

A Study on Psychological Impact of Social Media for the Young Students in Madurai District, Tamil Nadu

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Abstract

In this paper deals with psychological impact of the social media use for the young students in Madurai District, the population for the present study was taken only from five colleges. The prime focus of the study has been on awareness, frequency, impact and purpose of using social media and its utilization as a resource of information. Also, an attempt has been made to know the awareness of issues in using social media. The researcher designed a structured questionnaire based on the review of literature and the objectives of the study. Hence the questionnaire was prepared in simple English language.

Keywords: Psychological survey, Social media, Impact of social media, Young students and Madurai district.

Introduction

In this era the term "Global Village" is mostly used as a metaphor to describe the internet and World Wide Web. On the internet, physical distance is even less of a hindrance to the real-time communicative activities of people and therefore social spheres are greatly expanded by the openness of the web and the ease at which people can search for social communities and interact with others that share their interests and concerns (1). This research examines the issues of the relation between social media and its psychological impact and attitude change of the youth. Today, messages can reach large number of groups in real time, and they can generate changes and tendencies.

Social Media

Social media is an internet-based technology to facilitate social communication between large groups of people through some type of network. In common widely used network is the Internet. But social media platforms are also for local networks as well. Social media is growing rapidly and becoming an inevitable part of everyday life, because of the latest technological revolution. This stunning growth is due to the increasing usage of smart phones like Blackberries, Q-Mobile, Androids and iPhones (2). These Smart phones make it easy to access any social

media platform from anywhere virtually. The mobile versions of these social media sites are so easy to access made it user friendly.

Psychological impact of Social Media in India

Social media is affecting the psychological well-being of youths with many of them exhibiting "unusual" behavioral and lifestyle changes that have "wrecked" their education and interpersonal relationships, say experts. Psychiatrists at top health institutions in Delhi also say that in most cases people don't even understand they may be actually affected by it, which is a "cause for worry". "Social media platforms like Facebook and Twitter are like double-edged swords, on the one hand, they may have brought a greater sense of democratization, but on the other hand, there is the dark side to it too, and many youths are either being harassed on it or becoming addicted to it, leading to psychological problems," according to a report published in Press Trust of India given by senior consultant psychiatrist Dr Sandeep Vohra (3). Vohra, who practices at Indraprastha Apollo in south Delhi, says the hospital's Psychiatry Department gets 80-100 case per week, which includes people who are suffering from common psychological disorders like

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depression and anxiety or severe ones like schizophrenia or bipolar disorder.

Statement of the Problem

Search and Destroy (S&D) has many positive aspects but, in the wrong hands, it can become dangerous. For the youths it is an experiment to do what they feel is good or exciting to them and the friends and at the same time avoid adult supervision. Livingstone once said that for teenagers, the online realm may be adopted enthusiastically because it represents their space, visible to the peer group more than to adult surveillance, an exciting yet relatively safe opportunity to conduct the social psychological task of adolescence – to construct, experiment with and present a reflexive project of the self in a social context, as well as for some flouting communicative norms and other risk taking behaviors (4).

Reviews

According to an Indian author explained in her article about utilization of social media is an integral part of college students (5). Without social media college students cannot think about their future and growth. This attempt was made to find out the effect of social media on the psychological and physical health status of Indian college students. Data was collected using Google forms and the result revealed that there is a negative impact of social media on health status i.e. mental and physical. It was also found that social media create a distraction from academics. The roots of these problems are deeply associated with the exponential growth of the internet and social media according to Deepak Kumar Behera et al published in his recent manuscript in 2023 (6). The purpose of this research is to investigate the core notion of social networking sites, as well as their relevance, use, and effect on the academic performance of students. The university students from western Odisha are the major source of information for this study. Primary data on demographic information, educational qualifications & achievements are collected through Google forms in online and offline methods that were utilized for the study, from the sample of size 277, gender-wise distribution [Female - 141 (50.9%) and Male - 136 (49.1%)] have been responded to and selected for our study. A five-point Likert Type Rating Scale Questionnaire, titled: Social Media and

Academic Performance of Students Questionnaire was used to collect data from the participants. The data so collected are analyzed through IBM SPSS Statistics 26 under MS Excel environment and the results are analyzed. Statistical tools like Graphs, Pie-Charts, Diagrams, Chi-Square tests, and t-tests were used for the statistical data analysis to assess the various effects of social networking sites on the academic performance of students. The results reveal that the students who spend more time on SNSs are likely to demonstrate poor Academic achievement. Students can be able to boost their Academic achievement by collecting data and gathering important information.

