INFLUENCE OF SOCIAL MEDIA ON YOUTH WITH SPECIAL REFERENCE TO ENGAGEMENT WITH FACEBOOK AND WHATS APP DURING 2013 TO 2018.

A Thesis

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BY

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UNDER THE GUIDANCE OF

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CERTIFICATE OF THE SUPERVISOR

It is certified that work entitled – **Influence of Social Media on Youth with special reference to engagement with Facebook and Whats App during 2013 to 2018** is an original research work done by Mrs. Ankita Ashish Malpani, under my supervision for the degree of Doctor of Philosophy in **Mass Communication** to be awarded by Tilak Maharashtra Vidyapeeth, Pune. To best of my knowledge this thesis

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Signature of the Supervisor
(Dr. Subhash Pawar)

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Abstract

Introduction:

The invention of the smart-phones paved way for applications. Social media is one part of those applications. Social Media are further categorised as applications and websites. Facebook, as a social media website and WhatsApp as an application, is famously known among the youth. The easy access to these applications is making youth chat more with relatives, connect easily with people, keep an eye on the status updated, the feelings shared and the celebrations happened. All this is apprised through the Facebook news-feed and the status uploaded on WhatsApp. 2013 to 2018 was the period when the youth underwent a revolution because of social media. This study focuses on how the social media with an emphasis on Facebook and WhatsApp has influenced the youth. Various parameters like Self-Concept, Self-Esteem, Mental and Physical Health, Life Satisfaction, Quality of Relations, Social Interaction Anxiety were included in the study. The research also throws light on the political behaviour and voting participation of an individual.

Purpose:

Increasing use of social media especially the Facebook and WhatsApp during the period of 2013 to 2018 among the youth has brought new challenges. There was an excitement among youth to use these new applications which lead to increasing screen time. This, directly and indirectly, left behind a mark on their personal and professional well-being. To understand the relationship between social media (Facebook & WhatsApp) and youth is the main focus of the study. An illuminative evaluation was carried out to study the behavioural changes brought in due to consumption of social media.

Review of Literature:

Considering the use of Social Media and Youth, the critical evaluation of the topic was done through a review of the literature. The review of literature started from a study of general of the influence of social media moving ahead to a specific parameter. It was carried out to understand the prior studies done on influence of social media, Facebook and WhatsApp. 4 different parameters were used to understand the influence of Social Media (Facebook and WhatsApp) on youth. This provided a direction to research and identify the variables. Dependent and independent variables were constructed based on hypothesis.

Research Methodology:

The research design was fostered through Research Onion. This provided a brief on the research philosophy, approaches, strategies, time horizons and data collection methods. Research philosophy was marked through Positivism, Realism and Interpretivism. The deductive research approach was used to study the influence between the variables. For Deductive strategy, Ex-Post Facto research methodology was applied to investigate the influence from 2013 to 2018.

Scales Used:

Social Media Addiction Scale, Big Five Personality Trait, Facebook Intensity Scale, Rosenberg Self Esteem Scale, Cohen-Hoberman Inventory of Physical Symptoms were the scales used for the study.

Considering the youth age group and the period of study i.e., 2013 to 2018, the research is carried out in the Qualitative and Quantitative aspect.

Quantitative Method:

The age group of 16 to 29 is categorised under youth. This age group was selected for study from three different tier cities. The study is based on 2705 respondents. Participants completed a questionnaire that assessed the parameters of Self-Concept, Self-Esteem, Mental and Physical Health, Social Interaction Anxiety.

Qualitative Method:

Case studies from the period of 2013 to 2018 were studied to study the topic from different perspectives. The case studies included the usage of Facebook for uploading photos and committing suicide, divorce through WhatsApp, Social Media addiction and problems in married life, increasing access to pornographic content on social media. This research method was useful to study the events, situations and life experiences of youth with excessive exposure to WhatsApp and Facebook. The cases were analysed using NVivo application.

Further, the interview of psychiatrist was conducted to understand the in details about the depression.

Findings:

The analysis was carried out based on the age factor. The age group were divided as 15 to 16, usually, the school-going children. 17 to 18 age youth who are just into the college world. The age group of 19 to 23 who are into graduation and post-graduation phase. 24 to 29, this population is usually the working population.

Eye sight and neck strain was the major problem faced in each age group. Digital Eye Sight is seen as a major problem in age 15-16. Whereas in age 17-18, they like to

connect more on Social Media with their friends. In age 19 to 23, the preference was more to Social Media as compared to television.

