

## Impact of social media on human psychology

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**Abstract:** The sample for the study consisted of 150 students (50 under graduate, 50 post graduate students and 225 research scholars) of University of Mumbai (India). The age range of subjects varies from 17 to 35 years (mean =21.5). Then, a descriptive research method was used in understanding and exploring the effects of social media on social lifestyle of 150 students (50 under graduate, 50 post graduate students and 225 research scholars) of University of Mumbai (India). The data will be statically analysed with the study of Joshua Ebere Chukwuere, 2017. This study deployed both primary and secondary data sources. The primary data source was collected through questionnaire while the secondary data was also built using literature study. The present study revealed that, out from 150 students i.e., 50 under graduate students, social media application like whatsapp (64% students use), facebook (16% student use), instagram (10% student use), You Tube (6% student use), twitter (2% student use) and Skype (2% student use). Similarly among out from 150 students i.e., 50 post graduate students, social media application like whatsapp (56% students use), facebook (20% student use), instagram (12% student use), You Tube (6% student use), twitter (4% student use) and Skype (2% student use). As far as, out from 150 students i.e., 50 research scholar, social media application like whatsapp (80% students use), facebook (8% student use), instagram (2% student use), You Tube (4% student use), twitter (4% student use) and Skype (2% student use). In the present study it is also revealed that The impact of social media on people and their behavior is enormous. In my opinion, this impact is predominantly positive, but it must be borne in mind that there are or may be negative aspects as well. The exchange of ideas between people of very different cultures allows a keen understanding of the people themselves, religions, cultural traditions of peoples, etc. Dialogue approaches peoples. People who have a dialogue have no reason to go to war. Unfortunately, the worst or even devastating aspects of social media are mainly on the young or on the very young people who have not yet completed a school cycle, and on people who are not yet fully culturally equipped to handle a powerful tool such as the social media. Because they do not realize the devastating impact that their actions or words may have on people.

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**Keywords:** Students, Social Media Application, Facebook, You Tube, WhatsApp, University of Mumbai.

### Introduction:

Psychology is also quick to point out that those “who use the site primarily to feel connected do not experience the negative effects”. They even go on to state that social networking over the internet can be beneficial to one’s well being, so long as they are not affected by others and use the platform purely to connect with their friends and family. Researchers suggest that prior to using any form of social media, one must be clear in regards to what they are signing up for. They must understand that it is a platform for others to share whatever they please, and it is in no way an accurate representation of a person’s life. Although some may argue that it should not have to be that case at all, and that those suffering due to the fortunes of others should examine themselves instead (Ahn, 2011). But the truth is that wars have been fought over land and greed, people have always wanted more. The difference is that now, social media has made it far easier to take a peek into someone

else’s life to determine how much they have and how one is still lacking. It is common for generations to face problems that their predecessors did not have to deal with, and Facebook is taking preventive measures in order to make the networking site a much more pleasant experience for everyone (Al-Sharqi et al., 2015).

After conducting a research on trends and behaviours, it shows that those who lead a happier lifestyle tend to engage more than simply passively scrolling. They would like to encourage more personal interactions than have the platform crowded with online marketing companies such as brands, businesses or other such commercial pages. Physical health has also given many reason to worry about excessive social media usage. The dangers of Facebook addiction is being compared to cigarettes. Benioff is one of the loudest who has lent his voice to the criticism of Facebook, saying that it should be regulated as other addictive substances are. The

comments from the CEO of Salesforce, a cloud managing company, has presented an opportunity for others to raise their concerns (Chen et al., 2016). In particular, Sean Parker, the first president of Facebook, described that these platforms provide users with a dose of dopamine – a naturally occurring and addictive hormone found in the human body – through validation. He criticized the workings of the social media network, claiming that it exploits a vulnerability in the human psychology. It is also rather suspicious why the founder of the website, Mark Zuckerberg, does not actually have a standard Facebook account. Stemming from the same concept as “never get high on your own supply”, founders of social media understand its negative impacts on one’s life. Instead of handling his own account, he has a team of twelve to do that for him. Furthermore, they moderate his comments, arrange for photo ops and write his posts (Gross, 2004).