According to professor of psychiatry at AIIMS, Dr Rajesh Sagar said that it is no doubt that social media is affecting the emotional and psychological well-being of people (7). But that holds for excessive use of anything. What is needed is proper training for students at school level in judicious use of social media, as we cannot part with technological changes. According to Dr Vohra (3), Social media is also triggering relationship breakdown in many cases. A 17-year-old girl came to us after she was harassed by her ex-boyfriend over Facebook. So much that the girl's family had to file a police complaint against the boy, who has become obsessed with her.

Objectives of the Study

Keeping in the view of aforesaid prologue the research objectives are designed.

- To distribution of selected Colleges in Madurai District
- To distribution of Gender wise Young Students Respondents
- To find out most frequently used device to connect Social Media by Young Students Respondents
- To find out period of Using Social Media by the Young Students Respondents
- Use of social media for the Young Respondents
- To find out the purpose of using Social Networking Sites
- To find out being responsible for reduction of Psychological well-being
- the psychological impact of using social media by the Student Respondents

- To find out satisfaction of reliability and quality of information in Social Media

Results and Discussion

Has distributed 200 (each college 50 questionnaires) questionnaires among these selected Colleges in Madurai District, Students on randomly. Out of these, 189 questionnaires were collected, so, the response rate is 94.50% with 189 filled questionnaires

received among the surveyed Colleges in Madurai District (Table 1).

The above table shows the gender wise distribution of surveyed respondents. It is obvious from the above table that out of 189 respondents, 59.26% of female and the remaining 40.74% are male respondents. It can be concluded that female respondents were slightly higher than male respondents (Table 2).

Table 1: Distribution of selected Colleges in Madurai District

S.No	Selected Colleges	Issue of Questioners	Finally selected Questioners	Percent
1.	The American College	50	49	24.50
2.	Madura College	50	48	24.00
3.	Senthamil College	50	46	23.00
4.	Madurai Kamaraj University College	50	46	23.00
Total		200	189	94.50

Table 2: Distribution of Gender wise Young Students Respondents

S.No	Gender	Respondents	Percent
1.	Female	112	59.26
2.	Male	77	40.74
Total		189	100.00

Table 3: Most frequently used device to connect Social Media by Young Students Respondents

S.No	Devices	Respondents	Percent	Mead	SD
1.	Smart Phone	109	57.67	17.99	22.73
2.	Personal Computer	42	22.22		
3.	Laptop	26	13.76		
4.	Others (Tab)	12	6.35		
Total		189	100.00		

The above table revealed that data relating to devices used to connect social media. It is evident that 57.67% of the respondents are using smartphones, followed by laptops 22.22%, personal computer 13.76% and other devices like tab 6.35% usage to connect to social media is rather very low compared

to smart phones and laptops. The Most frequently used device to connect Social Media by the respondents had mean average of 17.99 with the standard deviation (SD) 22.73 seems to lie within the high distribution (Table 3).

Table 4: Use of Social Media for the Young Students Respondents

S.No	Social Network	Respondents	Percent	Mead	SD
1.	Facebook	91	48.15	13.76	17.18
2.	You Tube	45	23.81		
3.	Twiter	26	13.76		
4.	Linkedin	16	8.47		
5.	Others	11	5.81		
Total		189	100.00		

The responses are presented in the above table. There are 48.15% of the young student respondents have an account and are using Facebook, followed by YouTube users 23.81%, the networking site Twitter is being used 13.76% of the young student respondents; less number of respondents preferred the professional network LinkedIn (8.47%). The use of social media for the young student respondents had mean average of 13.76 with the standard deviation (SD) 17.18 seems to lie within the high distribution (Table 4).

