

SOCIO-PSYCHOLOGICAL CONSEQUENCES OF SOCIAL MEDIA ON RURAL ADOLESCENTS

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ABSTRACT

Today, social media is an inseparable part of individual's life. It is capable of transforming behavior, beliefs, skills, social insects and other things. Social media offers new skills and ways to participate in the world. This paper explores the psychological effects of social media on rural adolescents in Sri Muktsar Sahib and Mansa District of Punjab. The total sample size comprised of 120 respondents from all the eight villages were selected randomly. This paper shows that more than half (52.5%) of the respondents demanded expensive phones, tablets from their parents to playing video games. Most of the respondents (49.16%) used social media when nobody around them, ninety five percent of the respondents were used smart phone, Teenagers mostly use social media for entertainment.

KEYWORDS: Adolescents, Social Media, Internet, Communication, Entertainment

INTRODUCTION

In the present time social media is one of the most important activities for adolescents (Lee, Chen, Choi 2018). Adolescents have started spending their time in a new way with the help of social media (Bakri 2017). When teenagers are free, they use their mobile phone. Most of the adolescents use social media to check the status of their friends (Krishna 2011). Its influence is very deep and today individuals are fully dependent on social media for example, when individuals have to greet someone for his marriage, birthday, anniversary and many more they send text, audio or video messages without going anywhere (Karpagavalli, Mohanasoundari 2017)). So, individuals can say that apart from its positive aspects it has created formalized in relationships (Clark and Roberts 2010).

Social media is an integral part in the modern society. One can acquire any kind of information with its help and can also share that information (Jacobsen,Forste 2011). Social media is a web-

based technology. It includes Facebook, Twitter, YouTube, Instagram, Whatsapp, Snapchat etc. Adolescents normally use these sites of social media (Turel, Bechara 2018). Mostly teenagers use them not only for entertainment but also for communications (Leonardi 2017).

Social media gives the world new and important access (Piskorshi, Jan 2014).

It can be accessed with the help of internet. Content can easily create by users on social media. This content may include audio, video or text messages or even online communication (Jeesmitha 2019). Each user has their own separate account or profile on social media. The users connect other users through the online process (Wolf, Wenskovitch, Anton 2016). Most of people who used social media create their accounts on various sites. Some of them use social media to entertain, communicate, learn about the community of friends, find or connect with missing friends at school and college (Karpagavalli 2017).

METHODOLOGY

The present study was conducted to examine the psychological effects of social media on rural adolescents in Sri Muktsar Sahib and Mansa District of Punjab. Sri Muktsar Sahib and Mansa were randomly selected to make the study representative of cotton belt. Therefore, the sample constitutes of two districts. So, in the present study of four blocks and eight villages were randomly selected from south western region of Punjab. Fifteen respondents from each village were selected randomly for the interview. The total sample size comprised of one hundred twenty respondents from all the eight villages.

RESULT AND DISCUSSION

1. Number of friends on social media

Everyone use social media to be in touch with their friends (Gill 2017). Some people make more friends on social media to increase their followers and likes. Today the number of friends on social media is greater than their real life (Shahbir and Gilani 2014). The Table highlighted that the percentage of friends on social media. Seventy three percent and thirty five percent of the respondents were having upto 1000 friends on social media in Sri Muktsar Sahib and Mansa districts. Only (3.33%) and one sixth (16.66%) of the respondents were having 1100-2000 friends on social media in both districts. Nearly one fifth (18.33%) and 3.33 percent of the respondents were having 2100-3000 friends on social media in Sri Muktsar Sahib and Mansa districts. Eight percent and five percent of the respondents were having 3100-4000 friends on social media in both Sri Muktsar Sahib and Mansa District. 5.00 percent and just (1.66%) of the respondents was having above than 4000 friends on social media in Sri Muktsar Sahib and

Mansa District. Overall, majority (54.16%) of the respondents was having upto 1000 friends on social media in both Sri Muktsar Sahib and Mansa District of Punjab.

