

AN ANALYTICAL STUDY ON EFFECTS OF SOCIAL MEDIA ON HUMAN PSYCHOLOGY

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**ABSTRACT**

*Utilization of social media is an intrinsic part of individuals' lives today. Social media platforms have provided different fields a person would connect to easily. Somehow, it has indulged itself in everyone's life. Generating their attention towards the online sites rather than real life. No doubt, the media platforms have a very impressive positive side which attracts people by exhausting their energy towards different innovations. But the negative side of these platforms also captures a vast area in their minds. It provides individuals an aspect that they could relate to and as they gain interest towards a specific content their intellect gets highly attracted towards it. The aim of this study was to acquire the details regarding how media platforms have an immense effect on human's psychology. In this study a survey was conducted regarding the importance and ill effects of social media. Within which 91 responses were gained, that provided an exact measure of how social media sites are connecting and influencing human brains. The addiction of which can be beneficial and harmful and leads to ease in earning money, if your business knowledge is powerful. By which, the main targets are considered to be teenagers, as they have innovative minds to execute ideas, which results in profit maximization. Thus, the COVID-19 situation has changed the economy of media platforms, making their businesses profitable and maintaining vigorous growth. Therefore, the study will conclude with great benefits, effects and problems that could easily impact on human's psychology and mental health.*

**Keywords:** - Social media, human psychology, mental health, media addiction, virtual communication, online business.

**INTRODUCTION**

Social media plays a vital role in each and every person's life nowadays. People tend to spend a lot of time on any of the media platforms they like. Before the Covid - 19 situation, human beings were occupied in their busy life and didn't get much of the time to look at their social media sites as well. However, the pandemic of Covid - 19 situation gave a lot of boost to the social media platforms, as human beings got an immense idea about the media platforms through exploring it. The active physical world suddenly went online and social media platforms became a clear path with the need for it. People used many of the platforms for their official works and tasks. As human beings were getting a lot of free time, they started to build creative ideas and implemented those works through the platforms they used.

Talking about the economy of social media platforms such as Facebook, Instagram, Twitter, YouTube, etc. were getting a lot of profit through their platforms. People explored a lot of social media areas and got aware about the online businesses which could be created easily with a good purchasing crowd and less expenditure. Easy interaction, exchange of information and ideas in virtual communities, became possible through many of the platforms.

As there are many positive points relating to social media platforms, there are some negative points to be considered as well. As humans (especially teenagers) started spending several hours browsing through their preferred platforms. Depression and Anxiety were the two main harmful effects to take hold over their minds. There are many other dangerous effects, which are not good for any person's mental health. Such as, cyberbullying, sleep deprivation, social isolation, internet addiction, etc.

Thus, social media platforms have a great impact on the psychological behavior of any human being in both positive and negative ways. It also improves an individual's sense of connectivity with real or online communities and is an effective communication tool for each individual.

**2. REVIEW OF LITERATURE:-**

**(1) Psychological Impact of Social Media on Youth in India.**

**Author:** - Abdul Fahad, after reviewing the following research paper. The very simple idea the author wanted to define was that social media has a very big part in today's youth. Though it considers that it creates a large impact on the youth but also is more popular among the adults up to 30 years as well. This media has brought many positive effects but has somehow carried in some major ill effects. Though social media platforms have a vast range of entertainment and communication, it deeply affects the behavior of the youth as a lot is clearly noticeable. Hence the research has mentioned the positive and negative psychological impact on Indian youth.



**(2) Online Social Networking and Mental Health.**

**Author: - Igor Pantic,** The review of this research paper basically explain the impact of social networking sites on human brain. The continuous effect which it causes directly to most probably youngsters lifestyle and psychiatric disorders. The author has found that many of the studies defines the effects which are hard on the youth due to social networking sites (SNS). This research mainly suggests the strong relationship between SNS and mental health issues due to social media.

