THE PSYCHOLOGICAL IMPACTS OF (SOCIAL) MEDIA AND TELEVISION VIEWING ON OLDER INDIANS

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ABSTRACT

A study was conducted to determine a possible relation between social media usage and various aspects of psychological wellbeing (anxiety, depressive mood, self-control, positive wellbeing, general health). The sample consisted of 50 Indian college students between 18-21 years of age. The study was conducted to examine possible relations between each aspect and social media usage. The Psychological General Well-being Index (PGWB-S) and an Android application called 'Rescuetime' were used for data collection. Karl Pearson's Correlation Coefficient (r) was used for the analysis. The results showed significant negative correlations between self-control-social media usage and positive wellbeing-social media usage; nonsignificant negative correlations were found between social media usage paired with the other affective states.

Keywords: social media, general health, Television Viewing

INTRODUCTION

Social media allows relationship forming between users from distinct backgrounds, resulting in a tenacious social structure. A prominent output of this structure is the generation of massive amounts of information, offering users exceptional service value proposition. However, a drawback of such information overload is sometimes evident in users' inability to find credible information of use to them at the time of need. Social media sites are already so deeply embedded in our daily lives that people rely on them for every need, ranging from daily news and updates on critical events to entertainment, connecting with family and friends, reviews and recommendations on products/services and places, fulfilment of emotional needs, workplace management, and keeping up with the latest in hashion, to name but a few.

When we refer to social media, applications such as Facebook, WhatsApp, Twitter, YouTube, LinkedIn, Pinterest, and Instagram often come to mind. These applications are driven by user-generated content, and are highly influential in a myriad of settings, from purchasing/selling behaviours, entrepreneurship, political issues, to venture capitalism As of Facebook enjoys the exalted position of being the market leader of the social media world, users In addition to posts, social media sites are bombarded with photo and video uploads, and according to the recent numbers, about 400 million snaps a day have been recorded on Snapchat, with around 9000 photos being shared every second While 50 million businesses are active on Facebook business pages,

two million businesses are using Facebook advertising. Apparently, 88% businesses use Twitter for marketing purposes.

Academics and practitioners have explored and examined the many sides of social media over the past years. Organizations engage in social media mostly with the aim of obtaining feedback from stakeholders Consumer reviews are another big part of social media, bringing issues of information quality, credibility, and authenticity to the forefront. To a large extent, online communities have been successful in bringing together people with similar interests and goals, making the concept of micro blogging very popular. While most messages exchanged on social media sites are personal statuses or updates on current affairs, some posts are support seeking, where people are looking for assistance and help. Interestingly, these have been recognized as socially exhausting posts that engender social overload, causing other members to experience negative behavioural and psychological consequences, because they feel compelled to respond.

Given the relevance of social media to various stakeholders, and the numerous consequences associated with its use, social media has attracted the attention of researchers from various fields, including information systems. This is evidenced by the large number of scholarly articles that have appeared in various outlets. Researchers have to expend an enormous amount of time and effort in collating, analysing, and synthesising findings from existing works before they embark on a new research project. Given the significant number of studies that have already been published, a comprehensive and systematic review can offer valuable assistance to researchers intending to engage in social medi research. Our literature search suggests that there are reviews on social media in the marketing context (see for example, However, there exists no comprehensive review that integrates and synthesises the findings from the articles published in Information Systems journals. Such an endeavour will not only provide a holistic view of the extant research on social media, but will also provide researchers a comprehensive intellectual platform that can be used to pursue fruitful lines of enquiry to help advance research in this rapidly expanding area. To fulfill this goal, this study reviewed relevant articles to elucidate the key thematic areas of research on social media, including its benefits and spill-over effects. The resulting review is expected to serve as a one-stop source, offering insight into what has been accomplished so far in terms of research on social media, what is currently being done, and what challenges and opportunities lie ahead. By doing so, this study explores the following aspects of existing research on social media:

- How is social media defined in the IS literature?

- How has social media literature evolved from a multidisciplinary perspective?

- How have social media technologies, applications, practices, and research evolved over the past 20 years?

- Which social media issues and themes have already been examined in IS research?

- What are the major limitations of extant literature on social media?