Further, though this generation is original in ideas but they face problem to speak up to people, mix in group, difficulty in talking to opposite sex who is attractive. The increasing addiction is also bringing in them social interaction anxiety. Further by scrolling Facebook, the youth develops a positive attitude for self by the increasing number of likes for the post, the more of comments and the growing social capital (friends). They also like to upload stories on Facebook and WhatsApp of any incident, event, emotion. When they do not receive receive expected number of likes, the youth faces the problem of anxiety and depression.

Conclusion:

Use of social media is going to pass on through generations. This is the time to educate and inform youth about the use and misuse of Facebook and WhatsApp to avoid problems for the upcoming generation. This includes their personal development along with the professional one. The youth needs to be notified on the right use of their inborn skills for their career advancement. Government is coming up with the new initiatives to put India on the map of developed countries, but the future lies in the hands of youth. Therefore, the youth has to be enlightened on the challenges to be faced through these mediums.

Bibliography:

Bibliography in the APA style was cited of the references used.

INTRODUCTION

Marshall McLuhan affirmed that media are "extensions of man" and that media are "amplifiers" (Fiore & McLuhan, 1967; McLuhan 1969). These elementary notions stood factual at the time when he penned them in almost 1960s, although they referred to what we today entitle legacy media such as television and newspapers. What has distorted in the meantime are not the fundamentals, but the wide range of manifestations available through new and emerging trends; one that owes allegiance is social media.

Social networks are complex possessions of magnificence. It is an internet-based form of communication. Social Media becomes a platform allowing users to possess conversations, share information and make a web page. Social media has taken its shape in various forms. It includes blogs, micro-blogs, wikis, social networking sites, photo sharing sites, instant messaging, video sharing sites, podcast, widgets and virtual world. The utmost in style social media applications in the minds of the youth are Facebook and WhatsApp.

Facebook and Whats App have become the starting point of communication for young adults in India. Through the country, this Y Generation is posting pictures, commenting on other's profiles, elaborately creating and designing their profiles and expressing their opinions and emotions regularly with others on WhatsApp and Facebook utilising their springtime of life.

Facebook, these days is a major centre of teenage social interactions, both with the positives of Friendship and social support and negatives of drama and social expectations. It enables you to stay in touch, stay up-to-date, and confine touch with friends. It facilitates the relationship and helps them to enhance them in personal. It has a News Feed which highlights the information that includes the update on your home page. It highlights the information about the people in the friend list as well as the odd advertisement. The collection of events from your friend's own Mini-Feed, popularly known as News-Feed, is intended to give you a quick look at what your friends have been doing on Facebook.

WhatsApp, an application, is a freeware and cross-platform messaging and Voice IP service owned by Facebook. The application allows the sending of text messages and voice calls, also as video calls, images and other media, documents, and user.

With the updates available on every single day, Facebook has undergone drastic changes ever since its evolution in 2004. After reaching out to billion active users in 2012, with a major population of Youth, Facebook endured various transformations. In 2013 Facebook rolled out with fine-grained Emoticons to express different actions and emotional stages on an individual on status. It then came up with a mobile-only application. The visual appearance was also changed for the purpose of engaging more users. Then it upgraded Videos to Autoplay facility. This year also launched the stickers and started supporting hashtags. Another update of this year was letting the people edit their posts and comments after publishing. In 2014, Facebook allowed the Newsfeed to highlight the latest news. It introduced Sling Shot a new feature to upload photos. The search was simplified by allowing Key Words Search feature. It then started suggesting videos to users which made them glue to Facebook for hours together. The year also witnessed the choosiness of which all friends can see your post by adding elements like public, only friends, only you. Through the passage of time, Facebook started recognizing the daily habits, likes on an individual and posted advertisements on News Feed respectively. 2015 timeline, Facebook expanded Real-Time News Search which encouraged user post mostly about Humans and the World. 2016 advanced with the Facebook understanding how much time a user spends on which post, which indirectly helped FB to predict and prioritize what an individual is more interested in to. Unknowingly this algorithm started prioritizing Friends and Family of each one. Colourful posts attract youth, and this character of FB made the user more glued. Moments to be cherished were not added to Facebook. Instead of Storytelling, users were now able to upload it on Facebook from 2017 in "Stories" to News Feed which will disappear after 24 hours. The seasonal greetings started taking topmost place and youth started sharing their feelings for the seasons. Animated greetings were then available on mobile applications. With the increasing demand for High Definition videos, the low-quality videos were diminished. Mid of 2017 Facebook rolled out a new feature, Explore Feed. It offered a description of the weather, sports, and many more. The only reason for this was that youngsters are glued to this application and do not switch to Google and other apps. This instant generation gets easily frustrated when the web page loads slowly, Facebook recognised this. FB prioritised the websites who had the fastest loading pages. With this, it also started bringing up to date to addicts about the Trending News on the topmost basis. After understanding the type of

conversations taking place, Facebook then emphasized the need for Meaningful Interactions. This step was to promote strong wellbeing among friends.