**(3) Social media addiction among adolescents: Its relationship to sleep quality and life satisfaction.**

**Authors: Reda Abd, Thabet Omar, Amna Nagaty, Shawky Rasha,** By the review of the following research paper focuses on one of the negative effects caused by the addiction of social media platforms. The challenging balance between the sleep quality and life satisfaction among the youth and adults. The addiction of media which is increasing in the adolescents students and which is directly affecting on the sleep quality of the individuals. Hence, the entire research formats to the suggestions provided to overcome these negative impacts due to the social media addiction.

**(4) Social Media use Across Generations: from Addiction to Engagement.**

**Authors: Orhan Koçak, Hüseyin Arslan, Abdullah Erdoğan,** According to the review of the following research paper. The author has observed that the addiction of the internet is increasing over the human beings. The usage of social media is spreading in every generation and changes the daily behavior of the users. The main aim of this research is to understand the tendency of the use of media platforms and the transformation of which in the environment can be used for positive factors such as education, self expression, creativity and integration with society by getting rid of addiction.

**3. RESEARCH METHODOLOGY:-**

**3.1 Research Objectives:**

- a) To analyze the ill effects of media on human beings.
- b) To understand positive and negative impact of social media on teenagers.
- c) To study the importance of social media in our daily life.

**3.2 Research Design:**

The entire paper is based on the effects that are imposed on the human minds due to the social media platforms, which can be in a positive or negative form. The impact of which composes the minds of the people from the real world and gives importance to the online zone to a whole. Thus, social media are the basis of need for each individual in today's life.

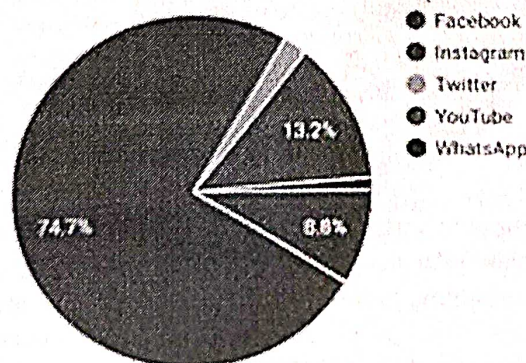
**3.3 Data Source:**

The collection of data is done by primary data and by circulating google form.

**4. DATA ANALYSIS & RESULT:-**

Which Social Media platform are you most active on ?

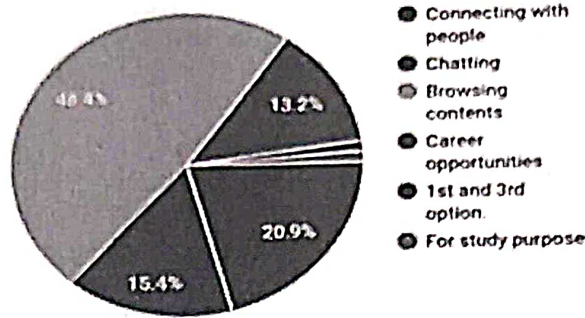
91 responses



According to the survey there are 91 respondents and it is justified that 74% people are highly active on Instagram among all the social media applications. Whereas, YouTube holds 13% and Facebook captures 8% to a whole.

