



# Study On Effect Of Uses Of Social Media During & After Covid-19 Pandemic On Students

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## ***I. Abstract***

The Pandemic COVID -19 has a drastic impact in our everyday life, due to lockdown many young people were under stress, it was found that huge rise the uses of social media platforms, it has affected the all types of generation from child to old generation because at that time only social media provide the connectivity with other worlds. It has affected the younger generation much, because they uses social media to pass their time during pandemic as a daily routine. Increase uses of Internet among everybody during lockdown have affected their psychological wellbeing. The study has identified the factors on different categories such as Potential risks of using social media; positive impact of being in social media and mental health issues that human being will be facing, intensity of using social media. the study has identified the factors on different categories such as Potential risks of using social media, positive impact of being in social media and mental health issues that human being will be facing, intensity of using social media. The study has provided a list of suitable suggestions for young person to overcome social media addiction. The future study can be extended on exploring the issues relating to impact of social media particularly on young, School goers, Parents, education service providers, medical practitioners, social media service providers and can give guidelines to reduce the risk towards addictive behaviors.

**II. Key Words:** Mental Health, Social Media, Psychological, Wellbeing, Addiction, Pandemic.

## ***III. Introduction***

In recent time, the information technology has seen gigantic development, especially with rapid augmentation in internet based social media and this development has pushed youth to get addicted towards social media and moreover it is considered to be a behavioral disorder in which youth adults become enraptured by social media and they were unable to turn down or cease their consumption of online media despite its clear negative consequences and physical disorder that would be the reward of the addiction

Human beings will have thirst towards social inclusion, for which social media is being a medium of communication. Adolescents, School Going students and youth pursuing their study will not even have a mobile phone for communicate with their peers. But these technological pressure worlds make them to seek for it as it is the only way to communicate with anyone. Pervasive social media platforms and easy internet access being about the youth to scroll it often in order to gain social pleasure this addictive pattern of behavior is characterized by use of specific application, messaging frequently, scrolling down often, logging in to various social media again and again , viewing mobile phone notification etc . These irrational and excessive use of social media not only affects them psychologically in-turn interferes with their daily life. Even this social media addiction is not associated to their mobile phones rather it means they are addicted to their activities through which they engage.

In previous decades, adolescents, school going students and youth pursuing their graduation will not even have a mobile phone to communicate with their friends. Pervasive social media platforms and easy internet access bring about the youth to scroll it often in order to gain social pleasures. Through this social media they are supposed to meet strangers who become close friends in future this addictive pattern of behaviors is characterized by use of specific applications, massaging frequently, scrolling down often, viewing mobile phone for notification etc. these irrational and excessive use of social media not only affects with their daily life. Even this social media addiction is not associated to their mobile phones rather it means they are addicted to their activities through which they engage.

In an article of news Medical Life Science, says that these addiction towards social media networking sites may cause Techno Stress than a normal stress and when people are facing this kind of stress instead of switching off for few minutes, they will switch over to one site to another thereby escaping the cause of stress. Addictive social media use will look more over equal to the substance use addicts. There has been a engagement in social media which leads to favorable change in emotional stress, behavioral or emotional engrossment with social media. In few case youth also experience troublesome physical and emotional symptoms when they were asked to restrict or stop social media scrolling. The unanswerable question is that what makes people who are using social media to get addicted. There is sense of pleasure in an individual brain immediately after he gets a reward for his posts or stories in social media. All seeks to be an immediate reward and which make them to engage in it for a longer duration.

The Corona Virus disease was begun in Wuhan (China) and it is declared as a global pandemic in the January 2020. This has been affected more than 190 countries and Europe was worse affected by this virus COVID-19. This epidemic and lockdown in order to control the spread of virus, had brought various pressure on economical, health, psychological, sociological of everyone' life. In response to the COVID -19 outbreak, government in many countries have imposed a lockdown to contain the spread of COVID-19 restriction enforce a significant change to children, adolescents and youth daily routine and psychological well being. Youth have become addicted towards social media platforms, gaming site and many.

