

# Social Media and its side effects on adolescents, young adults and senior citizens

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## ABSTRACT

### Keywords

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## Introduction

### Social Media

Internet based life is the group of online correspondences channels devoted to network based info, interaction, content-sharing and joint effort.

Locals and applications dedicated to get-togethers, microblogging, individual to individual correspondence, social bookmarking, social curation, and wiki's are among the particular sorts of systems administration.

There are a lot of examples of social media and they are as follows:

- **Facebook** is a well known free interpersonal interaction site that permits enrolled clients to make profiles, move photos and recordings, send messages and remain in contact with friends, family and accomplices. As per insights from the Nielsen Group, Internet clients inside the United States invest the greater part of their energy in Facebook than some other site.
- **Twitter** is a free microblogging long range interpersonal communication site that empowers enlisted people to impart short posts called tweets. Twitter individuals can communicate tweets and follow other clients' tweets by utilizing various stages and gadgets.
- **Google+** (articulated as Google Plus) is Google's long range informal communication relational correspondence adventure, proposed to repeat the manner in which people interface disconnected more intently than is the feline in other person to person communication sites. The undertaking's trademark is "Genuine sharing reconsidered from the web."
- **Wikipedia** is a free open substance online reference book put forth through the mutual attempts of a gathering of customers. Any individual who is enrolled in this site can make an article for distribution; enlistments are not important to alter articles. Wikipedia was set up in January 2001.
- **LinkedIn** is a long range informal communication site which is uniquely intended for the business network. The principle point of the site is to permit the enlisted individuals to set up and report systems of individuals they know and trust expertly.
- **Reddit** is a social news site where stories are socially advanced by site individuals. The site is made out of a few sub-gatherings, known as 'subreddits'. Each subreddit

has a specific topic, for instance, development, legislative issues or music. Reddit site people, in any case called 'redditors', submit content which is then casted a ballot upon by various people. The objective is to send very much respected stories to the highest point of the site's principle string page.

- **Pinterest** is a social curation site for sharing and ordering pictures that are found on the web. Pinterest requires brief delineations anyway the fundamental focal point of the site is visual. Tapping on an image will take you to the main source, along these lines, for example, in the event that you click on an image of a couple of shoes, you may be taken to the site where you can buy those pairs of shoes.. A picture of blueberry hotcakes may take you to the page where the formula is referenced.
- **Instagram** is an American photo and video sharing social networking service owned by Facebook. Instagram was originally distinguished by only allowing content to be in a square frame. The application allows us with media which can be edited with filters and organised with tags and location.
- **Snapchat** is an multimedia messaging application and it's one of the features is that the text and pictures that are sent are usually available for a short period of time and then they disappear. The application has evolved majorly focusing on one person to person photo sharing. Social media is becoming an integral part of life online as new social networking websites are being launched. Most conventional online media include social components such as comment fields for users. In business social media is utilised to advertise items, advance brands, associate with current clients and cultivate new business. There are advantages and disadvantages of social media and they are as follows:

### Advantages

- Encourages open interchanges, advancing upgraded data disclosure and conveyance.
- Permits representatives to examine thoughts, post news, pose inquiries and offers joins.
- Gives a chance to augment business contacts.
- Focuses on a wide crowd, making it a valuable and successful enlistment instrument.
- Improves business notoriety and customer base with insignificant utilization of points of interest.

Extends statistical surveying, executes advertising efforts, conveys correspondences and coordinates intrigued individuals on explicit sites.

### Disadvantages

Opens up the opportunities for programmers to submit extortion and dispatch spam and infection assaults.

Builds the danger of individuals falling into prey to online tricks that appear to be certifiable, bringing about information or data fraud.

Possibly brings about negative remarks from representatives about the organization or potential legitimate results if workers utilize these destinations to see hostile material.

Conceivably brings about loss of profitability, particularly if representatives are occupied with refreshing profiles, and so on.

Social media can influence people in good and bad ways both. Social media helps us provide a lot of information on a daily basis and it also get people in big frauds.

