

Project Report

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Submission date: 26-May-2018 02:57PM (UTC+0530)

Submission ID: 968867717

File name: final_project_reportRavi_Bhardwaj.docx (727.21K)

Word count: 4306

Character count: 24139

CHAPTER I

INTRODUCTION

1. INTRODUCTION

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1.1 Social Media

Social media is PC/Mobile interceded advancements that support the formation and sharing of data, thoughts, career interests and diverse types of expression via virtual people groups, communities and social networks.

User-generated content, such as, user written content, posts or comments, images, photos or videos, and content created via every web based online communication, are web-based Social Medias' backbone.

Users sign up on these social media platforms and upload information to form their personal profiles for that platform or application that are kept up and stored through proper planning by the social media group. Social media promote the improvement of social networks by allowing the user to share his/her profile with other individuals or users or virtual groups sharing similar level of interest.

With the help of advanced technologies and ongoing innovations, social media can be accessed through desktop PCs, smartphones and tablet phones) which gives an interactive platforms through which individuals and groups can share and read content created by the user or already existing substance present on the web. Online social media changes the way people communicate with other individuals and groups.

1 Social media is a term that people generally use a lot these days, regularly to describe the content that user post on these platforms and applications like "Facebook, Twitter, Instagram, Snapchat and others."

In today's time, any website can be depicted as a social media site as this expression is used so enigmatically and is mysterious in nature. A few people have all the more a limited perspective of social media, and are indifferent in frequently comparing it to social networking (i.e. "Facebook", "Twitter", and so on.).

Instead of characterizing this expression by a cluster of boring jargons that would Only make it difficult to understand. Separating these two broad terms can be an ideal Approach to break through the understanding of it.

The "social part" alludes to sharing and receiving information from other individuals by interacting with them.

The "media" part: alludes to a method of communication, similar to the internet (while TV, radio, and daily papers are cases of more conventional types of communication).

By joining these two separate terms, an essential definition can be put together: Social media are online specialized instruments that empower individuals to interface with each other by both sharing and consuming information.

Online web-based social media contrast from paper-based media (e.g., magazines and newspapers) or customary electronic media, for instance, TV broadcasting from different points of view, including quality, reach, usability, frequency, permanence, and immediacy. The working of Social media can be depicted by a "dialogic transmission: framework (many sources to numerous collectors)." It is in contrast to conventional: framework which works under a monologist transmission display (one source to numerous beneficiaries, for example, a daily paper which is conveyed to numerous subscribers or a radio station which communicates similar programs to a whole city)

1.2 Basic Features of Social Media

The list of some basic features of a social media site is as follows: User accounts:

Any site that enables guests to make their personal particular accounts in which they can sign in, then that is a honest sign there will be social engagement of people. Without a user account you can't generally share data or collaborate to others online.

Profile pages:

As online social media is regarding correspondence, to represent a person, generally a profile page is required. It regularly incorporates data concerning the user, similar to a profile photograph, personal information, site, latest posts, comments, last action and that's only the tip of the iceberg

News feeds:-

When users interface with different people via web-based social media, they are fundamentally saying, "I need to get information from these individuals." That data is refreshed for them progressively by means of their news feed.

Personalization:

"Social media" platforms normally present users the adaptability to design settings of their accounts, customize profiles accordingly, put their friends and followers in different categories, sort their news feeds data and even give input to personalize their search.

Notifications:-

One major part of social media is to provide push notifications to the users. Any site or application providing this can be called as social media. Users have the power to control these notifications according to their personal needs.

Information updating, saving or posting:

"If a website or an app empowers you to post almost anything, with or without an account, then it's social! It could be a basic content based message, a photograph, a YouTube video, a connection to an article or whatever else."

Like buttons and comment sections:

These are the mainly recognized behavior we connect via online networking media are by means of catches that symbolize a "like" and "comment sections where we can share our thoughts."

Review, rating or voting systems:

Besides likes and commenting, bunches of online networking destinations and applications depend on the aggregate exertion of the group to audit, rate and vote on data that they think about or have utilized. Think about your most loved shopping website or movie review destinations that utilize this online media highlight.

1.3 Issues with Social Media

Spam:-

Social media makes it simple for spammers - both genuine individuals and bots - to besiege other individuals with content. In the event that you have a "Twitter account", you've likely encountered a couple spambot interactions .

Cyberbullying/Cyberstalking:

Children and young people are particularly helpless to cyberbullying. What's more, as a whole we now connect via web-based networking media by means of our cell phones, most real stages make it conceivable to share our areas, opening up the entryways for cyberstalks to target us.

Self-image manipulation:

To tell something about their life a user posts about themselves via web-based social media. Followers might observe somebody who is cheerful and celebrating the good life by means of their posts via web-based networking media such that makes them feel exhausting or deficient by comparison .

