



# A STUDY TO ASSESS THE PSYCHOLOGICAL EFFECTS OF SOCIAL MEDIA IN VIEW TO DEVELOP INFORMATION PAMPHLET ON THE USE OF SOCIAL MEDIA AMONG TEENAGERS OF SELECTED AREAS OF ROHTAS DISTRICT, BIHAR.

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**Abstract:** Introduction- Social media's impact on mental health complicates social service delivery on the micro level due to the significant growth of mental health symptoms. As more individuals are presenting with anxiety, depression, low self-esteem, etc. due to their social media use, increased service providers are needed. Mental health service providers need to be aware of social media's impact on mental health to better serve individuals affected by this issue. There is also a need for further training on how to assess for social media use and the potential impacts on mental health. Having an increased understanding of the impacts of social media use will lead to more efficient and effective treatment for clients.

**Methodology-** the current study was Descriptive research design conducted at Narayan world school. The total sample size was consisting 400 study participants were selected by using purposive non randomized sampling techniques. The data collection by the face-to-face interview method by the using self-made questionnaire. The data analysis by the descriptive inferential statistics and paired "t" test and chi-square test to determine the psychological effects and selected demographic variables regarding the social media among teenagers of Narayan world school.

**Results-** The present study revealed that out of 400 participants 150 (37.5%) belongs to 10th and 11th std. Majority of students, 364 (91%) were coming from home. Most of the students, 192 (48%) belongs to joint family. Majority of them, 322 (80.5%) were not engaged in performing exercise daily while most of the participants were using social media for bridging social capital and some of them suffered from social isolation. The significant of the study was between psychological effects of social media and selected demographic variables such as age, year of study, type of family, socioeconomic-status, performing regular exercise was p-value less <0.005

**Discussion and conclusion-** The study findings revealed that there is strong positive correlation between social media addiction and bonding social capital and social media addiction and psychological wellbeing while age, year of study type of family, socioeconomic-status and performing regular exercise are significantly associated with the psychological effects of social media thus an informational booklet will help the students to use social media in a better way.

## I. INTRODUCTION

Social media's impact on mental health complicates social service delivery on the micro level due to the significant growth of mental health symptoms. As more individuals are presenting with anxiety, depression, low self-esteem, etc. due to their social media use, increased service providers are needed. Mental health service providers need to be aware of social media's impact on mental health to better serve individuals affected by this issue. There is also a need for further training on how to assess for social media use and the potential impacts on mental health. Having an increased understanding of the impacts of social media use will lead to more efficient and effective treatment for clients.

social media has become an integral part of human beings. It has influenced them in different ways. On the one hand, the numerous benefits of the social media such as online/offline chatting, video calling, sharing thoughts, posting photos, real-time news, advertisements, and meetings, are attracting the users rapidly. On the other hand, people have become addicted to social media causing different social, physical and mental problems.

## II. RESEARCH METHODOLOGY

### 2.1 Population and Sample

The simple random sampling for selecting the schools and purposive sampling technique for selecting the 400 participants was adopted for the present study.

### 2.2 Data And Source Of Data

Data collection is the gathering of information from the sampling units. The investigator collected the data from the 400 teenagers, who came for the study in High School Jamuhar. "A self-structured Questionnaire is a method of data collection in which the researcher obtain responses from the subject in a face encounter Hence, the researcher developed a self-structured questionnaire to assess the psychological effects of social media.

### 2.3 Sample Criteria

The criteria of the study included teenagers from age group of 12 to 18 years who were studying in Rohtas district of Bihar state and not included who were absent on the data collection period, who are not willing to participate and whoever are above the age of 18 years.

### 2.4 Conceptual framework

The CIPP model is an attempt to make evaluation directly relevant to the needs of decision-makers during the phases and activities of a programme. Stufflebeam's context, input, process, and product (CIPP) evaluation model is recommended as a framework to systematically 19 | Page guide the conception, design, implementation and assessment of service-learning projects, and provide feedback and judgment of the project's effectiveness for continuous improvement. Input evaluation

In this study, input is the assessment of psychological effects of social media among the teenagers of selected schools of Rohtas, Bihar.