## Influence Of Social Media

Numerous guardians stress over how presentation to innovation may influence little children formatively. We realize our preschoolers are getting new social and subjective abilities at a dazzling pace, and we don't need hours spent stuck to an iPad to block that. Yet, pre-adulthood is a similarly significant time of quick turn of events, and excessively not many of us are focusing on how our young people's utilization of innovation—considerably more extreme and private than a 3-year-old playing with father's iPhone—is influencing them. Truth be told, specialists stress that the webbased life and instant messages that have gotten so necessary to young life are advancing nervousness and bringing down confidence.

Youngsters report that there may be valid justification to stress. An overview asked 14-multi year old in the UK how webbased life stages affected their wellbeing and prosperity. The overview results found that Snapchat, Facebook, Twitter and Instagram all prompted expanded sentiment of despondency, tension, poor self-perception and depression.

## Review Of Literature

**Maxine A Sharps et al. (2019)** Adolescents and young adults selected larger proportions of energy-dense food than recommended. The majority of young people have a social media profile and peer influence on social media may moderate the size of portions selected. There were two interventions- one was whether the exposure to images of high-energy-dense on social media would influence and second sugar-sweetened beverages would. These studies demonstrated that social media is a feasible way to communicate with youth. Hence, desired portion sizes of some foods and beverages may be resistant to change via a social media intervention in this age group.

**Betul Keles et al. (2019)** While becoming inextricable to our daily lives, online social media are blamed for increasing mental health problems in younger people. This research focused on the influence of social media use on depression, anxiety and psychological distress. There were 4

domains: time spent, activity, investment and addiction and then these were related to our variables. Mechanisms of putative effects of social media on mental health should be explored further through qualitative enquiry and longitudinal cohort studies.

**Molly E. Waring et al. (2018)** The rapidly changing social media landscape poses challenges for patients, clinicians and researchers. Research is needed on how patients can establish supportive communities for weight loss and the role of clinicians in these communities. Emerging research on meaningful engagement in and the efficacy and cost effectiveness of social media - delivered lifestyle interventions should provide insights into how to leverage social media to address the obesity epidemic.

**Fernanda Daniel (2018)** Social representatives endorse the image that society creates about people, objects and events. The internet constitutes a world of medicated social interactions. This paper maps social representations of old age through the appropriation of social media tools, analyzed from a digital storytelling perspective across images published in Instagram platforms using semantic indexing techniques.

**Emily Weinstein. (2017)** Browsing social media is now a daily practice for everyone, yet the relationship between social browsing and well-being remains controversial. Research finds that negative social comparison mediates the relationship between social browsing and ill-being outcomes, such as depression. The survey was done on 507 teens and were assigned to a "highlight reel" condition or to one of two browsing interventions designed to reduce affective consequences of comparison. Research concluded that there was moderate relationship between social comparison and affective well-being. Results suggest differential responses to both social browsing and social media intervention.

**Chia- Chen Yang et al. (2017)** Scholars have described how youth perform online self-presentation and its implications for identity information. Also, mindfulness is found to moderate the relationship between social media use and psychological outcomes, its moderating role has not been investigated in self-presentation research. Survey collected data from 219 colleges between the ages of 18-23 showed positive online self-presentation was related to higher self-esteem. Findings also revealed the diverse associations between online self-presentation and identity development at the college transition.

**Yaguang Zhu et al. (2017)** The amount of pro-smoking information appearing on social media has increased in the past few years, which expands the potential for widespread exposure to information about smoking. The objective was to examine the effects of pro-smoking information scanning using social media on non-smoking young adults' smoking information. Scanning had an indirect impact on smoking intention from attitudes towards smoking self-efficacy. Theoretical and practical implications of these findings are discussed.

**Ana Radoric et al. (2016)** This study examined descriptions of social media use among 23 adolescents who are diagnosed with depression and to explore how social media influenced them. There were both positive and negative effects examined. Positive included all searching of the positive and meaningful content for social connections.

Negatives included risky behaviour and cyber bullying. They all described 3 trees of further use- oversharing, stressed posting and encountering triggered posts. Then the treatment was to shift the negative content to the positive content.

**Jamie E. Sidani et al. (2016)** The objective was to examine association between social media use and eating concerns in a large , nationally representative sample of young adults. There were 1765 participants. Compared with those in the lowest quartile, participants in highest social media have greater odds of having eating patterns concerns. This association was apparent whether social media use was measured as volume or frequency.