Information over-burden:

Generally people tend to have more than two hundred "Facebook friends" or take after more than 1,000 Twitter accounts. With such a variety of accounts to take after thus many individuals posting about their lives, it's practically difficult to catch up with that load of information.

Fake news:

Fakes news sites elevate connections to their own particular absolutely false news stories via web-based social media with a specific end goal to direct people to them. Numerous users have no clue that they're fake in any case .

Privacy/Security:

Hacking on web-based social media platforms has become common now and again regardless of having great safety efforts set up. Keeping personal information as private is still not provided by some of the websites.

1.4 Social Networking

Online social networking sites (SNSs) have increased expanding fame in the most recent century; people with similar interests are participating in SNSs to associate with other people. Social networking communication depends on a specific structure that enables individuals to both express their uniqueness and meet individuals with comparable interests.

Social networking is the act of growing the quantity of one's business or potentially social contacts by making connections through people, regularly through online networking sites, for example, Facebook, Twitter, LinkedIn and Google+.

3

In light of the six degrees of separation concept (the possibility that any two individuals on the planet could reach through a chain of no more than five intermediaries), social networking sets up interconnected online groups (here and there known as social graphs) that help individuals make contacts that would be beneficial for them to know, however that they would be probably not going to have met something else.

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1.5 Common Components Found In Most Social Networking Websites

A Public Profile

This is your own little bit of digital real estate where you educate the world

Concerning yourself Profiles contain fundamental data like a photograph, short bio, area site and some of the time questions that can portray your identity (e.g. your most loved on-screen actor or book) .

1

Friends and Followers

Friends and Followers are the heart and soul of social networking - all things considered, that is exactly the "social" part. They are the individuals from the site that you trust to the

point of giving them a chance to post comments on your profile, see what you've posted on the web, and send you messages .

It ought to be noticed that not every single social networks refer to them as friends or followers. For example LinkedIn says they're "connections."

Home Feed

Since the objective of social networking is to associate and connect with others, some

Sort of "home" or "main" page on practically every social networking site is implied particularly for a live feed of updates from friends. This gives users a continuous look at everything their friends are sharing .

Likes and Comments

Many Sites have made it simple for users to "like" another user's post by tapping or clicking something like thumbs up or heart button. It's a simple and direct approach to put your own blessing on something that a friend presented however without Having to comment on something particular.

A primary focus of groups is to make collaboration between users as comments or discussions, which is the reason most social networks support commenting on almost every kind of post.

Each comment inside the post can be alluded to as a thread. After some time, the main/home page of the social networking site can without much of a stretch assemble hundreds or thousands of strings.

Groups and Tags

Some social networks use groups to help you discover individuals with comparative interests or take part in discussion on specific themes. Social networking groups are both an approach to associate with similar individuals and an approach to distinguish your interests.

As another option to groups, loads of SNS have swung to tagging that gives users a chance to classify their posts agreeing on their subject. Social networking websites will either consequently produce a tag when you write a pound sign (#) before a keyword (called a hashtag) or oblige you to enter a few catchphrase terms in a particular tag range.

1.6 Difference Between Social Media and Social Networking

Many individuals use the expressions social networking and social media almost interchangeably as though they mean to be exact. Despite the fact that the distinction is slight, they are somewhat different. Social media is really a parent category of social networking .

The most effortless approach to comprehend the contrast between social networking and social media is by pondering the expressions media and networking independently. Media alludes to the data you're really sharing-whether it's a connection to an article, a video, an animated GIF, a PDF, report, a simple status update or whatever else. Networking, then again, needs to do with who your audience is and the connections you have with them. Your network can incorporate individuals like companions, relatives, partners, anybody from your past, current customers and even entire outsiders.

Social networking is especially centered around connecting individuals, which does not have any significant bearing to some of the other online social media applications. Taking part in social networking contains a particular sort of social media use, consequently they are not synonymous .

1.7 Social Networking is a Way of Being

In the present day and age, people lives have become relatively progressively meditated lives. These days, "social networking" does not really allude to what activities we are doing, but rather our identity and identify with respect to each other. Observational research is used here to show how Social networking can apparently be viewed as a method for being and relating. A more youthful era of researchers has experienced childhood in a world that has been dependent on innovation as integral piece of their lives, making it difficult to imagine existence without being connected." This has been alluded to as a 'always on' way of life: "It's no longer about on or off truly. " It's about living in this present reality where being networked to people and info wherever and at whatever point you require it is just assumed .