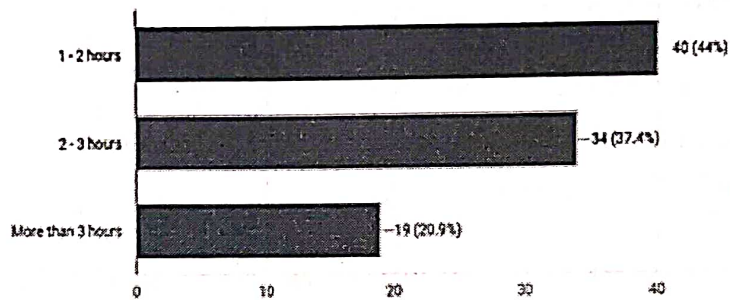


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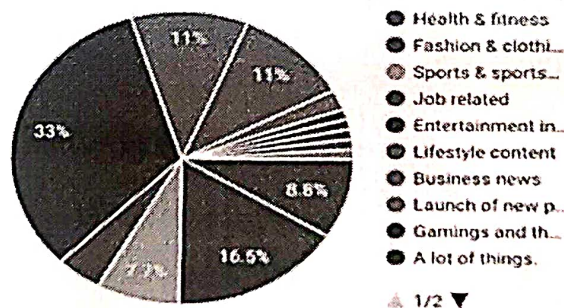
As the question refers, for what purpose individuals use social media platforms most of the time. It can be seen that most of the people used the media applications for browsing their preferred contents that carries the highest 48%, which creates a lot of different ideas and has a strong impact on their minds. Some of them use it for a social connection through the entire world that is 20% and some use these platforms for career opportunities to find their perfect place of work that is 13% and for chatting purposes which is 15%. To conclude, social media sites provide a lot of ways to remain connected to the entire world in some or the other forms.

91 responses



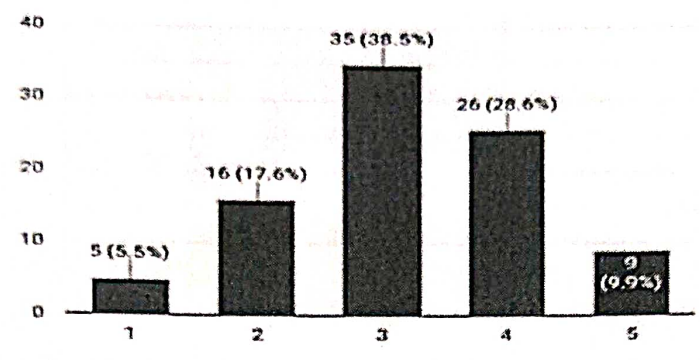
The above study informs the number of hours people spend on the social media platforms and many of which 44% of people spend maximum amount of 1 - 2 hours on any of their preferred sites, 37% of individuals use media platforms for 2-3 hours which can still be harmful for the process of their thoughts, and lastly 20% of individuals spend more than 3 hours on social media sites which can impact a lot of negative ideas but it still depends whether the content viewed by them has what kind of impression on their psychological minds and the attitude towards their surrounding.

91 responses



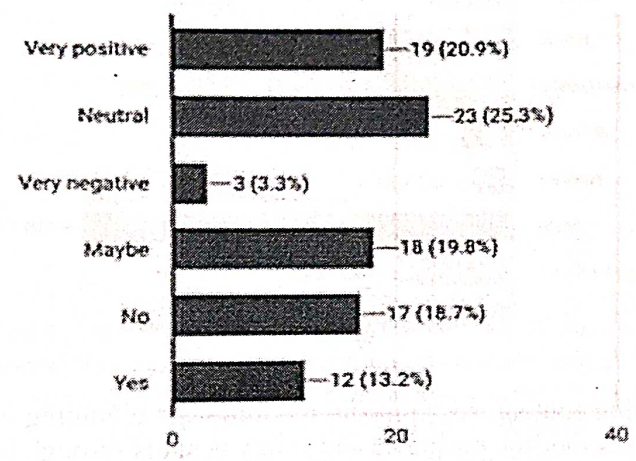
As every person has different preferences to watch on social media platforms. This study explains the interest of every individual. So, according to this 33% people have a great interest in the entertainment industry. 16% people are towards the fashion and clothing industry. 11% of people are interested in lifestyle content and business news. Hence, as per the count looking furthermore as well, every person prefers to watch the content they are more likely to follow through. To which entertainment industry and lifestyle content gives a boom to the innovative or creative minds of the human beings. As those two platforms give clear ways to grow innovative ideas mainly to the teenagers mind as they try to act and move the way those fields could react to their psychology.