1 Distribution of the respondents on the basis of friends on social media

No. of friends	Sri Muktsar Sahib (n=60)	Mansa (n=60)	Total (N=120)
Upto 1000	21 (35.00)	44 (73.33)	65(54.16)
1100-2000	20 (3.33)	10 (16.66)	30 (25.00)
2100-3000	11 (18.33)	2 (3.33)	13 (10.83)
3100-4000	5 (8.33)	3(5.00)	8 (6.66)
Above	3 (5.00)	1(1.66)	4(23.33)

Note: Figure in the parentheses indicate percentage

2. In which situation they use social media

The distribution of the respondents on the basis of in which situation they used social networking sites. The data in the Table revealed that more than half (53.33%) and forty five percent of the respondents use social media when are in Sri Muktsar Sahib and Mansa District. Nearly one fourth (26.66%) and one sixth (16.66%) of the respondents used social media when they use to sit with their families in Sri Muktsar Sahib and Mansa District. In Sri Muktsar Sahib 41.66 percent and Mansa District nearly one fifth (30.00%) of the respondents used social media when they use to sit with their friends. Not even a single respondent used social media while travelling. Overall, most of the respondents (49.16%) use social media when nobody was around them in both the Districts of Punjab.

2 Distribution of the respondents on the basis of which situation they use social media

Situation	Sri.Muktsar Sahib (n=60)	Mansa (n=60)	Total (N=120)
Sitting alone	27 (45.00)	32 (53.33)	59(49.16)
Sitting in the family	8 (26.66)	10 (16.66)	18 (15.00)
Sitting in the friends	25 (41.66)	18 (30.00)	43 (35.83)
While traveling	-	-	-

Note: Figure in the parentheses indicate percentage

3. Which purpose they use social media

Mostly people use social media for communication and entertainment (Wickel, Tylor 2015). They can get any kind of information at home. They can connect with their friends and relatives through the social media (Makinde and Odimegwu 2016). Distribution of the respondents on the basis of which purpose they using social media in the Table highlighted that nearly (61.66%) and nearly half (48.33%) of the respondents used social media to stay in touch with their friends in Sri Muktsar Sahib and Mansa District. In both Sri Muktsar Sahib and Mansa District nearly one fourth (26.66%) and forty seven percent of the respondents were using social media for recreation. Ten percent and only three percent of the respondents were used social media for updating their knowledge. Just (1.66%) of the respondents was using social media to stay in touch with acquaintance in both Sri Muktsar Sahib and Mansa Districts. Overall, majority (55.00%) of the respondents use social media to stay in touch with their friends.

3 Distribution of the respondents on the basis which purpose they use social media

Purpose	Sri Muktsar Sahib (n=60)	Mansa (n=60)	Total (N=120)
In touch with acquaintance	1(1.66)	1(1.66)	2 (1.66)
In touch with friends	37 (61.66)	29 (48.33)	66 (55.00)
For recreation	16 (26.66)	28 (46.66)	44 (36.66)
For updating	6 (10.00)	2(3.33)	8 (6.66)

Note: Figure in the parentheses indicate percentage

4. Video games

Most of the teenagers like to play online video games. The distribution of the respondents on the basis of playing video games is presented in the Table. The Table highlighted that in both Districts Sri Muktsar Sahib and Mansa eighty three percent and nearly three fourth (76.66%) of the respondents were playing video games like clash of clans, pub G, call of duty, cooking diary etc. One sixth (16.66%) and twenty three percent of the respondents did not like to play video games in both Districts. Overall, majority (80.00%) of the respondents played video games.

Table 4: Distribution of the respondents on the basis of playing video games.

Playing video games	Sri Muktsar Sahib (n=60)	Mansa (n=60)	Total (N=120)
Yes	50(18.33)	46 (76.66)	96 (80.00)
No	10 (16.66)	14 (23.33)	24 (20.00)

Note: Figure in the parentheses indicate percentage

5. Demanded expensive devices

Demands of children are increasing day by day. Distribution of the respondents had been tabulated in the Table. It had been revealed from the study that more than half (56.66%) and nearly half (48.33%) of the respondents were demanded expensive phones, tablets from their parents in Sri Muktsar Sahib and Mansa District. In Sri Muktsar Sahib and Mansa District forty three percent and nearly half (51.66%) of the respondents did not demand any expensive phones, tablets because their family income was not good. Overall, more than half (52.5%) of the respondents demanded expensive phones, tablets from their parents to playing video games. Because these graphic games were mostly played on smart phones or computers.