WhatsApp has become the gold standard of communication. Youth trades information, photos, chats. This changed the pattern of communication between all. This application has changed the way we connect, relate, and stay informed. In 2013, WhatsApp gained popularity in India with the introduction of the voice message. WhatsApp started with encryption of messages. In the group chat, to make sender aware of who all reads the messages, application enabled a feature of Information in 2014. The security was more private issue. The user had the option of Last Seen or to hide it. It also provided the option to change the number, as youngsters are more attracted towards telecom companies which provide them with free data services. 2015 made the sender figure out if the message is read or not by the reader. New emoji became a part of the existing set in 2016 which notified anger, the bucket of popcorn, upside-down smiley face, burrito, racing cars and spider. It allowed users to share documents via PDF files. They increased the number of members that can be added in the group from 100 to 256 as youth are more inclined towards group chat. This hyper generation in excitement send the reply and feels something's wrong! So the option Delete for Me, Delete for Everyone were a part of a feature in 2017. WhatsApp Status feature replaced the old text sort of status to permit users to vary their status to a brief video or multiple photos that automatically disappeared in 24 hours. This overhauled the way users interacted on the app daily. It supported user to send all formats of files. Apart from pdf, a sender can now send files of other formats as well.

Social Media usage by an individual highly influences Social Psychology. The social psychology will help in understanding 2 aspects of an individual that is the changing nature of Whats App and Facebook from 2013 to 2018 with its relative effect on solitary mindset and the cause of altering behaviour in formative years due to the up-gradation of the applications each new day. Directly or indirectly, it has an influence on different areas of Life. My study will define the influences taking place.

The investigation on how will start by highlighting how social media has an influence on mental and physical health of youth. Further trying to study about the self concept and social interaction anxiety caused because of these applications. The research also tries to throw a light on how Self-Esteem sways with effect on social media. It will brief

about the self-perceptions one develops. This majority takes place when an individual starts comparing his life with others. This portion of the study will provide a framework of how a character processes information about them including their highly fluctuating emotional states and the abilities. Increase in time spent on Social Media is creating a lazy generation. Family, Friends and Relationship form a major part of life. Parent-child interactions have later implications because the family is one of the agents of socialisation which teaches us how to deal with other people. We come into the world ready to interact with other human beings. The rapport between and among siblings plays a big role. Loneliness is an emotional and cognitive reaction to having fewer and less satisfying relationships than one desires. There is always a biological need to establish relationships to achieve the desired goal. Consequences of Loneliness are the increasing anxiety, depression, unhappiness and a feeling of being disassociated. This sooner or later affects the Confidence of the individual.

In Indian culture, a lot of prominences is laid on the preservation of family values and family relationship even in comprehensive circles. It is anticipated out of this young generation to be in contact with their relatives. With the increasing challenges of pedagogy, the inadequacy of time and distance problem, keeping in touch on a regular basis with relatives becomes gradually knotty. WhatsApp becomes an easy mode of communication for them during these times. This indirectly also creates a Social Network and this generation is trapped in the linkage. But do the feeling of belongingness remains the same with changing communication?

When Social Media gives youth multiple platforms to be trendy, the hip hop generation goes with the flow and start following the fashions to be the setter. And then it goes on Facebook and Whats App status. This is one way to prove the individual is well conscious about vogues in and around. The selfie has now become a part of recreation. Be anywhere clicking an image and uploading is must and then counting social currency of "Likes".

Self-Development is dependent on progress. Progress happens when one is responsible, ready to face challenges; able to take the decision, creative in approach, knows how to handle people and emotions. The individual is busy on social media during the ages when he can polish the talents. At times, this keeps them aloof from acquiring the above

qualities. When they have to face the industry, these potentials are not acquired and then lack good governance and growth.

