



Enhancing Productivity of Youth Through Balanced Social Media Usage

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ABSTRACT

Social media offers plentiful opportunities to youth for enhancing wellbeing through opportunities for better connections with friends, following social media influencers, accessing various learning resources and apps for wellbeing. Balanced screen time on social media can ensure happy and healthy relationships among youth. This study carried out a survey among youth in the age groups 15 years to 35 years. Quantitative data was collected from 266 respondents on their usage of social media sites such as Instagram, Facebook, snapchat, twitter and LinkedIn. Further, factor analysis carried out by using SPSS 26.0, reveals that most of the youth follow most Facebook and Instagram accounts for entertainment, emotional distraction, educational purpose - knowledge and creative learning etc. Social networking sites are highly used for promotion of products and services. Balanced social media screen time is positively correlated with physical and psychological well-being of youth.

Keywords: Social Media, youth, Digital Technology, Screen Time, Social Media Platforms, Well-Being

INTRODUCTION

Social media is a digital platform used for establishing connections with individuals, uploading photos, updates, etc. This platform is used for interacting with friends and connecting with new people, consuming media content and engaging in various kinds of other activities [1],[2],[3][4]. Whereas, much has been said about the ill effects of this platform, it can be conversely useful for productive engagement by individuals.

The increasing use of Social Networking in India has been on the rise where the youth today, cannot imagine lifestyles without social media like Facebook, YouTube, Instagram, WhatsApp, LinkedIn or Twitter. The new age social networking culture has been massively adopted and has met an enthusiastic response from older generations too. Research studies on social media usage and impact within India were restricted to surveys and theories, in general. This study brings out the positive relationship between the social media usage by youth for self-development and productivity.

Social media is used to proportion content, profiles, reviews, insights, stories, perspectives and media, facilitating conversations and interactions on-line among people. All over the world, the social media platforms are getting huge subscribers and India is the second largest country having more than 600 million users after China! It is projected that till the year 2026, the users will grow tremendously around 1000 million. In India, Facebook, Instagram, YouTube, snapchat, etc. are

the popular social media platforms. As per the Statista reports, the following figure 1, depicts the comparative figures of growth of user base from years 2021 to the year 2026.