The surveyed young student respondents were asked to choose from a group of answers related to the time period in which they were using social media. It is noticeable from the table there are 4.21% of the young student respondents have been using social media for three to four hours, followed by 31.16% of the young student respondents have been using social media for one to two hours. The period of using Social Media by the respondents had mean average of 26.98 with the standard deviation (SD) 14.46 seems to lie within the high distribution (Table 5).

Table 5: Period of Using Social Media by the Young Students Respondents

S.No	Period	Respondents	Percent	Mead	SD
1.	Less than one hour	45	23.81	26.98	14.46
2.	One to two hours	57	30.16		
3.	Three to four hours	76	40.21		
4.	Above five hours	11	5.82		
Total		189	100.00		

Table 6: Purpose of using Social Networking Sites

S.No	Purpose	Respondents	Percent
1.	To stay in touch with friends	165	87.30
2.	To meet new people	151	79.89
3.	To Entertainment	133	70.37
4.	To download articles	120	63.49
5.	To search articles	99	52.38

(Note: Respondents may have selected more than one option)

Table 7: Being responsible for reduction of Psychological well-being

Gender	Yes	No	Total
Female	63 (56.25%)	49 (43.75%)	112 (100%)
Male	45 (58.44%)	32 (41.56%)	77 (100%)
Total	108 (57.14%)	81 (42.86%)	189 (100%)

Social networking sites normally provide the users various features like i.e., allows to create account/profile, to search articles, etc. the above table depicts the purpose of using social networking sites. The data shows that majority of the respondents (87.30%) are using social networks to stay in touch with friends of their interest, followed by to meet new people (79.89%), to entertainment (70.37%) and to download articles (52.38%) (Table 6).

There are 56.25% of surveyed female student respondents answered in the affirmative that more use of social media would reduce their psychological well-being as against 43.75% who quoted negative to this view. 58.44% of male respondents answered positive for the same against 41.56% who did not subscribe to this view. The responses clearly show that the majority inclusive of both gender, 57.14% agreed that it would affect their psychological well-being (Table 7).

Table 8: Psychological Impact of using Social Media by the Student Respondents

Psychological Impact	Yes	No	Total
Increases Depression	112 (59.26%)	77 (40.74%)	189 (100%)
Increases Anxiety	109 (57.67%)	80 (42.33%)	189 (100%)
Increases Stress	108 (57.14%)	81 (42.86%)	189 (100%)

There are 59.26% of the surveyed student respondents answered in use of social media would increases depression being as against 40.74% who quoted negative to this view. 57.67% of the surveyed student respondents answered in the subscribe that more use of social media would increases anxiety being as against 42.33% who quoted negative to this

view and 57.14% of the surveyed student respondents answered in the subscribe that more use of social media would increases depression being as against 42.86% who quoted negative to this view. The responses clearly show that the majority agreed that it would have an impact resulting in an increase in depression (Table 8).

Table 9: Satisfaction of reliability and quality of information in Social Media

Sl.No	Satisfaction Level	Respondents	Percent
1.	Very Satisfied	49	25.93
2.	Satisfied	86	45.50
3.	Unsure	29	15.34
4.	Dissatisfied	16	8.47
5.	Very Dissatisfied	09	4.76
Total		189	100.00

The data relating to the satisfaction of the surveyed student respondents with regard to the quality and reliability of information in social media are presented in the above table. It is evident from the table that half of the student respondents, 25.93% are very satisfied with the information, followed by 45.50% are satisfied, 15.34% are unsure and 4.76% are very dissatisfied (Table 9).

Conclusion

In this era, it is incontestable that social media plays an important role in impacting our culture, our economy and our overall view of the world. Social media is a new forum that brings people to exchange idea, connect with, relate to, and mobilize for a cause, seek advice, and offer guidance. A recent study found that the more social media platforms an adolescent uses, the more likely they are to have symptoms of depression and anxiety, regardless of overall time spent on social media. Social media has become immensely popular, and in recent year's mental disorders among young adults has become more common.

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Conflict of Interest

The authors declare no conflict of interest.

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No

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