91 responses



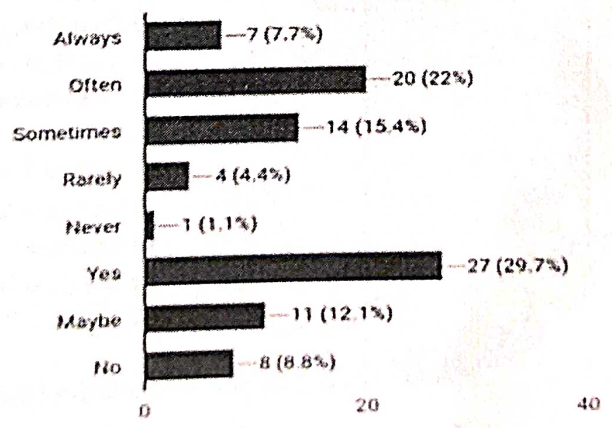
The above study was to basically know whether the content users are watching, are anyway boosting their self-esteem or not. As there are many times, whatever people watch and are interested in. They somehow try to implement it in their real lives as well. So with the help of the rate scale, 38% people are neutral with the thought that their self esteem is powered up. 28% and 9% people as well feel that they have a positive impact on social media.

91 responses



Social media has a very strong purpose in most people's lives nowadays and second person created aspects are taken into consideration via social media as well. The question arises here was to understand, did these media platforms ever affect people's mental health. So as per the study, 34% have a positive impact over their minds through media platforms, thus, 22% individuals get a negative effect by it.

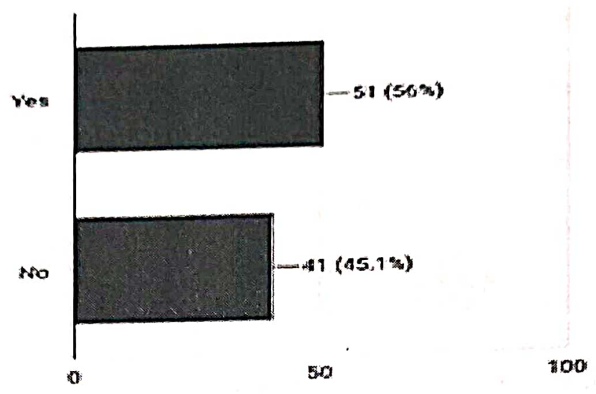
91 responses



The above study explained, if the people have benefitted something in their personal lifestyle through social media platforms. Thus, 34% of the individual's have a positive impact with the help of social media platforms in their life and also few individuals had some negative effect of these platforms as well in their lives which sums to 13%.

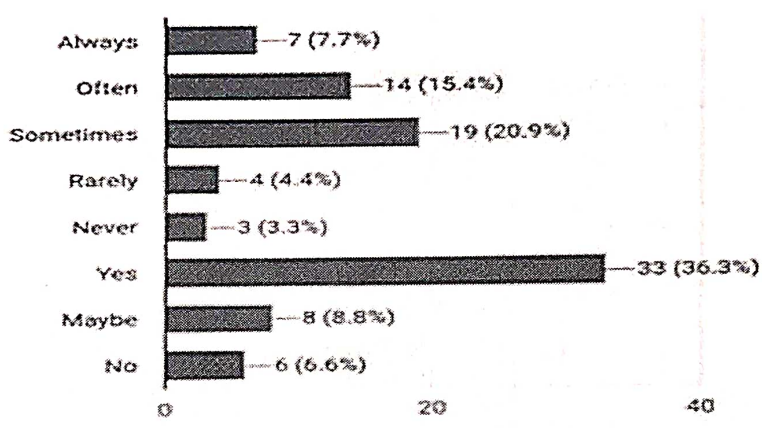


91 responses



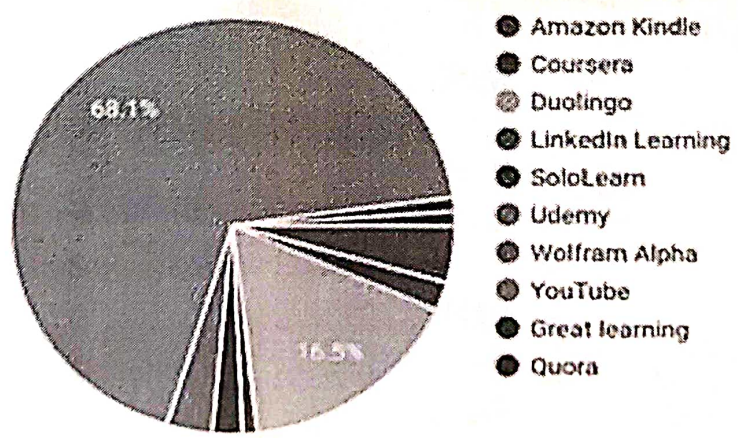
This above study was to know whether there are people who are mostly active on media platforms and have purchased any item of their choice. Through which 56% of users have shopped from online accounts and 45% people didn't want to go for one.

