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INTRODUCTION

Social media refers to online platforms and websites that enable users to create and share content with others. These platforms typically allow individuals to connect with friends, family and to interact with a wider audience. The rapid growth and widespread use of social media platforms have significantly transformed the way individuals interact, communicate, and consume information in the digital age. Social media platforms have become integral parts of people's lives, offering opportunities for networking, and access to vast amounts of information. However, this increased exposure to social media also raises concerns about its potential impacts on individuals' well-being, social relationships, and psychological health. This report aims to explore and analyze the effects of exposure to social media, highlighting both the positive and negative aspects, and providing insights into the implications of these findings.

The scope of this report encompasses various aspects of exposure to social media, including the time spent on platforms, the types of content consumed, and the patterns of engagement. The objectives of this study are as follows: a. Investigate the extent of social media usage among different age groups and gender. b. Examine the influence of social media exposure on mental health and well-being. c. Analyze the effects of social media on social relationships and interpersonal communication. d. Explore the impact of social media on self-esteem, and self-perception. Data collection was through structured questionnaires distributed among a diverse sample of participants, ensuring representation across age, gender, and socio-economic backgrounds through Google Form.

1. BASED ON AGE GROUPS

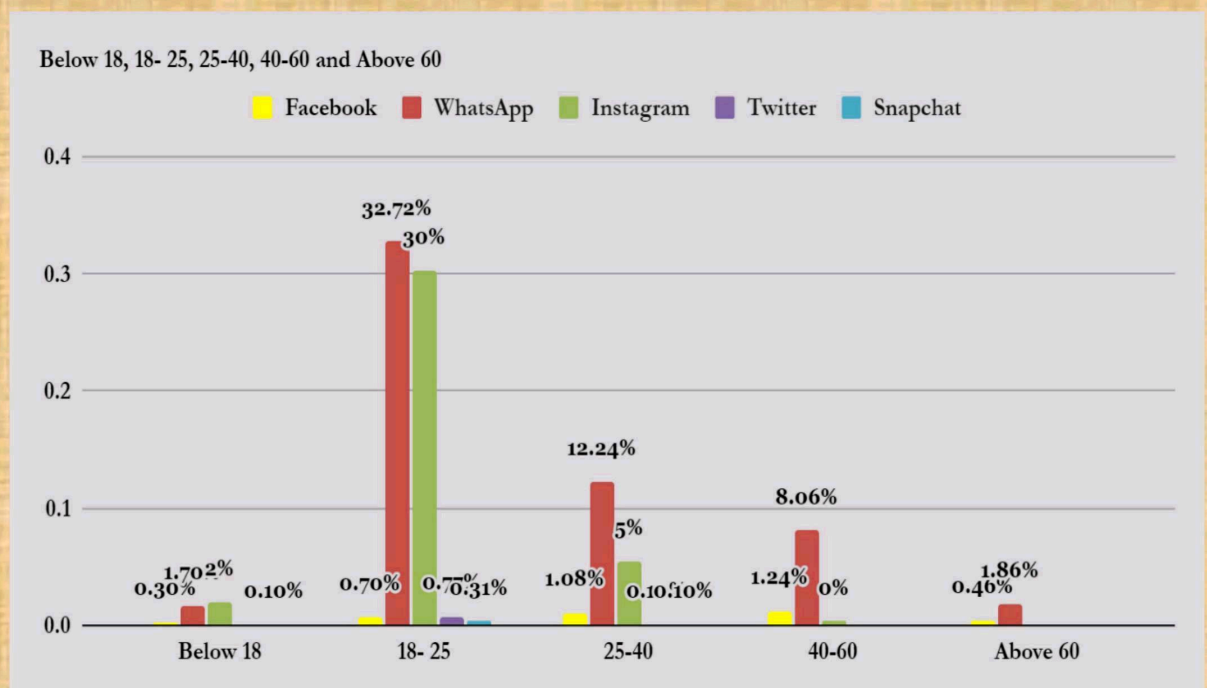
An attempt to analyse the exposure to social media among the people who belong to the age groups: below 18 years, 18-25 years, 25-40 years, 40-60 years, above 60 years was made by data collection through Google form. Only 2.33% of the respondents are senior citizens that is, those who belong to the age group above 60 years from which it is obvious that they are less exposed to social media. Whereas the age group 18-25 years uses as many social media as possible such that they don't even know how many social media platforms they are on!