There were various studies which show that, youths are facing consequences of lockdown, one of which is being sedentary and engaging in problematic internet use as a method of coping and escapism. Though this lockdown has brought back the days of togetherness, many were unable to get rid of this addiction. The affordability and ease of internet facility has also made them to get chained with social media. The pathological use of internet or other sites, has also made them to get suffer from serious health issues

WHO has warned people who spread this misinformation as it creates a panic, stress, stigma and unreasonable behavior in the COVID-19 pandemic situation, social media is one of the important sources for accessing updated information on COVID-19. People can get information on the level and pattern of increases, area wise details, and information on availability of vaccination, centers of vaccination, and awareness videos on safety measures and precautions and so on.

### **Objective of Study**

- 1) To analysis the consequences faced by the youth during Pandemic
- 2) To understand the factors which influence youth to get addicted towards social media during pandemic
- 3) To provide suggestions to overcome the addictiveness

### **Literature Review**

India has the world's second largest school system after China. Shutting schools to maintain social distancing during the COVID-19 crisis was the most logical solution to avoid community transmission in the initial response to COVID-19 given uncertainty over transmission rates among school aged children and the potential impact of the Corona virus. All education institutions in India were temporary closed in March 2020. As "India went into lockdown at the end of March 2020. By May amidst the increase in COVID 19 cases across the country. It becomes clear that it would not be possible to resume in school classroom sessions for the new academic year. In April 2020 the Ministry Education in July 2020 presented the Alternative Academic Calendar for Students (AAC) guidelines on continuing formal school education online. The AACs are a set of four documents – one each for Primary, Upper Primary, Secondary and higher secondary schooling – that outline measures for

educators to ensure continuity in curriculum leading from the safety of students homes through a blend of online and offline activities. The closures have affected millions of learners across India from pre- primary through secondary levels of schooling. Although a lot of digital content has been generated and transmitted to help children continue to learn from home. There is limited evidence on the extent to which this content is actually reaching children whether they are engaging with it and the impact it is having on their participations and leading. The 2020 annual status of Education Report (ASER) survey was adapted to a phone survey format that could be conducted in multiple waves. In order to capture the effect of the pandemic on different aspects of children's education. it explore the provision of and access to remote education mechanisms and materials in rural parts of the country and the ways in which children, families and educator's are engaging with these from the homes. Key finding from the ASER survey include.

### **Internet and mobile connectivity in India during Pandemic**

- 1) 54% urban and 32% of rural populations of 12+ years had Internet access
- 2) 99% of both urban and rural internet users aged 12+ years used mobile phones to access internet
- 3) 11% of Indian households have computers such as desktops, laptops, and tablets & smart phones
- 4) 24% of households have internet facilities including unlimited broadband connections
- 5) 15% of rural Indian household have access to the Internet. This led to a partial or complete lack of access to education for many students

(Source NIELSEN & IAMIA 2019)

### **Availability of learning material**

Only 36% of all enrolled children received learning materials or activities from their teachers

- 37% of children in higher grades ( 9 and above ) received learning materials.
- . 31% children in lower grades (1-2 grades) received learning materials. These percentage were consistently higher for children in private schools compared to Govt schools across all grades
- 67% of Govt school students and 87% of private school students received learning materials on Whatsapp.
- Govt school tended to use phone calls and personal visits more often than private schools
- 68% of parents cited schools not sending material while 24% of households stated not owning a Smartphone. This number was almost 5% higher for government schools than private schools.
- 36% of household which did receive learning materials.
- 60% school children reported using textbooks during pandemics
- Students in higher grades were more likely to engage with online classes
- 29% students reporting using video recording and 18% reporting using live online classes in private school and for Government school students the figures were 18% for video recording and 8% reporting using live online classes
- The Remote learning Reach ability report 2020 by UNICEF stated that only 24% of households have access to the Internet across the country, The report concluded that :

“the learning gap is likely to widen across high, middle and low income families as children from economically disadvantaged families cannot access remote learning”