**Helen G.M Vossen et al. (2016)** The study says that adolescents who have profiles on social media may cause them to become less empathic. However, direct evidence is not found and hence, research even says that social media use can also be beneficial for adolescence' psychological development. The survey aims at how social media use influences empathy. The survey was conducted on 942 adolescents twice, within one year interval. The result was concluded that showed there is an increase in cognitive and affective empathy over time. Hence, adolescence social media improved both their ability to understand (cognitive empathy) and share the feelings of their peers (affective empathy).

**Donghee Yvette Wohn et al.(2016)** social media services like Facebook and Twitter are playing an increasingly large role as sources of news. This study investigates the ways of the composition of social media networks affects people's exposure to and attitude towards news. Focus groups and in-depth interviews with young adults with varying ethnicity showed people's network on social media function as micro agenda setters. The characteristics of people in one's network can facilitate negative effects such as echo members and spirituals of silence but can also unfold new perspectives and create awareness of topics not covered by legacy media.

**Jessica C. Levenson et al (2016)**A nationally representative sample of 1788 of young adults were assessed by self-reported minutes per day spent on social media and visits per week using items adapted from the Pew Internet Research Questionnaire. Objective was to assess sleep disturbance using a system to measure sleep. The strong association between social media use and sleep disturbance has important clinical implications for the health and well-being of young adults.

**Anna L. Altshuler et al. (2015)** The objective is to explore the use of social networking sites for recruitment of Aldo sense and young adults Aldo sent and young adults. Survey was conducted. Survey was conducted on 13 to 29 years of people. District descriptive statistics were used to compare the study population demographics and prevalence of sexual experience. There were 996 participants the majority supported abortion social networking sites were popular source to learn more about sex and abortion.

**Virgina W. Nyagah et al. (2015)** This research sought to specifically investigate to check the influence of social media on self-esteem of adolescents. The data collection tool used for this research was questionnaire and Rosenberg self-esteem scale. The study concluded that there is a huge influence of social media on self-esteem and psychological

well-being of adolescents. The study recommends students should be given guidance and counselling to use social networking sites positively.

**Lisa M. Cookingham et al. (2014)**For adolescence the use of social media is a part of daily life. While the advent of the internet has enhanced communication and information dispersal worldwide, it also has negative effects on sexual and social wellness of many of its adolescent users. The aim of research is to describe the role of social media in the evolution of social norms, to conclude how online activity leads to negative impact on adolescents' self- esteem and contribute to high risk behaviour and provide guidance regarding social media use. Adolescence healthcare providers are important contributors and to engage this up-and-coming generation on benefits and risks of social media use.

**Ractham et al. (2014)** This study explores how senior citizens use social media and how they are satisfied by using SNS. Data was collected from 341 senior citizens to evaluate the influence of satisfaction from social media use experiences on their domain life satisfaction. Findings leads us to the information that top 10 SNS users fall into family, health, leisure, consume, self and friend domains. Path coefficients from lives domains have positive effects.

**Caroline Bell et al. (2013)** Social media is a powerful tool that can connect family and friends across long distances as well as link people with similar interest. It has a summary that social networking sites are more widely used by younger adults and are less likely to be used by older adults .a survey was conducted of 142 older adults and aim was to understand the characteristics who do and do not use Facebook.59 of them were currently on Facebook and 83 were not there no users were older and users were middle age. Facebook users did score high on social satisfaction and confidence therefore, understanding the factors that influence social media as in older adults is becoming more critical.

**Shirely S.H. et al. (2013)** The study was with aim that the influence of presumed social media influences the model as the theoretical framework to examine how perceived social norms will mediate the influence of pro and anti-drinking media messages on adolescents' intention to consume alcohol. Data was collected from 1028 high school students. Among the nondrinkers, perceived peer attention to pro drinking messages indirectly influenced adolescents' pro-drinking attitudes and intentions to consume alcohol through all 3 types of perceived social norms. Among drinkers, perceived peer attention to pro- and anti- drinking messages indirectly influenced adolescents' pro-drinking attitudes and intentions to drink alcohol through perceived subjective norms. Hence, it was concluded the support for extended influence at the presumed social media influence model.