Television (TV) has turned out to be as one of the most noteworthy mass media tools particularly in recent years. It creates substantial impact on the lives of people and has been the subject of research and debate since its inception.1 Television viewing bears potential impact in the lives of most children. Due to its significant influence on day-today life, major concerns have been raised on viewers especially in preschool age group. 2

Excessive TV watching has deleterious consequences on human beings in the form of brain dysfunction, reduced socialization, family conflicts and sleep disturbances etc. The research has explored significant association between TV watching habits and various health and behavioral problems including obesity, poor eating, impaired school performance among children.3-5 The positive correlation between child's exposure to fierce images on TV and consequent aggressive behavior also has been evidenced recurrently in the literature.3 High prevalence of TV viewing is documented among Indian children. The existing literature indicates that an average weekly TV viewing time among them is around 9.92 hours.

Numerous studies have been implemented to assess TV viewing patterns among Indian pediatric population. However, the majority of studies are mainly performed on children of age group of five years onwards. The present study was primarily intended to evaluate an impact of TV viewing on food habits, sleep patterns and other behavioral aspects of children between 2 to 5 years of age.

OBJECTIVES

1. The Study Psychological Impacts Of (Social) Media.

2. The Study Television Viewing on Older Indians.

RESEARCH METHODOLOGY

College-going adults with no history of recurrent mental or physical illnesses were recruited using posters and in-campus campaigning. Fifty-eight participants in total thus enrolled, 8 subsequently dropping out of the project. Three users were excluded due to incompatibility of the application with their mobile device., while the other 5 dropped out because of noninterest. Fifty participants (15 males, 35 females, Mage=18.62 years, age range: 18-22 years) successfully completed the required process. Participation was entirely voluntary with no extrinsic motivation e.g. extra credit being provided to the volunteers.

Instruments and Procedure

The non-paid version of an Android application called 'Rescuetime' available on the Google Play Store was used to record participants' usage of social media applications on their smartphones for a period of one week. Rescuetime is a mobile application that tracks user devices without requiring in-app logins for other applications such as Facebook. Privacy concerns were minimal; they state: "We do not sell or otherwise do anything with your data to put your privacy at risk." on their official website. (Rescuetime.com) The Psychological General Well-Being Schedule published by the Institute for Algorithmic Medicine, Houston was used for the test phase of the study. This test is a self-report measure questions that are indicators of 6 affective states in the prior month It is a shortened version of the Psychological General Well-being Index (PGWB-S) and has been shown to have good reliability compared to the Gold Standard of the original PGWB Affective states identified are:

- Anxiety

- Depressed mood

- Sense of positive wellbeing

- Self-control

- General health

- Vitality

Scores are not weighted. A higher score on each domain is always positive and reflects little to no presence of abnormality. A person who scores high on Depressed mood, for example, shows little to no signs of having been in a depressed state.

Test ratings Depressed mood was measured on a 14-point scale (0= highly depressed and 14= little to no depressed mood). Self-control and General Health were measured on a 15-point scale (0=low self-control or low general health and 15= high selfcontrol or high general health). Vitality and positive wellbeing were measured on a 20-point scale (0=low vitality or low wellbeing and 20= high vitality or high wellbeing); while Anxiety was measured on a 25-point scale (0= high anxiety and 25= low anxiety).
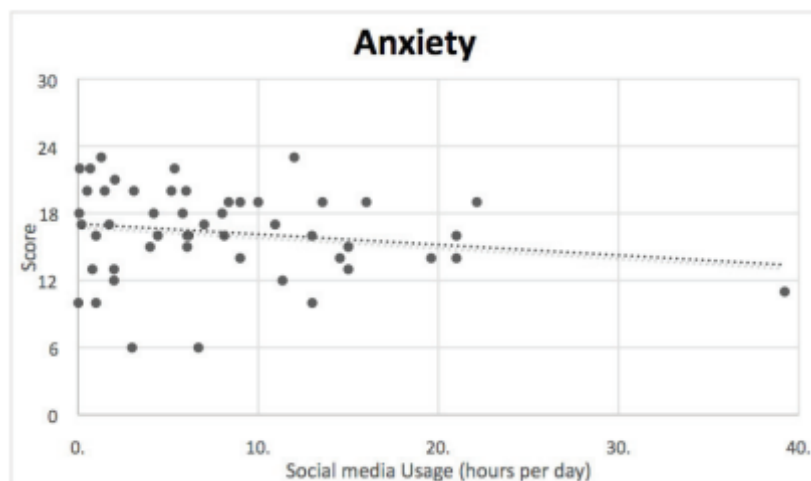

