# Use of social media and its impact

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**Abstract**

The main purpose of this study is to explore the use pattern of social media and assess whether social media harms the users' behavior. Further study will evaluate whether users spend more time on social media to avoid the lowliness feeling or kill their free time. Similarly, the study tried to associate uses of social media with emerging concepts in social media "stalking". With the sample size of 199 respondents and applying linear regression test on collected data we found that there is negative impact of excess use of social media on the users' behavior, like depression, insomnia, etc. Also applying the chi-square test we found that there is a statistically significant association between the use of social media and loneliness. The study also finds that there is a statistically significant association between the use of social media and stalking habits and people who use social media for stalking and follow their stalker. The researcher concluded that people use social media to avoid loneliness which resulted in addiction and changed behavior.

**Keyword:**  Social Media, Behaviour, Impact, Loneliness, Stalking,

**Introduction:**

The social networking journey started in 1997 which was eventually expanded by LinkedIn, Facebook, YouTube, and many more (Aharony, 2012). Today people stay connected with the use of the virtual world by sharing photos text and video content. Social media have changed the flora of interaction and association among individuals and organizations (Veletsianos and Kimmons, 2013).
"Social media isn't a utility. It's not like power or water where all people care about is whether it works. Young people care about what using one platform or another says about them."–Jonah Berger (Fardouly and Vartanian, 2015). Today people stay connected with the use of the virtual world by sharing photos text and video content. College students are using advanced technology as compared to any other age group. Today Social media is used to share or exchange information and ideas in virtual communities (Kaplan and Haenlein, 2010). Further social media is also used to build an ideological foundation that allows the exchange of user- generated content (Kietzmann, Hermkens, McCarthy and

Silvestre, 2011). Due to the exchange process platform, users can do substantial and pervasive changes between organizations, communities (Aharony, 2012). Studies by Reilly (2016), Skeggs & Yuill (2016), Kolan and Dzandza (2018) suggest that the use of social media has a significant role in empowering peopleand use social media for creating value in public but cautious on the addiction of use of socialmedia.

Table1: Statistics of use of social media

| Social Media Age | 18-29 | 30-49 | 50-65 | 65+ | monthly active users | Male user | Female users |
|---|---|---|---|---|---|---|---|
| Face book | 86% | 77% | 51% | 34% | 2.45+ billion | 46% | 54% |
| YouTube | 89% | 71% | 61% | 23% | 1.80 billion | 51% | 49% |
| Instagram | 67% | 47% | 23% | 8% | 1 billion | 49% | 51% |
| Twitter | 38% | 26% | 17% | 7% | 330 million | 50% | 50% |
| LinkedIn | 67% | 53% | 40% | 10% | 300 million | 57% | 43% |

Source: (statusbrew, 2018; pewresearch, 2018)

Social media is associated with decreased loneliness and increased happiness as lonely people need someone for communication (Pittman, 2015). Thus, loneliness enforce individual to engage them on a social network as many options of time engagement is available to kill theirtime, gradually they may engage themselves more than looked-for time. Excess time engagement on social media in loneliness may cause addiction this study will confirm this. Alone with this, many times popup consumes more time of the user for no reason does social media user is behind popup without any specific reason. Many times people change their behavior in their day-to-day life at a personal and professional level rather they attempt similarbehavior after eagle-eyed on social media. The comportment may be a negative or positive impression on an individual.

"Money is not everything but we can't do anything without money" quote by Ratan Tata similarly social media is everything but we can't live without social media. Now a day's use social media addiction is a new real phenomenon. Uses of digital devices for various purposeswhich harder to escape the internet due to which people spend their time on social media. Suchexcess use of social media causes many physical and mental negative impacts on the user likedepression, FOMO, insomnia, etc (Pewresearch, 2018). The use of Facebook is also having enough negative impact which causes the loss of academic grades (Junco and Cotton, 2012). He found a significant relationship between academic performance and the use of social media by students. Further Academic performance also depends on how many times users access social media while studying if the user accesses it multiple times during the study period it causes more academic loss (Junco, 2011). The use of social media also because incorrect self-diagnosis and Potential breach of privacy along with spending long may cause various changesin the behavior of the user (Akram and Kumar, 2017). There is the Fear of Missing out (FOMO) phenomenon on social media, which is one of the most extensive negative effects of social media Grohol (2018). Constantly checking messages on Social Media increases the incidents of anxiety

and depression as excess use of social media may affect the sleeping quality (Przybylski, Murayama, DeHaan, and Gladwell, 2013).

