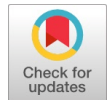


Psychological Impact of social media on Rural Youth: A Study

Krishan Kumar



Abstract: *Today, social media has created a stir in the world, but it was born with the advent of the internet. If there were no internet, the magic of social media would hardly be influencing the minds of youth, primarily, and its effects would also be affecting a greater number of young people. Today's youth have become obsessed with social media and cannot live without it. The Internet is the heartbeat of social media. The beat of youth also stops when they walk onto the internet, where social media originated. The role of the internet is essential in advancing the media. In today's time, social media has a profound psychological impact on young people.*

Keywords: *Youth, Social Media, Smartphones, or Psychological Effect*

I. INTRODUCTION

Today, social media plays a significant role in fostering mutual relationships. Through social media, people are discussing with people sitting far away, but distancing themselves from those sitting nearby. Additionally, the brainpower of people has been impacted by the use of social media, with the youth being the most affected. It is meant to suggest that psychological effects are being observed, especially among young people, due to the use of social media. "Research conducted by the University of Petersburg School of Medicine found that youth who used social media 30 times a week for 61 minutes or more reported higher stress and anxiety levels. This study included 178 youths aged 19 to 32. Researchers found that spending more time on social media is associated with depression, anxiety, stress, and mental confusion due to the use of social media." (Amar Ujala, Thursday, 29 March 2016, Page 10) [1] "According to the Nielsen Company's Smartphone Owners and America Digital Consumer Report - 47 percent of young people do not have a symbiotic relationship with each other due to daily mobile use through social media" (DOUNIA TURRILL, SVP INSIGHTS, Nielsen Mobile Insights, September 2013) [2] Because they do not communicate with each other. By doing this, they keep busy on their respective smartphones. That's why they have to suffer from depression. Therefore, it is well known that the use of social media has a psychological effect on young people. That is, using social media has become their addiction, due to which they keep on using social media all day long.

Today, being active on social media all the time and repeatedly viewing or posting posts on Facebook or WhatsApp and updating your status, how many likes you get on your photo, or getting happy after seeing a comment, etc., mostly. Individuals are living in the virtual world. Every person has become immersed in the world of social media, which, in effect, has become addictive. Additionally, the craze for social media is also affecting one's mental state and relationships. Social media has given birth to a world where all your happiness is dependent on the likes of others. If someone dislikes your status, then you get tense. This is happening because you are living in an artificial world. We do not want to escape this synthetic world because we have become accustomed to using social media. The meaning of the saying is that a bad addiction has formed. The more you keep updating your status on social media, the more your problems will keep increasing. Equally, psychological effects can be seen in you. In today's time, the prevalence of social media has increased a lot. Today's youth is so busy on social media that they often become confused about its use. Today's youth have neither time to eat nor the time to sleep because he is busy on social media, he does not get rest at all, using social media has become an addiction and this addiction makes him psychologically give rise to various diseases. Irritability in youth, Depression, hunger, the habit of writing messages repeatedly, spending time watching the internet repeatedly, keeping the mobile with you at night and sleeping with it, and getting up at night to check messages. "Dr. Rajni Chatterjee says that the increasing use of social media on mobile till late at night is promoting mental diseases" (Chatterjee, Dr. Rajni) [3] Therefore, the meaning of saying is that today's youth has left the real world and settled in an unknown world, which he does not even know, is searching for the happiness of ages on social media. He is trying to make connections with friends on social media, leaving his real friends behind. He is unaware that this is an artificial world that may prove harmful to him in the future. Ruthann Richter says that social media Sleep deprivation increases the likelihood that teens will suffer myriad negative consequences, including an inability to concentrate, poor grades, drowsy-driving incidents, anxiety, depression, thoughts of suicide, and even suicide attempts. (Ruthann Richter 2015) [4] "Psychologist Dylan Selterman in his thoughts at Washington says that I am the truth that people who use social media on the Internet are falling. Social media draws people to themselves like a mirror, as described in this research. It is a psychological effect that creates a message in people" (Dylan Selterman, Washington, 2021) [4] . Jason Caston says that social media influences people because they repeatedly check their mobiles. Addiction to social media is affecting people like drugs; for people who have used the internet for a long time, it is challenging to get rid of it.