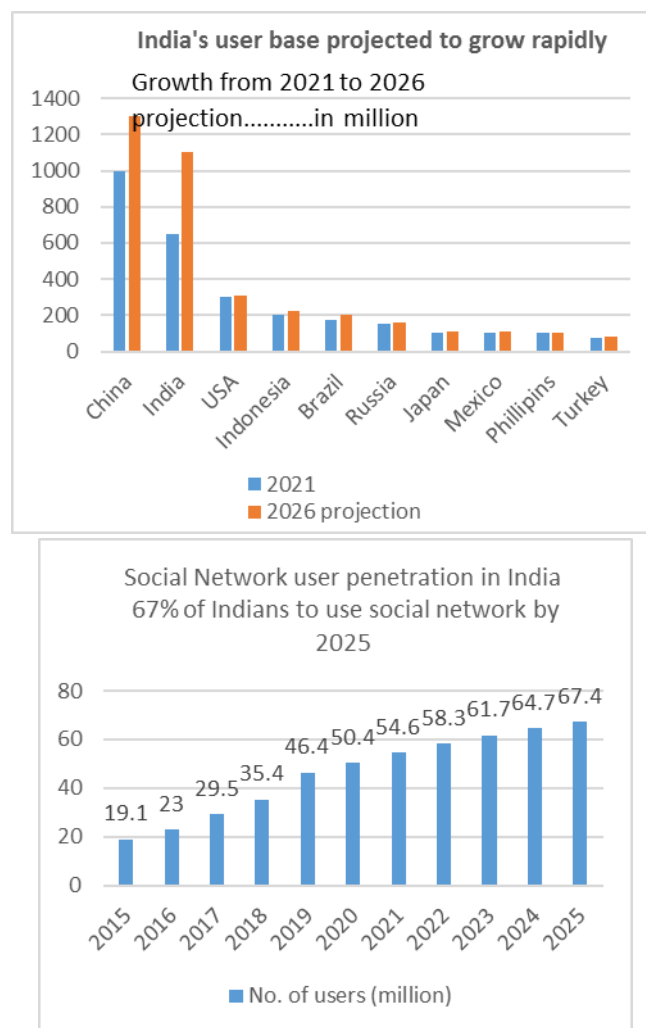


Figure 1: Social Media usage figures in India

Source: Statista Survey

Above Figure 1 clearly shows that the number of social media users has increased tremendously from the year 2015 to the year 2022 and is projected to cross 67 million social media user base by the year 2025. One of the reasons for increasing social media usage is the affordable data tariff plans offered by telecom companies and mobile phone becoming a necessity.

REVIEW OF LITERATURE

Technology has impacted the society in a phenomenal manner today Esnaashariyeh[5]. One of the impact of technological developments is the advent of internet and social media all over the world. Social networking sites such as Facebook and twitter are built with microblogging technology so blogging is possible Yusop and Chin [12]. Past literature has mixed views on the effect of social media on youth wellbeing. Gupta et al [6] have studied in detail the internet gaming addiction (IGA) and presented a review on the developments in the areas of internet addictions. They have concluded that there are rising use of internet and social media in India which needs to be channelized in the right direction. Recently it is found that using social media platforms have beneficial Verdyun et al ([10], harmful or sometimes negligible, Reef and Tang ([8], impact on the wellbeing of youth. Gundecha and Liu [13] explored that the increasing use of social media has gradually inspired users mainly the younger generations and this has shifted the informative and influential power from media to the users of social media. Foon Hew [15] studied the essential function social media has played over the length of getting human beings collectively and making their voice heard in society and the authorities on many instances in recent years in India. Kyung-sun Kim, et. al, [19] have

evaluated the preference of the sort of social media that can be used for getting data and also the motives at the back of those picks. It also has been studied what behaviour customers shape to check the trustworthiness of the records furnished with the aid of social media resources. The study found that Wikipedia, Facebook, Twitter and online consumer reviews had been among those frequently used for finding the facts. YouTube and Wikipedia had been used for seeking academic records as well as to look for other functions in each day's existence.

Social media has emerged as an everyday addiction in the majority's lives. People across all age groups use social media platforms like Facebook, Instagram, YouTube and Twitter for communication and networking, and Indians spend approximately 2.4 hours of an afternoon on social media by younger individuals elderly 18-24 years spend excessive time on these programs – with Facebook and Instagram having 97.2 million and 69 million users from this age group alone in India, clearly showcasing growing dependency on social media. The constant use leads to publicity to risky content material, changes in behavioural styles, feeling of inferiority and even cyberbullying, resulting in grave intellectual health challenges and ailments. Too much social media additionally leads to addiction. Society today is complete of humans sitting next to each other, no longer talking, however just staring at their telephones, thus leading to growing loss of verbal communication among individuals.

Kyriaki et al [17] examined the connection of Social Networking web Site (SNS) difficult usage with character traits and depressive symptomatology. A pattern of 143 teenagers in Greece varying from 18 to 34 years of age finished 4 questionnaires on personality traits, depressive symptomatology, problematic SNS utilization and socio-demographic factors. Results indicated complicated SNS utilization is appreciably and definitely related to melancholy and Neuroticism, at the same time as negatively associated with agreeableness. However, elaborate use of SNS isn't related to conscientiousness, openness to enjoyment and extraversion, despite the fact that the latter was found to be negatively associated with melancholy. Social networking sites have negative effects on human relationships and health. This research study tried to explore the motives behind increased use of social networking sites and how balanced usage may lead to betterment of life. Social media networking sites usage (SMNSU) has drastically increased during the onset of the COVID-19 pandemic Ostic et al.,[18]. SMNSU enables interaction among users through its numerous platforms while permitting people to share critiques, photographs, records, and content material Doganer & Akoglu,[20]. Javed Iqba; et al, [21] observed that the current COVID-19 pandemic has ended in increased psychological troubles along with excessive social media networking websites usage (SMNSU), loneliness, social tension, and depression. The “fear of missing out” (FOMO) is the choice to not only keep up with what others are doing, but additionally the belief that others' experiences are extra exciting than one's very own Przybylski et al[7]. Social media utilization increased throughout the 2020–2022 COVID- 19 pandemic, as people sought to feel related to others at the same time as physically distanced according to fitness hints. A 2020 Harris ballot discovered that further to messaging apps (e.g., Messenger, WhatsApp), platforms consisting of Facebook, Instagram, and Snapchat had higher site visitors compared with previous years Samet, [9] greater than half of US citizens said the internet became critical during the pandemic to gather, livestream events, take part in health instructions, and are trying to find out data Vogels, [11].