**Gwenn Schurgin O'Keeffe et al. (2011)** Using social media is among the most common activities for adolescents and children. All the websites that involve social interactions are called social networking sites. These sites give youth a platform for communication and entertainment. Now, it is even more important for parents to be aware of them as all these sites certainly have negative effects which can be harmful for their children i.e. cyberbullying or lack of privacy.

**Garcia Jiménez et al. (2010)** The objective of this research is to study in depth the changes taking place in the habits of adolescents using social media, particularly due to websites and the socio-cultural implications of these processes. The sample was of 2077 adolescents and then the comparison was made on the basis of regular and nonregular users of social media. The main conclusion was the intensive use of the internet as regards time and activity to those who were on a regular use.

### Methodology:

**AIM:** To understand the influence of social media on adolescents and adults and senior citizens.

**VARIABLE:** There are two variables-

(a) Dependent Variable: social media

(b) Independent Variable: adolescence, adults and senior citizens.

### Sample

1. The survey was conducted on 30 people and there were 3 categories: Adolescence, Adults and Senior Citizens.

2. The aim was to calculate the influence of social media among the 3 categories and then the comparison was made.

3. The survey was conducted with the help of a questionnaire which included 12 questions.

### Tool

The tool that was used to conduct the survey was QUESTIONNAIRE.

It had 12 questions and with 5 options that were:

\* Strongly Disagree

\*Disagree

\*Neutral

\*Agree

\*Strongly Agree

Then the scoring was done on a scale of 5.

### Item Construction

Item construction basically means how did we construct the questionnaire.

Questions were made with the help of researches done by other psychologists and other surveys.

Questionnaire was made in the form of a statement rather than a question.

### Theoretical Basis

The questionnaire was formed in a statement to check how people are influenced with social media. The statements were close-ended, multiple choice with 5 options. There were 12 statements. Likert rating scale was used to make the options. Purpose of the tool (questionnaire) was to check how people are involved with social networking sites and how much time they spend on it. The scoring was done from 1-5 in which the first option was given 1 score and the last was given 5.

The options were as follows:

\*Strongly Disagree

\*Disagree

\*Neutral

\*Agree

\*Strongly Agree

### Blank Questionnaire

Q1. I feel that I spent too much time on social media

● Strongly Disagree

● Disagree

● Neutral

● Agree

● Strongly Agree

Q2. I feel that social media has negative effects.

● Strongly Disagree

● Disagree

● Neutral

● Agree

● Strongly Agree

Q3. I think there is a lack of security on social networking sites.

● Strongly Disagree

● Disagree

● Neutral

● Agree

● Strongly Agree

Q4. I have more friends on social media than in real life.

● Strongly Disagree

● Disagree

● Neutral

● Agree

● Strongly Agree

Q5. My social networking affects my real social life.

● Strongly Disagree

● Disagree

● Neutral

● Agree

● Strongly Agree

Q6. I think usage of social networking sites leads to less emotional bonding in relations.

● Strongly Disagree

● Disagree

● Neutral

● Agree

● Strongly Agree

Q7. I visit social networking sites with a specific purpose.

● Strongly Disagree

● Disagree

● Neutral

● Agree

● Strongly Agree

Q8. I evaluate the content that I publish on social media.

● Strongly Disagree

● Disagree

● Neutral

● Agree

● Strongly Agree

Q9. I enjoy making new friends on social networking sites rather than in real life.

- Strongly Disagree
- Disagree
- Neutral
- Agree
- Strongly Agree

Q10. I feel there is a change in my attitude because of social networking sites.

- Strongly Disagree
- Disagree
- Neutral
- Agree
- Strongly Agree

Q11. I feel that using social networking sites influences my choice of profession in future.

- Strongly Disagree
- Disagree
- Neutral
- Agree
- Strongly Agree

Q12. I feel jealous to see other people seemingly have extravagant lives on social media.

- Strongly Disagree
- Disagree
- Neutral
- Agree
- Strongly Agree

**Procedure**

1. The questionnaire was made to check the influence of social media on adolescence , adults and senior citizens.
2. These questions were then distributed among 30 people with 10 among the each category.
3. The questionnaire was made online and distributed through a link.
4. Participants were told that results will be confidential.
5. The scoring was done on a scale of 5
6. Then the mean was calculated of all the 3 categories.
7. Then a result was made which indicated higher the mean higher will be the influence of social media on people.
8. Then the conclusion and result were made.