Process evaluation includes the development of informational pamphlet on the use of social media and psychological effects of social media.

Product evaluation identifies the intended and unintended outcomes.

Both help to keep the process on track and to determine the effectiveness. In this study product is the outcome of benefits of informational pamphlet on teenagerempirical results showed that high risk is not associated with high return (Michailidis et al. 2006, Hanif, 2009). Mollah and Jamil (2003) suggested thatrisk-return relationship is nonlinear perhaps due to high volatility.

III. Descriptive Statistics

. Percentage distribution of items related to knowledge on PCOD.

Domains	Mean	S.D	Min	Max	N=400
Social media use	3.02	1.46	0	9	
Bonding social capital	5.05	3.05	3	12	
Bridging social capital	4.42	3.07	3	12	
social isolation	5.58	3.53	3	9	
Social media addiction	3.12	1.13	3	15	
Phubbing	3.01	1.03	3	6	
Psychological wellbeing	5.60	3.62	3	15	

**Table3.1** describes that mean, standard deviation and minimum, maximum obtained in each of the psychological effects of social media. The mean of phubbing was lowest out of all the factors i.e. 3.02 with standard deviation of 1.03 while the highest mean was of psychological wellbeing i.e. 5.60 with standard deviation of 3.62.

**IV. RESULTS AND DISCUSSION***SECTION I: DESCRIPTION OF FREQUENCY AND PERCENTAGE DISTRIBUTION OF DEMOGRAPHIC***VARIABLES.****Table.4.1 Description Demographic Variables.**

Sl.No.	DEMOGRAPHIC VARIABLES	N	%
1	<b>AGE</b>		
	12-13	100	25
	14-15	150	37.5
	16-18	150	37.5
2	<b>GENDER</b>		
	MALE FEMALE	200 200	50 50
3	<b>CLASS OF STUDY</b>		
	6 <sup>TH</sup> -7 <sup>TH</sup> STD	100	25
	8 <sup>TH</sup> -9 <sup>TH</sup> STD	100	25
	10 <sup>TH</sup> -11 <sup>TH</sup> STD	150	<b>37.5</b>
	12 <sup>TH</sup> STD	50	12.5
4	<b>TYPE OF FAMILY</b>		
	NUCLEAR	139	34.75
	JOINT	192	<b>48</b>
	EXTENDED	69	17.25
5	<b>SOCIO-ECONOMIC STATUS</b>		
	UPPER		7 19.5
	UPPER MIDDLE		30
	LOWER MIDDLE		12.25
	UPPER LOWER	28	<b>31.25</b>
	LOWER	78 120 49 125	
6	<b>AREA OF RESIDENCE</b>		
	HOSTEL	12	3
	HOME	364	<b>91</b>
	RENTED OUTSIDE	24	6
7	<b>PERFORMS REGULAR EXERCISE</b>		
	YES	78	19.5
	NO	322	<b>80.5</b>
8.A	<b>ENGAGED IN OUTDOOR ACTIVITIES</b>		
	YES	176	44
	NO	224	<b>56</b>

8.B	<b>IF YES FOR HOW LONG (IN HOURS)</b>  <30 MINS 30 MIN – 1 HR >1 HR- 2 HR	28 79 32 37	15.90 <b>44.87</b> 18.18 21.02
	>2 HOURS		
9	<b>NO. OF YEARS USING SOCIAL MEDIA</b>  <1 1-3 3-6 >6	58 143 156 43	14.5 35.75 <b>39</b> 10.75
10	<b>MOST USED APPLICATION</b> FACEBOOK INSTAGRAM WHATSAPP SNAPCHAT TWITTER OTHERS	102 150 122 18 3 5	25.5 <b>37.5</b> 30.5 4.5 0.75 1.25
11	<b>FREQUENCY OF USING SOCIAL MEDIA (HOURS)</b>  <1 HOUR 1-2 HOURS 3-4 HOURS 5-6 HOURS >6 HOURS	54 98 162 65 21	13.5 24.5 <b>40.5</b> 16.25 5.25

The data presented in table 4.1 shows that most of the students, 150 (37.5%) belongs to 10<sup>th</sup> and 11<sup>th</sup> std. Majority of students, 364 (91%) were coming from home. Most of the students, 192 (48%) belongs to joint family and majority of them, 322 (80.5%) were not engaged in performing exercise daily.