This may offer a clarification for the prominence of and generally high engagement with SNSs in today's general public. In any case, the drawback is that high engagement and being dependably "on

or connected with innovation has been viewed as risky and conceivably addictive before, yet in the event that being 'always on' can be viewed as status quo and most people are "on" more often than not, where
Does this leave problematic use or addiction? The following segment considers this issue .

1.8 Social Media Addiction

Social networking addiction is an expression at times used to allude to somebody investing excessively time utilizing Facebook, Twitter and different types of social networking - to such an extent that it meddles with other parts of daily life." There's no official medicinal acknowledgment of long range social networking addiction as a sickness or disorder.

Addiction generally alludes to compulsive behavior that prompts negative impacts. In many addictions, "individuals feel constrained to do certain exercises so frequently that they turn into an unsafe habit, which then meddles with other imperative activities, for example, work or school. In that specific circumstance, a social media addict could be considered somebody with an impulse to utilize social networking to excess - continually checking Facebook status or "stalking" individuals' profiles on Facebook, for instance, for quite a long time.

Be that as it may, it's difficult to tell when affection for an action turns into a reliance and goes too far into a harming habit or addiction. A lot of clinicians have watched side effects of anxiety, depression and some psychological disorders in individuals who invest too much energy on the web; yet minimal hard proof has been discovered demonstrating that social media or Internet utilization brought on the side effects. There's a comparable absence of information about social networking addiction .

A few people consider unreasonable utilization of social media basically the most recent type of "Internet Addiction Disorder," a phenomenon people initially started expounding when Internet utilization was beginning to spread .

Almost nearly after two decades, there is still no understanding that over the top utilization of the use of internet or social networking services is obsessive or ought to be viewed as a medical disorder .

1.9 Effect of Social Media Addiction

As of late social networking has turned into an important asset of student's life. Youngsters fulfill themselves by utilizing SNSs platforms like Facebook, Twitter, Myspace and some more. Their life now relies upon web-based social media to interface with each other. Along these lines, it turns into an essential requirement for them. A few people contend that progression of social networking undermines the life of youngsters since they are addicted towards web-based social networking .

In any case, others trust that it improves the extent of adolescents towards training and culture. The new era is the electronically dependent era. Because of this addiction teenagers confront many impacts in their lives.

Online networking organizing sites are not mere source of entertainment. Adolescents must utilize it as a wellspring of data to quicken their insight. Teenager's hoist their identities utilizing social networking media. Notwithstanding, teenager's must take online networking as an open test in which they can duplicate their social aptitudes. It goes about as a medium for correspondence between associates, relatives. Client's pick up understanding. Also adolescent can accomplish innovation perfection in their initial while working these media. Therefore, they will shape themselves as indicated by the adjustment in the innovation. Besides, they will get learning of the data and innovation. Colleges, schools and even some open association utilize social destinations to communicate with the general population

User's attempt to convey what needs be really once in a while on person to person communication locales. Therefore, they figure out how to take activities so as to make companions. Figure out how to think about various social orders and culture.

Adolescents must receive the positive part of online networking. So they can have an individual favorable position in the adjacent future .

CHAPTER II

LITERATURE REVIEW

2. LITERATURE REVIEW

There is developing confirmation that "social media addiction" is an evolving issue, especially among young people. In any case, the absence of an instrument measuring social media addiction impedes further improvement of the research field. "This review,

along these lines, expected to test the reliability and validity of a short and simple to control Social Media Disorder (SMD) Scale that contains a reasonable diagnostic cutoff point to distinguish between disordered (i.e. addicted) and high- captivating non-disordered web-based social media users" (Eijnden et al. 2016) .

2.1 Is young Generation Addicted to Social Media:-

This study examined young Generation psychological addiction to social media with specific regard to Facebook, WhatsApp, and LinkedIn google+. The addiction was interpreted using components that determine behavioral addiction: salience, mood modification, tolerance, Loneliness, conflict and relapse. The purpose of this study was to determine if young Generation is addicted to social media because of their need to maintain relationships with their peers. The results indicated that this sample of young Generation suffers from three components, **tolerance**, **salience** and **relapse**. They also suffer from intrapsychic conflict, but not interpersonal conflict (Cabral, 2011).

