

PSYCHOLOGICAL EFFECTS ON SENIOR CITIZENS IN INDIA OF SCREEN TIME SPENT ON (SOCIAL MEDIA +TV)

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ABSTRACT

TV has expanded into an activity that millions of people engage in on a daily basis. In point of fact, there were one billion active users on Facebook as of the month of October in 2012. The percentage of internet users aged 65 and older who used social networking sites (SNS) increased from 13 percent in 2009 to 33 percent in 2011, according to a research conducted for the Pew Research Center on the Internet and American Life. As of February 2012, one third of internet users age 65 and above participated in social networking through sites such as Facebook. This percentage represented 34% of the total. Sixty-eight percent of those over the age of 65 who use social media do so through Facebook, compared to 20 percent who use LinkedIn, 16 percent who use Twitter, and 12 percent who use Pinterest.

Keywords: *Senior Citizens, social media*

INTRODUCTION

The world's ageing population is the segment of the population that is expanding at the quickest rate. In 2010, the population of people aged 65 and above reached a total of 40.3 million, as reported by the Census Bureau. It is anticipated that by the year 2050, this figure will have more than doubled, making up twenty percent of the total population of the United States.

In the past ten years, the use of screen time spent on social media and TV has expanded into an activity that millions of people engage in on a daily basis. In point of fact, there were one billion active users on Facebook as of the month of October in 2012. The percentage of internet users aged 65 and older who used social networking sites (SNS) increased from 13 percent in 2009 to 33 percent in 2011, according to a research conducted for the Pew Research Center on the Internet and American Life. As of February 2012, one third of internet users age 65 and above participated in social networking through sites such as Facebook. This percentage represented 34% of the total. Sixty-eight percent of those over the age of 65 who use social media do so through Facebook, compared to 20 percent who use LinkedIn, 16 percent who use Twitter, and 12 percent who use Pinterest. These numbers, which are rapidly increasing, highlight the importance of conducting research among this older demographic. Facebook was selected as the primary SNS to investigate for the purpose of this study since it is the most popular option among older individuals.

Large social networking sites have typically been designed to appeal to a particular demographic, and the average age of the site's users is one of the characteristics that has been kept relatively constant. Users who are under the age of 50 make up the vast majority of those target markets. Facebook is one of those sites, and it too has the intention of catering to the younger generations. In a similar vein, the majority of studies on social media and online networking have been conducted on adolescents and young adults. There have been a number of studies conducted on the usage of Facebook among college students; however, there has been a dearth of study conducted on the use of Facebook and other forms of social networking among older audiences.

An emerging body of research has documented the usage of social networking sites (SNS) by adolescents and investigated their online communication and the quality of their relationships. Lenhart et al. conducted research on the use of social networking sites (SNS) by online adolescents (12–17 years old) and discovered that adolescents' communication behaviours evolved as the number of communication alternatives continued to expand. They submitted photographs and videos, commented frequently on the content created by other users, and used social media platforms more frequently than in-person interactions. On the other hand, they still favoured in-person meetings and phone discussions over other types of communication. In addition, the research conducted by Lenhart discovered that teenage girls predominate the internet in terms of blogging and the utilisation of social media. boyd conducted research with online adolescents, most of whom were between the ages of 14 and 18, to investigate the reasons why social networking sites play such a major role in the lives of adolescents. She found that teens were more likely to socialise with people they knew, but that they also used social media, such as MySpace, to find new ways to interact with real life friends as well as outsiders and celebrities of whom they were fond. She found that teens were more likely to socialise with people they knew than with people they didn't know.

Steinfeld, Ellison, and Lampe conducted research to investigate the effects of using social networking sites (SNS) online in order to build social capital with undergraduate students. They mean by "social capital" the process of creating and maintaining ties with one's contemporaries for the purpose of achieving both offline and psychological growth. They came to the conclusion that using Facebook increased the likelihood of developing strong bonds or obtaining emotional advantages from having close relationships with family and friends. According to the findings of Steinfeld and colleagues' study, keeping friendships through Facebook may play an essential role in the psychological development of young adults in their college years.