This is high time to understand the negative impacts due to excessive use of social media. Onceusers became addicted then it might have catastrophic effects on their personal life and health mentally and physically (Grabe, Ward, and Hyde, 2008).

Thus the study will examine the impact of individual behaviors when they reach the addiction level of usages of social media. The study will attempt to find out the root cause of craving of use of social media by various age group people alone with that it will find out what kinds of craving at what age with what profession. This research will find the use of social media age- wise by using the multistage cluster sample method. Very important this study will find out thedriving force of excess use of social media and its impression on users and provide suitable guidelines to avoid the gravity of addiction. Does loneliness is a major driving force alone withpopup and FOMO (fear of missing) or if I want to prove myself I must be more active than others on social media.

Today NGOs are arranging workshops for INTERNET DETOX to avoid excess use of the internet or social media after investigation study will provide suitable guidelines (social mediacolander) to avoid the gravity of addiction. The study will confirm the major cause of social media addiction and provide a suitable calendar for use of social media.

**Literature Review** :

Literature review (Kaplan and Haenlein, 2010; Gordon, 2008; Subrahmanya, 2008; Nicole, 2007; Lee, 2009; Akram and Kumar, 2017) summarizes the positive impact of social media bypointing towards the benefit of social media for all segments of users. Gordon (2008) enumerated the use of social media for five specific purposes like meeting people, seeking information, distraction, coping, and e-mails. Further, Subrahmanya (2008) found that adolescents use the Internet as a communication tool to strengthen relationships, which is also verified by Nicole (2007). SNS helps in developing communication skills, business ideas, which will help teens in their future as confirmed by Lee (2009).

Literature review (Reilly, 2016; Skeggs & Yuill, 2016; Akram and Kumar, 2017; Sormanen and Duttonl, 2015) concluded that social media has a significant role to play in empowering and branding people. Hussain et al (2017) find that SNS is used for personal benefit whereas Briones et al (2011) claim that social media is effective and necessary for practicing public relations. Social media is the only fastest communication media along with media coverage andalso has a quick feedback system (Cho et al, 2014) and helpful in political agenda. Nicholson (2011) finds that social networking is a great forum for discussing mutual topics of interest foroccupying new knowledge, it enhances their knowledge bank and improves productivity at the workplace. Similarly, Pappas (2013) suggested that social media is an educational tool for bothstudents and teachers. A concept like e-learning has changed the education process which is benefitted for both parties. Manjunatha (2013) concluded that today digital communication is an extension of traditional communication methods as social networking sites as often a muchquicker and more convenient way to interact further they are ware of risk.

Christofferson (2016) weighed both risks and benefits of social media and cautious of the impact from emotional and academic perspectives. Alongside the benefits, social media may cause some behavioral issues (Kolan and Dzandza, 2018). Mekinc et al (2013) observed that more use of the internet like Facebook profiles, publication of personal data are an expressionof signs of internet addiction among users. It may cause addiction to the

internet. Further, Kaplan and Haenlein (2010) showed that Generation Y's obsession with social media applications like Facebook, MySpace, Twitter, and LinkedIn has impacted their relationships. Literature review (Junco, 2011; Mensah and Nizam, 2016; Junco and Cotton, 2012; Abdulahi et al, 2014; Rosen et al, 2013; Paul et al, 2012) summarizes the impact of social media on academic performance and found a negative impact on academic performance. Mensah and Nizam (2016) found that time parameters play important role in Malaysian students' academic performance. Similarly, a very positive relationship between multiple parameters of Facebook use and academic performance is observed by Junco and Cotton (2012) except for the time parameter which is proved by Paul et al (2012). Thomas (2011) explained in his article that addiction to Internet chatting may damage health physically and mentally, which is also observed by Abdulahi et al (2014). Further, Rosen et al (2013) observed that many times use of social media-induced task-switching while studying but also concluded that Gen Y is capable to manage to do their work and also interact with the virtual environment very effectively.