In an effective communication facial expression and body language play a vital role. Face-to-face interactions were perceived as more emotionally fulfilling, enabling individuals to establish deeper connections and build stronger relationships. This study indicates that face-to-face interactions remain the preferred mode of communication across all age groups whereas, a small fraction prefers communication through social media. *It is worth noting that rapid evolution of technology and societal changes may influence future trends in communication preferences.*

Why people use social media? Since social media are meant for socializing with others; teenagers use social media for expanding their friends circle, to express their creativity, to showcase their talents, staying updated on the latest trend etc. Young adults utilise social media to expand the professional networking and middle-aged people share information, keep in touch with society etc. And senior citizens use social media to keep in touch with family and for entertainment. Irrespective of age group people use social media for entertainment. Along with entertainment, students and young people (below 18 and 18-25 years old) use social media for learning, and 45% of people (25-40 and 40-60 years) use social media

for business and networking.51.69% of the people use social media for entertainment.

Most commonly used social media based on different age groups which is **one of the main objectives** of this study can be illustrated graphically as:



Social media can affect normal sleep time across different age groups. About 35% people which mainly includes adults and senior citizens are unaffected by their normal sleep time due to social media. Remaining 65%, mostly teenagers and young adults are affected or sometimes affected by improper sleep due to social media.

Adolescent and young adults who play a major role in moulding the destiny of our country are vulnerable to negative impacts of social media than that of other age groups. They are very much affected by sleep disturbances due to social media, while social media usage tends to be lower among senior citizens they are not much affected by their normal sleep. Young adults feel difficulty concentrating in other

activities whereas people who belong to 60 years and above do not. ***Younger generation are highly exposed to social media platforms*** of which WhatsApp and Instagram are most commonly used for entertainment, socialization etc. whereas adults are moderate users. They spent less time compared to younger age groups. They primarily use Facebook and WhatsApp. Senior citizens spent free time with social media to stay connected with society or family and they get relief from loneliness.

There have been several studies conducted on the use of social media:

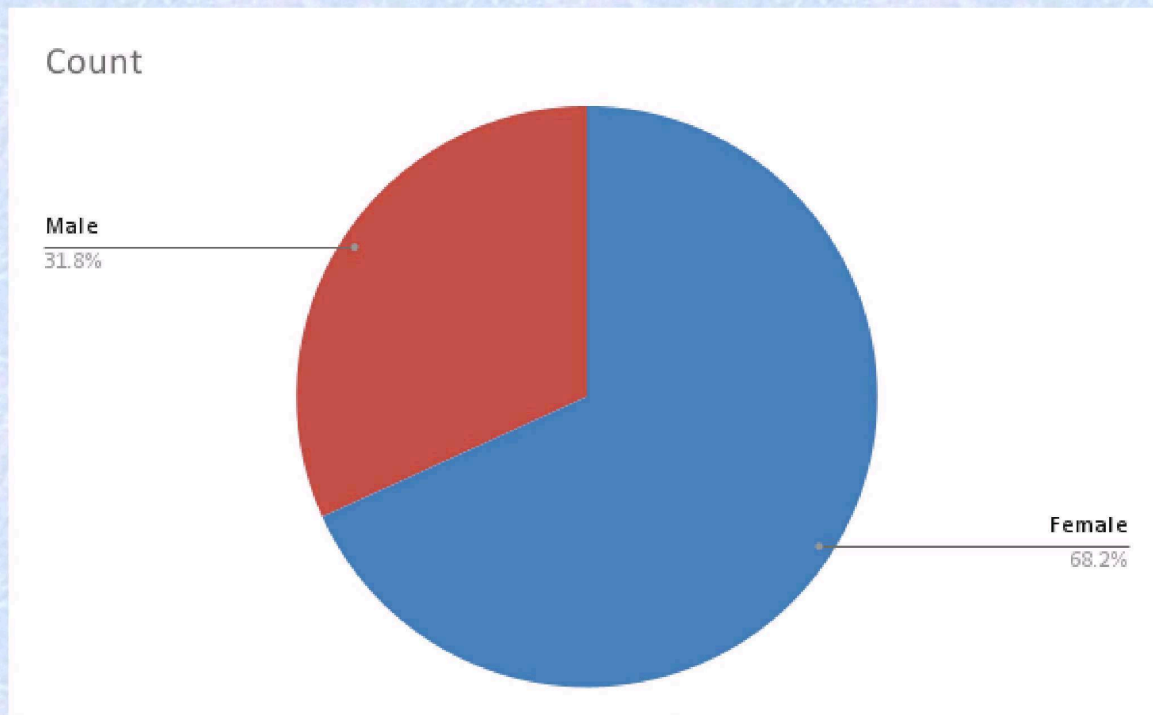
The study by Journal of Medical Internet Research-“***Use of Social Media by Older Adults: A Scoping Review***” highlighted that by using social media, older people can engage in lifelong learning. It also suggested that ***social media can contribute enhanced well-being and a sense of connectedness among senior citizens whereas excess use of social media by younger people or students lead to decreased productivity and neglect of real-life responsibilities.***