One cannot think of the Nation's development unless and until the youth progresses. The development of a nation dwells in the progress of youth. India is on the way of emerging as a superpower. Prime Minister Narendra Modi is busy initialling new projects of skill development but rarely the Y generation is taking interest to participate and update oneself.

Earlier generations desired to work with good organisations as the ultimate goal. And for this, they developed all the necessary efficiency. This millennial has a very different approach to work. They have grown up in an era where everything is possible, from creating gadgets to connecting to the whole world. They have a strong feeling of their world being oyster when it comes to career and performance. Organisations spend their resources in providing training to newly employed youth for better performance of individual first and then of the organisation. But these springtime people easily jump from one to another, in the manner, they turn from one mode of communication to another.

A youth stands the important pillar of the future. To make the pillar strong and build a nation of our dreams, I think, we must first understand youth, be aware of their usage of social media, how is this medium helping them brush up their inborn and expound aptitudes. In other words, we have to be familiar with the 'Uses and Gratification' of social media by youth. For this, the investigative study, I would undertake the survey method and interview method. The research would be in a combination of Pure, Applied and Exploratory.

A lot of study in foreign countries has taken place on social media and youth, so I first need to enrich the storehouse of knowledge by studying what is the impact and limitations of their study, targeted age group. To provide a solution to the 7 Rubrics the research will be a Pure Research. It will help in recommending practical solutions to the problems. As it will help in analysing the critical factors for problems like Depression, Anxiety, Stress which an individual at the age bracket of 16 to 29 faces. Once the problems are well explained, then Applied Research will follow to uncover new facts in the relation of the application of technology with changes in individual performances and social behaviour. Exploratory Research will define the reasons why

is a certain percentage of youth relying on WhatsApp and Facebook with elucidated reasons.

Social Influences with rising anti-social Psychology, the Academic Motivation through Facebook and WhatsApp, Peer Group influence leading to habits like smoking and drinking at times. Searching answers to these questions is the need of the hour. 63% depression rate of youth, increasing committed suicide attempts, trying to understand oneself through the glasses of Facebook by answering questions like which career is best for you, when will you die, when will you get marry and so on. The increasing Snubbing problem in youngsters.

This all questions have made me undergo research to understand the influence of Facebook and WhatsApp on the age group of 19 to 21 years of age. The crucial period in the youth's life, after which the individual will be facing the rat race. I, as a researcher, will have to keep my mind open to accept the positive influences this techno-savvy generation undergoes.

At snail's pace, the association with the handheld devices is intentionally or accidentally leaving at the back a characteristic sketch in their Personal Life, bringing about a change in their Social Behaviour, increasing number of Virtual Mates and a strong feeling of Loneliness when no one is present to chat. Focusing more on the glamorous world, the need of the hour to aspire high and develop skills is just behind the schedule.

Then the question arises, how is this generation going to make decisions, face the situations of life, be a better citizen and directing towards a better State, Nation and World at large.

For arriving at the conclusions for the above questions, different types of research will be employed. Pure research will help to extensively to enrich the storehouse of knowledge regarding the important areas in life which have greatly influenced by Social Media. It might offer a solution to various practical problems like the lack of communication with family, the changing definition of the social environment, the comparison of lifestyle with others, negligence towards the changes happening in Nation and World.

A social science research deals with human life. It tries to discover new facts of human behaviour, the relation of its interaction and the casual connection. The research will provide a path in bringing about social welfare in the behaviour of the youth by understanding the level of influence Facebook and WhatsApp has on an individual's life.

Introduction to Social Media

Changes in Communication

Communication, the exchange of ideas, has become tranquil and competent due to advances in technology. Social Media, instant messaging applications sets an example of how technology enables communication. Human communication underwent heralding revolution with the origin of speech approximately 500,000 years ago. The flawlessness in discourse allowed easier dissemination of ideas and enthused inventions, eventually resulting in creation of new forms of communication, improving both the range at which people could communicate and the longevity of information.

Over the years communication has changed dramatically. We went from having basically no technology and having to send letters to someone, to possessing everything at the touch of our hands. If the youth today looked at the communication exactly the same way as those from 1800's they would talk about how much technology has changed. Something as easy as communication is never going to stay the same. Communication has changed from speech to postal services and from postal services to digital technology. It has come a long way and has changed our world. There are now telephones, cell phones, computers, and email; which makes the way we humans communicate extremely easy and fast.

