



IMPACT OF LIFE COACHING ON ADULTS THROUGH SOCIAL MEDIA – A STUDY IN HYDERABAD

1Radhika J Chhabria, 2 P. Clement Babu

1Student, 2Assistant Professor

1Department of Mass Communication and Journalism

1 St Francis College for Women, Hyderabad, India

Abstract:

Life Coaching is a vast field which includes coaching for various areas of life, the awareness of which seems to grow by each passing day. A part of the life coaching process includes changing mindsets of people at large that fall prey to challenges that hinder their holistic development and reduce their morale. Thus, Social Media Platforms help Life Coaches gain popularity by spreading relevant life coaching content in the form of Videos, Visuals, and Articles using these platforms. Life Coaching content is shared mostly in the video format, primarily through YouTube. The purpose of this study is to understand how life coaching functions over the social media platforms- YouTube, FaceBook and Instagram and how it impacts the adults in a cultural framework of India. Results reveal that Life Coaching has a vast scope for growth among the audience of a developing nation like India, and is currently considered equivalent to have impacting the clients through social media platforms in comparison to the offline sessions.

Keywords: Life Coaching; Social Media; Psychological Impact, adults

I. INTRODUCTION:

Life Coaches are persons who inspire and motivate their clients to achieve goals, overcome obstacles and making necessary shift or change in life addressing a specific issue or concern. They identify the core values that motivate people to do the things they do in life. Once they discover how the mind processes day-to-day experiences and transforms one's interpretation of them into memories, fears, frustrations, passions, actions and outcomes, they break through people's limiting and self-defeating beliefs to help them live a more empowered and autonomous life. They positively influence how people think, feel and behave when pursuing their major goals or primary values-based objectives.

Types of Life Coaching include- Relationship and Family Coaching, Career Coaching, Finance Coaching, Mental Health Coaching, Health and Wellness Coaching, Spiritual Coaching. Methods or Techniques used for Life Coaching: Brainstorming, Visualisation, Meditation, Neuro-Linguistic Programming, Asking questions, Guided imagery, Mindfulness. Popular Life Coaches across the world include- Tony Robbins, Deepak Chopra, Robin Sharma and Jay Shetty.

Social media is perceived to be more impactful in India, than real-time or physical sessions with life-coaches. Thus, the utilization of social media by life-coaches could result in wider reach and better impact since they can perform more effectively online rather than offline. YouTube as a social media platform enables life coaches to share their content through videos or audio-visual formats. Facebook as a social media network offers array of tools such a text, visual and graphical illustrations, and audio-visual format of content depending on the targeted audience characteristics. Instagram mainly caters to the youth who are attracted through photographs or visuals and short videos along with brief descriptive content.

II. OBJECTIVES:

- To determine the role of life coaching for adults.
- To understand how social media platforms help users access the life coaching content.
- To find out possible reasons for the need of life coaching in India.

III. SIGNIFICANCE OF THE STUDY:

Life Coaching is a new age concept that is yet to be formally structured, though which gets a boost to its growth mainly through the channels of social media. The study was designed to analyze the impact of life coaching on adults through social media platforms. In other words, to understand how social media acts as a medium for life coaches to influence adults cope in different aspects of life including- Career, profession, personal, health and so on. Availability of social media has empowered the growth of life coaching globally.

IV.METHODOLOGY:

This is a Quantitative research study aimed at the purpose of conducting a descriptive research using the quantitative technique for data collection called the 'Survey method'. In order to conduct this study online survey forms were created and circulated using the Google Forms tool, consisting of a close-ended questionnaire. The questionnaire gathers data from adults ranging from the age of 18 years to 60 years old, men and women, residing in the territory of Hyderabad. Simple random sampling was the research sampling technique used to distribute the questionnaire among the respondents, since each individual is chosen entirely by chance and each member of the population has an equal chance, or probability, of being selected. A sample size of 60 surveys forms were collected among adults including male and female for this research study. This would give a brief on how and why social media users access life coaching content on the online platforms.

V. REVIEW OF LITERATURE:

Verma, Smitha (2018) investigated a study on *'How life coaches are helping their clients successfully navigate maze of everyday issues and challenges'*. In this study, the researcher outlines that- "around 89% people in India are aware of life coaching and around 59% have partnered with a life coach at some time, with 97% being satisfied with the experience, revealed the 2017 ICF Global Consumer Awareness Study, which was also conducted by PwC Research. Coach acts as a catalyst. Life coaches conduct sessions with clients through personal meetings, telephone and, at times, even email. In life coaching, the client is the expert of his/her life, while the coach is an expert of the process."