Highlights:

- ❖ ***Younger generation are highly exposed to social media platforms***
- ❖ ***Rapid evolution of technology and societal changes may influence future trends in communication preferences.***

2. BASED ON GENDER

Social media has played a key role in mediating the communication of information during the COVID-19 pandemic. Though social media holds a major role in shaping our lives, the way information is shared through social media has increased incredibly. A web-based survey was developed to assess social media exposure in the up-to-the-date society based on gender



From the data collected from 1000 users, 31.8% of internet users are men, being dominated by 68.2% of women. In general, women seem to use SNSs more to explicitly foster social connections.

Generally, females use social networking sites to make connections and stay in touch with family or friends.

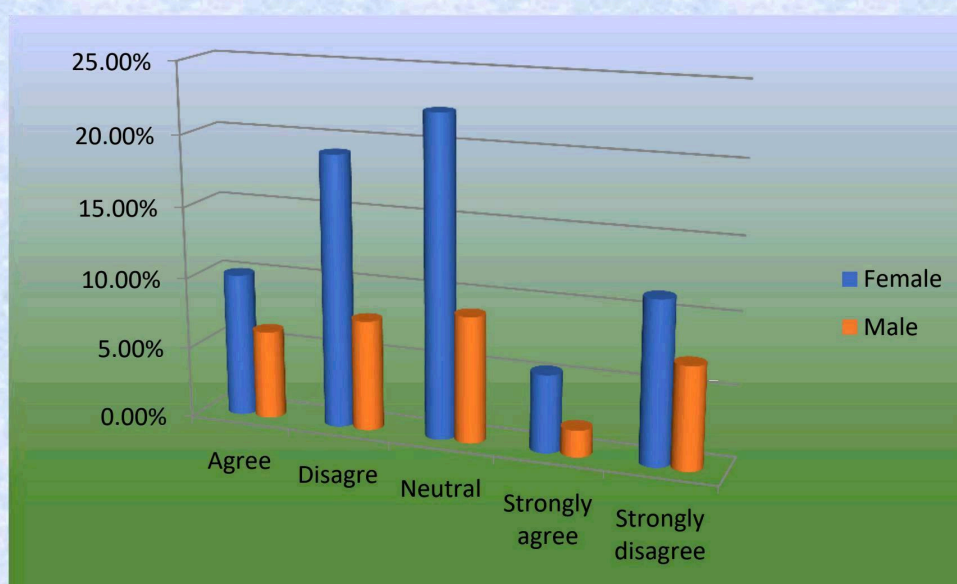
Men, by contrast, use social media to gather the information they need to build influence. Social media helps them perform research, gather relevant contacts and ultimately increase their status.