There has been a remarkably limited amount of study carried out in which writers evaluated Facebook use among participants who were older than high school and college-aged individuals. Valentine, on the other hand, investigated the reasons why older persons (over the age of 35) utilise Facebook. The majority of the people in her study who used Facebook were between the ages of 35 and 54. She conducted a component analysis and discovered that older adult Facebook users experienced three different types of fulfilment from their usage of the platform: interpersonal habitual enjoyment, passing time, and self-expression. She found that elderly people who used Facebook had a less active role in their use of the platform compared to earlier study that focused on younger groups. The research conducted by Valentine was the first of its type to focus on people over the age of 35 who use Facebook.

New Media and Ageing People

The ever-increasing significance of new forms of media in today's world is not something that can be minimised or ignored. In some other nations, social scientists have seen that older people use new media technology as

part of their daily life (Karavidas, Lim, & Katsikas, 2005; Selwyn, 2004; Ke, 2015). For instance, a study conducted by Karavidas, Lim, and Katsikas (2005) on the effects of computers on older adults found that computer knowledge has an impact on life satisfaction among retired older adult computer users in the United States. These researchers found that computer users reported higher levels of life satisfaction. Age is a significant component that has been and will continue to be essential in deciding how individuals use information and communication technology. Another study on information aged or older adults use of information and communication technology in everyday life in the UK (Selwyn, 2004) found that information communication technologies can be a provision towards giving aged people the information tools they need to participate in the decision-making structures which affect their daily lives and helping people use these new media technologies to deal with their everyday problems. The study also found that information communication technologies can be a provision towards giving aged people the information tools they need to participate in the decision-making structures which affect their daily lives. An important study that was conducted in China found that the use of social media among older people, particularly in urban areas, is becoming increasingly common (Ke, 2015). One more study on the level of acceptance of information and communication technology for online banking by older adults in India found that older adults do not feel at ease using online banking services because they are concerned about the security of the financial transactions that take place online (Amma & Panicker, 2013). Unfortunately, academic studies in this particular field of new media and older people in India are quite limited, and we know very little about the nature of the particular uses and purposes that new media can serve in the daily lives of an ageing population. In addition, there are very few studies that have been conducted in this particular field.

OBJECTIVES

1. To investigate the reasons for the usage of screen time spent on social media and TV by the demographic of elderly adults that is being studied.
2. To investigate the coping mechanisms employed by elderly persons when confronted with the learning and unlearning processes associated with screen time spent on social media and TV.

Social Media Affect Senior Citizens

Some important aspects that show how social media is playing a positive role in senior citizen's lives.

Improve Mental Health

- In general, we consider a person to be healthy if they do not suffer from any illnesses or physical impairments. But there is a great deal more to being healthy than simply this. To have complete physical, mental, and social well-being is the definition of good health.
- Recent research has indicated that seniors who use social media have a greater number of pleasant experiences in their personal and social lives. This is likely due to the fact that they are more engaged in constructive activities and place a greater emphasis on self-education and love. Because they are always up to date on the most recent information and fashions, they are less likely to engage in risky behaviours such as smoking and drinking to excess.

- In point of fact, there are extremely few instances of depression and other mental illnesses occurring in people in this category. It also shows that elderly persons who use social networking sites have significantly better control over their blood sugar and blood pressure compared to those who do not use it.

Make Shopping Easier

- Going shopping is a fun activity that appeals to people of all ages. It makes no difference if you are 16 or 60; going shopping is enjoyable for people of all ages. On the other hand, it may be difficult for elderly individuals at times due to the fact that as they age, their bodies get less robust and they are unable to move around as much. However, because to the advent of online purchasing, this is no longer a cause for concern since it has greatly simplified the process. It is really helpful for elderly people to get anything they need online and have it delivered to their home. They can get anything they want with only a few mouse clicks, so they no longer have to go out or drive anywhere. They can also take advantage of the fantastic prices that are available during internet sales, and they can even receive discount coupons to save even more money.

