



# An Integrated Mixed Method Study To Understand And Transvaluate The Usefulness Of The Social Media Deaddiction Booklet Among The Youngsters In Selective Areas Of Indore.

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**Abstract:** Social media has become an integral part of young individuals' lives, often influencing their behavior, lifestyle, and mental well-being. This mixed method sequential exploratory study aims to assess the addiction of social media among youngsters through qualitative and quantitative approaches. The study explores the subjective experiences and behavioral patterns of youngsters and quantifies the level of social media addiction using a standardized scale. Result:- average score of this scale shows that around 33% of the population is use social media according to planning, 33% population feels the urge to use the social media sometimes and 30 % of population feels to cut down social media without any reason and 10% of population feels restless to cut down the social media and 40% of population feels that social media gives negative impact on the daily living.

**Index Terms** - Component, formatting, style, styling, insert.

## Introduction

The study examined the impact of social media engagement on academic performance among college students.

Results indicated that higher addiction scores correlated negatively with GPA, suggesting that excessive social

media use is detrimental to academic success. Social media use, engagement and addiction as predictors of academic performance

Journal: Journal of Education and Practice, 6(15), 109–113.

This study developed the Bergen Facebook Addiction Scale (BFAS) to assess Facebook addiction in adolescents and adults. The results showed that females and individuals with higher neuroticism scores were more prone to Facebook addiction. The tool is widely used for measuring social media dependence in research.

Development of a Facebook Addiction Scale

Journal: Psychological Reports, 110(2), 501–5)

## NEED FOR THE STUDY:

This large-scale survey explored problematic social media use among Hungarian adolescents. Findings indicated that excessive social media use was associated with sleep disturbances, depression, and reduced school performance. The study called for early intervention strategies in schools. Problematic social media use:

Results from a large-scale nationally representative adolescent .

This study examined the psychological effects of social media addiction and found a strong link between compulsive use and mental health issues such as anxiety and depression. The authors suggested self-regulation

techniques and parental monitoring as effective intervention measures. Social media addiction: Its impact, mediation, and intervention

Journal: Cyberpsychology: Journal of Psychosocial Research on Cyberspace,

#### OBJECTIVES:

1. To assess the addiction of social media among the youngsters
2. To find out the affect of social media in their lives.
3. To provide the therapy book to them.
4. To assess the effectiveness of the intervention.

#### AIM OF STUDY:

The aim of this study is to evaluate the effects of booklet for social media deaddiction among the youth population of this generation in some selective areas of Indore.

#### REVIEW OF LITERATURE:

- Carr, C. T., & Hayes, R. A. (2015). Social media: Defining, developing, and divining. *Atlantic journal of communication*, 23(1), 46-65.
- Humphreys, A. (2017). Social media. In *The Routledge companion to consumer behavior* (pp. 363-379). Routledge.
- Kaplan, A., & Mazurek, G. (2018). Social media. *Handbook of media management and economics*, 273-286.
- Miller, D., Sinanan, J., Wang, X., McDonald, T., Haynes, N., Costa, E., ... & Nicolescu, R. (2016). *How the world changed social media* (p. 286). UCL press.

#### Methodology:

The study contains mixed method sequential exploratory study

It has 3 phases

1st contains the demographic data.

2nd the semi structured questionnaire that is qualitative and the intervention

3rd phase contains the BSMAS standardize scale to assess the effectiveness of the intervention that is quantitative.

Sampling technique used in the study is convenience sampling and purpose sampling

Psychometric property of the tool:- the reliability of the tools is 0.8 done by kron-beck's reliability test and the

validation is done by the experts.

The analysis of the qualitative part will be done by the thematic analysis and for the quantitative part its done by

inferential statistics.

Sampling Technique: Purposive sampling

#### Inclusion Criteria:

18 to 25 years of age group

Willing to participate

Exclusion criteria: Who are not willing to participate Procedure: A booklet which contains - Ways to avoid social media - Affects of social media on the daily activity - How to detach self from social media - Some mindfulness therapies



## Data analysis Phase 1

### Demographic variables

The demographic variable shows that the distribution of age gender and marital status are shown in fig 1.1 , 1.2 , 1.3 .