Exposure Social media platform you use the most?						
Gender	Facebook	Instagram	Snapchat	Twitter	WhatsApp	Grand Total
Female	1.86%	26.36%	0.62%	0.62%	38.76%	68.22%
Male	2.02%	11.78%		0.31%	17.67%	31.78%
Grand Total	3.88%	38.14%	0.62%	0.93%	56.43%	

Whatsapp being the largest social media in India, 38.76% of women and 17.67% of men are more exposed to it. WhatsApp is one of the popular mobile messaging applications with more than 50 million monthly active users in the country. And it is no more just the youth, which is toying with this application, the middle aged as well as the older folk, too, are increasingly preferring mobile messaging services like WhatsApp over SMS.

When it comes to interacting with brands, women are more active on platforms like WhatsApp, Instagram, etc. They also tend to consume and share info more frequently on a platform like WhatsApp than men, who rather prefer to check news or sports websites for information.

“I PREFER COMMUNICATION THROUGH SOCIAL MEDIA”



Though women are more vulnerable to social media platforms, they prefer both face to face communication and communication through virtual communities and networks.

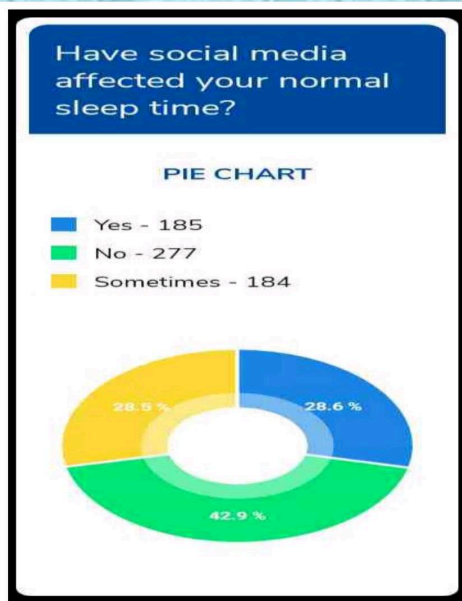
Social media has become an essential and viable platform that has virtually connected the world, thus giving people both far and near the opportunity to interact and collaborate with one another thereby building stronger relationships. The different social media sites allow people to network, engage in online business transactions, buy goods and participate in political campaigns. Hence, this modern platform of social interaction has introduced significant, pervasive and profound changes to the communication process between organisations, communities and individuals. As per the study, people prefer both contact and virtual interaction correspondingly, though social media has grown profoundly.

HEALTH ISSUES

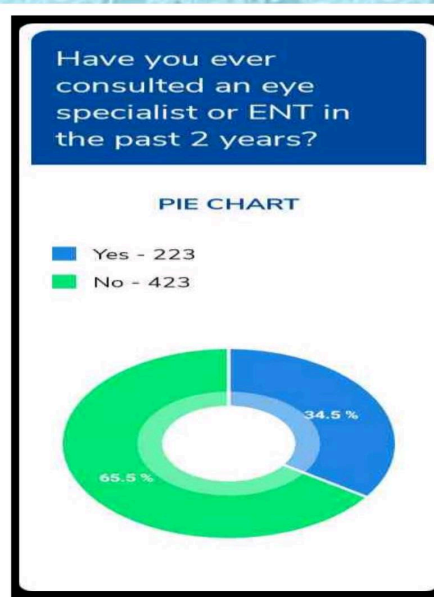
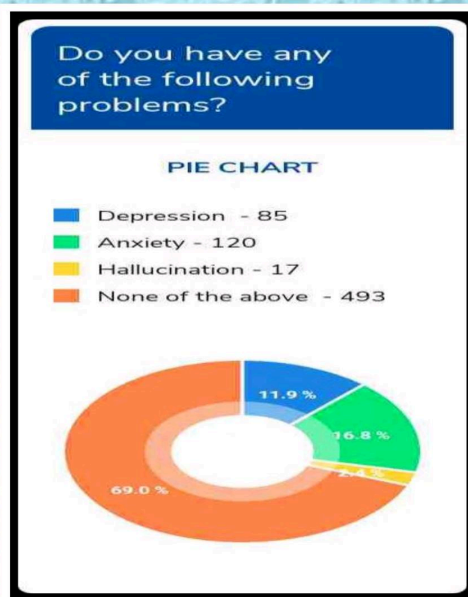
There are many problems due to the usage of social media. Studies have found a strong link between heavy social media and an increased risk for depression, anxiety, loneliness, self-harm, and even suicidal thoughts. Social media may promote negative experiences such as: Inadequacy about your life or appearance. Social media affects teenagers' mental health negatively by limiting direct contact with peers and encouraging constant comparison online, which can lead to low self-esteem, anxiety, and depression. These social comparisons can make us feel bad about ourselves and our lives. On top of this, sometimes people can be less considerate when there is a screen separating them from you, meaning you might be more likely to experience criticism or opposition on social media, and this can also contribute to anxiety.