**Statistical Analysis**

-Statistical analysis was made by calculating the mean of Adolescence, Adults and Senior Citizens.  
 -To calculate means we first derived all the scores of 30 participants.  
 -As there were 3 categories the score was calculated according to the categories.  
 -The scoring was done on a scale of 5 in which all the options were given a value i.e.  
 \*Strongly Disagree - 1  
 \*Disagree - 2  
 \*Neutral - 3  
 \* Agree - 4  
 \*Strongly Agree - 5  
 -After the score was calculated then they were added to get the total.

-There were 3 results that came and through that we calculated the mean separately.

**Result**

The research was done on 30 participants with a group of 10 and each divided into 3 categories i.e. Adolescents, Adults and Senior Citizens.

The tool for the survey was a questionnaire. After they were filled, scoring was done on each questionnaire.

After the scoring was done, mean was calculated to compare the influence of social media in all 3 categories.

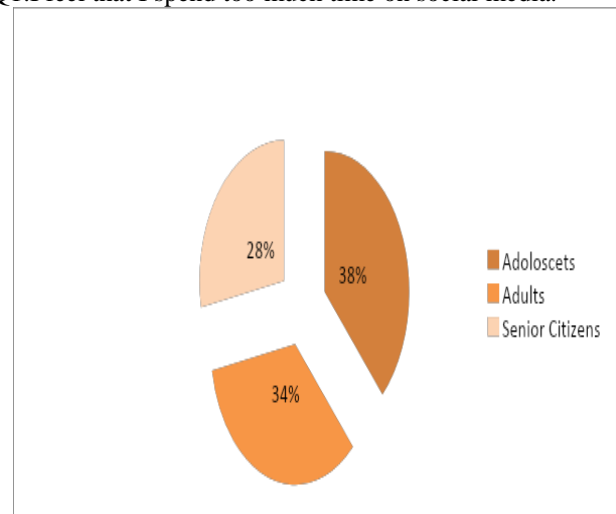
**Mean of Adolescence: 35.6**

**Mean of Adults: 38.4**

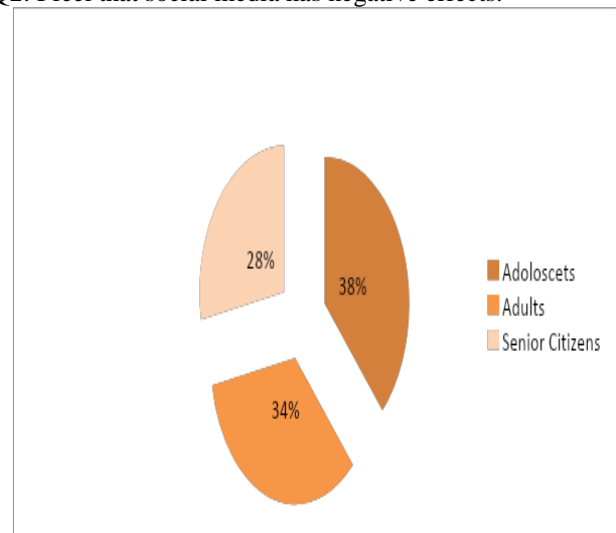
**Mean of Senior Citizens: 31.7**

These were represented in **pie charts** as follow:

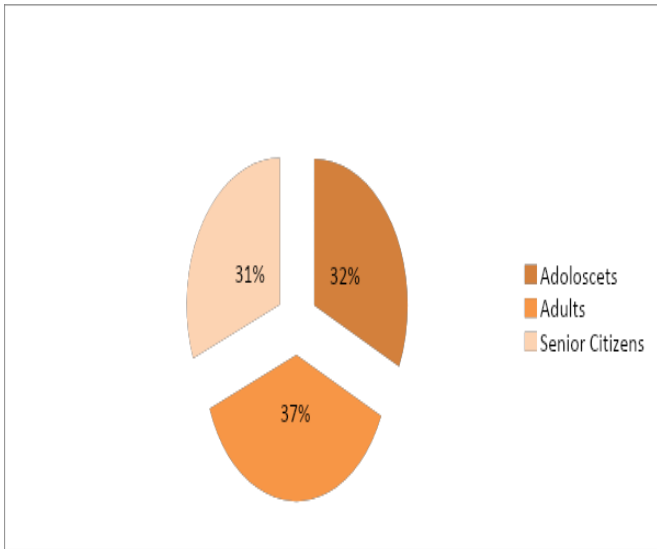
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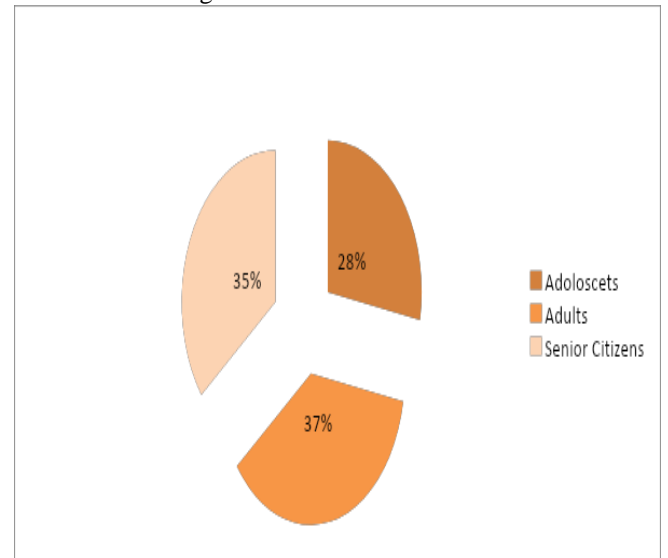
Q2. I feel that social media has negative effects.



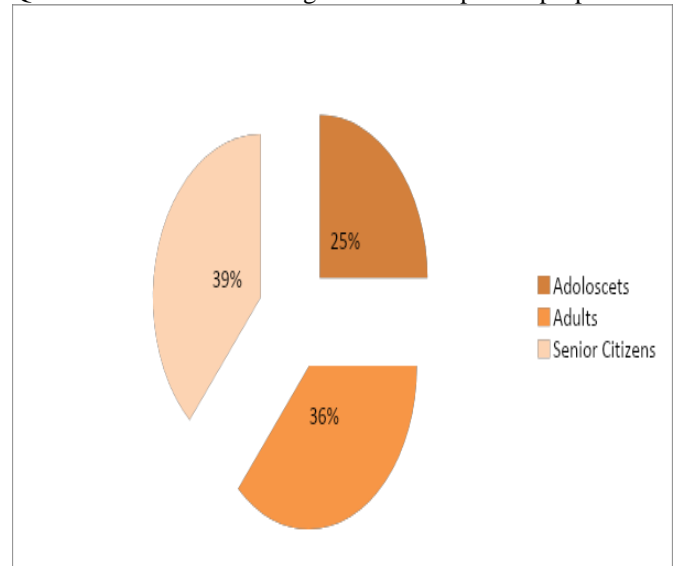
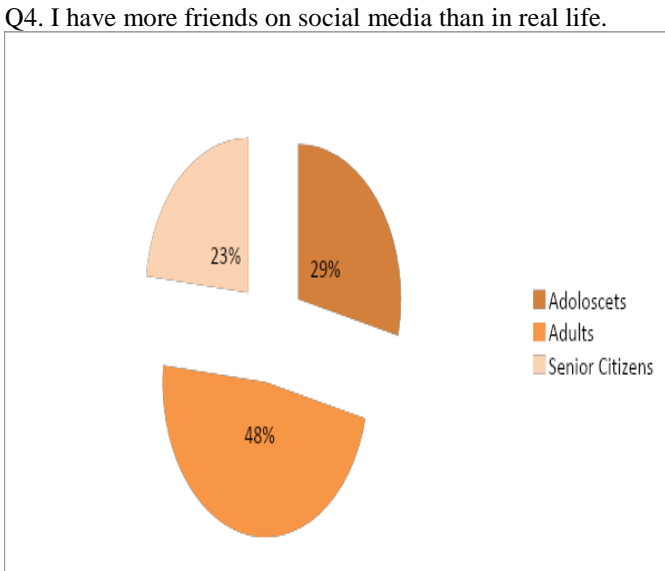
Q3. I think there is a lack of security on social networking sites.