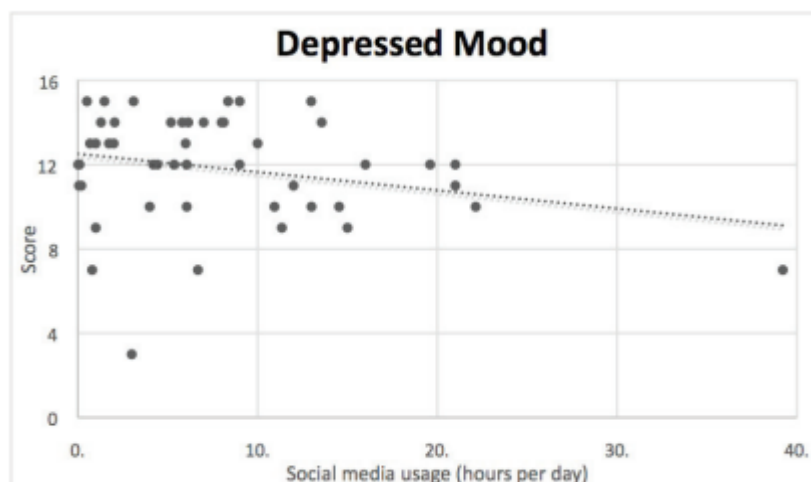**Figure 1 Scatterplot for Anxiety**

Figure 2: Scatterplot for Depressed Mood

Social media usage social media is a group of Internet-based applications that build on the ideological and technological foundations of Web 2.0, and that allow the creation and exchange of User Generated Content For the purpose of this study we limit this definition to "Participant interaction on social networking sites enabling peerto-peer communication on one of five Android applications viz. Whatsapp, Facebook, Facebook Messenger, Snapchat, Instagram for a period of seven days."

There was an option here of either choosing to measure time data, or simply looking at data usage as a sum of internet usage provided by the network provider and Wireless LAN (WiFi) usage. It was decided to measure time instead of data usage, because while time is comparatively more difficult to accurately measure, internet usage in MBs or GBs is greatly skewed by the user's choice of applications—a person spending 5 minutes on an image-rich application like Instagram uses considerably more data than another person perusing text-based services like Whatsapp for the same time. In the second phase, participants were made to fill out The Psychological General Well-Being Schedule to assess their scores on the six domains studied. The test was administered two days after the one-week usage recording period, with an online version of the test available for 2 participants unable to physically come to the test venue. Grading was done by the researchers by hand, using answer keys provided within the test framework. For the data analysis, data was paired to create the required correlations.

The Karl Pearson's Correlation Coefficient (r) was used to calculate the degree of correlation. All participants' usage data was correlated with their test scores on a simple scatterplot. The Social Media Usage was paired with Anxiety score, Depressive mood score, Positive wellbeing score, Selfcontrol score, General Health score, and Vitality score to distinct correlations. To control for the socioeconomic background factor, participants with Android phones were selected, thereby creating greater diversity while at the same time limiting the chances of a large number of participants belonging to certain status. iPhone users were avoided as they tend to come from a roughly homogenous background linear trend line was used to highlight trends as they appeared, if they appeared on graphs. A few participants with extreme scores in general health were identified and debriefed face to face about their test results and were given a list of resources for further information and aid.