Excessive use of social media close to bedtime can reduce sleep quality and increase the risk of sleep issues. Studies show two or more hours of screen time in the evening can seriously disrupt the melatonin surge needed to fall sleep.

Consider turning off all electronic devices at least one hour before sleep, at a minimum. But according to our study, 28.64% of the respondents are affected, **42.88% are not affected** and 28.48% are sometimes affected **by their normal sleep**. Social media use has not affected most of the people's normal sleep time.



Many studies have found a strong link between heavy social media and an increased risk for depression, anxiety, loneliness, self-harm, and even suicidal thoughts. The distraction due social media can lead to procrastination, less retention of information, and higher levels of stress. Our study indicates that 11.89%, **16.78%**, 2.38% are going through depression, **anxiety** and hallucinations respectively, and 70.46% are affected by none. In addition to this, 34.52% have consulted ENT or EYE SPECIALIST whereas, 65.48% do not.

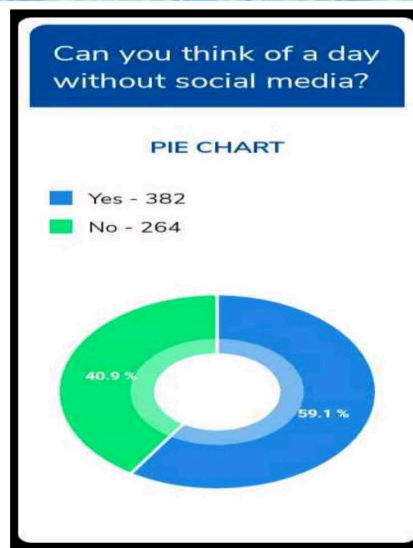
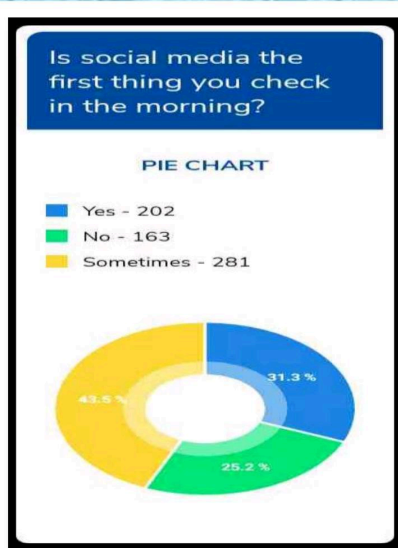


ADDICTION

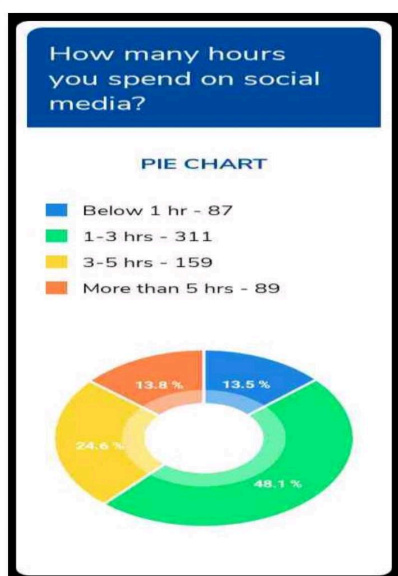
Social media addiction is a behavioral addiction that is defined by being overly concerned about social media, driven by an uncontrollable urge to log on to or use social media, and devoting so much time and effort to social media that it impairs other important life areas. Checking and scrolling through social media has become an increasingly popular activity. Addictive social media use will look much like any other substance use disorder and may include mood modification (i.e., engagement in social media leads to a favorable change in emotional states), salience (i.e., behavioral, cognitive, and emotional preoccupation with social media), tolerance (i.e., ever-increasing use of social media over time), withdrawal symptoms (i.e., experiencing unpleasant physical and emotional symptoms when social media use is restricted or stopped), conflict (i.e., interpersonal problems