Literature review ( Charlton and Danforth, 2007; Fenichel, 2009; Balakrishanan and Raj, 2012)discovered that excess use of social media exhibits some addictive symptoms, such as salience in behavior (both cognitive and behavioral), loss of control, withdrawal, relapse, and reinstatement, which match with Brown's Addiction Behaviour Framework. The study by Kandell (1998) stated that excessive time spent on social media caused behavioral problems due to internet addiction. However, Young (1998) strongly argued that the Internet itself is not addictive, rather highly interactive applications are addictive and showed that the overuse of the internet brings health problems known as a mental disorder, which she named Pathological Internet Use – PIU. Griffiths (2000) added that the percentage of anxiety and its side effects byusing computer networks for social interaction is increased very drastically. Cabral (2008) concluded that the brains of the younger generations are growing and developing differently due to the use of technology. Further Czincz (2009) argued that the rapid growth in technologyis enabling youngsters to create their uniqueness and find social suitability. Bryant et al. (2006) supported the arguments of Czincz (2009) and Cabral (2008) and Showed that SNS causes teen depression, self-mutilation, dysfunctional families, and promiscuity in today's youth than everbefore. Thus, looking at the grave impact of social media on the users' behaviors firsthypothesis is framed as follows.

**H1: There is a negative impact of the use of social media on users' behaviors.**

As revealed in the previous section, users relied on social media to avoid loneliness feeling or kill their free time (Pittman, 2015). Similarly, Yang (2016) showed that social media applications such as Instagram help in dropping loneliness and thus suggested healthy social media use for specific kinds of people and purpose for psychological well-being. Brinn (2015)suggested that the advancement in ICT technology has increased the speed of communication but it has not helped in maintain relations. Further, Singh et al. (2017) explored that the social media users are spending more time on meaningless activities to kill free time has impacted their daily life timetable. Kai and Chua (2015) confirmed that the students who are lonelier spend more time on social media as compare to non-lonely. People preferred social media to traditional face-to-face media to communicate and thus impacted their relationships.

Dibb and Foster (2020) demonstrated that Facebook users who reflect and compare their perceived superiors on Facebook are more likely to experience loneliness. Seabrook et al (2016) observed that positive interactions and activities on social media were related to lower levels of depression and anxiety, whereas negative interactions and social comparisons were related to higher levels of depression and anxiety. Thus social media use is related to less loneliness and greater self-esteem and life satisfaction are in sync with Yang (2016). Today to kill free time people always relied on various social media sites. Thus is found a significant relationship between the use of social media and kill free time to reduce loneliness. Therefore the second hypothesis is framed as:

**H2: There is a significant relationship between the use of social media and kill freetime of an individual.**

A literature review by Antonini et al, 2019; Dreßing et al, 2014; Pietkiewicz and Treder, 2018; Rozatkar and Gupta, 2019; and Shimizu, 2013; Anderson, 2010; identified that stalking habits consume more time on social media and cause for addiction of social media. The term "stalking" is a type of reading activity emerging from the unique features of social networks aimed to gain insight on a subject as explained by Shimizu (2013). Rozatkar and Gupta (2019) explained that social media users follow particular stalkers and engaged themselves to follow the activities of the stalker. Anderson (2010) proved that advancement in technology made social media access and use easier hence many users engage more time on social media and dostalking. Such staking habit causes users to imitate stalkers' behavior and adopt new life patterns. Dreßing et al (2014) stressed that more stalking attracts more followers and holds users on social media for no reason. Sometimes stalker poses on behalf of a real person and does the commutation which influences more cyber-crimes. Cyber-stalking is popular among youngsters as they want to explore the activities of their peers and thus they spend a lot of time on social media for doing such non-productive activity is pointed out by Pietkiewicz and Treder, (2018). Finally Antonini et al, 2019 cautioned that there is a need for increased awareness in regulating online social platforms, such as WhatsApp, Instagram, Facebook, and Twitter, to identify incidents of cyberstalking and to provide greater safety for potential/actual targets online. Thus there is a strong relationship between the use of social media and stalking habits. Therefore the third hypothesis is framed as:

