



ISSN: 0975-833X

Available online at <http://www.journalcra.com>

INTERNATIONAL JOURNAL
OF CURRENT RESEARCH

International Journal of Current Research
Vol. 14, Issue, 12, pp.22969-22973, December, 2022
DOI: <https://doi.org/10.24941/ijcr.44426.12.2022>

RESEARCH ARTICLE

THE POSITIVE AND NEGATIVE IMPACT OF SOCIAL MEDIA ON SOCIETY: A QUESTIONNAIRE STUDY

¹Renuka Nagarale, ²Mandar Todkar, ³Afreen Khan, ⁴Shagufta Khan, ⁵Bushra Khan and ⁶Samreen Hashmi

¹Professor, Department of Public Health Dentistry, M.A. Rangoonwala College of Dental Science and Research Centre, Pune, Maharashtra; ²Assistant Professor, Department of Public Health Dentistry, M.A. Rangoonwala College of Dental Science and Research Centre, Pune, Maharashtra; ^{3,4,5,6}Undergraduate, Department of Public Health Dentistry, M.A. Rangoonwala College of Dental Science and Research Centre, Pune, Maharashtra

ARTICLE INFO

Article History:

Received 18th September, 2022
Received in revised form
19th October, 2022
Accepted 09th November, 2022
Published online 27th December, 2022

Key words:

Awareness, Impacts, Networking sites,
Social media, Younger Generation.

*Corresponding Author:
Renuka Nagarale

ABSTRACT

Background: Social networking sites provide a platform for discussion on various aspects of life whether it is social, political, educational, occupational, health, etc. This research is conducted to check the positive and negative impact of social networking sites on society. **Materials and Methods:** A questionnaire study was conducted in cities of Maharashtra. It is a survey type research and data was collected through the questionnaire. Collected data was analyzed in term of frequency, percentage, and mean score of statements. The Reliability and Validity of the questionnaire were calculated (cronbach alpha 0.598). Informed consent was also taken from the participants. Statistical analysis was done using descriptive statistics. **Results:** There were a total of 153 participants between 18- 60 years of age. Out of 153 participants there were males 44 and females 109. There are more than 5 million active users and 48.4% they also thought that social media helps to expand small scale and large scale business. Around 37.9% have experienced eye strain and neck spasm. **Conclusion:** The study concluded that the younger generation is the active users of social media, is the most common way of passing information among young and old across the world.

Copyright©2022, Renuka Nagarale et al. This is an open access article distributed under the Creative Commons Attribution License, which permits unrestricted use, distribution, and reproduction in any medium, provided the original work is properly cited.

Citation: Renuka Nagarale, Mandar Todkar, Afreen Khan, Shagufta Khan, Bushra Khan and Samreen Hashmi. 2022. "The Positive and Negative Impact of Social Media on Society: A Questionnaire Study." International Journal of Current Research, 14, (12), 22969-22973.

INTRODUCTION

A social media is an online platform which nowadays has become an integral part of the human life, it has been noticed that people use to build social networks or social relations with other people who they find are similar in interests, activities or real-life connections. India is one of the countries where social media is very popular among the adults; statically speaking in the population of 1.40 billion people out of which 0.467 billion Indians are using social media (Harchekar, 2017). It also has an impact into daily life transformed the way people think and interact with each other; it is now spreading towards the elders as well (Akram, 2017). It has also increased the quality and rate of collaboration for students. In the past years, social media websites have become common giving people a new way to enhance communication skills, marketing skills, exchange ideas and many more, Facebook and Instagram is an example of such (El-Badawy, 2015). One of the drawbacks of the social media is the privacy issues like posting personal information on the internet is seen and also youths have lose their ability to engage themselves for in person communication (Siddiqui, 2016). It is visible that not only adults are distracted or spending time scrolling or browsing social media but it has spread among the youth in the recent times, it may lead to affects memory, attention spans and sleep disorders, mental stress and

internet addiction on the other hand social media has proven beneficial in many other ways like educating, entertainment, marketing, entrepreneurship, global connectivity.⁴The aim of this study was to assess the knowledge, attitude and practice regarding the positive and negative impact of social media on the society.