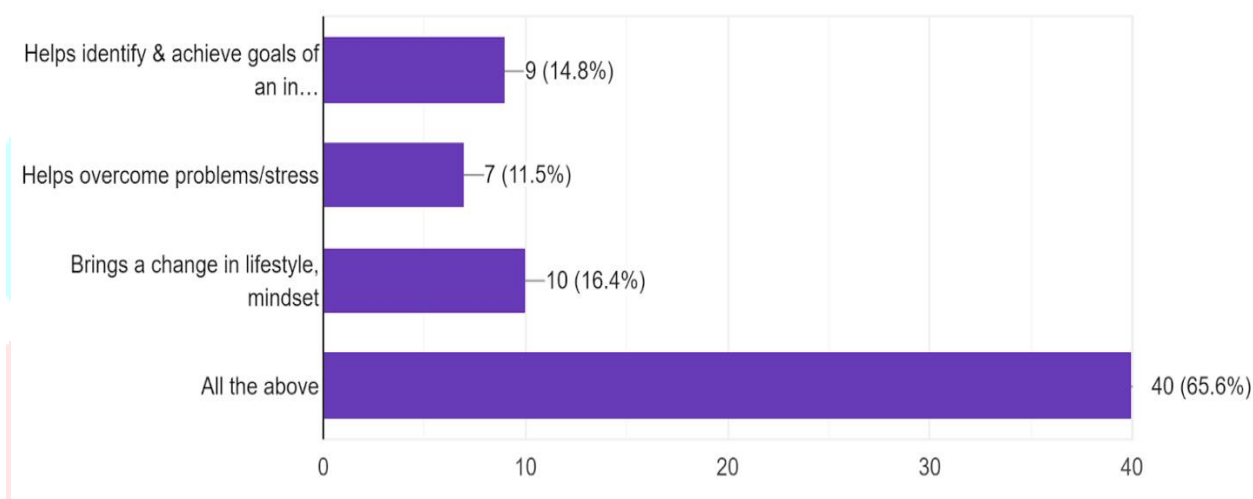
Erin Marie Lefdahl-Davis (2018) carried out a study on *'The Impact of Life Coaching on Undergraduate Students'* This study explores some of the advantages and outcomes of providing life coaching to undergraduates, including important increases for students in the following areas: self-confidence, satisfaction with choice of major, awareness of values and alignment with decision making, connection to life purpose, and individual goal setting and attainment. These positive outcomes of life coaching have the potential to impact an individual's life long-term and, if sustained, can assist in the pursuit of a better quality of life (Griffiths, 2005).

Tamboli, Pritichhaya (2019) conducted a study on *'A study of impact of social media on Indian society'* This study explores that there is a huge impact of Social media on today's Indian society. It plays a major role in spreading awareness about various social issues in the society. The content shared on the social media such as photos, videos and articles are often vulnerable and have chances of being misused. Many youngsters get addicted to the use of social media thereby affecting their studies and career. Thus social media has both positive and negative impact on the society.

Jain MR, Anand N, Gupta P (2012) conducted a study on Impact of social networking sites in the changing mindsets of youth on social issues. This paper elucidates that men spend more time as compared to women on social networking sites to review these social issues and yet women are very sensitive to issues like these existing in the world. The youth takes active participation and also raises their voices in order to express their opinions and views on social issues being discussed on these sites. Also, the findings state that even though the youth reciprocates to these events they still do not take up discussions beyond web and forget about them once they sign off. Thereby, these sites prove to be a boon to the youth in terms of spreading awareness about these issues that arise