2.2 A Quantitative Research on the Level of Social Media Addiction among Young People in Turkey

Web innovation today demonstrates a snappy advance, and informal communities increment their number of clients on every day. Interpersonal interaction, which is one of the principle pointers of the innovation period, pulls in individuals of any age while the virtual world goes past the genuine by means of the applications it offers. Particularly youngsters demonstrate an exceptional enthusiasm for online networking which is an expansion of the Internet innovation. Online networking dependence is expanding both in Turkey and all around the globe. This examination was expected to decide the level of online networking fixation in youngsters in Turkey, and to make proposals on the avoidance of the compulsion while expressing the present work completed regarding the matter in Turkey. Review compose look

into show was utilized as a part of the investigation, and online networking habit is inspected top to bottom to decide reasons for the enslavement among youngsters. In this examination, the dependence factor of the Social Networking Status Scale was utilized as an information accumulation instrument to gauge online networking fixation among youngsters. The scale had three factors including addiction, ethics and convergence, and it was a reliable and valid scale, as the reliability and validity of the scale had been tested. The study was conducted on 271 students between the ages of 13-19. It had been found that gender ($t=0.406$; $P>0.05$) made no significant difference in social media addiction while the factors of age ($F=6.256$; $P<0.05$), daily time spent on the Internet ($F=44.036$; $P<0.05$) and daily frequency of visiting social media profiles ($F=53.56$; $P<0.05$) made significant differences in addiction level. The results had showed that low addiction level of 14-year group increases with age up to 17 years, and the level decreases in 18-year group. Social media addiction level showed a dramatic increase also in the case of daily time spent on the Internet increases. More frequent daily visits to social media profiles increased the addiction as well. The study also provided suggestions on possible actions to prevent addiction (Kirik et al, 2015)

2.3 Loneliness

Ever since the rise of Social Networking (SNSs), it has remained a doubt without a decisive answer whether SNSs make individuals more or less lonely. To accomplish a superior understanding the analysts need to move past studying overall SNS use. Moreover, it is important to take care of personal attributes as possible moderators. Given that SNSs give rich chances to social comparison, one exceptionally applicable personality trait would be "social comparison orientation" (SCO), but then this personal characteristic has been understudied in online social media research. Drawing on literature of psychosocial implications of web-based social networking use and SCO, this review investigated relationship amongst loneliness and various Instagram exercises and the part of SCO in this specific situation. 208 college undergraduate going to a U.S. Mid-southern university finished a self-report questionnaire (Mean=19.43, SD=1.35; 78 percent female). Discoveries demonstrated that "Instagram" interaction and Instagram browsing were both identified with lower loneliness, though Instagram broadcasting was related with higher loneliness. SCO directed the connection between "Instagram" use and loneliness with the end goal that Instagram interaction was identified with lower loneliness just for low SCO users. The outcomes uncovered implications for solid SNS utilization and the significance of including personality characteristics and particular SNS use patterns to unravel the part of SNS use in psychological well-being (Yang CC, 2011).

Social media networking use keeps on growing and is particularly common among youth

and grown-upshift is shocking then that, regardless of this enhanced interconnectivity, young grown-ups might be lonelier than other age groups, and that the present era might be the loneliest ever." We suggest that image-based platforms (e.g., "Instagram", "Snapchat") can possibly improve loneliness because of the upgraded closeness they offer. Conversely, text-based platforms (e.g., "Twitter") "offer little closeness and ought to have no impact on loneliness. This paper (N = 253) utilizes a mixed-design survey to examine this probability." Quantitative outcomes recommend that loneliness may diminish, while "happiness and satisfaction" with life may increment, as a component of picture based online networking use. Interestingly, text-based media use seems incapable. Qualitative outcomes recommend that impact might be because of the improved closeness delivered by picture based online social networking use (Pittman and Reich et al. 2016).

2.4 Escape

There is moderately little research considering inspirations of passive "Facebook" utilization. In any case, research with respect to motivation of general "Facebook" use shows that individuals utilize "Facebook" to escape and that escapism may persuade "passive Facebook use". Research likewise proposes that utilizing "Facebook" to escape is-related with Facebook obsession utilizing a trial vignette outline, the present research explored whether "passive Facebook utilization" is propelled by "escapism" and whether this escape inspiration is related with "passive Facebook addition". An within-participant experimental research design consisting of vignettes was utilized to investigate the impact of positively and, in addition, "socialness on passive Facebook use." "Addiction on passive Facebook" use and perceived impact of "passive Facebook" use on state of mind were likewise evaluated. Members (n = 69) reacted to 16 vignettes portraying day by day life activities, and in addition reaction to a question about "passive Facebook" use on mind-set and finishing the "Bergen Facebook Addiction Scale". Results proposed that people did not utilize "Facebook" to get away. There was no relationship between escapism in passive Facebook use and addiction. Social touch positively affected passive Facebook use, and members showcased passive Facebook use to have no impact on mood. Findings recommend that passive Facebook utilize is a less powerful technique for escape than general Facebook use', and decreasing people's probability of encountering Facebook addiction indications (Young et al. 2017).

