adolescents 73(73%) were in the age group of 12 to 15 years, 27(27%) remaining were the age group of 16 to 18 years. The majority of adolescents 65(65%) were male. Most of the adolescents 78(78%) were lived in a nuclear family. Most of the 64(64%) were studying in the 10<sup>th</sup> to 12<sup>th</sup> standard. More number of adolescents 92(92%) using social media only for 1-2hours, whereas 6(6%) of them were using for 3-4hours and 2(2%) were

using for 4hours and above. The result of the current study indicates that from a total of 100 adolescents 59(59%)were coming under the group of moderate users, 25(25%) of adolescents were coming in the group of severe users and the rest 16(16%) of them were the category of mild users of social media and there was no important difference between certain socio-demographic variables and influence of social media use on youths.

The findings of the current study supported by another study conducted by Kaewpradub Natthakarn et al. in 2017. In this study 620 students participated, they were nominated from 6 secondary schools in 'Bangkok' using 'simple random sampling'. This study result identified that from 620 participants maximum i.e. 374 (60.3%) were female and 246 participants (39.7%) were male. Time spent on the internet, especially involved in events linked to self-respect were related to a reduction in self-satisfaction and disordered eating behaviours.<sup>5</sup>

The current study result is supported by a study carried out by Tolga gok 2016, The study focused on how social networking sites hamper students studies and personal work, but this study result clarified that there was no important effect of these sites are established to hinder their studies but there is no clear equilibrium of its usage. Students were unable to realize where and when to use the internet and mostly they are using these sites in their day to day life even if in the areas such as lecture halls while discussions are going on and also during the study hours. This suggests the youngsters to their time effectively and reschedules their skills.<sup>6,7</sup>

The study result of this study also supported by another study conducted by Khumsri Jiraporn in 2015. This cross-sectional study was conducted among 972 students in a higher secondary school in Bangkok. This study directed to assess the occurrence of Facebook addiction and its related factors. The result of this study shows that the prevalence of Facebook dependence was higher among adolescents' i.e. 41.8% and different factors also responsible for this dependency like gender, location of the school, financial status, devices of FB access, staying online in Facebook for how long, and time of using Facebook during holidays.<sup>3, 8</sup>

## **CONCLUSION**

According to the study findings, it can be concluded that most of the adolescents are moderate users of social media. It was found that there was no important association among certain socio-

demographic variables and the impact of social media use on youngsters. Further studies are recommended to understand the factors motivating adolescents to use social media.

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**Ethical Statement:** This study was approved by the institutional ethical committee and prior consent was taken from participants.

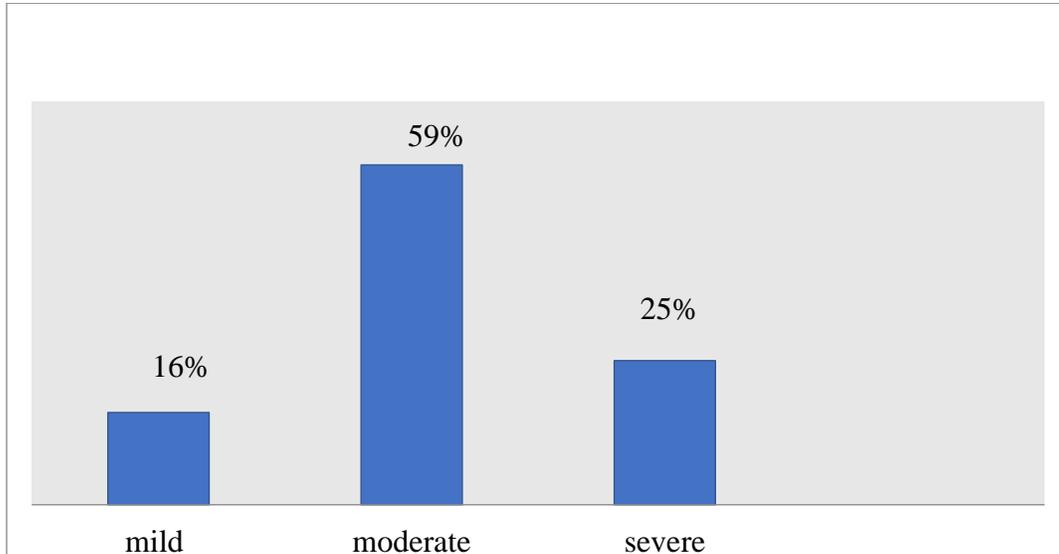
**Conflict Of Interest:** The authors announce that there is no conflict of interest.