Objectives

- To study the extent of social media screen time used by the youth.
- To explore the reasons which lead towards increased usage of social media among youth.
- To assess the balanced usage of social media for betterment of life.

RESEARCH METHODOLOGY

Exploratory research design is adopted for carrying out this study. It assisted in understanding usage of social media platforms for various reasons. Research questions are based on usage of social media and how it affects the well-being of youth. This study aims to answer two questions:

1. What is the purpose of using social media? Is it an addiction or beneficial for the well-being of youth?
2. What are the effects of social media on the mental and physical health of youth?

Respondents for this survey are selected from the age group 15 years to 35 years. Total 328 respondents responded to this survey. Responses are collected by using a self-administered questionnaire through online mode. Reliability was checked for the questionnaire and Cronbach value (alpha) is 0.82. Questionnaire consists of questions based on screen time, purpose of social media platform used, overuse of social networking sites and its effects, open ended questions are asked regarding best app for educational purpose, etc. Respondents who skipped social media related to any question are eliminated from the survey (n= 62, 18.9%). This resulted in a final sample of 266 social media user respondents (n= 266, 81%). Following Table 1 shows demographic details of respondents:

Table 1: Demographic Profile of Respondents

Variable	n	%
Gender		
Male	154	58
Female	112	42
Family Type		
Joint	103	38.7
Nuclear	163	61.3
Staying with		
Family	132	49.6
Friends	119	44.7
Sibling	15	5.6
Social Media used		
Facebook	101	38
Snapchat	170	63.9
Instagram	236	88.7
WhatsApp	251	94.4
Twitter	85	32
LinkedIn	81	30.5
Time spent in a day on social media		
Upto 1 hr	50	18.8
1hr -3 hrs	137	51.5
3hrs- 5hrs	53	19.9
More than 5 hrs	26	9.92

Above table clearly shows the demographics of respondents as 58% male and 42% female respondents participated in a survey. Further, more than 60% of respondents belong to the nuclear family. Currently almost 50% respondents are staying with friends (44.7%) or siblings (5.6%) away from family. More than 90% respondents use WhatsApp as a medium of communication whereas 88.7% respondents use popular social media platforms i.e. Instagram followed by snapchat (64%). More than 50% of youth spend 1hr to 3hrs on social media platforms.

METHODOLOGY

An exploratory factor analysis was run by using SPSS 25.0 in order to understand the factor structure within variables. Variables having more than 0.5 eigenvalue are extracted. Factor scores were subsequently used for analysis and testing of hypotheses. Table No. 2 shows the screen time used for various applications per day. Data is collected on the basis of mobile applications used for communication, blogging, promotion, fitness, yoga, meditation, entertainment, trading, online shopping, news, online TV, etc. Respondents marked their responses on time scale as per the use of applications. In the following table data is mentioned in frequency of respondents and in bracket percentage of respondents responded to the survey