MATERIALS AND METHODS

A cross-sectional questionnaire study was conducted in Maharashtra among the general population. This study was aimed to assess the knowledge, attitude and practice regarding the positive and negative impact of social media on attention span on the society. The study duration was three months. The participants were selected based on the inclusion criteria: i) Above the age of 18 were included, ii) participants who are willing to participate, iii) social media users. Whereas, medically compromised, mentally challenged people were excluded from the study. The parameters for sample size calculation were as follows –alpha error 0.5, power of the study 80%, degree of freedom as pie, size effect medium using G*power software versions 3.192. The calculated sample size was 133. Hence, the final consideration count was above 150. The convenient sampling technique was used in study.

The questionnaire was prepared in English language. The questionnaire was pretested and validated among 32 subjects to assess their knowledge, clarity and responsiveness. The reliability statistics were calculated and the Cronbach Alpha was 0.598. The Performa was designed to collect data and consisted of different sections with 32 questions regarding knowledge, attitude and practices. Section one included the demographic data of subjects such as name, age, location, gender, etc. The second section included questions related to knowledge of participants, attitude and practice. The questionnaire was designed on Google form (Google LLC, Mountain View, California United States) and the link was distributed among study population via email, WhatsApp and other social media platform. The statistical analysis was done using the descriptive statistics.

RESULTS

In table 1, a total of 153 individuals completed the questionnaire and majority of the participants (68%) are between the ages of 18 to 30 years. Majority of the study population were female 73.9%.

Table 1. Demographic data of the study population (N =153)

Sr. No	DEMOGRAPHIC DATA	RESPONSES	NUMBER	N	PERCENTAGE	TOTAL N(%)
1.	Age (years)	18-30	103		68%	(100%)
		30-49	11		7%	
2.	Gender	male	44		26.1%	(100%)
		female	109		73.9%	
3.	Education	high school	10		5.9%	(100%)
		higher secondary	18		11.1%	
		undergraduate	101		66.7%	
		post graduate	18		11.1%	
4.	Occupation	currently unemployed	99		64.7%	(100%)
		self employed	18		11.8%	
		employed	17		10.5%	
5.	Family Income	50000-100000	55		37.9%	(100%)
		100000- 300000	30		19.6%	
		300000- 500000	42		28.8%	

Table 2. Knowledge related responses of study participants (N=153)

Sr. No.	QUESTIONS	RESPONSES	Number	%	Total (N)
1.	What are the uses of social media?	to contact and connect	81	52.3%	(100%)
		knowledge	57	35.3%	
		marketing	15	8.5%	
2.	Do you know the advantages of social platform?	knowledge	13	8.5%	(100%)
		marketing	11	7.8%	
		entertainment	7	4%	
		all of the above	122	79.7%	
3.	Do you know the disadvantages of social media?	internet addiction	66	43.8%	(100%)
		individualism	18	10.5%	
		lethargic lifestyle	35	23.5%	
		mental stress	34	22.2%	
4.	Are you aware of the age groups involved on the social media the most?	18-29years	126	84.3%	(100%)
		30-49 years	12	7.2%	
		50-64 years	10	6.5%	
		65 years and above	5	3%	
5.	Are you aware of the average time spent on social networking sites?	>60 min	10	5.9%	(100%)
		60-120 min	55	36.6%	
		120-180 min	30	18.3%	
		<180 min	58	39.2%	
6.	Are you aware of active amount of social media users?	>1 million	12	7.2%	(100%)
		1-3 million	37	24.8%	
		3-5 million	33	20.9%	
		< 5 million	71	47.1%	
7.	Are you aware of the most popular social media platform in India?	facebook	21	13.7%	(100%)
		instagram	78	52.9%	
		whatsapp	49	30.7%	
		others	5	2.7%	
8.	Are you aware of different types of internet addiction?	social networking addiction	13	8.5%	(100%)
		gaming addiction	18	11.8%	
		shopping addiction	8	4.5%	
		all of the above	114	75.2%	
9.	Are you aware of the impact of social media on decreasing socialization?	isolation	22	15.7%	(100%)
		loss of reality	65	41.8%	
		stress	20	13.1%	
		lack of interest in socialization	46	29.4%	
10.	Do you know the seven building blocks of social media?	yes	24	15%	(100%)
		no	55	37.3%	
		may be	34	22.2%	
		don't know	40	25.5%	

Continue ...

In table 2, Moreover, magnificent 84.3% of the population believes that average time spent on social networking sites is more than 180 minutes. However, (75.2%) participants agreed that social media sites, gaming and shopping addiction are the types of internet addiction. In table 3, (49.7%) of the study population were aware of younger generation are the most active users of social media. (50.3%) of the participants agreed that social media results in increased inferiority complex in younger generation.