ensue because of social media usage), and relapse (i.e., addicted individuals quickly revert back to their excessive social media usage after an abstinence period). The phenomena of social media addiction can be largely attributed to the dopamine-inducing social environments that social networking sites provide. Social media platforms such as Facebook, WhatsApp, Twitter, Snapchat, Instagram etc. produce the same neural circuitry that is caused by gambling and recreational drugs to keep consumers using their products as much as possible. Studies have shown that the constant stream of re-tweets, likes, and shares from these sites cause the brain's reward area to trigger the same kind of chemical reaction seen with drugs like Cocaine. In fact, *neuroscientists have compared social media interaction to a syringe of dopamine being injected straight into the system.*

According to our study, 31.27% are highly addicted since social media is the first thing that they check in the morning. **59.13% of the respondents cannot even think a day without social media**, from which it is obvious that how much they are vulnerable to the same.



Social media can also have some negative effects on time management. For example, social media can be a huge time-suck if you allow yourself to get caught up in it. It is easy to spend hours scrolling through your newsfeed or looking at other people's profiles. Our study says that many of the people are surprised by the time they spent on social media. 13.47%, **48.14%**, 24.61%, 13.78% spends below 1 hour, **1-3 hours**, 3-5 hours, and more than 5 hours respectively.



Unicef warns of dangers of digital world for children and teenagers

Times News Network

Ahmedabad: In the wake of the increasing internet consumption among children and teenagers, experts present at a conference organized by United Nations International Children's Emergency Fund (Unicef), warned of the dangers of the digital world for children. A report on 'State of World's Children 2017' was released at the conference on Friday, according to which, despite the benefits, digital technology makes children more susceptible to online as well as offline harm.

Sharing more details, Lakshmi Bhanu, chief of UNICEF Gujarat, said, "An estimated 71 per cent of the young population in India are now using the internet, thus making it one of the most digital nations in the world."

'Less than one-third users are women'

Ahmedabad: According to report on 'State of World's Children 2017' less than one-third of internet users in India are women—29% to be precise. This is wider than the 12% digital gender gap globally. The matter is of grave concern for experts and it reflects social gender inequalities. Experts claim that socio-economic and cultural barriers including education and literacy, lack of confidence in women, among others are among the few reasons for this.

Information and communication technologies are intensifying traditional childhood risks, such as bullying, and new forms of child abuse—made-to-order digital po-

mentions the report. That apart, the report also led how ICT also impacts the health and happiness. "It acknowledges that excessive technology can contribute to depression and anxiety, children who struggle sometimes develop friendship and social support online not receiving elsewhere," report.

In the wake of this, it recommended some steps to harness the power while protecting child abuse and exploitation. It also recommended providing affordable and reliable internet resources to children's privacy and idleness. The report also urged to advance the power of technology to protect and benefit children and also put child protection at the center of digital policy.

AMERICANS IN ACTION



Social Network Cause and Effect

Technology simplifies getting the word, and the help, out to wherever it's needed

By John R. Dine

service, from so-called mission-based service. Google, for example, has a team of high-tech gadgetry and makes it possible for smaller groups to make a difference—often with little or no money. Back in 2001, for example, Dennis Ariz, who has since...

