

Exploring the Impact of Social Media on Health

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ABSTRACT: This research paper aims to delve into multifaceted impact of social media on various aspect of society, from interpersonal relationships to cultural dynamics and from political discourse to economic landscape. The present research paper is based on primary data of 298 respondents of thirteen to fifty years old and also on secondary data of various research paper, government websites, etc. By making this research we came to know there are positive impact and also negative impact on individuals such as backbone pain, headache, eyesight problems, etc. on a large scale. The connection behind mental health is associated with social media. The paper focuses on the impact of social media and need to aware every aspect of individual to overcome the use or use whenever required but it should be in limit.

KEYWORDS: The impact of social media, Physical health, Mental Health, Awareness, mobile use time

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I. INTRODUCTION

Social media platform such as WhatsApp, face book, Instagram, etc. are used on a large scale by means of interacting, sharing thoughts and to get aware what happens in society not only on a national but also on international basis. The rise of social media has not only facilitated the sharing of personal experiences and opinion but has also empowered users to engage in public discourse, activism and community building on a scale never seen before. The present research paper discusses the impact of social media on individual's health due to increase in its use.

The purpose of the research paper is to throw light on the consequences arises due to social media and also give recommendations to overcome the use of online platforms. The research is based on the primary data of 298 respondents and secondary data.

Objectives: The objectives of the study are:

- To study the impact of social media on individual health.
- To understand the reason and difficulty of individual they face if they want to reduce the use of social media.
- To suggest the solutions to overcome the health issues that arise due to use of social media.
- To aware people regarding the dark side of social media.

II. METHODOLOGY

The present research has been based on primary and secondary data base.

Primary data:

The random sampling method is used to collect the primary data. The target respondents were of 13 to 50 years age group. The primary data has been collected with help of structured questionnaire, which included close ended and few descriptive questions. Primary data collected from 298 respondent of different age group to understand in detail the impact of social media on different age group.

Secondary data:

Secondary data has been collected form published literature, articles, government reports, articles, etc.

III. DISCUSSION

The use of social media has been increasing speedily by diversified age groups. It has been used for various purposes such as academics, business, entertainment etc. In fact it has become an integral part of life for many of the users. In that connection some of the research studies are refereed. Rawath S. S and Satheeshkumar (2019), in the article on "A Study on Impact of Social Media on Youth" explores the impact of social media on youth in India, focusing on the usage patterns and effects of platforms like WhatsApp, Facebook, twitter, and

Instagram. It discusses both the positive aspects such as educational benefits, job opportunities and social awareness, as well as negative aspects like cyber theft, health issues and time wastage.

Owusu-Acheaw M. and Larson A. G. (2015) in the article on “Use of Social Media and its Impact on Academic Performance of Tertiary Institution Students: A Study of Students of Koforidua Polytechnic, Ghana” highlights the prevalence of social media use among students, the amount of time spent on social media, and the negative effect it has on academic performance. Recommendations are made to encourage students to use social media for research purposes and limit their time on these platforms to improve academic outcomes.

Kanchan S, Gaidhane A. (2023) in “Social Media Role and Its Impact on Public Health: A Narrative Review” provides a detailed exploration of the role and impact of social media on public health. It underscores the significant role of social media platforms like Twitter, YouTube, Facebook, Instagram, and other as tools that can be leveraged to make health information available and accessible. The report practically sheds light on the use of social media for disease surveillance, health education, and health research.

Karim F, Oyewande AA, Abdalla LF, Chaudhry Ehsanullah R, Khan (2020) in “Social Media Use and Its Connection to Mental Health: A Systematic Review” highlight the correlation between social media use and mental health issues, particularly anxiety and depression, emphasizing factors like time spent, activity, and addiction to social media. The study found varying results in different studies regarding the relationship between social media and mental health, with some studies showing positive associations while others reported no significant links. The review emphasizes the need for further research to explore the complex relationship between social media and mental health.

Kaur S. and Kaur M. (2013) in “Impact of Social Media on Politics”: The document discusses the significant influence of social media on global and Indian politics. It explores how social media has reshaped political landscapes, empowered citizen-led governance, and played pivotal roles in events such as the Arab revolutions and the Obama presidential campaigns. In the context of Indian politics, it highlights the impact on political narratives, the engagement of the youth, and the use of social media in electoral campaigns.

Dragana Ostic¹, Sikandar Ali Qalati, Belem Barbosa, Syed Mir Muhammad Shah, Esthela Galvan Vela, Ahmed Muhammad Herzallah and Feng Liu (2021) in “Effects of Social Media Use on Psychological Well-Being: A Mediated Model” explore that the social media is used to take mental support. There is positive effect of developing bonding whereas negative effect of being addicted.

The above studies state that there are both positive and negative impact of the use of social media. There is need to literate the people about how to use social media to avoid negative impacts.

IV. FINDINGS

Table 1: No of respondent of diverse age group

Sr. No	Age group	No of respondent	Percentage
1	13-21	171	57.40%
2	21-35	76	25.50%
3	35-50	51	17.10%

In the above table 1 shows the data collected from diverse age group between 13-21, 21-35 and 31-50, etc. The majority respondent are between the age group of 13-21 that is youth and from 21-35 and 35-50 responded 25.50% and 17.10% respectively.

Table 2: Maximum usage of mobile

Sr. No	Time	No of respondent	Percentage
1	Day	61	20.50%
2	Night	47	15.80%
3	Both	143	48%
4	Minimum	47	15.80%

The above table 2 reveals that maximum number of respondents use mobile both time while the respondent who use mobile in night and minimum time are equal. The 20.50% of total respondents use mobile in day time.