**H3: There is a significant relationship between the use of social media and stalkinghabits**.

**Conceptual Model:**

The conceptual model in Figure 1 is developed to assess the use pattern of social media and its impact. This model uses three social media applications namely Facebook, YouTube, and Instagram. A review from literature pointed out that social media is used for personal, professional or to kill free time. The observations from the Literature review by Charlton and Danforth (2007), Fenichel (2009), Young (1998), and Bryant et al. (2006) confirmed that excessuse of social media has a negative impact on the users. Thus study proposes the first hypothesisthat excess use of social media has a negative impact

on the users' behavior and this carving of social media causes behavioral issues like depression, Insomnia, and Mood Swing.

**Figure 1: Conceptual Model**

Concerning the Literature review by Kai and Chua (2015), Singh et al. (2017), and Seabrook et al (2016) it is confirmed that users spend more time on social media to kill free time or reduces loneliness feelings. The findings of Morahan- Martin, and Schumacher (2003) confirmed that people spend more time on social media to reduce the emotional gap of loneliness so there is no specific reason to use social media. Thus study proposes the second hypothesis that there is a significant relationship between the use of social media and loneliness. The use of social media to kill free time or dropping loneliness feeling give rise to stalking habits due to jealousy and feelings of fear of missing on social media confirmed by Dreßing et al (2014), Pietkiewicz and Treder, (2018) and Anderson (2010). Thus the study encourages proposing the third hypothesis that there is a significant relationship between uses of social media and stalking habits.

**Research Method:**

This is descriptive and exploratory research. The study mainly focused on understanding the use of social media and its impact on users. The study uses secondary data as a resource to find the various purposes people use of social media. The study uses primary data to understand whether there is a negative impact of social media on the users and explore the relationship between the use of social media and lowliness. Further study will discover the relationship between excessive use of social media and stalking habits. Thus, primary data is used to fulfillment of said objective and hypothesis.

Study has use Questioner vie Google form for survey base primary data collection. The Sample method is simple random and convenience sampling techniques to collect the data Expected sample size was 250 actual data received 199 between age group 18 to 55. The collected analyze using excel version 12 and SPSS version 20. Test use: anova to compare between group an within group , Chi-Square Tests relationship between use of social media and stalking habits and other variables like loneliness regression impact was also check with the same. Received responses as age group between 20-25(data – 87) ,26-30(data -78) ,31-35(data-21) and 36- 45(data -13)

**Data Analysis with interpretation:**

People use social media for various reasons from data analysis study found that the Indian social media user wants to keep update themselves in the various surrounding area as from the total respondent 199 stated that they want updated information with them hence they invest more time on it in case the people who are free and want to kill their time such percentage found less, though many popups appear but only sometimes they look up at.

Chart 1: use pattern of social media
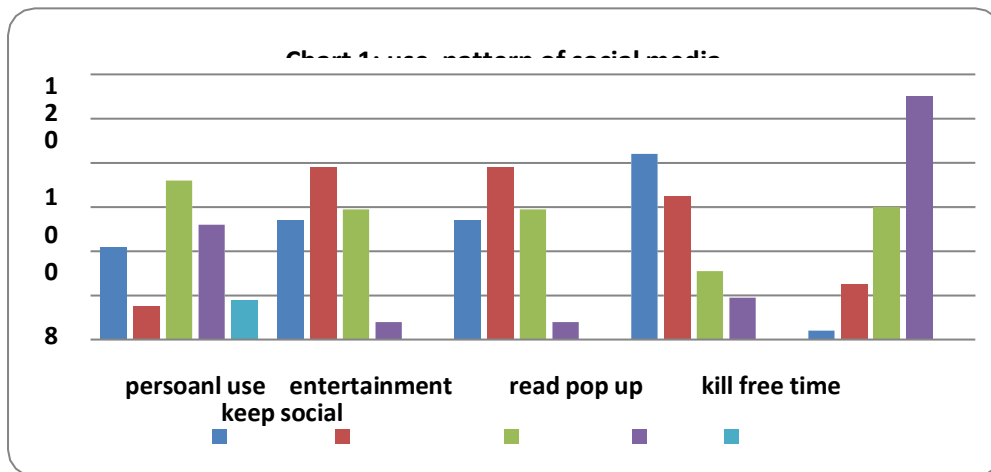
They also give equal priority to entertainment on social media by watching new videos information. Though there are many disadvantages of social media there are many advantages as well so if users use social media very wisely it may helpful for their personal growth. The use of pattern of social media indicates that respondents use social media for various purposes like personal use entertainment read popup kill free time and keep, the self-update about the social virtual world more 50% responded said they used always they use social media for entertainment and 84% stated to kill free time they use social media.