SOCIAL MEDIA & CHILDREN



In a world that has already taken the digital leap, let's find out how feasible it is for children to use social media, the drawbacks and what children you can always limit their usage

Introduction
The digital world has taken the world by storm. From social media to streaming services, everything is now digital. But what about children? Can they use social media safely? This article explores the benefits and risks of social media for children and offers tips on how to keep them safe.

Benefits of social media for children

1. **Communication:** Social media allows children to stay connected with friends and family, even if they are far away. It can also help them learn about different cultures and perspectives.

2. **Education:** Many educational institutions use social media to share resources and information. Children can learn about science, history, and other subjects in a fun and interactive way.

3. **Support:** Social media can provide a sense of community for children who may feel isolated or different. They can find others who share their interests and experiences.

HE WARNING SIGNS OF NOMOPHOBIA

...the irrational fear of losing or not having access to one's mobile phone

- WITHDRAWAL SYMPTOMS:** When your mobile phone or network is away from you.
- ANXIETY:** You begin to feel stressed when your phone battery drops into the red zone.
- BORING OR DEPRESSION:** Being yourself online escalates depression & boredom from this.
- ALWAYS WITH YOU:** You're unable to contemplate being without your phone.

Social media addicts suffer loneliness, envy & frustration

Online addiction is equally rampant among homemakers and working people

ITTI SHARMA, Clinical Psychologist, Sterling Hospital

Craze of social media sites is catching on fast among every strata of society in our country and across the globe. If you thought it was common only among youngsters, think again. It is equally rampant among working people and homemakers. Surveys have shown that...

Signs of social media addiction:

- Spending excessive time on social media
- Feeling irritable when not online
- Loss of interest in other activities
- Constantly checking for notifications
- Using social media to vent negative emotions

ON THE SPOT

SOCIAL MEDIA IS AN ECONOMICAL TOOL FOR RECRUITMENT

EDUCATION MAIL lines up some of the country's top hiring executives and finds out what they look for while screening a candidate for a corporate role

Talent spotters now regard potential as one of the key employee attributes. How do you spot potential and nurture it during a job interview? When we interact with a prospective employee, we try to assess the candidate's potential as a future leader. A candidate's potential can be gauged by the vision he/she has for their own professional growth coupled with their past work-life and professional growth. If these look aligned with the role, he or she is most likely the right person for the job.



What are some of the other potential attributes you look for in a candidate?
The basic qualification for the role, it is equally important for the candidate to have positive attitude, sincerity and willingness to learn. Every organization has a different way of functioning and a candidate person can fit into the company's culture and absorb new things.

What are the common mistakes you see in job applicants?
Candidates have very little knowledge of the role they are applying for. They are not clear about the company's vision and mission. They are not able to articulate their strengths and weaknesses.

How can a candidate make their resume stand out?
Candidates should focus on their achievements and provide specific examples of their work. They should also highlight their soft skills and how they have been used in their previous roles.

How severe can the cost of making mistakes be on a professional level, as opposed to a personal level, where it can be with a little red circle?
As in the professional mistakes are also of serious magnitude. The ones made internally can be very costly.

What is the transitional change which a candidate has to be prepared for when they enter the job market?
Candidates should be prepared to work long hours and face pressure. They should also be ready to learn and adapt to new technologies and processes.

Bored Ape thefts on Instagram are crypto's latest hack headaches

May 10, 2022

Instagram has become a hotbed for crypto-related content, but it's also a target for hackers. Recently, several Bored Ape NFTs were stolen from their owners' Instagram accounts. This has caused a major headache for the crypto community, as these NFTs are worth thousands of dollars. Experts are warning that this is just the beginning of a new wave of crypto-related hacks on social media.

CONCLUSION

The use of social media has brought with it tremendous benefits and at the same time negative influences have been observed especially on human interactions. Today, many youths appear to be stuck with different social media platforms in order to meet varying needs depending on the user and the features of such platforms. The result is a depleted quality and importance of face-to-face interaction which remains an important aspect of human interactions. This study investigates the influence of social media on different groups of people based on age, gender and the accompanying health issues in this pandemic era.

Our society has become more vulnerable to social media .Irrespective of age or gender, we're are attracted to the fictional world made up by these virtual platforms