91 responses



Not only for browsing or creating content, social media platforms are blooming in educational aspects as well. So the question arises here is, whether the people achieved any benefits through these aspects. Thus, looking at the study, 44% people have achieved knowledge through these programs and campaigns and 9% people have not experienced it at all.

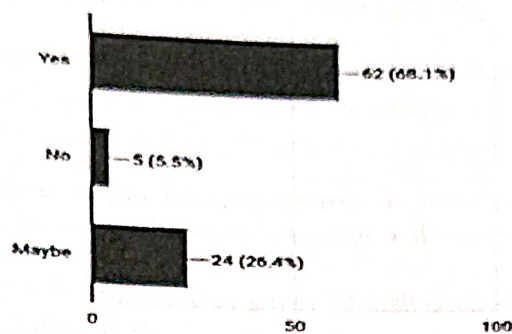
91 responses



So as social media sites are making a good growth in educational progress as well, the question here is, which common applications have the individuals ever referred to. Hence, 68% of people voted for YouTube and 16% voted for Duolingo. Both the apps are best in their own ways and many more ahead. Therefore, these education applications have got vast space and easy access through these apps as well.

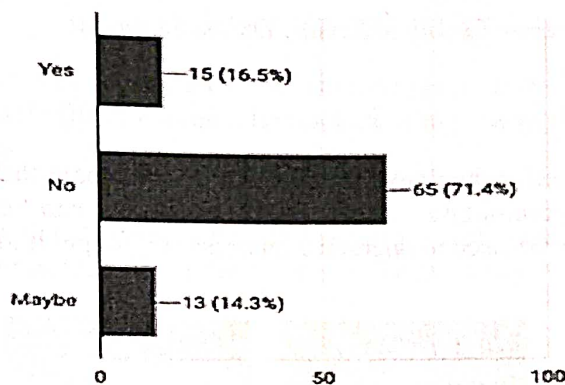


91 responses



Looking at the pandemic COVID-19 situation, social media platforms became the easiest way to collect and distribute the latest updates regarding the situation. Thus, according to the study, 68% of people were perfectly updated with the news regarding the situation and 5% of individuals were not so aware about it.

91 responses



Social media can be considered as one of the money generating applications for online businesses. The media platforms have a very low expenditure system and high income criteria once the business starts blooming. The above study is to know how many people have their businesses online and are earning on their own. So, according to which 16% people have their own businesses and 71% people are not earning through media platforms. Most teenagers nowadays try to go ahead with their start-up businesses on online platforms, because it has an easy access of availability in their lives. This justifies that online business is considered to be one of the positive factors for the social media platforms.

### CONCLUSION

According to the responses received, social media platforms are the applications which gave a drastic change to all the platforms and gained a lot of profit. As people created their accounts on any platform, they got more and more attracted towards the online world and started maintaining their browsing power, which gave them the exact knowledge and skills regarding the profit making journeys of these platforms as well. These platforms gained their positive values through the spread of their marketing sources. As the main aim was to gain the teenagers attention who always try to do something new each day. The negative impacts as well affected the individual's minds by damaging their thinking skills and trapped full control over it. Both had an immense effect on human psychology and their mental health. As people automatically follow the route they like the most and due to the creative image of social media, they easily pull themselves towards it without thinking twice of what kind of impact it could have on their mind set. Thus, social media platforms mainly creates, builds, and makes its position rooted in the economy as it follows a continuous process and maintains its worth in the lives of every human being to the fullest.

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