As reported by Guardian, over at Twitter, “of the company’s nine most senior executives, only four tweet more than once a day on average. Ned Segal, its chief financial officer, has been on the site for more than six years and has sent fewer than two tweets a month.” It is apparent, even when it comes to gadgets such as the plight of the offspring of Steve Jobs, the genius behind Apple. He “spoke about all the virtues of the iPad and then wouldn’t let his kids near it”. He has even gone as far as to tell a New York Times reporter that “they haven’t used it” and “we limit how much technology our kids use at home”. Once one has a deeper understanding of how technology is used by their creators, one can easily uncover the truth: how commercial products are encouraged to be used is beneficial to nobody but their creators. It is not to say that technology is a hindrance, quite the opposite: it is human nature to take something which can be used in a positive manner and turning it into something destructive as it can be seen with nuclear weapons (Khan, 2012). This surge of technology changes the human psyche by conditioning instant gratification, addiction and sets people up to be more vulnerable to mental illnesses. However, with proper application, social media can be beneficial to society as it is a platform for likeminded people to form communities and share their sentiments. The internet was the key to globalization, but it is up to us how we want our experiences to shape us (Willims, 2012).

#### **Literature study**

Social media is becoming part of our society, changing social norms and culture (Al-Sharq, Hashim & Kutbi, 2015). Social media simply refers to online tools created for the purpose of interaction and content

sharing among people in the community (Nyangeni, Du Rand & Van Rooyen, 2015). In its broader context, social media includes; web based technologies like YouTube (social video sharing service), text messaging, blogs, microblogs such as Twitter, social networking services (e.g. Facebook, MySpace, WhatsApp). Information and contents sharing is now a social desire (Wolf et al., 2015). It has changed how many people including students especially females students interact, communicate and socialise in the learning institutions. The new media as mostly called provides robust connectivity, communication and content sharing among students and rest of the society. Students can now participate on social discussions, posting comments, pictures, images, share ideas and many more. At this point, one can say that SM influences youth daily life path and particularly the students (Rajeev, 2015).

#### **Materials and methods:**

This study deployed both primary and secondary data sources. The primary data source was collected through questionnaire while the secondary data was also built using literature study. The sample for the study consisted of 150 students (50 under graduate, 50 post graduate students and 225 research scholars) of University of Mumbai (India). The age range of subjects varies from 17 to 35 years (mean =21.5). Then, a descriptive research method was used in understanding and exploring the effects of social media on social lifestyle of 150 students (50 under graduate, 50 post graduate students and 225 research scholars) of University of Mumbai (India). The data will be statically analysed with the study of Joshua Ebere Chukwuere, 2017.

#### **Result and Observation:**

The present study revealed that, out from 150 students i.e., 50 under graduate students, social media application like whatsapp (64% students use), facebook (16% student use), instagram (10% student use), You Tube (6% student use), twitter (2% student use) and Skype (2% student use) (Table 1 and Fig. 1a). Similarly among out from 150 students i.e., 50 post graduate students, social media application like whatsapp (56% students use), facebook (20% student use), instagram (12% student use), You Tube (6% student use), twitter (4% student use) and Skype (2% student use) (Table 2 and Fig. 1b). As far as, out from 150 students i.e., 50 research scholar, social media application like whatsapp (80% students use), facebook (8% student use), instagram (2% student use), You Tube (4% student use), twitter (4% student use) and Skype (2% student use) (Table 3 and Fig. 1c).

**Table 1: Preferred social media application by selected 50 under graduate students.**

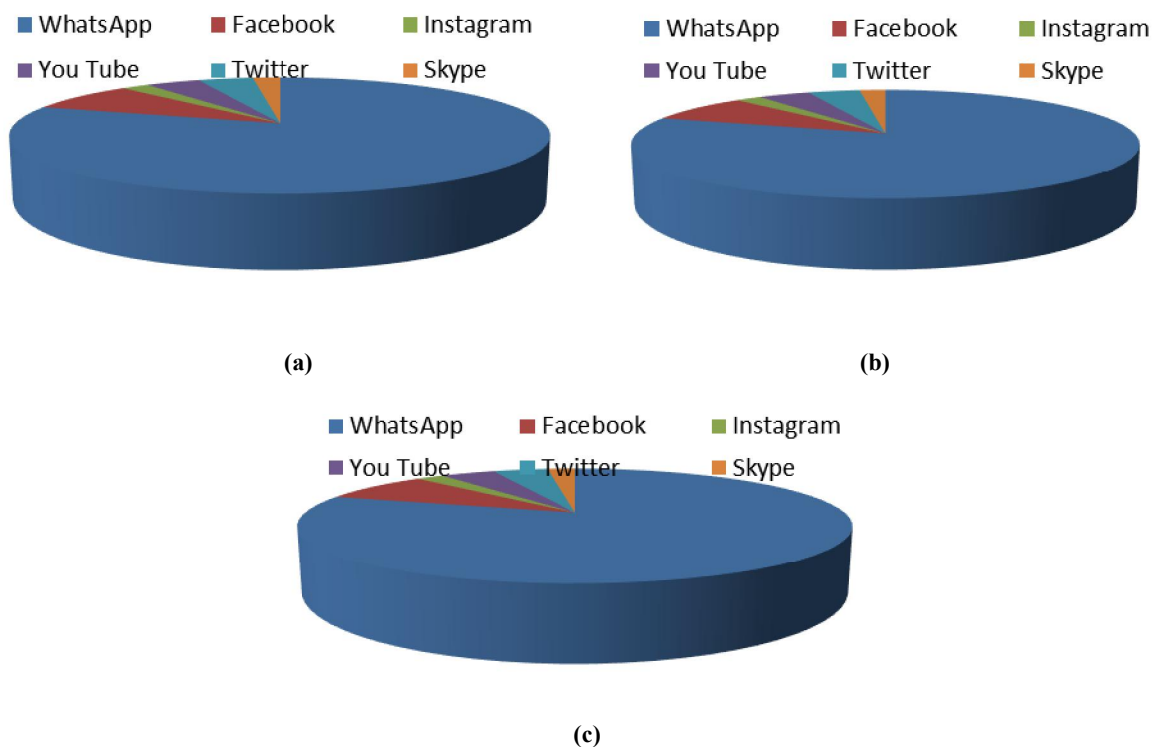
Social media application	Response	
	Number	Percentage
WhatsApp	32	64
Facebook	8	16
Instagram	5	10
You Tube	3	6
Twitter	1	2
Skype	1	2