Screen Time on various applications per Day : N (%)						
Applications	Less than 15 mins	15mins-30mins	30mins-60mins	1hr-2hrs	More than 2hrs	Never
Facebook	133 (50.54%)	20 (7.6%)	10 (3.8%)	4 (1.52%)	0	99 (37.62%)
WhatsApp / Messenger / Telegram / Hike	38 (14%)	96 (36.48%)	162 (61.56%)	45 (17%)	108 (41%)	3 (1%)
Twitter / Blogging	124 (47%)	23 (8.74%)	9 (3.42%)	5 (1.9%)	1 (0.38%)	104 (39.52%)
LinkedIn / Indeed / Job searching sites	111 (42%)	28 (10.64%)	27 (10.26%)	7 (2.66%)	3 (1.14%)	91 (34.58%)
Instagram / Snapchat	32 (12.1%)	50 (19%)	72 (27.36%)	61 (23.18%)	44 (16.72%)	11 (4.18%)
E-mail	4 (1.52%)	49 (18.62%)	23 (8.74%)	16 (6%)	5 (1.9%)	9 (3.42%)
Online shopping / Food delivery apps	142 (53.96%)	55 (20.9%)	24 (9.12%)	12 (4.56%)	31 (11.78%)	3 (1.14%)
Share market / Mutual fund related apps	102 (38.76%)	36 (13.68%)	22 (8.36%)	7 (2.66%)	7 (2.66%)	92 (34.96%)
News application	111 (42.18%)	62 (23.56%)	29 (11%)	12 (4.56%)	4 (1.52%)	48 (18.24%)
Health and Fitness App	92 (34.96%)	47 (17.86%)	28 (10.64%)	11 (4.18%)	8 (3%)	84 (31.92%)
Meditation	111 (42.18%)	32 (12.16%)	19 (7.22%)	4 (1.52%)	5 (1.9%)	95 (36%)
Television / Smart TV-online apps	90 (34.2%)	46 (17.48%)	28 (10.64%)	11 (4.18%)	8 (3%)	83 (31.54%)

The extent of social media used by youth is presented in table 2 above. Maximum number of youths spend their time on the most popular social media platform i.e. Instagram and snapchat followed by Facebook. Around 16.72% youth spend more than 2 hrs time on Instagram whereas 23% spend about 1hr to 2 hrs on the same. Out of all respondents almost 50% of youth use less than 15 minutes screen time to scroll down through the mobile applications such as Facebook, twitter, LinkedIn, trading, news, health and fitness, smart TV, etc

Social media addiction and behavioural aspects are measured by using 5-point Likert Scale. Total 19 variables were considered for better measurement of social media addiction among youth and 15 variables are considered to understand the reasons for social media usage. After collection of data principal component analysis was run by using SPSS 18.0. Factor loadings less than 0.5 were not considered for further analysis. The rule for minimum 0.5 eigenvalue was applied. On the basis of eigen value few items were dropped from the study. Principal component analysis produced three factors per aspect as expected.

Following table shows the descriptive statistics of 266 respondents. For simplification variables are coded as follows;

Table 3: Descriptive Statistics of Respondents on Social Media Addiction

Factor	Code	Mean	Std. Deviation	Eigenvalue
Social Media Addiction	SM1	2.688	1.041	0.502
	SM2	2.211	1.092	0.515
	SM3	2.312	1.144	0.553
	SM4	1.929	1.098	0.529
	SM5	2.207	1.308	0.547
	SM6	1.827	0.960	0.505
Habitual Usage	HU1	2.320	1.282	0.545
	HU2	2.774	1.232	0.536
	HU3	1.778	1.031	0.519
	HU4	1.628	0.960	0.593
Behavioural Problems	BP1	1.917	1.013	0.511
	BP2	1.639	0.978	0.565
	BP3	2.124	1.131	0.806
	BP4	2.094	1.114	0.735
	BP5	2.308	1.121	0.671
Cronbach's Alpha: 0.898 KMO Measure of Sampling Adequacy: 0.899				

A. Hypothesis 1

H₀1: Social media addiction does not affect the behaviour of youth.

H₁: Social media addiction has a significant impact on the behaviour of youth.

In order to test the above hypothesis, 19 variables are reduced into 3 factors namely social media addiction, habitual usage and behavioural problems. Social media addiction consists of increased screen time on social media platforms whereas behavioural aspects consist of lack of concentration, loss of creativity, personal and social problems, etc. Social media addiction is considered as a repressor and its impact is calculated by using regression analysis.

Table 4: Regression Analysis Results for testing H1

Model	R	R Square	Adjusted R Square
Social Media Addiction	0.81388	0.6624	0.6582

Table.4 shows regression coefficient value is above 0.75 hence there is a significant impact of social media addiction on behavioural aspects of youth. This supports the alternative hypothesis that social media addiction has a significant impact on the behaviour of youth.

