

Research Article

# Descriptive Study to Assess the Impact of Social Media Platform on Social and Emotional Aspect of Adolescents in Hajahad Public School Awantipora, Pulwama, Kashmir

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## I N F O

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## A B S T R A C T

**Introduction:** In recent years social media has become part of our lives even among children. It is important to weigh the positive and negative effects of social media usage on social and emotional aspect of adolescents. As a generation raised on smart phones it is no surprise that social media has become a staple in the daily lives of teenagers. From scrolling through Instagram to recording videos on Tik-Tok social media gives adolescents platform to connect with their peers and showcase their lives to the world.

**Results:** The findings of the study showed that there is negative impact of social media platform on social aspect of most of adolescents. There is positive impact of social media platform on emotional aspect of most of adolescents.

There was significant association between impact of social media platform on social and emotional aspect and selected demographic variables i.e. gender, educational standard, residence, parental style in use of social media, type of family and occupation of mother and occupation of father.

**Conclusion:** The findings of the study showed that there is negative impact of social media platform on social aspect of most of adolescents. There is positive impact of social media platform on emotional aspect of most of adolescents.

**Keywords:** Negative impact, positive impact, social media platform, adolescents

## Introduction

In recent years social media has become part of our lives even among children. It is important to weigh the positive and negative effects of social media usage on social and emotional aspect of adolescents. As a generation raised on smart phones it is no surprise that social media has become a staple in the daily lives of teenagers. From scrolling through Instagram to recording videos on Tik-Tok social media gives adolescents platform to connect with their peers and showcase their lives to the world. However recent studies have shown that excessive social media use can have serious consequences on young person's social and emotional health.<sup>1</sup>

Media device use is increasing year by year in many countries. As ISTAT referred that in 2019 85.8% of Italian adolescents aged 11 to 17 years regularly used smart phones and over 72% accessed internet via smart phones. Almost 95% of Italian families with a child had broadband internet connection. 2019 census report revealed and even progressive increment of smart phone use by the adolescents which reaches 95%. In particular the majority of adolescents 59% admitted that they use smart phone even more frequently than in the past with daily use of more than 3 hours in 46% of cases adolescents connected internet alone 59% consulting social media mainly Instagram 72% Tik-Tok 62% and YouTube 58%.<sup>2</sup>

## Prevalence of social media worldwide

Across the globe people eagerly log in to their favourite social media platforms day after day, immersing themselves for hours on end. The allure of social media is undeniable, drawing in millions like a powerful magnet. A survey conducted by Matthew Woodward on 21 February 2024, showed that 56.8% of the total world's population is active on social media, which equates to about 4.48 billion people that use social media worldwide. It is estimated that more than half of the children aged 11 and 12 have personal social media profiles. Social media that have significantly more female users are; snapchat(60%),pinterest(78%),instagram (57%) and tiktok(59%). Men tend to use; twitter(68%),linkedin(51%)andyoutube(55%). Women spend an average of 2.08 hours a day on social media and men average 1.81 hours a day. Facebook and youtube are still the most used social media platforms today, facebook has over 3 billion active users while youtube has 2.49 billion active users. Today the average time spent on social media is 2 hours and 24 minutes today for people aged 16-64, that means the average person spends 144 minutes a day using social media. More than half of the users are on social media purely with the intent of being entertained. The biggest usage reasons are; connect with friends and family, watch videos and time killer while 40% of all users worldwide use social media platforms for work related

purposes like; connecting with customers, advertising products and services and providing updates to fans. The social and emotional health issues caused by social media addiction are very concerning. Teens that spend more than 5 hours a day on their phones are 2 times likeier to show depressive symptoms. 7 out of 10 teens that use social media for more than 5 hours per day have a significantly greater risk of committing suicide. Night time is actually one of the worst times for teens to be on social media. The most addictive social media platforms are; tiktok, youtube and facebook.<sup>3</sup>

## Objectives

1. To assess the impact of social media platform on social aspect of adolescents in Hajahad public school Awantipora, pulwama, kashmir.
2. To assess the impact of social media platform on emotional aspect of adolescents in Hajahad public school Awantipora, pulwama, Kashmir.
3. To find the association between the impact of social media platform on social and emotional aspect with their selected demographic variables in Hajahad public school Awantipora, pulwama, kashmir (such as; gender, Educational standard, residence, monthly family income, parental style in use of social media, type of family, occupation of mother and occupation of father)

## Methodology

In order to accomplish the main objective of assessing the impact of social media platform on emotional and social aspect of adolescents, a quantitative approach was adopted. Permission was taken from concerned authorities of bibi Halima college of nursing and medical technology, Srinagar to conduct the final study. Ethical clearance was obtained from institutional review board government medical college Srinagar. A formal written permission was obtained from the principal of hajahad public school awantipora, pulwama, Kashmir to conduct the study through total sampling 100 high school students. Informed consent was taken from each subject, before conducting the study. After taking permission from authorities, data was collected from 100 high school students of 9<sup>th</sup> and 10<sup>th</sup> class. The data was collected by checklist and 3-point likert scale. There were 8 items of demographic profile, 20 items in checklist and 20 items in 3-point likert scale. The tool was validated from 10 research experts. The reliability of the tool was determined by 'crohnbach Alpha formula'. Reliability calculated was 0.80.

## Results

Most of the students, 54% participants were female students. 46.54% participants were from 10<sup>th</sup> standard. Majority of the participants 83% reside. Majority of the participants 98% have monthly family income 30,000-

40,000 have. Majority of the participant's 50% parental style in use of social media was neutral. Majority of the participants 70% belong to nuclear families. Findings reveal that majority 92(92%) participants' mothers belong to some other profession. Findings reveal that majority 60(60%) participants father belong to some other profession.