Keep Up to Date with Friends & Family

- People of a senior age are often said to suffer from depression or anxiety as a result of having too much free time on their hands. Because of social media, they feel more connected to their friends and family, and they are able to keep up with the development of their grandchildren even when they aren't physically present.
- They are able to find out how their children are spending their time and what is going on in the lives of the people they care about. Many of them organise themselves into social media groups in order to keep in contact with all of their loved ones, as this allows them to make plans to get together and socialise via social media.

Sense of Belonging to a Greater Community

- Senior folks who use social media are more likely to feel that they are part of a larger community as a result of using these platforms. It enables seniors to participate in a variety of online groups and gives them the sensation of being connected on a broad scale.
- Chatting, making audio and video conversations, and sharing images are all possible uses for social media for seniors. The most beneficial aspect of social media is that it enables users to connect with others who share their interests and discuss the subjects about which they are most enthusiastic. Seniors, for instance, can locate a Facebook group that is centred on their interests and share a project that they are working on in order to obtain some suggestions for how to solve problems.

Alleviates Effects of Senior Isolation

- Isolation among senior adults is a severe concern that can also lead to issues with mental health in these individuals. It has been discovered that seniors benefit from overall better health when they engage in social activities.

- The use of social media can help alleviate senior citizens' feelings of isolation to some degree. However, it should not be used as a substitute for having face-to-face conversations with other people. In order to prevent the negative mental, physical, and emotional repercussions of social isolation, seniors also need to interact face-to-face with other people.

Things to Consider Avoiding Negative Effects of Social Media on Elderly

- In addition to these benefits, there are also certain hazards involved when an older adult participates in online activities and social media. This is due to the fact that the internet is full of various scams, phishing, and other similar activities. If you have any elderly people who still use social media at home, you need to make sure that they stay away from any potentially harmful stuff that they might see online.
- Teach them what to do and what not to do in order to keep them safe from cons. permit them to reap the benefits of social media and live out their golden years in tranquilly and tremendous positivity.

Impacts Of social media On Mental Health

The development of social media has reached a point where it is successfully pulling in a significant portion of the world's population. According to the data and statistics that were compiled and published by Statista (2018) in 2018, 71.8 percent of the world's population makes use of some kind of social network. By 2019, it is anticipated that it would have reached 72,4 percent. The everyday lives of people in this day and age are intricately intertwined with social media. Being sociable is no longer a luxury but rather a must in today's environment. The widespread use of social media platforms has been helped along by the proliferation of mobile devices, particularly smartphones. People enjoy communicating with their friends, families, relatives, and even strangers through social media; liking each other's status updates, pictures, and videos; speaking out against growing issues such as gender inequality and racism; and spending time using social media to browse the most recent news, discoveries, and information. Teenagers even spend time on social media sites like Facebook and Instagram playing games and looking for dates. People are drawn to utilising social media because of its multipurpose nature for a number of different reasons.

In addition, the relationship between a human person and social media in the present day is inextricably bound up together. At this very now, an unborn kid is being socialised on the internet, where it is receiving likes and comments (Halpert, TEDx Talks, 9.10.2015). Participation in social media platforms by individuals has evolved into a must in today's society. People are quite active throughout the day, from dawn till evening, reporting on their activities. This demonstrates the power of social media as well as how deeply ingrained it is in our everyday lives. However, it has become much more important for our postings on social media to receive a lot of likes and comments from other people. There has been a rating, with a high profile being assigned to the one with the most likes and a low profile being assigned to the one with the fewest likes. Additionally, individuals are allowed to leave comments on a post in an unrestricted manner. All of these behaviours are radically altering the course of our life.

CONCLUSION

Users who are under the age of 50 make up the vast majority of those target markets. Facebook is one of those sites, and it too has the intention of catering to the younger generations. In a similar vein, the majority of studies

on social media and online networking have been conducted on adolescents and young adults. There have been a number of studies conducted on the usage of Facebook among college students; however, there has been a dearth of study conducted on the use of Facebook and other forms of social networking among older audiences. An emerging body of research has documented the usage of social networking sites (SNS) by adolescents and investigated their online communication and the quality of their relationships. Lenhart et al. conducted research on the use of social networking sites (SNS) by online adolescents (12–17 years old) and discovered that adolescents' communication behaviours evolved as the number of communication alternatives continued to expand.

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