Table 3: Social media platform

Sr. No	Social media platform	Respondent	Percentage
1	Instagram	149	50%
2	YouTube	120	40.30%
3	Face book	18	6%

4	Snapchat	11	3.7%
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The above table 3 shows that maximum number of respondents use Instagram while you tube is the second largest social media platform used by the respondents whereas face book and snapchat are used by very less respondent.

Sr. No	Purpose	Respondent	Percentage
1	Educational info	207	63.50%
2	Gaming	81	27.20%
3	Entertainment	226	75.80%
4	E-shopping	100	33.60%

In the above table 4 shows that maximum respondents use their mobile data for educational and entertainment purpose while there are less respondents who use their mobile data for gaming purpose and for shopping.

Sr. No	Reaction	Respondent	Percentage
1	Became angry	60	20.10%
2	Throw mobile	23	7.70%
3	Try to find solution	215	72.10%

The above table 4 shows that most of the respondents try to find solution while 20.10% respondents get angry. Though less in number, it's to be noted that 7.70% throw their mobile.

Sr. No	Reaction	Respondent	Percentage
1	Irritate	107	35.90%
2	Became angry	71	23.80%
3	No reaction	120	40.30%

It has been observed from the above table that 40.30% respondents have chosen no reaction option while 59.70% respondents gave negative reaction. They either became angry or feel irritated.

Sr. No	Problem	Respondent	Percentage
1	Severe	32	10.70%
2	To some extent	113	37.90%
3	Not at all	153	51.30%

The above table 6 states that 51.3% of respondents don't face the problem of headache while 37.9% face at some extent and 10.7% have severe headache.

Sr. No	Problem	Respondent	Percentage
1	Severe	42	14.10%
2	To some extent	94	31.50%
3	Not at all	162	54.40%

The above table 7 presents that 54.40% of total respondents have no e eyesight problem but it needs to be noted that 45.60% are having problem either severely or to some extent.

Sr. No	Problem	Respondent	Percentage
1	Severe	21	06%
2	To some extent	100	33.60%
3	Not at all	177	59.40%

It has been observed from the above table that 59.40% of total respondent don't face the problem of backbone pain due to use of social media while 39.60% of respondents have the problem either to some extent or at sever level.

Sr. No	Problem	Respondent	Percentage
1	Severe	23	7.70%
2	To some extent	102	34.20%
3	Not at all	173	58.10%

The above table 9 shows that 58.10% of total respondent do not face the problem of frustration due to social media while 41.90% fall under the category either to some extent or severe.

Sr. No	Problem	Respondent	Percentage
1	Severe	32	10.70%
2	To some extent	117	39.30%
3	Not at all	149	50%

In the above table 10 states that 50% of total respondent don't face the problem of stress due to excess use of social media which is good whereas 50% fall under either sever or to some extent level.

Sr. No	Category	Respondent	Percentage
1	Yes	129	43.30%
2	No	169	56.70%

The table 11 states that most of the respondents don't want to decrease their mobile time where as there are respondents who want to reduce the use of mobile time.

The respondents were asked to give reasons for their above Yes or No answer. It was found that they don't want to decrease their time because some of them use it for less time. Some of them find it as a source of information, entertainment, learning. The respondents who want to decrease the time of using mobile states that it leads to mental health issues, loneliness, depression, physical health issues. They want to focus on their study, work, family members. They want to enjoy real world and to do progress in their chosen fields.

V. Finding:

The study examined the impact of social media on people between three age group i.e., 13-21, 21-35 and 35-50. Result revealed that 25% of total respondent face the problem of health issue such as headache, backbone pain, eyesight problem, etc. 60% of total respondent use social media for educational and entertainment purpose and remaining 40% respondent use it for gaming and online shopping. The study also identifies that respondents around 50% come under the category having psychological problems such as frustration, stress either at sever level of at to some extent level.

The respondents find it difficult to reduce their use of mobile time because of the following reasons:

- In today's era everything is made online, if they also decide to reduce screen time it seems too impossible.
- If the social media is source of earning then it becomes challenging.
- It is difficult to break the habit.
- Some people want to reduce it but their mind is supposed to work on it.
- The working people says it is impossible because we need to attend meeting whole day hence it is impossible.

Suggestions:

- It is advisable not to solely depend on online platforms for work related task or accessing information. Instead, consider utilizing resources such as books and article, which can augment efficiency and depth of understanding.
- Exercise discretion in the use of online platforms and avoid excessive engagement.
- Explore alternative method beyond internet reliance when feasible.
- Implementing a designating time frame for mobile device usage can foster better time management.

- Recognize social media as a potential distraction that diminishes productivity, and take proactive measure to mitigate its impact for enhanced efficiency.
- Maintaining health balance is important.
- Reduce negative impact of social media by developing alternative resources.

VI. Conclusion

Social media platforms like YouTube, WhatsApp, Instagram, Facebook, etc. are used for communicating and connecting people. It reduces the distance between people. That is good and benefit of it but by using these social media platform people to suffer from various problem such as eyesight, backbone pain, frustration, etc. There is need to create awareness among the users about how to use it effectively. The proper education should be given on how to avoid distractions, waste of time, excess engagement of time. The counselling sessions should be conducted where guidance and directions should be given to the users, those who want to come out from the physical and mental health problem.

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