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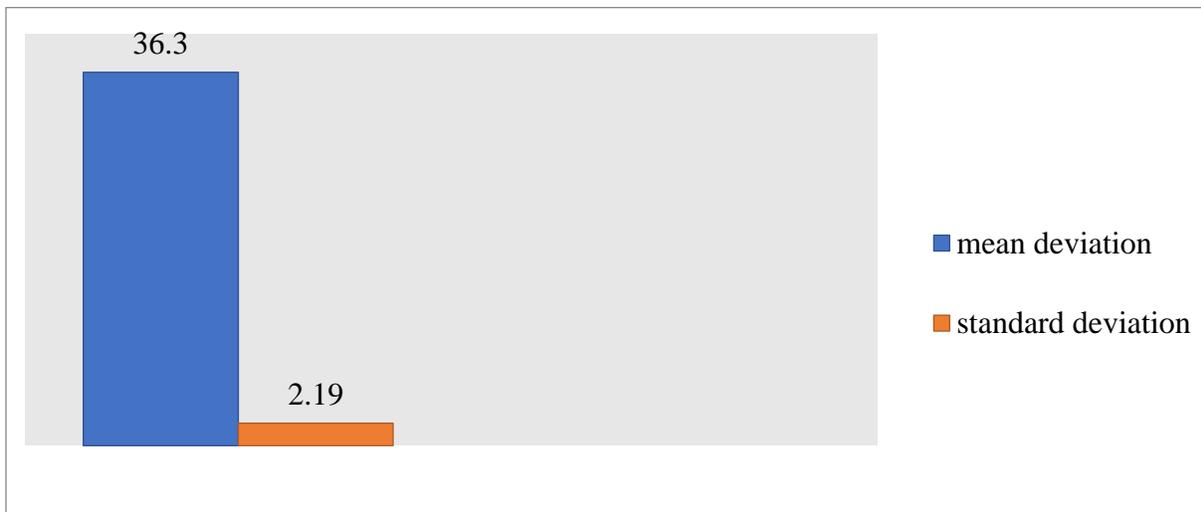
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**Table1: Frequency and percentage of demographic variable of the adolescents who are using social media. (n =100)**

<b>Socio demographic variables</b>	<b>Frequency (f)</b>	<b>Percentage (%)</b>
Age		
<b>a.</b> 12 to 15years	73	73%
<b>b.</b> 16 to 18 years	27	27%
Gender		
<b>a.</b> Male	65	65%
<b>b.</b> Female	35	35%
Type of family		
<b>a.</b> Nuclear family	78	78%
<b>b.</b> Joint family	22	22%
Type of the school		
<b>a.</b> Government school	81	81%
<b>b.</b> Private school	19	19%
Level of education		
<b>a.</b> 7 <sup>th</sup> - 9 <sup>th</sup> standard	36	36%
<b>b.</b> 10 <sup>th</sup> – 12 <sup>th</sup> standard	64	64%
How often you are using social media		
<b>a.</b> 1 -2 hours		
<b>b.</b> 3-4 hours	92	92%
<b>c.</b> 4 hours and above	6	6%
	2	2%



**Fig 1: Bar diagram showing Frequency and percentage distribution of the impact of social media use on adolescents residing in the selected area.**



**Fig 2: Cone diagram showing mean and standard deviation of the impact of social media use on adolescents residing in the selected area.**

**Table1: Chi-square analysis to find the association between the impact of social media use on adolescents with selected demographic variables. (n =100)**

Socio-demographic variables	Mild users		Moderate		Severe users		Chi-Square and P-value
	Frequency	Percentage	Frequency	Percentage	Frequency	Percentage	
	(f)	(%)	(f)	(%)	(f)	(%)	
Age							0.12 df=3
<b>a.</b> 12 to 15	20	20%	28	28%	25	25%	
<b>b.</b> 16 to 18	7	7%	11	11%	9	9%	p>0.05
Gender							0.98 DF=4
<b>a.</b> Male	15	15%	27	27%	23	23%	
<b>b.</b> Female	11	11%	14	14%	10	10%	p>0.05
Type of family							2.94 df=6
<b>a.</b> Nuclear Family	20	20%	32	32%	26	26%	
<b>b.</b> Joint Family	5	5%	9	9%	8	8%	p>0.05
Type of school							1.89 df=9
<b>a.</b> Government School	22	22%	32	32%	27	27%	
<b>b.</b> Private school	5	5%	7	7%	7	7%	p>0.05
Level of education							1.15 df=6
<b>a.</b> 7 to 9 Standards	8	8%	16	16%	12	12%	
<b>b.</b> 10 to 12 standard	18	18%	24	24%	22	22%	p>0.05
How often you are using social media							8.34 df=9
<b>a.</b> 1 to2 hour	20	20%	44	44%	28	28%	
<b>b.</b> 3 to 4 hours	1	1%	3	3%	2	2%	
<b>c.</b> 4 hours and above	0	0%	1	1%	1	1%	p>0.05