Chart 2: Impact of use of social
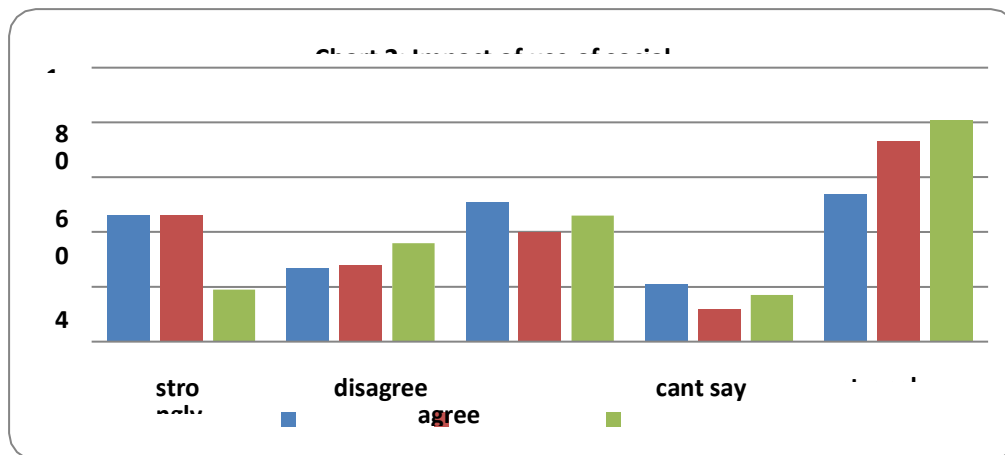
There are lots of negative impacts of using social media from their own experience and we try to find out some of them from the total respondents. In the case of a mood swing, most of the respondents were strongly agree that they were having mood swing after excessive use of social media more than 50% of respondents agreed they cause insomnia. In the study, more than 50% responded to face insomnia, and 73% of users go into depression due to the use of excess use

of social media further 81% faced issues like mood swings as well. User needs to be careful while using social media and take care of mental health and avoid excessive use of the social media.

| Table 1: ANOVA[a] Excess engagement on social media has an impact on userbehavior | | | | | |
|---|---|---|---|---|---|
| Model | Sum of Squares | df | Mean Square | F | Sig. |
| Regression | 16.402 | 3 | 5.467 | 7.094 | .000[b] |
| Residual | 150.291 | 195 | .771 | | |
| Total | 166.693 | 198 | | | |
| a. Dependent Variable: no of hrs spend on social media | | | | | |
| b. Predictors: (Constant), mood swing, insomnia, depression | | | | | |

| Table 2: Coefficients a | | | | | |
|---|---|---|---|---|---|
| Model | Unstandardized Coefficients | | Standardized Coefficients | t | Sig. |
| | B | Std. Error | Beta | | |
| 1 (Constant) | 1.132 | .129 | | 8.794 | .000 |
| depression | .164 | .077 | .158 | 2.131 | .034 |
| insomnia | .109 | .036 | .215 | 3.066 | .002 |
| Mood swing | .045 | .060 | .054 | .751 | .454 |
| a. Dependent Variable: no of hrs spend on social media | | | | | |