- A report published by Oxfam India, indicated that children studying in government schools were hit hard with more than 80% of government school students in ORISHA, Bihar, Jharkhand, Chhattisgarh and Uttar Pradesh not receiving any educational materials during the lockdown, this was mostly because families did not have access to digital devices and e- learning tools. In homes that had digital access whatsapp was the primary mode (75%) for delivering education in both public and private schools followed by the phone calls between teachers and students (38%) but more than 75% of parents had trouble with whatsapp lessons because of the lack of the internet connections or the billability to afford it. And sometime poor internet signals / speeds.
- A survey conducted by UNICEF in six states concluded that most respondents feel that students are falling behind compared with where they should be including in social skills, fitness, Job prospects etc. 67% parents of students aged 5-13 years and 71 % of

parents of students aged 14-18 state that overall progress is significantly behind, compared with what it would be in school. Kerala is an exception about 70% of parents of both younger and adolescent students technology access and it has also been among the most proactive states in supporting students it is only state where nearly everyone who used remote learning reports that the government has provided remote learning resources and more than 90% report that students are speaking with their teachers.

- The Severe Economic impact of the pandemic has forced many students to discontinue their education in order to work and help their families tide over these difficult times. This has significantly impacted low income families who are unable to afford schooling for their children. According to the Centre for Monitoring Indian Economy, unemployment in India Jumped from 8.4 % in March 2020 to over 24% in May 2020. Dr. Pravat Kumar Jena explains that when the unemployment rate rises, education rate decreases as people struggle to find food for their families instead of pursuing an education
- Many teachers were unprepared for the transition to online learning and did not have the technical tools, supports or knowledge to be able to successfully teach their students. This led to inefficient lessons and additional duties that teachers were unprepared for some teachers also took on side jobs during the pandemic in order to make ends meet.
- Many students depend on school for their meals and University students also rely on their school for housing. School and university closures left many without enough to eat or to place to stay, with some students even living in bus stations when college dorms were closed
- **Gokmen Arslan (2021)** has highlighted the arousal of Psychological problems such as stress, Anxiety, depression, trauma, panic, Insomnia, Death distress, Anger, Psychosis, boredom and suicide among the students. It has created fear among the students which lead to suicidal ideation. The results showed that in this novel corona virus pandemic, more than half of the participants (50.6%) are facing at least one mental disorder, which is much higher than the usual prevalence of metal disorders. This is closely connected with school belongingness ie sense of belongingness with school. As students were physically disconnected from their friends was the major reason which affects self regulatory performance and self discipline.
- **Ashavidya Kusuma (2020)** has made a study on impact of Social Media on youth. The research has examined the potential risks associated with the usage of social media. It highlights that youth are using social media in self directed way by escaping themselves from cyber victimization. The study addresses the depression, anxiety and self harm nature among adolescents. With respect to gender girls took much of their time to spend on social media than boys. They are suffered with cyber bullying suicidal attempts etc. the study list the benefits of proper usage of social media. It enables to connect with friends positively to share their views. The study has given some suggestions to use social media in a better way that parents should guide the teens by talking with children about the better usage of social media.
- **Swetha Singh (2020)** has made a research which addresses the current pattern of social media usage as an addictive behavior. On the other hand it is considered as a tool to deal with current global crisis. The papers shows the implications of this addictive behavior towards the mental health of people . Internet gaming disorder was a major implication among youth. What app, twitter and face book were the most used social media app. Many respondents were considering social media as a platform to share ideas, interact socially from relationships, draw attention of others and create social image.
- **Stefania Muzi (2021)** made a study to analyze the symptoms based on the emotional behavior, eating disorder, poor usage of social media, attached representations with the adolescent especially during COVID -19. The study has explored the linkages towards the identified variables. it has highlighted the risk

### **Research Methodology**

In this paper I have used descriptive research method for the study. The population taken for the study is school and college going students (from 6<sup>th</sup> class to Post graduation) the method which is adopted to select sample is simple random sampling and the sample size taken for the study is (200 School students and 500 college going) the primary data was collected through a structural questionnaires using data collection form and secondary data was collected from the previous research papers, book and websites.