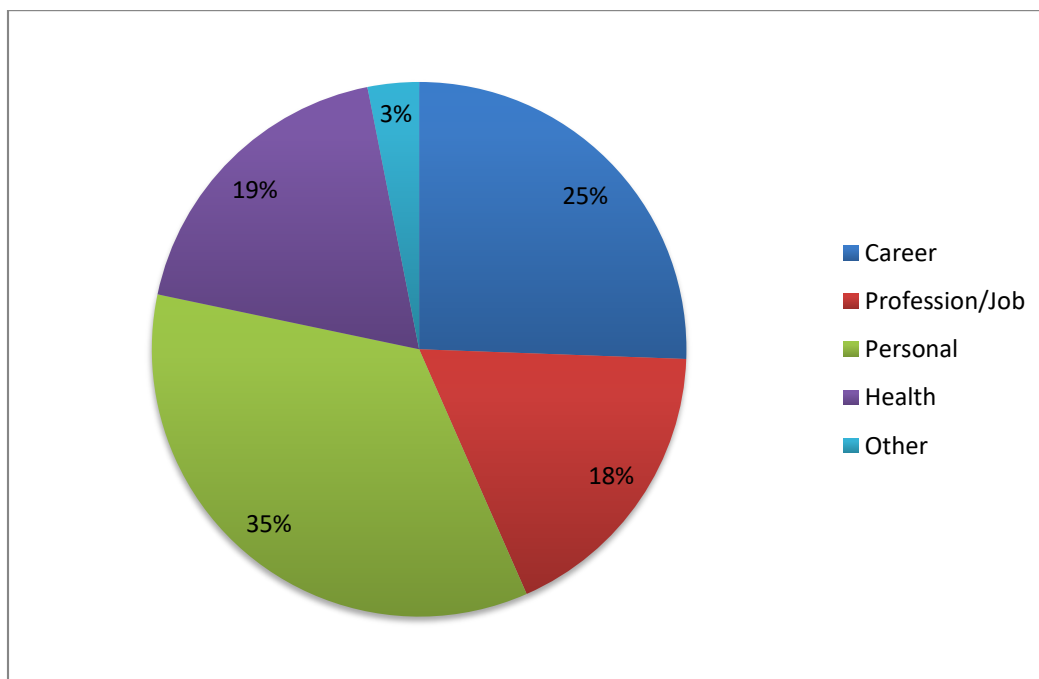
VI. DATA INTERPRETATION & FINDINGS:

1. *Understanding of the term- 'Life Coaching':*



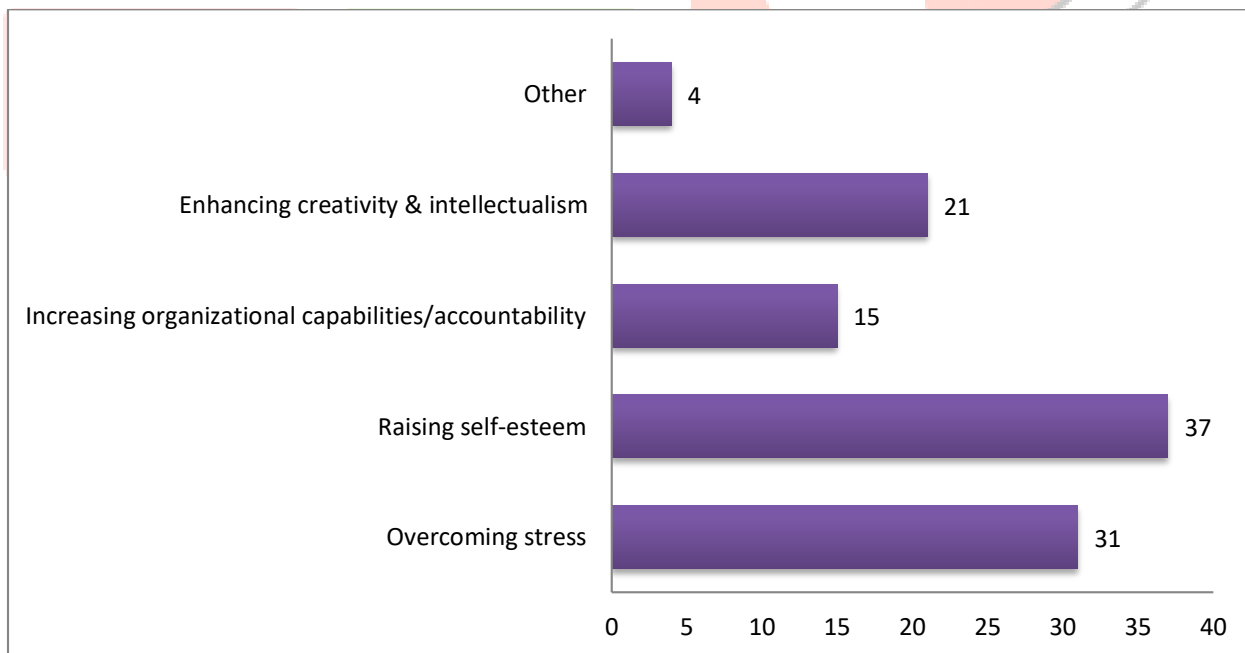
Life Coaching is perceived to be an approach that helps an individual identify his/her own goals and work effectively towards achieving them, overcoming the issues/obstacles and stress arising out of the process of fulfilling these goals, also making a shift in his/her own mindset as well as lifestyle.