Manuscript received on 31 May 2023 | Revised Manuscript received on 13 June 2023 | Manuscript Accepted on 15 June 2023 | Manuscript published on. 30 June 2023.

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II. RESEARCH OBJECTIVES

1. To know that social media use by youth has a psychological effect on them.
2. To know that youth using social media are going into depression.
3. To know that youth cannot live in the present day without the use of social media.

A. Hypothesis

1. The use of social media does not have a psychological effect on rural youth.
2. Rural youth cannot live without using social media.

B. Research field

Meham and Jasia villages in Rohtak district, Haryana state, have been selected for the present research work. The objective area of research was selected, and the students of this college were chosen to investigate the psychological impact of social media.

III. RESEARCH METHODOLOGY

The survey research method was employed in the present study, utilising a closed questionnaire as the primary data collection tool.

A. Data collection

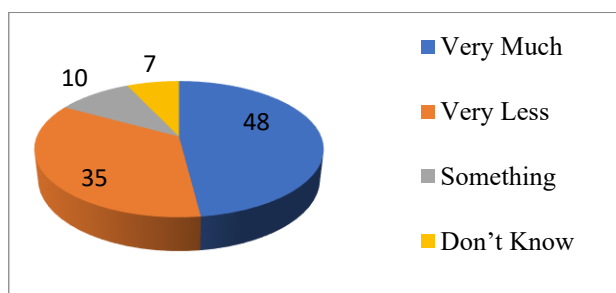
For the research, the questionnaire was completed by 70 donors from the college. Ten different types of optional questions were included. These questions were formulated in consideration of the research objectives. This questionnaire covers social media Facebook, WhatsApp, Instagram, and Twitter.

B. Analysis

The respondents of the present research are between 18 and 30 years of age. Boys and girls have been included in this study. In this study, only those people who use social media have been included; there is no such answer. Those who do not use social media. The analysis and conclusion of the data in the research questionnaire are as follows.

Ques . 1. Does the use of social media have a psychological impact on rural youth?

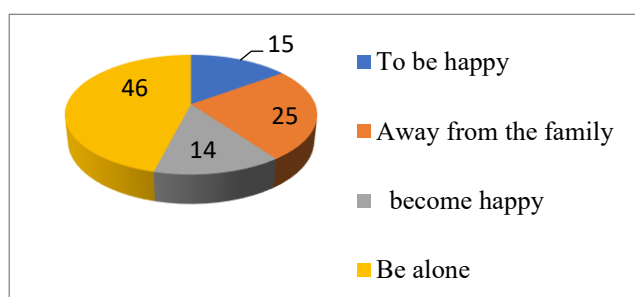
Option	Number	Percentage
Very Much	48	48%
Very Little	35	35%
Something	10	10%
Don't Know	7	7%



According to the table and graph, 48% of rural youth believe that social media has a significant psychological impact on them. OR 35% of villagers say that very little social media use is having a psychological effect. Additionally, 10% of rural youth report that using social media has a psychological impact on them. In addition, 7 per cent of rural youth report being unaware of the psychological effects of using social media, which leads to the conclusion regarding the Psychological impact of social media use on rural youth.

Ques. 2 What are the psychological Impacts of using social media on us?