## Analytical Finding

COVID -19 Pandemic and Lockdown has lead people to use social media platforms to know the same its present status and ways to handle it. At the same time it has created anxiety in the minds of people particularly the youth, when it is overloaded. Today's youth are always carrying their mobiles from morning till their bed time. They are not able to sit without their mobile. Some even carry it to their rest rooms. If any notification comes they are not able to continue their normal work they break the work watch the notification and then continue their work. Thus it has led to situation where they feel that social media keeps them away from isolation by assisting them in maintaining their contacts. In the present study the respondent's opinion was divided into different categories. Like Potential Risks of using Social Media, Positive impact of being in social media and Mental health issues that youth will be facing, intensity of using social media is when they frequently employ themselves in social media sites and following results were obtained

We certainly cannot imagine life without the use of social media from waking up in the morning till going to bed we check our social media accounts. While this can be a good thing sometimes, overuse of it also comprises negative impact of Social Media as well

It might be bit hard to believe at first but social media has had many negative results in the past few years as well here we discussing the negative impact that social media has had on us. In the social media have two bad Cs :-

- 1) Comparing
- 2) Consuming

It is quite common that we compare ourselves with others. From physical appearances to personal details, everyone everywhere is just comparing themselves with others. This is one of the main reasons for the cause of depression and anxiety in many people.

The other C that you should know about is consuming. How this works that whenever we are alone or bored somewhere, we always tend to check the phones to see the latest updates on social media. However doing that can be a bad thing for sure. Do you want to know how?. We are actually allowing asocial media to affect our minds, making it less focused and more diverted.

Till now we have known that social media is not good for us. However we still need to know how exactly it is bad for us. This might come as a shock to you but there are mental and physical problems that come to the surface because of improper use of social media all time. Here are some common issues that social media causes

- 1) **Irregular Sleep** Most people have complaints that too much use of social media has affected their sleeping patterns as well, all these irregularities will definitely have its effect on the health of the person. Lack of proper sleep is also one of the reasons why people have stress problems. So you need to stay away from that mobile phone of yours if you want to sleep peacefully
- 2) **Anxiety and Depression:** Too much use of social media sites can take a toll on the mental health of a person. Most cases of depression blame the use of social media for the condition; I would suggest that we set a particular time limit for being active on social media.
- 3) **Cyber bullying:** when it comes to cybercrimes, they have only increased a lot in past few years. It is one of the most common problems that children have to face these days. It can quite risky as well. Social media platforms like face-book and instagram allow the bullies to hide behind their profiles and make gruesome some remarks about people. It is unfortunate to know that some people even commit suicide due to issues of cyber bullying. Most people even says that cyber bullying is even worse than bullying face to face, that makes it the most common negative impact of social media.
- 4) **FOMO (Fear of Missing Out)** it is most robust terms that are linked with a higher level of engagement in social media. This meaning of the term is that the more you are active on social media, the more you will experience fear of missing out. This can be huge issue for the children of today as they might even have depression due to that. Surely, you would not want that to happen to you.
- 5) **Negative Image:** everyone is concerned about the way they look. There are always different profiles of celebrities who wear expensive clothing and always look nice in the pictures; body image can be a great issue for the youth. Seeing all these pictures with amazing people looking beautiful and appealing might create a certain negative image in the minds of the youth. They might feel like they are never going to be a beautiful as these celebrities. This can also be another negative impact of Social Media that causes depression in the youth.