Table 5: Distribution of the respondents on the basis of demanded expensive devices

Demandexpensive devices	Sri Muktsar Sahib (n=60)	Mansa (n=60)	Total (N=120)
Yes	34 (56.66)	29 (48.33)	63 (52.5)
No	26 (43.33)	31 (51.66)	57 (47.5)

Note: Figure in the parentheses indicate percentage

6. Media disturb study time

Constant overuse of social media also effects user’s academic performance. Over use of social media reduces the interest of adolescents in education. They also like chatting with their friends, playing video games and watching videos on youtube etc (Owusu and Larson 2015). The distribution of the respondents on the basis of social media disturbs their study time in the Table. The Table examined that in both Districts Sri Muktsar Sahib and Mansa two third (66.66%) and nearly one fifth (36.66%) of the respondents reported that media disturbed their study time. In

Sri Muktsar Sahib and Mansa District one third (33.33%) and nearly two third (63.33%) of the respondents reported that no disturbance of social media in their studies. Overall, half (51.66%) of the respondents reported that media disturbed their study time.

Table 6: Distribution of the respondents on the basis of media disturb their study time

Media disturb their study time	Sri Muktsar Sahib (n=60)	Mansa (n=60)	Total (N=120)
Yes	40 (66.60)	22 (36.66)	62 (51.66)
No	20 (33.33)	38 (63.33)	58 (48.33)

Note: Figure in the parentheses indicate percentage

7. Dependent on social media

In modern times, everyone uses social media. Now they can access or share any kind of information through social media(Edge 2017). The Table depicted that eighty eight percent and seventy three percent of the respondents were dependent on social media in Sri Muktsar Sahib and Mansa District. Because they mostly use social media. Twelve percent and nearly one fourth (26.66%) of the respondents were not dependent on social media. Due to the lack of free time, they rarely used social media. The result shows that overall, majority (80.83%) of the respondents were dependent on social media. Because they spent most of their time using social media.

Table 7: Distribution of the respondents on the basis of dependent on social media

Dependent on social media	Sri Muktsar Sahib (n=60)	Mansa (n=60)	Total (N=120)
Yes	53 (88.33)	44 (73.33)	97 (80.83)
No	7 (11.66)	16 (26.66)	23 (19.16)

Note: Figure in the parentheses indicate percentage

8 Regulate and control their media usage

Distribution of the respondents on the basis of regulated and controlled their media usage. The data in the Table revealed that fifty seven percent and nearly (61.66%) of the respondents were able to regulate and control their media usage in Sri Muktsar Sahib and Mansa District. In Sri Muktsar Sahib and Mansa District (43.33%) and (38.33%) of the respondents were not able to

regulated and controlled their media usage. Because they were totally dependent on social media. Overall, majority (59.16%) of the respondents were able to regulated and controlled their media usage. Because they were not excess attached on social media.

Table 8: Distribution of the respondents on the basis of regulate and control their media usage

Regulate and control	Sri Muktsar Sahib (n=60)	Mansa (n=60)	Total (N=120)
Yes	34 (56.66)	37 (61.66)	71 (59.16)
No	26 (43.33)	23 (38.33)	49 (40.83)

Note: Figure in the parentheses indicate percentage

9. Social media is helpful

Distribution of the respondents on the basis of social media being helpful is depicted in the Table. All of the respondents reported that social media is very helpful in Sri Muktsar Sahib and Mansa District. Through the social media, individuals can capture or share all kinds of information whether it is social, religious, political or international information (Parveen and Noushia 2011). Not even a single respondent reported that social media is not helpful. Overall, the data represented that social media is helpful.