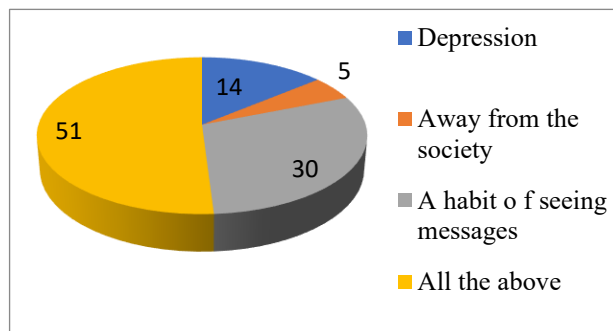
Option	Number	Percentage
To be happy	15	15%
Away from the family	25	25%
become happy	14	14%
Be alone	46	46%



According to the table and graph above, 15% of rural youth report feeling frustrated by using social media. Apart from this, 25% of villagers say that using social media keeps them away from their families. Because he enjoys interacting with anyone on social media outside of his family, he has been taught to limit his social media use around his family. Apart from this, 14 per cent of rural youth believe that whenever they talk to someone on social media and read their chat, they become happy or sad. That is to say, being happy or sad while talking also reflects a psychological perspective. Apart from this, six per cent of rural youth say that social media use has taught them to be alone because they prefer not to interact with anyone while chatting on social media. Therefore, the conclusion is that villagers prefer to be alone the most due to the psychological effects of social media on individuals.

Ques. 3. What is the psychological impact of the use of social media on rural youth?

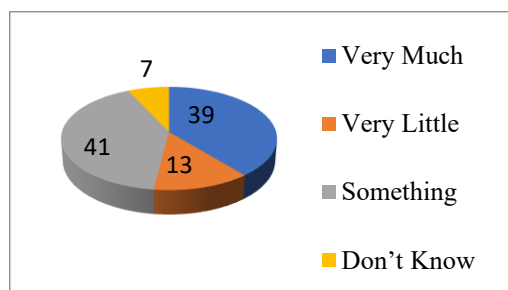
Option	Number	Percentage
Depression	14	14%
Away from society	05	05%
A habit of seeing messages	30	30%
All the above	51	51%



According to the above table and graph, 14 percent of rural youth say that they are going into depression due to the use of social media, apart from this, 5 percent of rural youth feel that they are getting away from society due to the use of social media. Because he is getting away from the society, he is busy on social media, that means something goes on in his mind. Due to this, there is a psychological effect on them. Similarly, 30% of rural youth report having a habit of repeatedly seeing messages on social media. Apart from this, 51% of rural youth have all the above types of psychological impacts. Therefore, conclude that all the above types of psychological impacts are having on the rural youth.

Ques.4 Is social media helpful in overcoming our loneliness?

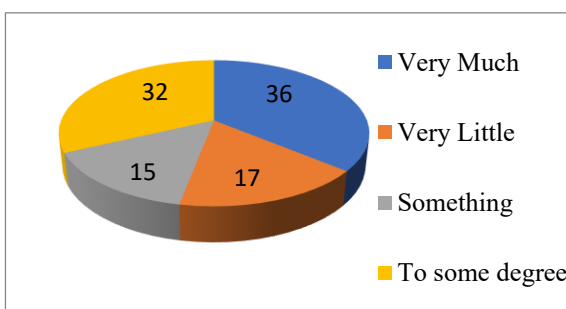
Option	Number	Percentage
Very Much	39	39%
Very Little	13	13%
Something	41	41%
Don't Know	07	7%



According to Table and Graph, 39% of rural youth report that using these social media platforms helps them overcome loneliness. Because they use social media more when they are alone, they all believe this from a psychological point of view. Additionally, 13 per cent of rural youth believe that limited social media use helps alleviate loneliness. Apart from this, 41 per cent of rural youth believe that using social media helps alleviate some loneliness. Additionally, 7 per cent of rural youth are unaware that using social media can help alleviate their loneliness. Therefore, the conclusion is that the use of social media can be beneficial in easing the loneliness of rural youth.

Ques . 5 Do you have a habit of seeing messages on social media again and again?