B. Hypothesis 2

H02: Balanced usage of social media is not correlated with betterment of life.

H2: Balanced usage of social media is positively correlated with betterment of life.

Table No. 5: Descriptive Statistics of Respondents on Social Media Usage for Betterment of Life

Factor	Code	Mean	Std. Deviation	Eigenvalue
Entertainment	Ent1	3.031	1.167	0.594
	Ent2	3.588	1.200	0.579
	Ent3	3.337	1.269	0.557
	Ent4	3.600	1.196	0.555
	Ent5	2.914	1.325	0.493
FoMo	FM1	2.392	1.070	0.404
	FM2	2.239	1.240	0.444
	FM3	2.145	1.232	0.726
	FM4	2.784	1.303	0.640
	FM5	2.357	1.349	0.478
Educational	Edu1	3.208	1.261	0.592
	Edu2	3.365	1.244	0.870
	Edu3	3.306	1.255	0.799
	Edu4	2.816	1.340	0.600

	Edu5	3.639	1.259	0.558
Cronbach's Alpha: 0.891 KMO Measure of Sampling Adequacy: 0.894				

Table.6: Correlation Analysis Results for testing of Hypothesis 2
Correlation Coefficient with Balanced Usage of Social Media

	Betterment of Life Factors	Karl Pearson's Correlation Coefficient
Usage of Social Media Platform	Entertainment	0.677
	Fear of Missing Out	0.871
	Educational Purpose	0.729
**. Correlation is significant at the 0.01 level (2-tailed)		

The correlation coefficient values between balanced use of social media and betterment of life are positive. Social media is used by youth for entertainment purpose ($r= 0.67$), the fear of missing out (0.87) and for educational purpose (0.72). It supports the alternative hypothesis that balanced usage of social media is positively correlated with betterment of life.

CONCLUSION

Social media has enormous scope to spread positivity as one can find the area of interest, a person can be an influencer, marketing of products and services becomes easy by using social media platforms and so on. Through advanced technology and easily available social media platforms one can connect the desired people anywhere in the world. There can be friends, community who can easily exchange ideas as well as share common interests. It is a good source of latest information as one can keep updated and share news by using social media platforms. Nowadays, social media is extensively used for educational purposes. Youth are using it as a meaningful source of knowledgeable information for competitive examination, for health and fitness, yoga and meditation, community social cause, etc. It has a wider reach to a large number of audience. Government can easily reach the audience for announcement of schemes as well as to increase public awareness about government schemes. Youth also use it for accessing necessary social media platforms for learning, awareness, motivation and inspiration from renowned leaders, motivators, TED speakers, etc.

IMPLICATIONS

Social media platforms have created a huge popularity among youth worldwide. It prompted youth live life stress-free and stay connected with friends and community anywhere in the globe. Social media usage deeply impacted youths with respect to daily habits, feelings, social anxiety, feeling of missing out from community and friend circle, etc. Based on this research study, researcher suggested valuable implications for youth and social media application users.

Parents, mentors and teachers should guide in order to reduce excessive screen time on social media platforms. Youth should be motivated to discuss their problems within family or with counsellors. This will help them to fight against depression, feeling of missing out (FoMo), social anxiety, etc. Counsellors should be available in schools and colleges to help students regarding psychological issues and provide them proper care and rehabilitation plans. Mentors should imbibe into the minds of youth that social media platforms can be used for betterment of life such as for entertainment, educational purpose and to explore the world. The balanced usage of these applications will do the wonders as it assists in learning new skills, research, up to date awareness of current situations in the world, for yoga, meditation, motivational inspiration, community activities, travel and tourism blogging, recipes, reviews on products and services, fitness and nutrition training, etc.

CONFLICT OF INTEREST

"The authors declare no conflict of interest".

AUTHOR CONTRIBUTIONS

Please state each author's contribution to this work, it can be up to several sentences long and should briefly describe the tasks of individual authors. e.g., AB conducted the research; CD analyzed the data; AB wrote the paper; ...; all authors had approved the final version.

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