Significance of the study

When the symptoms of social media addiction are examined in young people, degradation of functionality becomes to be the most defining characteristic. Namely, decrease in academic success, reduced work performance, inability to fulfill responsibilities towards family, and disruption in psychosocial functions are the most important symptoms of addiction. Also, thinking of and desire for the Internet, virtual environments, and social media platforms throughout the day, unable to be free of them, and the feeling of loneliness and restlessness evoked by lack of social media are among other symptoms. Some indicators of addiction in young people include considering social media as a way of escape from personal problems, being unable to adapt to social life and withdrawal into themselves when away from social media, insomnia, weight gain due to decreased activity level, disorders like irregular eating habits, and being unable to prevent themselves from entering social media sites although they know all these undesirable effects (Young et al., 2000).

The quick headway of media innovation has greatly affected the way individuals impart once a day. The developing measurement of the utilization of the web-based social networking among the adolescent of today can't be over accentuated. Throughout the years, long range interpersonal communication among understudies has turned out to be increasingly well known. It is an approach to make associations, on grounds as well as with companions outside of school. Long range informal communication is a way that enables individuals to feel they have a place with a group. Due to the expanded prominence of it, market analysts and teachers are addressing whether evaluations of understudies won't be influenced by how much time is spent on these locales. It is trusted that the utilization of innovation, for example, web is a standout amongst the most imperative factors that can impact instructive execution of understudies emphatically or unfavorably. Numerous guardians and watchmen are stressed that understudies are investing excessively energy in [facebook](#) and other web-based social networking locales and have insufficient time to contemplate. Despite the fact that guardians are stressed over understudies' steady utilization of the online networking destinations, numerous understudies keep on utilizing these locales once a day. This examination is being led to find out the effect of understudies' utilization of online networking locales on their scholastic work.

2.5 OBJECTIVES OF THE STUDY

The general objective of this study is to find out the impact of social media on addiction among youth.

- To study Social Media Addiction among Youth at demographic level.
- To study the effect of factors enabling social media addiction that are loneliness, escape, conflict and like seeking behavior on youth.(To determine the explanations for utilizing online networking.)
- To study the effect of demographics of respondents on social media addiction.
- To analyze difference between students and working professionals with respect to adoption of social media.

CHAPTER III

RESEARCH METHEDODOLOGY

3.1 Type of the Study

It is a survey based study focuses on youth under age below 35 years. The populace incorporates male and female students, working professionals and self-employed youths

3.2 Sampling Unit and Sampling Method

The study focuses on youth under age below 35 years. The populace incorporates male and female students, working professionals and self-employed youths.

Sampling method used for the purpose of this study is "Non-probability sampling' method (Convenience sampling technique).

In this method, a specimen is acquired by choosing required populace components from the given populace.

3.3 Inclusion Criteria

- Both male and female
- Any working professional associated with any industry.

3.4 Data Collection Method

The data is collected utilizing a short and structured questionnaire. The questionnaire is designed to capture the basic demographic profile (gender, age and occupation), time spent on social media on daily basis, parameters regarding social media addiction and the most preferred-social media platform.

The requisite data been gathered through two important sources

I. Primary Data

2. Secondary Data

Primary Data

The primary data are those, which are collected afresh and for the first time, and thus happen to be original in character."

The data was collected through questionnaire that is formed in English language. It consists of multiple choice type questions to find out the use, engagement and addiction of social media of working professional and also .

Secondary Data

"The secondary data, on the other hand, are those which have already been collected by someone else and which have already been passed through the statistical process."

"Usually secondary data available in various publications of the central, state are local governments, technical and trade journals, reports and historical documents and other sources of published intonation."

3.5 Sample Size

46 Filled questionnaires were received through different respondents. So finally the sample size considered for the study is 46.

Scale Used

To measuring questions of respondent attitudes used Likert Scale (1-5), in questionnaire statements were given to respondents to measure their attitude towards

Use of social media

1= Strongly Disagree

2= Disagree

3= Neutral

4= Agree

5= Strongly Agree

3.6 Data Analysis

After collecting, all the data were checked and analyzed with the help of Microsoft Office Excel 2010.

CHAPTER IV

ANALYSIS, FINDINGS AND LIMITATIONS

4.0 Data analysis on the basis of survey:-

The data have been collected with the help of questionnaire. Data was obtained in two different segments. Findings also include effect of various demographics like gender, age and occupation on social media addiction. Total 35 responses have been considered for analysis

4.1 Gender:-

46 responses

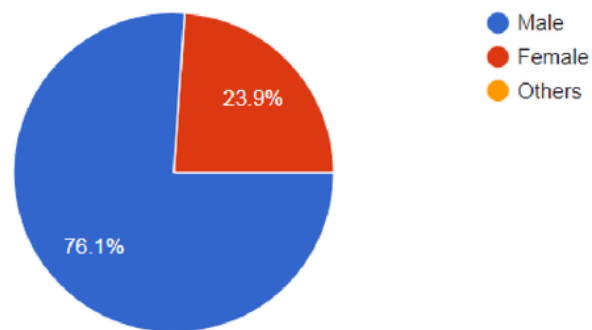


Figure 4.1 Distribution of gender

Inference:

Among the 46 respondents, 76.1% were found to be male and remaining 23.9% of the respondents were female. The count of male respondents is 36 while of female Respondents are 10 .