Option	Number	Percentage
Very Much	36	36%
Very Little	17	17%
Something	15	15%
To some degree	32	32%

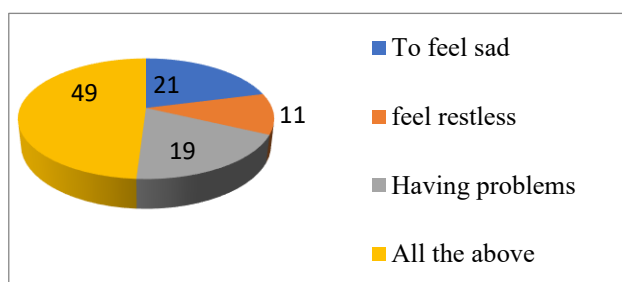


Used to seeing repeated messages about the above soldier, and says that 36% of rural youth, according to the graph, sometimes find that social media is much more than they think it is. Apart from this, 17 per cent of rural youth report having a habit of repeatedly seeing messages on social media. Additionally, 32% of rural youth report having some degree habit of seeing repeated messages on social media. Therefore, till the conclusion, the habit of seeing messages on social media again and again among rural youth is very high, which clearly shows that there is a psychological effect of social media in rural areas.

Psychological Impact of social media on Rural Youth: A Study

Ques. 6 How do you feel when you walk onto the Internet for social media use?

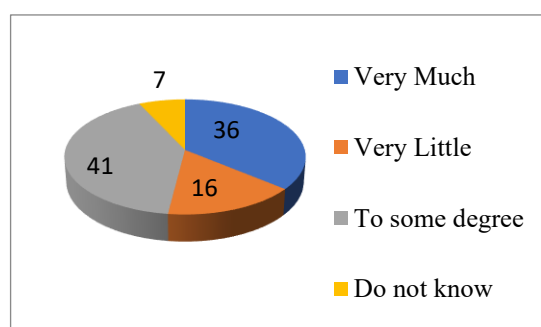
Option	Number	Percentage
To feel sad	21	21%
feel restless	11	11%
Having problems	19	19%
All the above	49	49%



According to the table and graph above, 21% of rural youth report feeling sad when the internet is not working. Apart from this, 11 per cent of rural youth believe that when the Internet is not available for using social media, they start feeling restless. Apart from this, 19 per cent of rural youth say that if the internet does not work, they start having problems. With this, 49 per cent of rural youth believe that if the internet is not working, they have to face all the above issues. Therefore, the co-inclusion is that if the Internet does not work, then all the above reasons must be faced by the rural youth, which highlights the psychological effect.

Ques. 7 Has it become a habit to use social media?

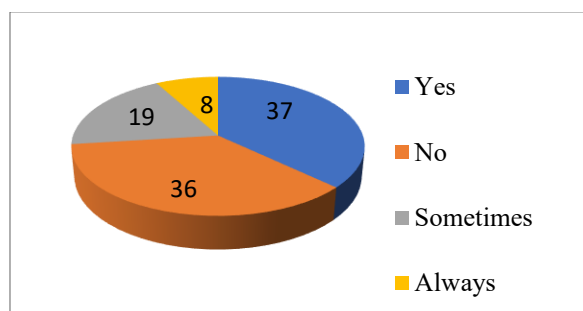
Option	Number	Percentage
Very Much	36	36%
Very Little	16	16%
To some degree	41	41%
Do not know	07	7%



According to the table and graph above, 36% of rural youth use social media to such an extent that they cannot live without it. Apart from this, 16 per cent of rural youth report having a small habit of using social media. Additionally, 41 per cent of villagers say that their social media use has become a habit to some extent. I can not live without using social media. Additionally, 7% of rural youth are unaware that their use of social media is a habit. Therefore, the use of social media by rural youth has become a habit to some extent.

Ques. 8 Do you keep your mobile phone with you while sleeping? Do you wake up at night and see the message?