**Table 2: Preferred social media application by selected 50 post graduate students.**

Social media application	Response	
	Number	Percentage
WhatsApp	28	56
Facebook	10	20
Instagram	6	12
You Tube	3	6
Twitter	2	4
Skype	1	2

**Table 3: Preferred social media application by selected 50 research scholar.**

Social media application	Response	
	Number	Percentage
WhatsApp	40	80
Facebook	4	8
Instagram	1	2
You Tube	2	4
Twitter	2	4
Skype	1	2

**Fig. 1 Preferred social media application by selected (a) 50 under graduate (b) 50 post graduate students and (c) 50 research scholars.**

In the present study it is also revealed that The impact of social media on people and their behavior is enormous. In my opinion, this impact is predominantly positive, but it must be borne in mind that there are or may be negative aspects as well. The exchange of ideas between people of very different cultures allows a keen understanding of the people themselves, religions, cultural traditions of peoples, etc. Dialogue approaches peoples. People who have a dialogue have no reason to go to war. Unfortunately, the worst or even devastating aspects of social media are mainly on the young or on the very young people who have not yet completed a school cycle, and on people who are not yet fully culturally equipped to handle a powerful tool such as the social media. Because they do not realize the devastating impact that their actions or words may have on people.

A number of researcher study that Social network sites (SNS) are web based platforms used to build social networks and relations among individuals who share similar interests, activities, backgrounds, or real-life connections (Ellison, 2007). Among the most popular are Facebook, Twitter, LinkedIn and Instagram. These SNS typically allow participants to communicate, share media such as videos and photos, and share knowledge. SNS can be accessed from mobile devices such as smartphones and tablets thus providing users with the opportunity to interact with their social network irrespective of the time and place (Powell, 2009). SNS content is largely user generated (Soliman, 2012), social and professional community orientated (Ellison, 2007), and relationship-based (Buettner, 2015). The number of SNS users increased from an estimated 1 billion in 2010 to 3 billion by 2015 (Digital Statshot Report, 2015; The Statistics Portal, 2015; Zolkepli and Kamarulzaman, 2015). Enterprises social networks sites are a subset of SNS used within organisations and provide foundational features similar to public SNS, but can be restricted to interaction between members of a specific enterprise (Ellison, Gibbs and Weber, 2015). The impact of social network sites (SNS) on individuals' social lives has received significant research attention (e.g. Greenhow and Burton, 2011; Ito, Horst, Bittanti, Boyd, Herr-Stephenson and Lange et al., 2008; Livingstone, 2009; Selwyn, 2007). However, SNS use may also have impacts for individuals in the workplace. Some past studies have attributed positive outcomes to the use of SNS at work. For example, employees who use SNS frequently have been found to be more productive and more satisfied with their work environment than the average employee (Elvolv, 2015), and others report improved job performance and improved communication (Bennett, Owers, Pitt and Tucker, 2010; Leidner, Koch, Gonzalez and

Leidner, 2012; Patel and Jasani, 2010; Zhang, Gao, Chen, Sun and de Pablos, 2015). Yet, SNS use may also have created problems in the workplace. For example, some have argued that employee engagement and productivity may be lost through SNS use (Clark and Roberts, 2010), and that the boundaries between personal and professional spaces may blur (Dutta, 2010).

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