2. *An area of life in which Life Coaching is most helpful:*



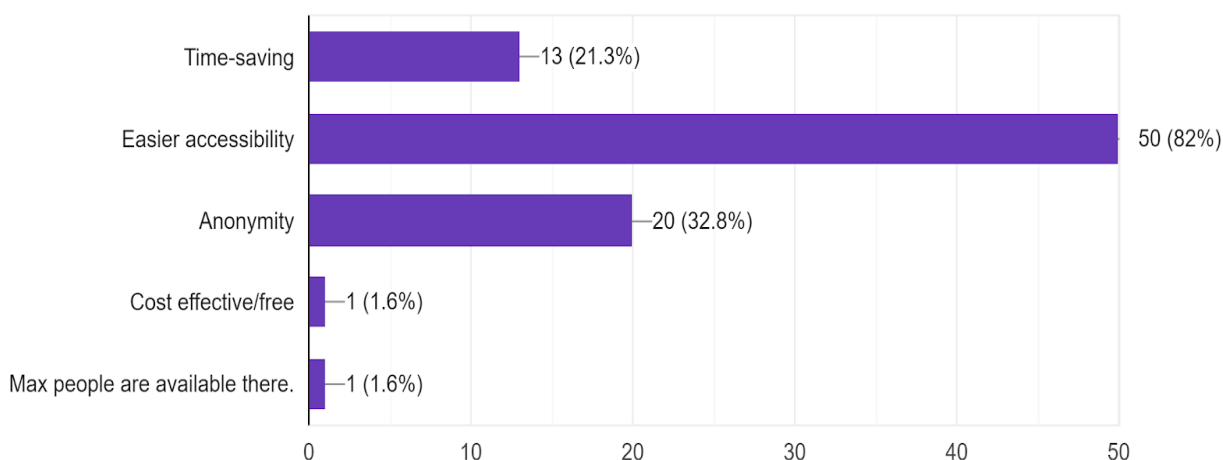
Life coaching tends to be highly impacting an individual's career growth and personal life satisfaction. 35% of the respondents feel life coaching is most beneficial in helping cope with an individual's 'Personal Life'. 25% of the respondents believe life coaching is taken up majorly for building and managing 'Career' among other spheres of life.

3. *Need for Life Coaching:*



According to 65.6% respondents, the primary purpose of life coaching is to raise an individual's self-esteem and overcome stress by strategizing on how to build upon one's inert capabilities.

4. Reasons for Life Coaching through social media being effective:



82% of the respondents consider social media platforms to be better for life coaching as it is easier and efficient in terms of accessibility and has a wider reach of content produced by the life coaches. The respondents feel life coaching through social media is more of an emotional uplifting and motivating experience rather than determining task specific solutions.

VII. RECOMMENDATIONS/LIMITATIONS:

- This research is limited to the gathering and analysis of quantitative data towards the approach of life coaching as a field operating through social media alongside the offline platforms. Thus it lacks the qualitative understanding about the same.
- Random Sampling technique tends to lack the collection of data of the most accurate sources
- Life Coaching as a subjects is yet to be explored much in length and breadth, thus awareness about this topic among the audience is considerably low.
- This study fails to understand how life coaching practices differ on the social media platforms when compared against the offline practices of the same.

VIII. CONCLUSION:

As a result of conducting this research study, the role of life coaching in the lives of adults can be outlined as- Assistance from an expert who attempts to influence other people seeking support in determining their own goals and purpose in life, adding to which the expert cruises the individual to achieve their objectives by overcoming obstacles and dealing with stress arising in the course of meeting these objectives as well as ensuring an overall personal development of an individual.

According to this study, most social media users rarely access life coaching over these platforms unless the content is served to the audience organically. Generally, life coaches produce video content and publish it on YouTube that acts as a primary content generation which is then shared across other social media platforms,

thus this study suggests that videos through YouTube are highly effective and impacting wider audience through other social media platforms as well, such as FaceBook, Instagram, Twitter among others.

Inspite of speeding digitalization and data automation, few people strongly believe that life coaching is most effective and impactful through offline/physical sessions with a life coach. Most of the adults now tend to find life coaching equally as efficient over both online and offline platforms, though life coaching through social media is more accessible, time-saving and keeps the anonymity(privacy of the identity of content consumers).

Thus, there lies substantially high potential for 'Life Coaching' to grow in a developing nation and culturally wide framework of the Indians. Social Media acts as a boon for developing the life coaching industry growing its roots in India yet wider reach of life coaching data across the world.

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