Most of the participants 96% were having negative impact of social media on social aspect.

Most of the participants 73(73%) were having positive impact of social media platform on emotional aspect.

**Table 1. Frequency and Percentage distribution of study subjects according to their demographic data.**

Characteristics		Demographic data	
	Content	Frequency	Percentage
Gender	Male	46	46%
	Female	54	54%
Educational standard	9 <sup>th</sup>	46	46%
	10 <sup>th</sup>	54	54%
Residence	Downtown	3	3%
	Uptown	14	14%
	Village	83	83%
Family income	<30,000	2	2%
	30,000-50,000	98	98%
	>50,000	0	0%

Parental style in use of social media	Allowing	25	25%
	Not allowing	25	25%
	Neutral	50	50%
Type of family	Nuclear	70	70%
	Joint	30	30%
Occupation of mother	Teacher	5	5%
	Health worker	2	2%
	Businesswomen	1	1%
	Any other	92	92%
Occupation of father	Teacher	6	6%
	Health worker	0	0%
	Business man	34	34%
	Any other	60	60%

**Table 2. Frequency and percentage distribution of impact of social media platform on social aspect of adolescents.**

Impact	Frequency	Percentage
Positive Impact (0-20)	4	4%
Negative Impact (21-40)	96	96%

**Table 3. Frequency and percentage distribution of impact of social media platform on emotional aspect of adolescents.**

Impact	Frequency	Percentage
Positive Impact (0-10)	73	73%
Negative Impact (11-20)	27	27%

**Table 4. Association of impact of social media platform on emotional and social aspect with their selected Demographic variables.**

Variables	Opts	Positive Impact	Negative Impact	$\chi^2$ Test	$\chi^2$ table Value	df	p Value	Result
Gender	Male	12	34	13.13	3.84	1	0.001	S*
	Female	19	35					
Educational Standard	9 <sup>th</sup>	15	31	16.10	3.84	1	0.001	S*
	10 <sup>th</sup>	14	30					
Residence	Down town	0	3	10.18	5.99	2	0.03	S*
	Up town	4	10					
	Village	27	56					

Family income	<30000	1	1	4.2	5.99	2	0.2	NS
	30000-50000	47	51					
	>50000	0	0					
Parental style in use of social Media	Allowing	5	20	14.28	5.99	2	0.01	S*
	Not allowing	7	18					
	Neutral	20	30					
Type of Family	Nuclear	20	50	17.12	3.841	1	0.001	S*
	Joint	10	20					
Occupation of mother	Teacher	2	4	16.11	7.815	3	0.02	S*
	Health worker	0	2					
	Business women	0	0					
	Any other	34	58					
Occupation of father	Teacher	3	3	13.55	7.815	3	0.04	S*
	Health worker	0	0					
	Businessman	14	20					
	Any other	20	40					

**Table 5. Association of impact of social media platform on social aspect with their selected Demographic variables.**

Variables	Opts	Positive impact	Negative impact	X <sup>2</sup> test	X <sup>2</sup> table value	df	P value	Result
Gender	Male	20	26	10.13	3.84	1	0.03	S*
	Female	14	40					
Educational standard	9 <sup>th</sup>	23	23	2.10	3.84	1	0.7	NS
	10 <sup>th</sup>	26	28					
Residence	Downtown	0	3	9.18	5.99	2	0.02	S*
	Uptown	14	0					
	Village	30	70					
Family income	<30,000	0	2	7.2	5.99	2	0.2	NS
	30,000-50,000	49	49					
	>50,000	0	0					
Parental style in use of social media	Allowing	10	15	11.28	5.99	2	0.2	S*
	Not allowing	16	19					
	Neutral	20	30					
Type of family	Nuclear	20	50	17.12	3.84	1	0.002	S*
	Joint	10	20					

Occupation of mother	Teacher	2	4	6.11	7.815	3	0.8	NS
	Health worker	1	1					
	Businesswoman	44	48					
	Any other	0	0					
Occupation of father	Teacher	2	4	14.55	7.815	3	0.03	S*
	Health worker	0	0					
	Businessman	4	30					
	Any other	20	40					

## Discussion

Majority of student's i.e out of 100 students 54% were females.

Maximum of the students 54% were 10<sup>th</sup> class students

Majority 83% students belong to village

Majority of students 98% have Rs/ 30,000-50,000 monthly family income

Half of the parents 50% have neutral attitude towards use of social media by their children,

Majority of students i.e. 70% belong to nuclear families

Majority of the mothers of students i.e. 92% are business women

Majority of the fathers of students i.e. 60% were belonging to some other profession.

The results showed that (4%) students have positive impact of social media platform on their social aspect and (96%) students have negative impact of social media platform on their social aspect and (73%) students have positive impact of social media platform on their emotional aspect and (27%) students have negative impact of social media platform on their emotional aspect.

There was significant association between impact of social media platform on social and emotional aspect and selected demographic variables i.e gender, educational standard, residence, parental style in use of social media, type of family and occupation of mother and occupation of father. (0.001, 0.001, 0.03, 0.01, 0.001, 0.02, 0.04)

## Conclusion

The main aim of the study was to assess the impact of social media platform on emotional and social aspect of adolescents

The findings of the study showed that there is negative impact of social media platform on social aspect of most

of adolescents. There is positive impact of social media platform on emotional aspect of most of adolescents.

There was significant association between impact of social media platform on social and emotional aspect and selected demographic variables i.e. gender, educational standard, residence, parental style in use of social media, type of family and occupation of mother and occupation of father.

## Recommendations

- A study can be conducted to assess the impact of other social media platforms.
- A comparative study can be conducted between the students of two different schools.
- The study can be replicated on under graduate or graduate students in order to assess the positive and negative impacts of social media on them

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**Conflicts of interest:** None

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