The invention of new gadgets made communication easier by allowing people to communicate from anywhere. Social media is a part of youth's everyday life. It includes applications such as Facebook, Twitter, Instagram, What's App where people can communicate, share and notoriously 'like' people's posts or pictures. These applications can be accessed through electronic device and many youths have access right from their bedrooms.

This rapid-fire quick communication style that captivates millennial and other generations has shifted our conversations from face-to-face instances to through-the-screen ones.

Social Media:

The word "social" refers to interacting of people with one another by sharing and receiving information with them. The word "media" refers to an instrument of communication, just like the internet (while TV, radio and newspapers are examples of more traditional forms of media). Combining these two terms, we can pull a fundamental definition together as, Social media are web-based communication gadget that allows individuals to interact with each other by both sharing and consuming information. "Social media sites are internet-based devices that allow individual or organization to create, share, or exchange information, facts, career interests, plans, and pictures/video in virtual communities and networks".

Social Media is a complex term with multi-layered meanings. It is people who are engaged in conversation around a topic online. It is described as Web.2 phenomenon. Web 2.0 is associated with Internet and refers to integrated and dynamic service platform that is highly interactive and facilitates content generated by interconnected user communities utilizing web applications that allow interoperability, collaboration and information sharing.

Social media is such an ever-present part of our lives, that it is nearly impossible to engage in online activity without coming into contact with it at one point or another. There are many social media platforms easily available to the youth to access as and when required. It helps the youth to change the perspectives because it is not only the platform where people post but rather content that are posted on these platforms.

There are 7 different social media platforms which youth scrolls.

Types of Social Media Platforms

- **Social Networks:**

  A social networking site is an online platform that allows users to create a public profile and interact with other users. Social networking sites usually allow a new user to provide a list of people with whom they share a connection, and then allow the people on the list to confirm or deny the connection. After connections are established, the new user can search the networks of connections to make more connections.

  They may even suggest further connections supporting a person's established network. Some social networking websites, like LinkedIn, are used for establishing professional connections, while sites like Facebook straddle the line between private and professional.

- **Blogs**

  A blog (a shortened version of "weblog") is **an online journal or informational website** displaying information in reverse chronological order, with the latest posts appearing first, at the top. It is a platform where a writer or a group of writers share their views on an individual subject.

  In 1994, when blogs began, a blog was more of a personal diary that people shared online. In this online journal, you could talk about your daily life or share about things that you were doing. Then, people saw an opportunity to

communicate information in a new way online. Thus began the beautiful world of blogging. WordPress, BlogSpot are some examples of blogging sites.

- **Instant Messengers**

  Instant messaging (IM), form of text-based communication in which two persons participate in a single conversation over their computers or mobile devices within an Internet-based chatroom. IM differs from "Chat," in which the user participates in a more public real-time conversation within a chatroom where everyone on the channel sees everything being said by all other users.

  WhatsApp and Skype are highly used instant messengers among youth.

- **Micro-Networks**

  Micro-networks are smaller, more contained social networks that offer higher quality information about fewer, more important people. Sometimes referred to as micro-social media or micro-communities, they focus on connection, rather than popularity.

  Twitter and Instagram are the examples of micro-networks in India.

- **Content Communities**

  Content Communities are basically groups of people that share a common interest across multiple platforms who follow re-purposed content with the same message and intent across all networks. **Content community** members consume the media in various forms and formats and support the basic ideas and principals of the interest instead of the delivery method.

  Pinterest is an example of content community in India. Pinterest communities could be used like groups are being used, to just share new pins with a group of people with similar interest.

- **Forums & Aggregators**

  A social media aggregator is a tool that allows one to collate posts and updates from many different social media feeds. It creates an organized view of social posts on a specific topic. Social media aggregation is often used to display user-generated content on live social walls.

  Social Media Aggregators gives one the chance to share interesting snippets *and* generate discussion amongst the audience without one having to spend hours and hours putting together epic pieces of content.

- **Social Knowledge & Wikis**

  The collective body of knowledge produced by your community or social circle is what is known as social knowledge. In a social or cultural context, social knowledge can be the collective knowledge base of small groups, like a family, or it can be a massive and constantly evolving body of knowledge, like **Wikipedia**. The defining characteristic of social knowledge is that it is a product of the group sharing and contributing knowledge, not the sum total of a group's knowledge.

  Out of these social media platforms, **Facebook** (Social Networking Site) and **WhatsApp** (Social Messenger or Social Networking Application) were selected for the study.