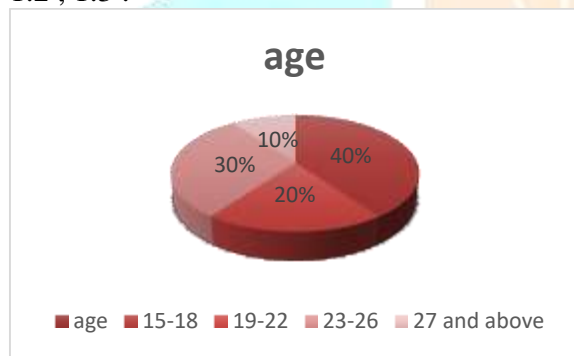


Fig 1.1 distribution of age

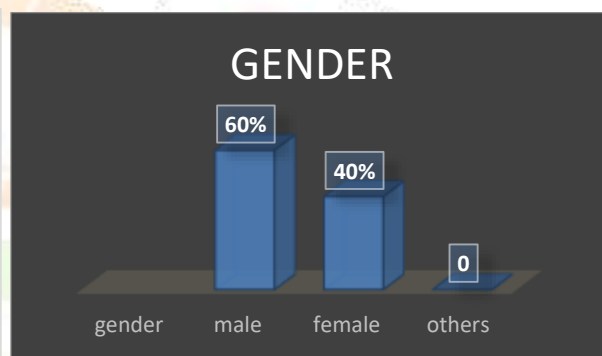


fig 1.2 distribution of gender

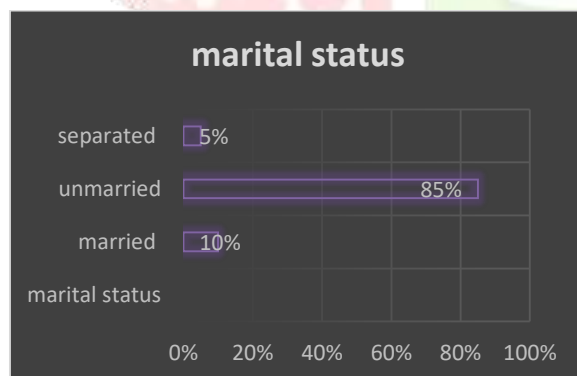


Fig 1.3 distribution of marital status

**Phase 2<sup>nd</sup> Qualitative semi-structured questionnaire and intervention.****Table 2.1 Phase 1 semi-structured questionnaire and its Thematic analysis**

Themes	Statements (verbatim)
<b>Social media affects academic and work</b>	<ul style="list-style-type: none"> <li>- It covers my whole day and time.</li> <li>- It actually diverts me from everything</li> <li>- It makes me forget my responsibilities</li> </ul>
<b>Social media affects mood and emotions</b>	<ul style="list-style-type: none"> <li>- It changes my mood</li> <li>- It sometimes fluctuates my emotions</li> <li>- It enhances my mood and motivates me</li> </ul>
<b>Social media boosts or lower you're your Confidence</b>	<ul style="list-style-type: none"> <li>- Yes it boosts my confidence</li> <li>- Sometimes I feel low to see some reels</li> </ul>
<b>Enjoy watching reels</b>	<ul style="list-style-type: none"> <li>- I feel good to use Instagram</li> <li>- Yes I enjoy using social media</li> </ul>
<b>Comparison on social media</b>	<ul style="list-style-type: none"> <li>- Sometimes I compare myself</li> <li>- No I don't compare myself</li> </ul>

**The conclusion of following statements as given in table 2.1****1. Social Media Affects Academic and Work Responsibilities****Interpretation:**

Social media, when overused, becomes a major source of distraction, reducing the time available for academic tasks and work responsibilities. This may result in decreased performance and time management challenges.

**2. Social Media Affects Mood and Emotions****Interpretation:**

Social media can act as both a positive and negative emotional trigger. The type of content consumed significantly influences users' mental states, indicating the dual role of social media in emotional regulation.

**3. Social Media Boosts or Lowers Confidence****Interpretation:**

Social media has the power to both uplift and diminish self-esteem. Positive engagement and supportive content may enhance confidence, but idealized portrayals of others can lead to feelings of inadequacy and low self-worth.

**4. Enjoyment from Watching Reels****Interpretation:**

Social media serves as a recreational outlet, offering relief from stress and contributing to leisure activities. This enjoyment may explain the high usage rate despite known drawbacks.

**5. Comparison on Social Media****Interpretation:**

Self-comparison is a common but not universal experience. For those who do engage in it, this may lead to feelings of inadequacy or motivation, depending on individual coping mechanisms and mindset.



## Intervention

A booklet which contains

- Ways to avoid social media
- Affects of social media on the daily activity
- How to detach self from social media
- Some mindfulness therapies



### Phase 3 quantitative phase

Tab 3.1

Scale	Very rarely	Rarely	Sometimes	often	Very often
You spend a lot of time thinking about social media or planning how to use it.	5	4	8	10	3
You feel an urge to use social media more and more.	6	6	10	5	3
You use social media in order to forget about personal problems	5	5	12	5	3
You have tried to cut down on the use of social media without success.	3	5	8	5	9
You become restless or troubled if you are prohibited from using social media	5	5	10	7	3
You use social media so much that it has had a negative impact on your job/studies.	3	7	12	4	4

### BSMAS scale to assess the effectiveness of the intervention.

The average score of this scale shows that around 33% of the population is use social media according to planning, 33% population feels the urge to use the social media sometimes and 30 % of population feels to cut down social media without any reason and 10% of population feels restless to cut down the social media and 40% of population feels that social media gives negative impact on the daily living.

Conclusion:-

After the intervention it is seen that average 35% of population has got to know about the importance of cutting off social media and 45 % of population is still trying to work on it and rest find it difficult to cut down social media.

Discussion :-

A comprehensive review of the psychological and behavioral impacts of social media addiction. Identifies ten key insights into how platforms like Facebook and Instagram foster addictive behavior through notifications,

likes, and peer validation. *Social Networking Sites and Addiction: Ten Lessons Learned* Published in: International Journal of Environmental Research and Public Health, 12(3), 1286-1306

In current study we assessed the behaviour changes and the mental status of the population who are addicted to the social media.

CBT effectively helped individuals recognize and change distorted beliefs about social media use, reducing compulsive behavior. □ *Cognitive Behavioral Therapy for Problematic Internet and Social Media Use*

Authors: Young, K. S. (2007) *American Behavioral Scientist*, 48(4), 402–415

A structured 7-day digital detox led to improved focus, better sleep, and a drop in social media screen time.

□ *The effect of digital detox on smartphone addiction and social media usage* Authors: Roberts, J. A., & David, M. E. (2019) *Journal of Behavioral Addictions*

In this current study we used a booklet as a tool to educate the population about the social media addiction and to reduce its usage among them.

### **Conclusion:-**

The study shows that the social media addiction is one of the biggest reasons for mental health deterioration and lifestyle deterioration among the youngsters but the intervention can help them to understand the fact that life can be easy without the social media.

### **Future scopes of the study :-**

- The study can be used in the field of education and intervention aspects.

### **Bibliography**

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