At the same time, more than half of the participants (53.6%) thought that social media enhances communication skills. In addition to that, almost half (53.6%) of the study population knew that social media affects attention span. In table 4, it is observed that (34%) of the participants spent more than 1 to 2 hours while (38.6%) spent more than 2 to 4 hours on social networking sites. Around (70.4%) of the study population preferred using mobile over other electronic devices. While (37.9%) of the individuals experienced eyes strain and neck spasm due to frequent use of electronic devices (45.8%) of the individual agreed to binge while watching (OTT)/social media.

11.	Which social media portals are currently used in business?	facebook	20	13.1%	(100%)
		twitter	19	12.4%	
		linkedin	67	44.4%	
		instagram	47	30.1%	
12.	How social media influences ?	work culture travel	42	28.8%	(100%)
			30	19.6%	
		politics	29	19%	
		society	52	32.7%	
13.	How social media has an impact on time management?	availability	18	10.5%	(100%)
		endless scope	30	19%	
		unlimited information	35	23.5%	
		continuous scrolling	70	47.01%	
14.	What are the different ways of data transfer?	email	38	24.85	(100%)
		one drive, google cloud	45	29.4%	
		social networking sites	51	34.6%	
		peer to peer	19	11.1%	
15.	What is cyber bullying?	rumors, lies	8	5.2%	(100%)
		gossiping, teasing	17	10.5%	
		insult, threat, harassment	20	13.1%	
		all of the above	108	71.2%	

Table no 3. Attitude based questions of study participants (N=153)

SR.NO	QUESTIONS	RESPONSES	NUMBER	%	TOTAL(N)
1.	Do you think younger generation are the most active user of social media?	strongly agree	76	49.7%	(100%)
		agree	55	36.6%	
		neutral	16	9.2%	
		disagree	4	3.5%	
		strongly disagree	2	1%	
2.	Do you think social media enhances communication skills?	strongly agree	20	13.1%	(100%)
		agree	81	53.6%	
		neutral	35	23.5%	
		disagree	15	8.5%	
		strongly disagree	2	1.3%	
3.	Social media affects attention span?	strongly agree	35	26.1%	(100%)
		agree	79	53.6%	
		neutral	20	16.3%	
		disagree	13	8.3%	
		strongly disagree	6	5.7%	
4.	Social media is the most prevalent platform used for real time sharing?	strongly agree	28	18.3%	(100%)
		agree	75	49%	
		neutral	37	24.8%	
		disagree	13	7.8%	
5.	Easy fame is one of the results of worldwide use of social platform?	strongly agree	41	27.5%	(100%)
		agree	73	48.4%	
		neutral	28	17.6%	
		disagree	7	4.3%	
		strongly disagree	4	2.2%	
6.	Social media results in increased inferiority complex in younger generation?	strongly agree	42	27.5%	(100%)
		agree	76	50.3%	
		neutral	19	12.4%	
		disagree	15	9.2%	
		strongly disagree	1	0.6%	
7.	Social media helps to expand small scale as well as big scale business?	strongly agree	51	32.7%	(100%)
		agree	74	48.4%	
		neutral	18	12.4%	
		disagree	8	5.2%	
		strongly disagree	2	1.3%	
8.	The term "internet related psychopathology" involves?	depression	15	9.8%	(100%)
		anxiety	21	13.1%	
		mood disorder	12	7.8%	
		all of the above	105	69.3%	

Table no 4. Practice based questions of study participants (N=153)

SR.NO	QUESTIONS	RESPONSES	NUMBER	%	TOTAL(N)
1.	Which social networking sites do you use the most?	facebook	11	7.8%	(100%)
		you tube	34	22.2%	
		instagram	98	64.1%	
		others	10	5.9%	

Continue...

2.	How many hours do you spend on these sites?	1-2 hour	51	34%	(100%)
		2-4 hour	58	38.6%	
		4-6 hour	29	18.3%	
		<6 hour	15	9.2%	
3.	Which electronic devices do you prefer?	mobile	107	70.4%	(100%)
		laptop/ computer	17	10.5%	
		tab	14	9.9%	
		other devices	15	9.2%	
4.	Do you feel the urge to use social media more and more?	yes	47	30.7%	(100%)
		no	42	26.85	
		may be	50	32.7%	
		don't know	14	9.8%	
5.	Do you use social media to forget about personal problems?	never	27	15%	(100%)
		always	42	26.1%	
		often	52	35.9%	
		rarely	32	22.95	
6.	Do you feel restless or troubled if unable to use social media?	never	34	22.9%	(100%)
		always	32	20.3%	
		often	53	34%	
		rarely	34	22.9%	
7.	Do you experience eye strain and neck spasm due to frequent use of electronic devices?	never	31	19.6%	(100%)
		always	32	20.35	
		often	56	37.9%	
		rarely	34	22.2%	
8.	What are your preferred ways to connect with people?	social platform	47	31.4%	(100%)
		telephone	32	20.3%	
		one to one	53	36.6%	
		others	19	11.8%	
9.	What do you binge while watching over the top (OTT)/social media?	popcorn	9	5.2%	(100%)
		chips	54	35.3%	
		chocolate	22	13.7%	
		all of the above	68	45.8%	