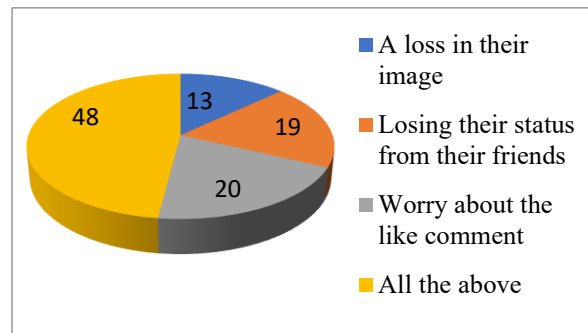
Option	Number	Percentage
Yes	37	37%
No	36	36%
Sometimes	19	19%
Always	08	8%



According to the table and graph above, 37% of rural youth sleep with their mobile phone at night and wake up at night to see the message. They think that they can never stop seeing someone's message. Apart from this, thirty-six per cent of rural youth say that they sleep with their mobile near them during the night and neither wake up to see the message. Apart from this, 19 per cent of rural youth report that they sometimes sleep with their mobile phones at night and sometimes check messages. Apart from this, 8% of rural youth always sleep with their mobile phones and also check messages at night. Therefore, the conclusion is that rural youth often sleep with their mobile phones by their sides at night and also receive messages during this time.

Ques . 9 How do you feel when you are online on social media?

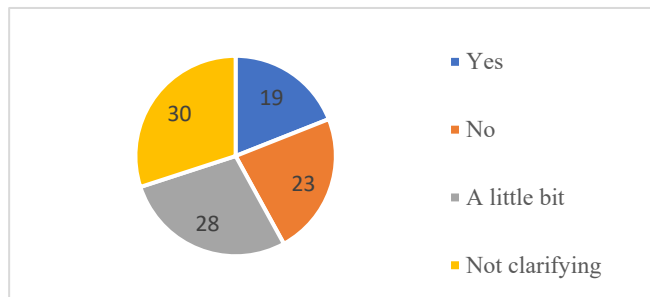
Option	Number	Percentage
A loss in their image	13	13%
Losing their status with their friends	19	19%
Worry about the like comment	20	20%
All the above	48	48%



According to the table and graph above, 13% of rural youth report feeling a loss of image on social media when they are not online. Somewhere, our social media is ours; it should not be less than our friends. Apart from this, 19 per cent of rural youth say that when they are not online on social media, they are afraid of losing their status among their friends. Apart from this, 20 per cent of rural youth say that when they are not online on social media, they worry about the number of likes and comments on their posts. Additionally, 48% of rural youth are concerned about all the above things. Therefore, the rural youth of the conclusion remains worried about all the above things if they are not online on social media.

Ques.10 Can you live without the use of social media in the present day?

Option	Number	Percentage
Yes	19	19%
No	23	23%
A little bit	28	28%
Not clarifying	30	30%



According to the table above, 19 per cent of rural youth report that they can currently live without using social media. Twenty-three per cent of rural youth say that they cannot live without the use of social media, while 28 per cent say that they can live without it at present. Additionally, 30% of rural youth report being unclear about whether they can live without using social media at present. Hence, the conclusion is that rural youth cannot live without social media use in the present times.

IV. CONCLUSIONS AND SUGGESTIONS

Upon analysing the above facts, we have come to realise that today's youth, who use social media, is having a Psychological effect on them. Today's youth utilise more social networking sites, including Facebook, WhatsApp, Instagram, and Twitter. Social isolation, less sleep, depression, irritability, like, comment, anxiety, worry, change in behavior, etc., are having a psychological effect on them due to the use of all social media. Using social media has become a habit of the youth, another thing has come to the fore that sometimes when the government bans the internet, then at that time the youth start getting restless, you start worrying about the like comment on their post, That is to say, that today's youth should give a certain amount of time to social media. You should have more contact with your real friends and family rather than social media acquaintances, because in times of trouble, it is not social media friends but real friends who are there for you. Therefore, social media should be used in a limited circle.

DECLARATION

Funding/ Grants/ Financial Support	No, I did not receive.
Conflicts of Interest/ Competing Interests	No conflicts of interest to the best of our knowledge.
Ethical Approval and Consent to Participate	No, the article does not require ethical approval or consent to participate, as it presents evidence that is not subject to interpretation.
Availability of Data and Material/ Data Access Statement	Not relevant.
Authors Contributions	I am the sole author of the article.

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