- 6) **Unrealistic Expectation:** it is true that social media plays a great role in building unrealistic expectations for the people. There is no online authenticity in websites such as instagram, facebook and others
- 7) **General Addiction:** even research would agree when we say that social media can be very addictive, even more than drinking. In some of the platform social media such as instagram, facebook and twitter is the biggest culprit of this. If we cannot go even a single day without checking on the phone or your social media accounts then it means that you are completely addicted to using social media. Once we are addicted, it is really hard to let go, however we can try and limit your use of social media
- 8) **Positive Impact:** Social Media sites are being a platform for youth to stay connected with their friends which seems to be a positive side of being online. And it is also seen as a source for getting resources among the same peer communities and vast majority of the people (82%) agreed to the statements which were put forth for it. But youth does not have capacity to differentiate between their real friends and online friends and they just continue to give request to increase the number in their side. Due to impact of pandemic, they were not able to hang out in person but with the help of this social media the sense of belongingness among peers were sustained and more than 2/3 of the respondents 69% agreed to the fact that they were able to meet up their peers who left excommunicated before COVID Pandemic.
- 9) **Mental Health Issues:** Study has shown that 47% feels they are pushed to depression state when they are not using social media and they are prone to keep checking the updates which make them to acquire update syndrome. More than half of respondents 67% know that their productivity gets diminished due to the continuous it, they are likely to get symptoms of isolation, stress, depression, insomnia, suicidal attempts and related mental health issues.
- 10) **Social Media Intensity:** from the study it is seen that more than two third of respondents 68% feels that they spend too much time on social media. They keep on probing into social media just to check the notifications, message pop ups, tag related notification etc. most of the respondents using social media when they are alone or when they are in a separate room (87%). They were not ready to let their parents know what are all the social media sites they were indulge in. more than 2/3 of respondents exhibit that they will get anger of anxious when someone among their family members or friends disturb their privacy issues.

### **Suggestion for better usages of Social Media**

Social Media is an important part of our daily life. In fact a study suggests that half of the children who are aged between eight and seventeen years have social media networking like facebook, whatsapp Instagram etc. Not only the young people, but people of all ages, all professions are using social networking sites as a means of communication.

Social media plays a dominant role in our day to day life and it creates a wide range of impact on people when it is shared on social media.

- Set your time limit for uses of Social Media
- Delete unnecessary Apps in your smart phone
- Don't download unknown apps in your smart phone
- Connect online with your friends only when its necessary
- Spend time with family and friends by cooking food, watching movies and enjoying a meal together
- Playing traditional & Physical games rather than online games
- Restrict your mobile usage in the morning hours as soon as you get up, because it may spoil your entire day
- Connect yourself with people who are similar minded
- Try to spend your free time for creative things such as arts and crafts
- Give Less importance to social media appearance
- Learn Self control by doing some meditation and exercises
- Set your time for activities and follow it
- Divert yourself in to reading books or do some volunteer work
- Last what not least please avoid social media as you can?

## **Conclusion**

Lockdown has forced the youngsters to go online to complete their regular studies. They are forced to use the internet and electronic devices. All these trends has distracted their minds, they automatically peek into some unwanted things which are distributing their normal life. They are living in the virtual world willingly or unwillingly. Adding to their monotonous lifestyle which restricts physical and social activities outside the home, lockdown makes youth find alternate to see their friends or peers. Excessive media usage is highly addictive due to its psychological, social basis

During the current pandemic, it is understood that there is increased many fold uses of Social Media among youth all over the world to keep them more connected and free from the worries of pandemics. Youth are more likely to adapt to new situations they will come out of the virtual world very soon, without ignoring the fact that these social media helped us in spreading awareness and internet has not stopped the education of our children. Without the internet, it would have been a tougher task for people and Government to tackle the pandemic situation. Hence the existing state of addiction will change to situation of avoidance soon.

## **Future Scope of Study**

Further study can be done with parents, education service providers, medical practitioners, social media service providers and can give guidelines to reduce the risk. Content related issues and real needs can be identified and sorted out. Studies can conduct to find out successful withdrawal strategies.

The future study can be concentrated on exploring the issues relating to identifying the excessive use of social media and its impact particularly on young children, school & College going students, all educational institutions are providing online education due to COVID -19 . it may reduce the risk factors, they could save children from psycho behavioral issues.

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