Table 9: Distribution of the respondents on the basis of social media being helpful

Social media helpful	Sri Muktsar Sahib (n=60)	Mansa (n=60)	Total (N=120)
Yes	60 (100)	60 (100)	120(100)
No	-	-	-

Note: Figure in the parentheses indicate percentage

10. Effects of social media on education

Excessive use of social media can lead to its positive and negative effects in society. Social media is like drug addiction for teenagers. They spent most of their time using social media. Social media impacts their academic performance (Vendenbosch and Eggermont 2016). The distribution of the respondents on the basis of the adverse effects of social media on education in the Table. The Table highlighted that the majority (83.33%) and fifty five percent of the respondents were reported that the effects of social media was seen on their education in Sri

Muktsar Sahib and Mansa District. In both Districts one sixth (16.66%) and forty five percent of the respondents did not have any bad effects of social media on their education. Overall, sixty nine percent of the respondents were reported that the effects of social media on their education. Overuse of social media reduces their tendency to study.

Table 10: Distribution of the respondents on the basis of effects of social media on education

Effects of social media on education	Sri Muktsar Sahib (n=60)	Mansa (n=60)	Total (N=120)
Yes	50 (83.33)	33 (55.00)	83 (69.16)
No	10 (16.66)	27 (45.00)	37 (30.83)

Note: Figure in the parentheses indicate percentage

11. Felt restless or troubled over non-use of social media

With the development of technology social media has become an integral part of our society. When people find a barrier to using social media, they become restless or troubled (Shahbnoor and Tejinder 2016). The distribution of the respondents on the basis of felt restless and troubled over non-use of social media. The Table revealed that the majority (86.66%) and half (50.00%) percent of the respondents felt uncomfortable and upset about not using social media in their daily routine. When people find a barrier of using social media, they become restless or troubled. Thirteen percent and half percent (50.00%) of the respondents did not feel restless or troubled about not using social media in Sri Muktsar Sahib and Mansa District. Some people rarely use social media; they do not feel uncomfortable or restless. Overall, more than two third of the respondents felt uncomfortable or upset about not using social media.

Table 11: Distribution of the respondents on the basis of felt restless or troubled over non-use of social media

Felt restless or troubled	Sri Muktsar Sahib (n=60)	Mansa (n=60)	Total (N=120)
Yes	52 (86.66)	30 (50.00)	82 (68.33)
No	8 (13.33)	30 (50.00)	38 (31.66)

Note: Figure in the parentheses indicate percentage

12. Buy online things

Media had made life easier for people. Now a person can do anything with the help of their smart phone (Vitak 2008). Most of the people today prefer to do online shopping. Gradually, people of living in the villages are also becoming aware of this and trying to buy online things (Kayak, Bicen 2018). Distribution of the respondents on the basis of buying online things. The data in the Table highlighted that fifty five percent and thirty percent of the respondents tried to buy online things in Sri Muktsar Sahib and Mansa District. People buy online things because they get lots of variety and discounts on brands etc. Forty five percent and seventy percent of the respondents did not try to buy online things. Because they do not trust the quality of the online products. Overall, fifty seven percent of the respondents did not try to buy online things in both Sri Muktsar Sahib and Mansa District of Punjab.

Table 12: Distribution of the respondents on the basis of tried to buy online things

Buy online things	Sri Muktsar Sahib (n=60)	Mansa (n=60)	Total (N=120)
Yes	33 (55.00)	18(30.00)	51 (42.5)
No	27 (45.00)	42 (70.00)	69 (57.5)

Note: Figure in the parentheses indicate percentage

CONCLUSION

This paper presents the psychological consequences of social media on rural adolescents. This paper describes that all of the respondents use social media, fifty five percent of the respondents use social media to stay in touch with their friend., nearly two third of the respondents were affected family expenditure by the use of social media. Majority (59.16%) of the respondents were able to regulated and controlled their media usage. More than half (52.5%) of the respondents demanded expensive phones, tablets from their parents to playing video games. Most of the respondents (49.16%) used social media when nobody around them, ninety five percent of the respondents were used smart phone, majority (54.16%) of the respondents was having up to 1000 friends on social media. Fifty seven percent of the respondents did not try to buy online things in Sri Muktsar Sahib and Mansa District of Punjab respectively.

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