Facebook

Facebook is a **social networking site** that makes it easy for you to **connect and share** with family and friends online. Originally designed for college students, Facebook was created in 2004 by Mark Zuckerberg while he was enrolled at Harvard University. By 2006, **anyone** over the age of 13 with a valid email address could join Facebook.

Facebook originally presented a means of forming and maintaining online social networks for communities of users who already shared real-world connections, interests and activities. But now, in the realm of social networking, it is unnecessary to have met someone in person to connect with them online. Social networks created new meaning for the term 'friend', with many connections existing solely online. Users can also choose to follow users' public posts without being Facebook friends with them. Facebook has not only changed social media; it is changing how users access content on the Internet.

A Roller Coaster of Facebook from 2013 to 2018 in India

2013: A new Android-based "Home" feature was added, which would show content from users' Facebook pages on the home page of their mobile phones, without having to open an app. It also added a redesigned Newsfeed. It also introduced the 'safety check' in the aftermath to Japan's Earthquake and several other natural disasters

2015: The feature 'on this day' was introduced where one can easily see past updated status, photos, posts from friends, and other posts where one is tagged from one years, two years and so on. A scrapbook feature was added in this year where the photos were organised according to location. Facebook Lite version was introduced.

2016: Facebook introduced feature of live reaction and Facebook Live. The like button was replaced with other emotions. This was the hottest trend on social media. The layout of Facebook pages was changed.

2017: GIF feature was added in Facebook comment. This made Facebook using more of fun.

2018: Introduced dating feature called Dubbed Face Date. Clear History was added this year which enabled users to clear the chat history of Facebook.

With the new features added every year, the number of users is also increasing considerably. The changing display of FB page, attraction of users to advertise their products making the experience of using FB livelier.

WHATSAPP

WhatsApp is a cross platform mobile messaging app which allows an individual to exchange messages without having to pay for SMS. WhatsApp was founded by [Brian Acton](#) and [Jan Koum](#), former employees of [Yahoo!](#). It was released in February 2009.

WhatsApp in India was launched in mid of 2010 and it soon gained the interest among Indians. With over 70 million active users, which are about 10% of total worldwide users, India has emerged as the largest market for WhatsApp.

A Roller Coaster of WhatsApp from 2013 to 2018 in India

2013: WhatsApp introduces a voice messaging feature.

2014: WhatsApp introduces a feature named Read Receipts, which alerts senders when their messages are read by recipients.

2015: WhatsApp launches WhatsApp Web, a web client which can be used through a web browser by syncing with the mobile device's connection

2016: WhatsApp introduces its document-sharing feature, initially allowing users to share PDF files with their contacts

2017: WhatsApp introduced group audio and video call features. The "Swipe to Reply" option was added to the Android beta version. WhatsApp announced support for Stickers.

Social Psychology

Introduction:

The world of 21st Century is an exciting and turbulent place right now. On one hand, thanks to Whats App, Facebook and other social media, which has facilitated youth with opportunities like easier to talk, share information, opinions, pictures, music and footage of live events as they occur with people from all the corners of the world. On the other hand, a handheld device; Mobile phones with youth, surround them. As Charles Dickens (1859) said in a Tale of Two Cities, "It is best of times, it is worst of times".

Psychology and Being Social:

Psychology tries to build a bridge between philosophy and physiology. Psychology examines the mental processes that take place within them and how these are manifested through our speech, thoughts and behaviour. During the 17th Century, the meaning of the Greek work psyche was broadened to include mind. Logos, the other word from which psychology was formed, originally meant word and later came to mean discourse or reason. According to Greek roots, psychology literally means reasoning about the mind. But contemporary study not only includes the study of inner mind but also the outward behaviour.

About Social Psychology:

Social Psychology has long addressed a good range of topics, like perception, interpersonal attraction, helping, aggression and prejudice and stereotyping. Social psychology evaluates the general process that affects the behaviour change, attitude change and persuasions. Social Psychology is the branch of psychology which deals with scientific study of how individuals think, feel and behave in social context. The field of social psychology is growing rapidly and is having an increasingly important influence on how we think about human behaviour.

Scientific study because there are many approaches to understanding how people think, behave and feel. It applies scientific method of description and measurement to study the human condition.

It tries to refer to two things:

a) A set of values
b) Several methods that can be used to study a wide range of topics.

Social Psychology is scientific in nature because it adopts four core values:

a) Accuracy- gathering information about social behaviour and thought.
b) Objectivity- biased free evaluation of the information.
c) Skepticism- accepting findings as accurate.
d) Open-mindedness- changing the views, even if they are strongly held.