4.2 Age:-

46 responses

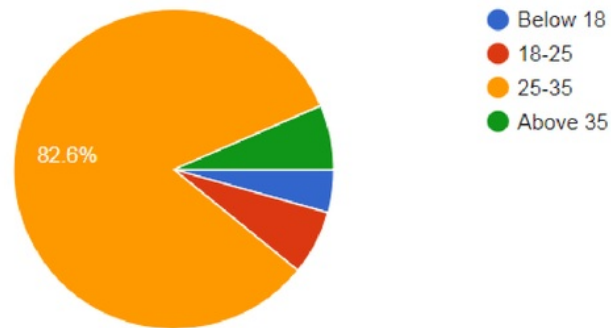


Figure 4.2 Age Distribution using social Media

Inference:

It shows that around 82.6% people who were involved in this survey mostly are between 25-35 age group youth. And 6.5% are 18-25Age group 6.5% were above 35 and 2 respondent only below 18

4.3 Occupation:-

Occupation

46 responses

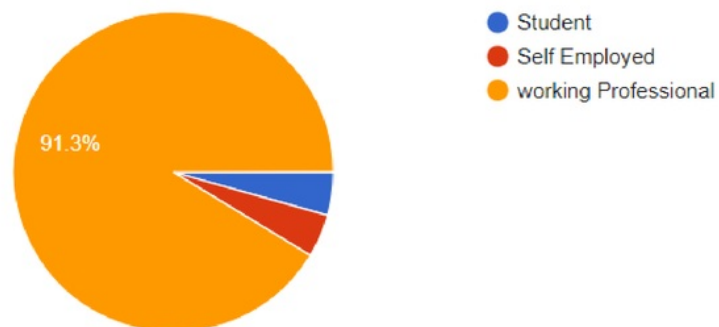
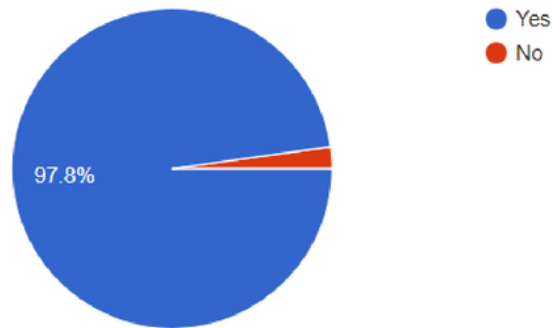


Figure 4.3 occupation of respondent

In this survey 91.3% were the working professional and 4.3% were self-employed and we got only 2 (4.3%)response from a student .

4.4 Users of social Media:-

46 responses



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Figure 4.4 Users of social media

Almost all the respondents are using social media .we got only 1 responds that one user is not using the social media.

4.5 Type of Social Media Platform using by working Professional:-

46 responses

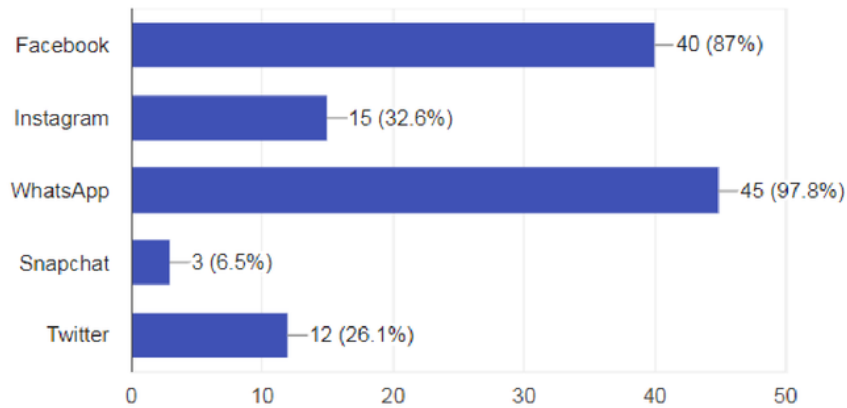


Figure 4.5 Social Media Platform using by Professionals

Most (97.8%), of the respondent were WhatsApp users, 87% used Facebook ,32% Instagram ,6.5% using snapchat and 26.1% of using Twitter.