DATA ANALYSIS

The mean social media usage time for the duration of the study, i.e. one week, was 7.95 hours. The S.D. of the participants' usage indicating a sample with considerable variation. See for a comprehensive tabulation of the results. NB: High scores in the PGWBS indicate little to no disorder, whereas low scores are interpreted as positive indicators of anxiety and stress High scores in anxiety were demonstrated to be tied with low social media usage; participants experienced less anxiety the lesser they used social mediaHigh scores in depressive mood were demonstrated to be associated with low social media usage; participants experienced less depressed moods the lesser they used social media. r = -Since the results were non-significant, we therefore accept the null hypotheses that there is no relationship between social media usage and anxiety or depressed mood.
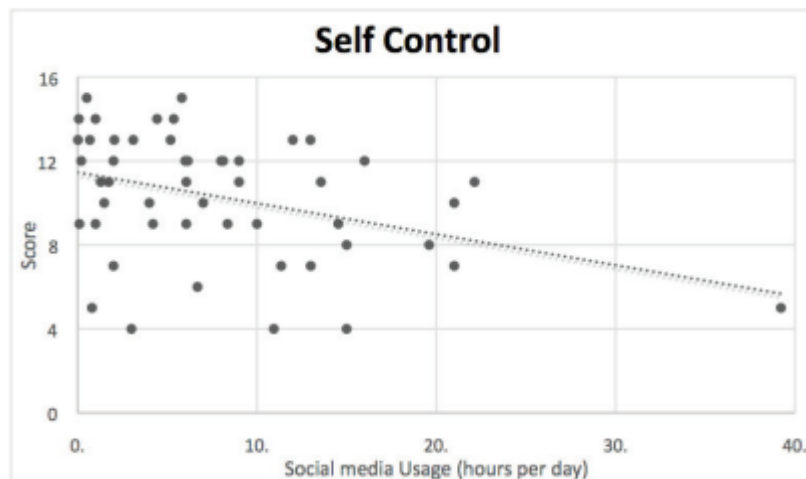
Social Media Usage and Positive Wellbeing, Self-Control

High scores in positive wellbeing were demonstrated to be tied with low social media usage; participants experienced more positive wellbeing the lesser they used social High scores in self-control were demonstrated to be tied with low social media usage; greater social media usage correlated with participants experiencing

lesser self-control. r = -0.3765 Based on the p values, we reject the null hypotheses for the positive wellbeing-social media usage relationship and the null hypothesis for self-control-social media usage—we thus posit
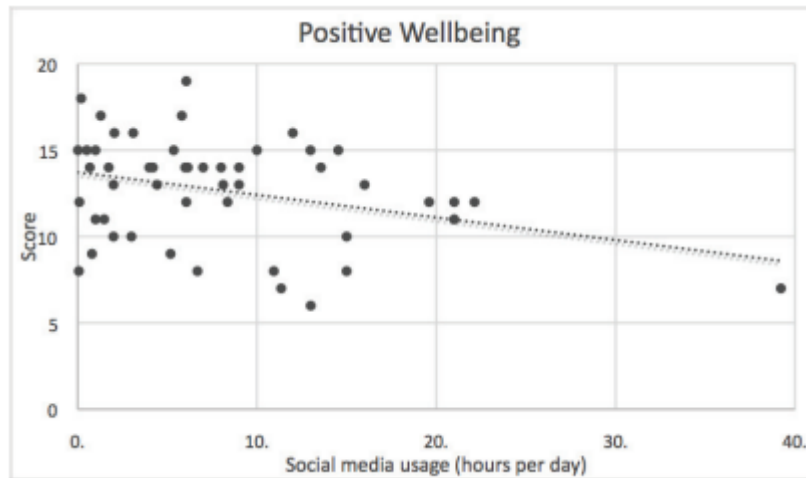
Figure 3: Scatterplot for Positive Wellbeing

Figure 4: Scatterplot for Self-Control

Social Media Usage and General Health, Vitality

High scores in general health were demonstrated to be tied with low social media usage; participants experienced better general health the lesser they used social media. r = -0.1431 High scores in vitality were demonstrated to be tied with low social media usage; participants experienced more vitality the lesser they used social media. r = -0.2746 We therefore accept both null hypotheses: that there is no relationship between general health and social media usage; and that there is no relationship between vitality and social media usage.

CONCLUSION

The present study supported a negative influence of television viewing on development of preschool children particularly in preference to behavior, sleep duration, food habits and play activities. Majority of them were viewing unsupervised and non-educational TV programs. 'Scheduling television times', 'restricting child's

total screen time' and 'assisting the child to select appropriate programs 'could be an effective strategy to be implemented by parents to make better utilization of television for their children. In conclusion, this study examined the relation between social media usage and the psychological wellbeing of 50 Indian university students. No significant correlation between social media usage and anxiety, depression mood, general health or vitality was found. In contrast, there were significant negative correlation between social media usage and wellbeing, and selfcontrol. In the future, additional research will be needed to identify and describe the potential relationship between the social media usage and psychological wellbeing using a larger sample population of Indian youth and over a longer period of time.

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