Social Psychology, as a field, is deeply committed to those values and applies them in its efforts to know the character of social behaviour and social thought. Our behaviour and thoughts are often shaped by the factors we are unaware. Drawing attention to this non-conscious process is another major concern for today's youth.

How do individuals think, behave and feel: Social psychology concerns are amazingly diverse set of topics. People's private even non-conscious beliefs and attitudes; their most passionate emotions fall within the broad scope of psychology. It typically focuses on the psychology of an individual.

It is the study of how normal people think, feel and act. It includes a focus on individuals as well as a broad perspective on social content and behaviours.

Understanding Social Psychology

Societies differ greatly in terms of their views concerning individuals. The social behaviour of an individual is defined by the actions they perform, thoughts that occur in the minds of an individual. Social Psychology helps us to understand the basic fact that human beings cannot survive in isolation from social and cultural influences. It helps us to understand many factors and conditions that shape the social behaviour and the thoughts of the individual.

Increased consumption of new media makes it interesting to study about social psychology. But it has roots in India from very early days. The philosophy of Advaita Vedanta can be traced for this. He did not distinguish between self and not self, human and nature. As far as Indian society, the model is of "human society". This is a state of

symbiotic relationship where they cannot be separated from each other. The emphasis for the concerns starts from oneself and extends to the entire world in the Upanishadic traditions.

The roots of social psychology were sown during the period of 1900 by conducting experiments. During the 1940s and 1950s, the social psychologists Kurt Lewin and Leon Festinger refined the experimental approach to studying behaviour, creating social psychology as a rigorous scientific discipline. It was further energised by the study of how the German dictator Adolf Hitler could have produced such extreme obedience and horrendous behaviours in his followers during the World War II. The latter part of the 20th century saw an expansion of social psychology into the field of attitudes, with a particular emphasis on cognitive processes. In the 21st century, the field of social psychology has been expanding into still other areas.

Youth & Networking

Today everyone knows what is Facebook is- a social network? But what is social network? The three main characteristics to categorize a social network from an operational point of view are:

1. The presence of a "virtual space" (forum), in which the user can create and present their own profile. The profile must be accessible, at least in partial form, to all the users of the space.
2. The likelihood to create a list of other users (network) with which one can get in touch and communicate.
3. The possibility to analyse the characteristics of the network, in particular, the connections of other users.

Networking seems to be on everyone's lips. Youth now a day does not go for parties, they go to network. For many, the World Wide Web exists for the main purpose of making connections. Networking seems to be familiar yet mysterious, accessible yet arcane. Social networks, however, are at the core of human society since we were hunters and gatherers.

Networks are not same thing as "networking" or actively using a network to make connections to further one's personal goals. A network is simply a set of relations between objects which could be people, organisations and nations.

Social Psychology and Social Media Interlinkage

Social media is an example of the social context. In social media, there is both actual and implied presence of others since the users have actual connections (friends, followers etc.) and also aware of the presence of other users. From different point of view, some of these connections are also real in the actual life but some of them are just imaginary.

- **Sense of Belonging**:

  The reason why youth prefer using social media is it provides a feel of **sense of belonging** more. Fitting into a group leads to the feeling of **acceptance**. That's why, youth keep an eye on who has liked the post, the feeling of belonging increases. This is also related to **conformity**. Conformity is the tendency to change our perceptions, opinions, or behaviour in ways that are consistent with the group norms. Social media increases conformity because people have a disposition to conform to the group norms to feel more belonging to the group.

- **Self-Presentation:**

  Conformity is associated with **self-presentation**. Youth generally present the positive ways of themselves rather than the real selves. So, they always design a better version of themselves which is the way they want to be seen.

- **Bonding:**

  One of the main reasons behind social media use is to increase **bonding**. We are human beings, thereby social creatures. Therefore, the social psychology of a person relies on the relationships established. In the real world, establishing relationships is complex. On the other hand, it is way easier in social media.

- **Maintaining Relationships**

  Maintaining relationships is as significant as establishing and strengthening relationships. Social media is beneficial for this case. You can maintain your relationship via likes, comments, direct messages and so on.

- **Reciprocity Effect:**

  Along with these actions, the **reciprocity effect** comes about. The reciprocity effect is defined as feeling indebted to people who has done us a favor. In this case, likes, comments etc. are assumed as favors by the human brain which results in liking and commenting in return.