**SECTION II: DESCRIPTION OF PSYCHOLOGICAL EFFECTS OF SOCIAL MEDIA.**

. Percentage distribution of items related to knowledge on PCOD.

Domains	Mean	S.D	Min	Max	N=400
Social media use	3.02	1.46	0	9	
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Social media addiction	3.12	1.13	3	15	
Phubbing	3.01	1.03	3	6	
Psychological wellbeing	5.60	3.62	3	15	

Table4.2 describes that mean, standard deviation and minimum, maximum obtained in each of the psychological effects of social media. The mean of phubbing was lowest out of all the factors i.e. 3.02 with standard deviation of 1.03 while the highest mean was of psychological wellbeing i.e. 5.60 with standard deviation of 3.62.

**SECTION III: RELATIONSHIP BETWEEN SOCIAL MEDIA ADDICTION AND PSYCHOLOGICAL EFFECTS OF SOCIAL MEDIA**

Variables (Social media addiction)	r value	p value
Bonding social capital	0.569	0.000*
Bridging social capital	0.246	0.000*

Social isolation	0.193	0.000*
Phubbing	0.224	0.000*
Psychological wellbeing	0.578	0.000*

Note. \*Significant at a 5% level of significance Table4.3 Describes that .

**SECTION IV: ASSOCIATION BETWEEN SOCIO DEMOGRAPHIC VARIABLES WITH THE PSYCHOLOGICAL EFFECTS OF SOCIAL MEDIA.**

*Association between psychological effects and socio demographic variables*

Socio Demographic Variables	Mean Of psychological effects	Sum of squares		Mean square		F value	p Value
		Between Group g	Within Group	Between group	Within group		
<b>Age</b> 12-13 14-15 16-18	7.124 6.819 8.32	105.21	6242.199	52.621	15.723	3.347	0.036*
<b>Gender</b> Male Female	6.86 9.43	44.801	6302.639	44.801	15.836	2.829	0.093

<b>Class of study</b>							
6th-7th	7.71						
8th-9th	5.55	240.042	6107.398	80.014	15.423	5.188	0.002*
10th-11th	6.34						
12 <sup>th</sup>	8.13						
<b>Type of family</b>							
Nuclear	8.65						
Joint	6.23	161.757	6185.683	80.879	15.581	5.191	0.006*
Extended	11.8						
<b>Area of residence</b>							
Hostel	8.36						
Home	6.22	52.838	6294.602	26.419	15.855	1.666	0.190
Rented outside	9.34						
<b>Socio economic status</b>							
Upper							
Upper-middle	7.12						
Lower-middle	6.34						
Upper-Lower	5.44	207.304	6140.136	51.826	15.545	3.334	0.011*
Lower	7.98						
	6.32						
<b>Performs regular exercise</b>							
Yes	8.32	67.063	6280.377	67.063	15.780	4.250	0.040*
No	9.34						

p= < 0.05 level of significance.



### TABLE – 4.4 ASSOCIATION BETWEEN PSYCHOLOGICAL EFFECTS OF SOCIAL MEDIA WITH THEIR SELECTED SOCIO DEMOGRAPHIC VARIABLES.

The table-4.4 depicts The ANOVA test presented shows that age ( $F=3.347$ ,  $p=0.036$ ), year of study ( $F=5.188$ ,  $p=0.002$ ) type of family ( $F=5.191$ ,  $p=0.006$ ), socioeconomic-status ( $F=3.334$ ,  $p=0.011$ ) and performing regular exercise ( $F=4.250$ ,  $p=0.040$ ) are significantly associated with the psychological effects of social media at 0.05 level. Hence the null hypothesis with respect to age, year of study, type of family, socioeconomic status, performing regular exercise and psychological effects of social media is rejected indicating significant association between these variables. Whereas no association is observed between psychological effects of social media and other demographic variables.

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