DISCUSSION

The impact of social media among the younger generation is the matter of concern. Social media has become the integral part of human life. It has changed the way of passing information among young and old across the world. The purpose of the paper is to assess the knowledge, attitude and practice regarding the positive and negative impact of social media on attention span on the society. In the present study, According to the survey conducted by Siddiqui S, Singh Taround 52% of the online adults uses two or more social media sites,⁹ according to our study 64.1% of the participants use two or more social networking site, which states both studies give approximately the same result which suggested that the people are more involved in the social networking sites. According to the Keles B, McCrae N, Grealish the prevalence of anxiety and depression has increased by 70% in the past 25 years in young generation⁶ and our current study also showed the similar reports.i.e. 69.3% of the participant show internet related “psychopathology” it might be due to increased usage of social media. The average participation of the female respondents is greater than the male respondents with 66 percent; similarly, in this study majority of the participants were female 73.9% (⁹).The average age groups which are being conducted by Foster M, West B, Francescucci A. were between 18-30 years,¹⁰which is same in this study as well which determines that youngergeneration are the most influenced. According to Shabir G, et. Al.the average time spent using social media is between 30 to 60 minutes ⁸,Whereas, in our study shows more than 180 minutes in the average time spent on social networking sites. It is due to the increase duration of social media with the further advancement in the same. According to El-Badawy TAet. Al. social media helps in enhancing skills and knowledge needed to perform well in the job and also for strengthening the desired values (El-Badawy, 2015). Also, According to our study social media enhances communication skills i.e.53.6%.The limitation of this study was the small sample size; the study can be done using a large population with different variables.

CONCLUSION

The level of knowledge of the participants in the study regarding the impact of social media was adequate whereas, the attitude and practices of social media by the majority agreed to the positive use of it.

REFERENCES

- Harchekar JS. Impact of social media on society. International Journal of Engineering Research And. <https://doi.org/10.17577/ijertv6is070249>. 2017
- Akram W, Kumar R. A study on positive and negative effects of social media on society. International Journal of Computer Sciences and Engineering. 2017 Oct 30;5(10):351-3.
- El-Badawy TA, Hashem Y. The impact of social media on the academic development of school students. International Journal of Business Administration. 2015 Jan 1;6(1):46.
- Talaue GM, AlSaad A, AlRushaidan N, AlHugail A, AlFahhad S. The impact of social media on academic performance of selected college students. International Journal of Advanced Information Technology. 2018 Oct;8(4/5):27-35.
- Shabnoor, S., Tajinder, S. 2016. Social Media its Impact with Positive and Negative Aspects IICATR, Volume 5– Issue 2, 71 - 75, 2016
- Keles, Betul, Niall McCrae, and Annmarie Grealish. 2020. "A systematic review: the influence of social media on depression, anxiety and psychological distress in adolescents." *International Journal of Adolescence and Youth* 25.1: 79-93.
- Siddiqui S, Singh T. 2016. Social media its impact with positive and negative aspects. *International journal of computer applications technology and research*.5(2):71-5.
- Shabir G, Hameed YM, Safdar G, Gilani SM. 2014. The impact of social media on youth: A case study of bahawalpur city. *Asian Journal of Social Sciences & Humanities*. ov;3(4):132-51.
- Hawkins LK, Farrow C, Thomas JM. 2020. Do perceived norms of social media users' eating habits and preferences predict our own food consumption and BMI?.*Appetite*. Jun 1;149:104611.

Foster M, West B, Francescucci A. 2011. Exploring social media user segmentation and online brand profiles. *Journal of Brand Management*. Sep;19(1):4-17.

El-Badawy TA, Hashem Y. 2015. The impact of social media on the academic development of school students. *International Journal of Business Administration*. Jan 1;6(1):46.