4.6 Mode of access of using social media:-

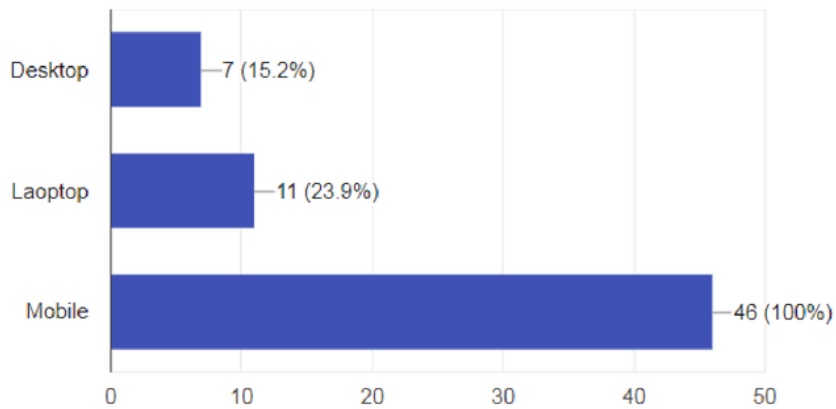
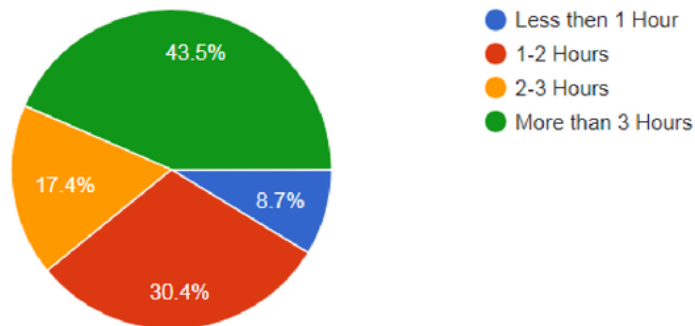


Fig 4.6 mode of using social media

Almost 100% respondent using social media platform on mobile devices and only 15% using desktop and laptop for the same .

4.7 Number of hours spends in social Media:-

46 responses



As per the survey 43.5% of respondent spending more than 3 hours on social media and around 30% respondent using social media 1-2 Hours and around 17.4% are using it around 2-3 hours.

4.8 Reason of using Social Media:-

46 responses

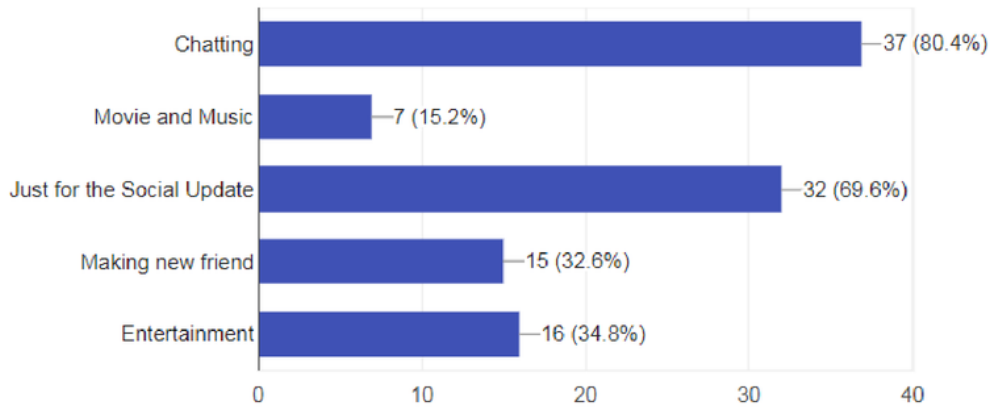


Figure 4.8 Reason for using social Media

As per the survey 80.5 of respondent using the social media platform for chatting purpose ,around 70% are using it for social update and rest are using for entertainment 34.8% and 33 are using it for making new friends.

4.9 Using social media before going to bed:-

46 responses

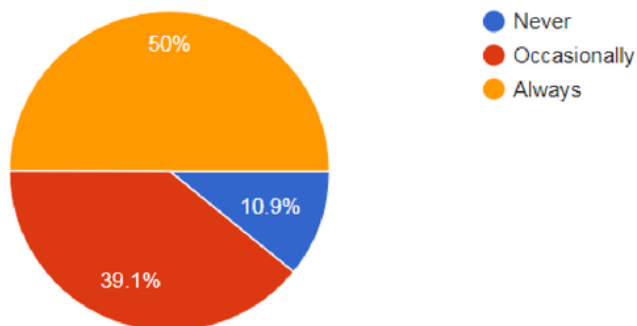


Figure 4.9 Timings of social media use before sleep

Almost 50% of respondent were using social media before going to bed for social update.