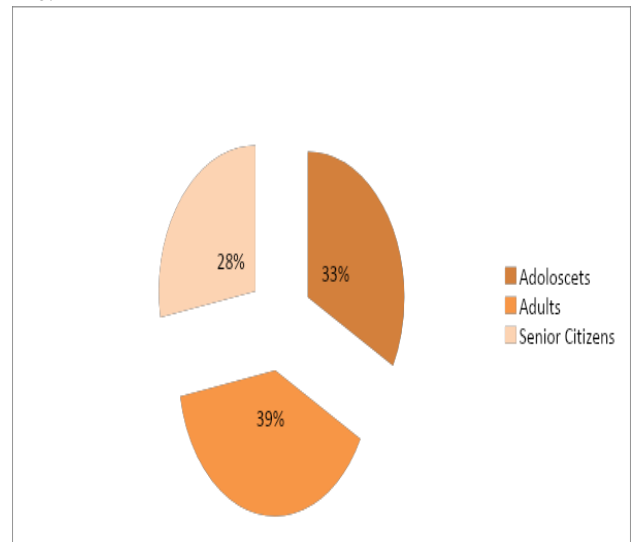
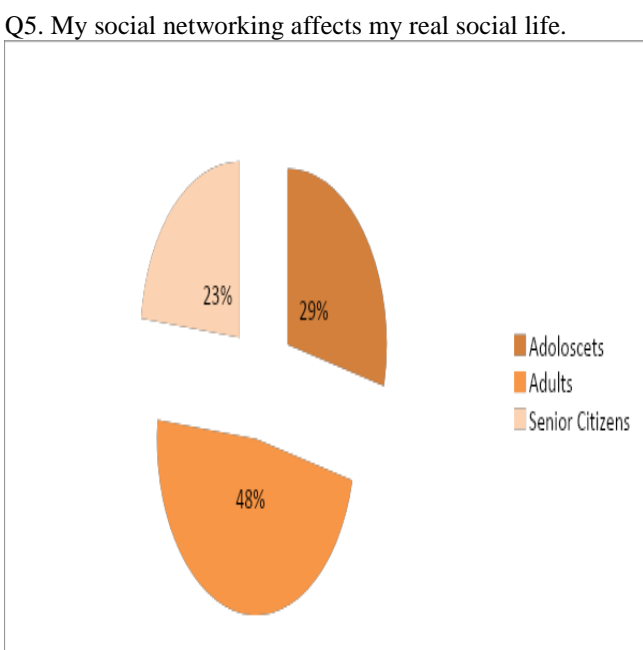
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Q6. I think usage of social networking sites leads to less emotional bonding in relations .