In several studies, Mekinc et al (2013), Kaplan and Haenlein (2010), Thomas (2011), and many more stated that social media users spend more time on sites cause many side effects like depression than those who spent less time. Excess use of social media may trigger an array of negative emotions which go ahead with depression, insomnia, and mood swing. To prove this we use leaner regression where no of hours use on various social media is independent virile and depression insomnia and mood swing were dependent variables. Linear regression beta value for depression was 0.158 and insomnia it was 0.215 further for mood swing 0.060 which proves that spending more hours on social media has a negative impact. The Lancet study recorded those social media users who check Facebook late at night were more depressed. In the case of depression, the significant value is 0.034 and in the case of insomnia, the significantvalue is 0.002 which is less than the alpha value means excess uses of social media cause both. In the case of a mood swing, the significant value is 0.454 which is more than the alpha value means from total respondents it is concluded that mood swing may not be possible due to the use of excess use of social media. The regression t-value for dependent variables was 2.131 for depression, 3.066 for insomnia, and 0.751 for mood

swing it means there is a strong relationship between excessive use of social media and depression and mood swing as compare to insomnia.

| Table 3: Chi-Square Tests relationship between use of social media and loneliness | | | |
|---|---|---|---|
| | Value | df | Asymp. Sig. (2-sided) |
| Pearson Chi-Square | 36.909$^a$ | 9 | .000 |
| Likelihood Ratio | 31.781 | 9 | .000 |
| Linear-by-Linear Association | 18.645 | 1 | .000 |
| N of Valid Cases | 199 | | |
| a. 6 cells (37.5%) have expected count less than 5. The minimum expected count is 1.24. | | | |

Today's busy schedule didn't allow people to spend time together when others are busy and you have free time where to spend so people engage themselves on the internet on various social sites. From the respondent study, we concluded that people use social media when they are alone and want to kill their loneliness which gradually becomes a habit, and though other workinfants give priority to be on social media and spend more time on social media.

From the data analysis by using the chi-square test we found that the p-value is 0.000 which is less than the alpha value hence we can say there is a statistically significant association between the use of social media and loneliness.

The Pearson chi-square value is 36.909 and likehood ratio is 31.781 along with linear by linear association indicate 18.645 clear stated that the people who are alone and want to kill their loneness are more on the virtual world. This significant relationship is found in all classes of age group users. The results are consistent with the study by Kai and Chua (2015) which stated that lonely students occupied themselves more on social media. He further concluded that lonely students use social media for the self-fulfillment of desired and treated it as an important way to stay connected with friends and family. The result of the study is also consistent with Morahan-Martin and Schumacher (2003) which stated that lonely students are frequently used social media as an emotional support system. Hence we confirm that there is a significant relationship between excessive use of social media and loneliness, with support of the previous study of Yee (2015) which concluded a strong association between loneliness and use of social media using t-test (t = -8.126, p < .05).

Now the third hypothesis argued that there is a relationship between the use of social media and stalking habits. It is acceptable to be stalking on the internet but frequent stalking habit is awful cause addiction and in some cases, it may lead to abnormal behavior. As a forensic psychiatrist, Brook Zitek says, stalking is much more about inducing fear and the overwhelming majority of stalkers are men (Davis, 2004).

| Table 5: Chi-Square Tests relationship between use of social media and stalking habits | | | |
|---|---|---|---|
| | Value | df | Asymp. Sig. (2-sided) |
| Pearson Chi-Square | 115.626 | 9 | .000 |
| Likelihood Ratio | 81.565 | 9 | .000 |
| Linear-by-Linear Association | 53.208 | 1 | .000 |
| N of Valid Cases | 199 | | |
| a. 8 cells (50.0%) have expected count less than 5. The minimum expected count is .59. | | | |

As per Tomaszek and Tucholska (2012) repetition of the same behavior again and again just as habit consumes time for no reason stalking habits are not good this may cause damage to a person. Today young generation always feels peer competition on social media and does cyber- stalking, keep more engagement to find out the current status of the stalker and peer as well observed by Shimizu (2013). More than 60% of people face a lot of legal issues as well. The study found that stalking habit is one of the major reasons in India people engages themselves on social media. From chi-square, we obtain a Pearson chi-square value of 115.626 and a likehood ratio of 81.565. Further linear by linear association value was 53.208 which indicates that people hols screen time when that stalking someone. There is a significant relationship between the use of social media and stalking habits as the test result shows a significant value of

0.000 which is less than the p-value. Hence it is proved that both variables are significantly associated. It means people use social media for stalking and follow their stalkers. Stalking reasons might be any love revenge update but more stalks on social media have a negative impacton user behavior.