4.10 Using social media after waking up in the morning:-

46 responses

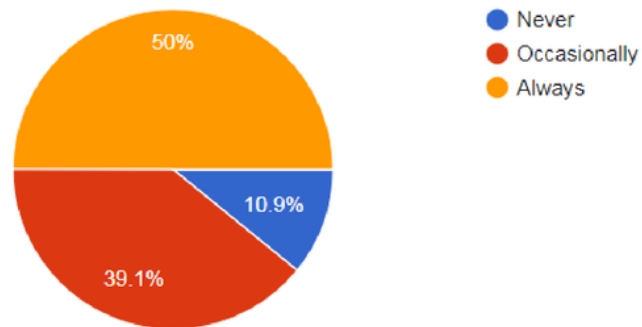


Figure 4.10 using social media after wake up in the morning

4.11 Loneliness:-

I have observed Loneliness on the basis of some questions involved in survey i.e(I generally use social media platform when I feel I have lack of companionship?) I use social media platform when I feel left out from society.

46 responses

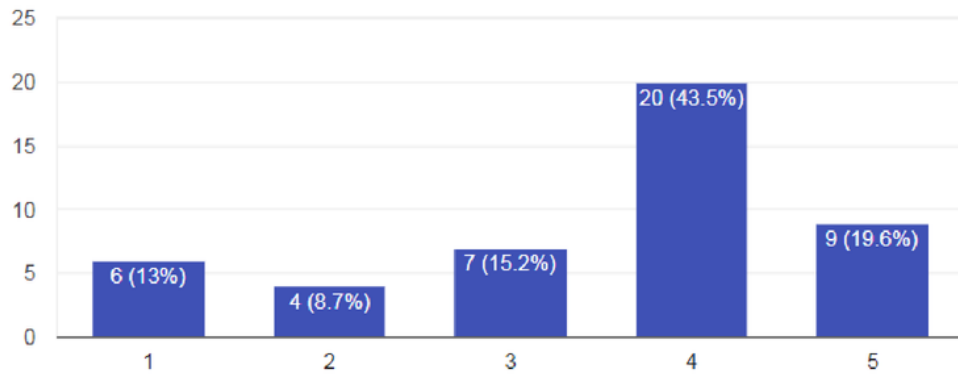


Figure 4.11 Factor of loneliness

As per the survey around 44% of respondent agreed that they use social media platform when they feel lonely and they don't have lack of companionship and they feel left out from society and around 19% are strongly agreed .

5.0 Findings and conclusion:-

- It was observed that people between age 18 and 35 which forms most of the youth are mostly affected by social media and use it in their day to day activities
- It was observed that “Whatsapp” and “Facebook” platforms of social media is most preferably used by most of the respondents as it provides instant messaging and information sharing in a most convenient way.
- From the entire respondent around 97% and 87% respondent using social media platform for their day to day life.
- According to the survey we have observed that female are more addicted towards social media all the response which I got on that basis most of the females spending more than 3 hours in a day to day activity on social media.
- It is observed by the survey around 50% of responded spend their morning and evening time on social media after wake up and before going to sleep .
- Most of the respondent using social media for chatting (80.4%) purpose and 70 % are using for just for the social updates.
- It was found that there due loneliness, Escape, tolerance, withdrawal problems people would addict to social media day by day.

5.1 LIMITATIONS OF THE STUDY

- The study is only considered for the youth and the response received for the research is 46 which is a small number to represent the entire population Therefore generalization is difficult.
- There can be other variables as well which can affect social media addiction Among youth that are not taken in this style.
- Sometimes respondents may respond by giving biased answers for the questions. Some of the respondents did not like to respond.

5.2 CONCLUSION AND DISCUSSION:-

Social media is being called the revolution of our century and since a social presence is considered a must have thing. Social Media and networking are being used by individuals more and more as we are progressing. Social networking is used to connect people with their friends, peers and colleagues. Students can use it as a media of education while working professionals seek to increase networking and connections through convenient use of social media.

Social media and networking are available not only on web browsers but they can also be accessed through mobile applications using a smartphone or tablet pc very easily and conveniently. These affordability and ease of use are making people more addicted towards it and are affecting their day to day activities and routines.

Young people were selected for this study as they are more adaptable and are more easily influenced by social media as compared to old generation.

Keeping in mind above factors a questionnaire was made and response of 45 respondents was collected. After collection of data, data was analyzed using MS Excel.

Finally it can be concluded that as the advancement in technologies and increased ease of access towards social media people want to be more connected and up-to-date regarding others peopl information about their personal life and other factors put up in this study, people will use more amore and social media continuously for hours and get habitual to social networking which ultimately will lead to social media addiction.

CHAPTER 6

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