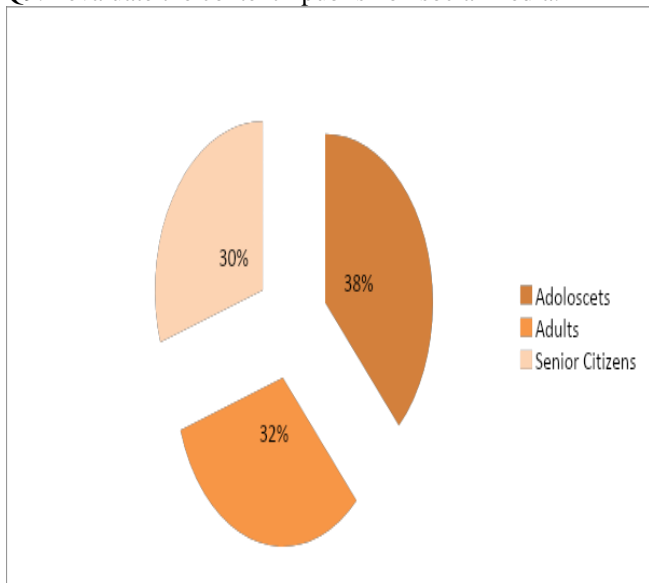


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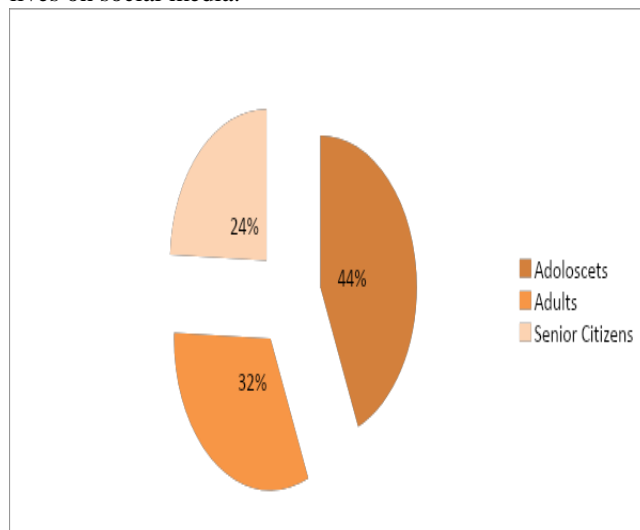


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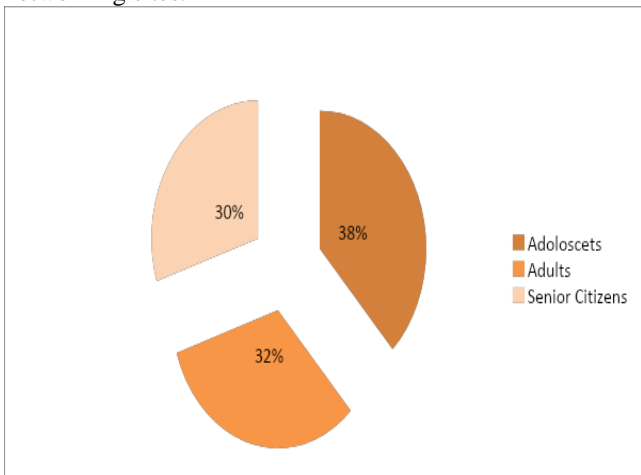
Q9. I evaluate the content I publish on social media.



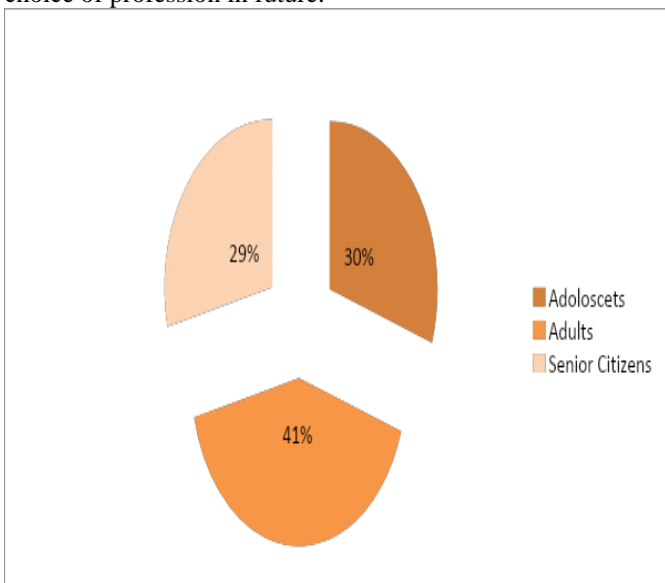
Q12. I feel jealous to see other people have extravagant lives on social media.



Q10. I feel there is a change in my attitude because of social networking sites.



Q11. I feel that using social networking sites influences my choice of profession in future.



### Discussion

The aim of the research was to check the influence of social media among adolescents, adults and senior citizens. Then the comparison was made that out of the 3 which category is affected the most. The result from the research indicated that the influence of social media is more on Adults as compared to Adolescents and Senior Citizens.

It was calculated by calculating their score and the mean was derived from the score by adding them.

All the categories had 10 people each.

The score of adolescence was 357, score of adults was 384 and the score of senior citizens was 317.

To calculate mean (average) all the scores respectively were divided by 10 to reach at mean.

Therefore, mean of adolescence was 35.7, mean of adults was 38.4 and the mean of senior citizens was 31.7.

Mean of Adults is more by 2.7 as compared to adolescents and by 6.7 as compared to senior citizens.

Hence, the influence of social media is more on adults as compared to adolescents and senior citizens.

### Conclusion

The hypothesis is found to be correct as there is more influence of social media on adults rather than adolescence and Senior Citizens..