Concerning Kai and Chua (2015) findings, the students who are lonelier spend more time on social media as compare to non-lonely. The findings of Morahan- Martin, and Schumacher (2003) confirmed that people spend more time on social media to reduce the emotional gap of loneliness so there is no specific reason to use social media. In our study, the association betweenloneliness and the use of social media is confirmed as more than 55% of respondents stated that they use social media because they are alone or feel lonely. The review of literature on stalking habits also confirms that youngsters have a habit of stalking. The use of technology has lots of disadvantages and the stalking habit is one of them. Mani and Gaur, (2019) reasoned that the jealousy and feelings of fear of missing on social media caused stalker to follow other and their activities. They also find that there is no specific reason to use social media but more than 58% user confirms that stalking habit consumes more time of users on social media. Hence we conclude that more than 58% of users confirm staking habit and more time on using social media. Loid et al (2019) find that 49.63% of users spend additional time for no reason in anticipation of pop-up notifications. Such pop-up notifications always force the user to look at the screen for a long time for no reason. As discussed in the Literature review, social media is used for personalgrowth and business growth. Hussain et al (2017) find that social media is used for personal benefit whereas Briones et al (2011) claim that social media is effective and

necessary for practicing public relations. Similarly, Polańska (2014) stated that 44% of respondents use social media in business for marketing, brand awareness and 56% of respondents use it for personal growth to learn new skills. Craving or addiction to the use of social media has many negative impacts on their behavior such as depression, mood swings, and insomnia as discussed in the literature review of Bryant et al. (2006), Czincz (2009), and Cabral's (2008). From the multiple regression method, we concluded that excessive use of social media causes depression and moos swing as the sum of squares of regression was 16.402 and mean square value 5.467 along with f-value 7.094. The p-value is less than the alpha value hence there is a significant relationship between the use of social media and mood swings and depression as the beta value of depression is 0.158, insomnia 0.215, and mood swing 0.054 further t-values are 2.131, 3.033, and 0.751 respectively. Thus it is confirmed that people keep investing their time on social media like Facebook, YouTube, and Instagram, etc for a variety of reasons like personal, professional or to kill free time. It is also confirmed that excess use of social media has a negative impact on users' behavior. And a factor causing excess use of social media is stalking habits.

## Conclusion:

The outcomes of this study observe many aspects associated with the usage of social media. The Digital era has changed the face of socialization. People use social media for personal as well professional purposes. Sometimes users face the negative impact of excessive use of social media as face-to-face socialization is outdated. The majority of the defendants used excess time spends on social media. This study tries to found that excessive use of social media has an impact on users' behavior like insomnia depression etc. Now a day people try to use detox of social media to avoid the extremely negative impact of the use of social media. Today generation relay on social networking site for knowledge and update them by communicating on the viral world. Further studies are needed to scrutinize additional issues of excessive use of a social network such as legal, ethical, and intellectual aspects.

## Suggestion:

Today life without social media is no life that doesn't mean we should avoid face-to-face communication. There must be enough balance between both. The use of social media must be value-added in terms of information and knowledge. Many organization is doing detoxification of addiction of social media in case if you feel mood swing depression or insomnia need to approach such organization to avoid any big losses. Time management plays an important role when you use social media no one is supposed to engage more than 3 hrs per day on social media.

## Future scope of the study :

The use of social media may have a positive or negative impact and utility but still, social media is used to gain commercial values and personal growth with economic benefit is possible. Therefore new research area will be on exploring the ways to annul the excessive use of social media to maximize on benefits.

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