- **Happiness:**

  using social media actively increases **happiness**. However, it also increases depression when a user no longer using social media actively as before.

Statement of Problem and Need of the Studies

The internet has spread the net wide, initially becoming a network, where earlier isolated hardware devices have now come together. Applications that were exclusive to PC are now in 'Lite' mode on cell phones. This mechanism has helped to build a bond with our near and dear ones. They are converting our way of thinking into reality and are gradually becoming more dominant. These hand-held devices are significantly converting to be an influential and powerful facet of contemporary times. They make it possible to communicate practically generalised from every nook and corner, access the Internet and check social networks.

2005 marked the beginning of social networking sites and 2009 took a jump where they were extensively used as a communication tool amongst youth. These applications permitted handlers to create profiles which could be seen either by public or private. The users formed a network of "friends" with whom they interacted publicly (e.g. status updates or wall posts) and privately (e.g. written notes, messages).

Mobile phone addiction is one of the forms of obsessive use of "a mobile phone" by youth across the world. Communication using Facebook and WhatsApp is more of a fantasy world for youth. By their very characteristics, these applications provide an environment for communication which is much unusual from the face-to-face scenario. This has not only changed the person's identity of self-portrayal but also given rise to embodied users, anonymity, self-disclosure, use of emoticons, multi-tasking.

Concerning technology, it is important to place terms and tools within the historical context, given that in today's society when speaking to the people who are Millennial's, they tell you that technology is the internet and the smartphones. For them, technology is only digital or biotechnologies.

Humans have used tools for centuries; the most important aspect of technology is how we use it and how we communicate with it. Technology brought about social media which is a valuable tool but is somewhat misused by today's youth. The two main forms that the youth use to access social media are cell phones and therefore the Internet which has caused about major changes in their lifestyle.

WhatsApp is an application which facilitates communication, the inter-changing of prompt messages, images, audios, documents, videos and voice calls through the internet. The most important feature of a smartphone especially with WhatsApp is, it enables easy communication via text or voice messages between two or more persons. It helps people to stay connected. WhatsApp is particularly attractive as, after installing the app, the sending and receipt of messages are cost-free (in contrast to the original text message function on mobile phones). The latter characteristic of providing cost-free service to send messages clearly explains the success of WhatsApp. Besides, its function across different smartphone types (Apple, Android, etc.) and its international functionality are also important contributors to this popularity.

This research will attempt to understand the influence that social media exhibits on the juvenescence's way of behaving. The influence WhatsApp and Facebook has on the individual's mental behaviour. Technology has many positive aspects but, within the reach in wrong hands, it can become dangerous. For the young people it is experiments to do what they feel is good or exciting to them and their friends and at the same time avoid adult supervision.

Livingstone (2008) puts forward his opinion that for teenagers, the web realm could also be adopted whole-heartedly. This is because it represents their 'space', visible to the coevals quite more than to adult surveillance. It is a stimulating yet comparatively safe opportunity to conduct the social-psychological study of adolescence. It will help to construct, experiment with projection of the self in a social media context, along with flouting communicative norms and other over bold behaviours.

It is always advised by elders to youth for minimal usage of cell phones. Turning a deaf ear, the youth overuses smartphones which bring about addiction. Overuse is also accompanied by time falsification. Additionally, smartphone overuse appears to be coupled with poor sleep quality and reduced work engagement. This instant generation accesses their smartphone in the last 5 min before sleeping and/or in the first 5 min after waking up. Thus, this technological device is omnipresent in everyday life.

With the current exposure and easy access that the youth can get in reach of these mediums, this study will establish the influence it has on the youth. Issues that are

expected to arise out of this research include the conviction and circle of belongings, the altering means of recreation and lifestyle.

Need of the Study

Increasing smartphone users:

India has seen a slow migration from feature phone to smart phone. Factors like availability of good-quality affordable smartphones, expansion of online as well as offline channels, expansion of 4G/LTE networks by the operators are among the key reasons driving the smartphone user growth in the country.

According to a report jointly released by Indian Cellular and Electronics Association and consulting firm KPMG, India witnessed a year-on-year growth of 35% in 2018 as opposed to 7% growth in urban India in the same period in terms of internet users. Smartphone penetration in rural India has risen from 9% in 2015 to 25% in 2018.

Younger adults are the leading users of smartphone in India. With the smartphone, there is an increasing number of social media users.

Increase in Social Media Users:
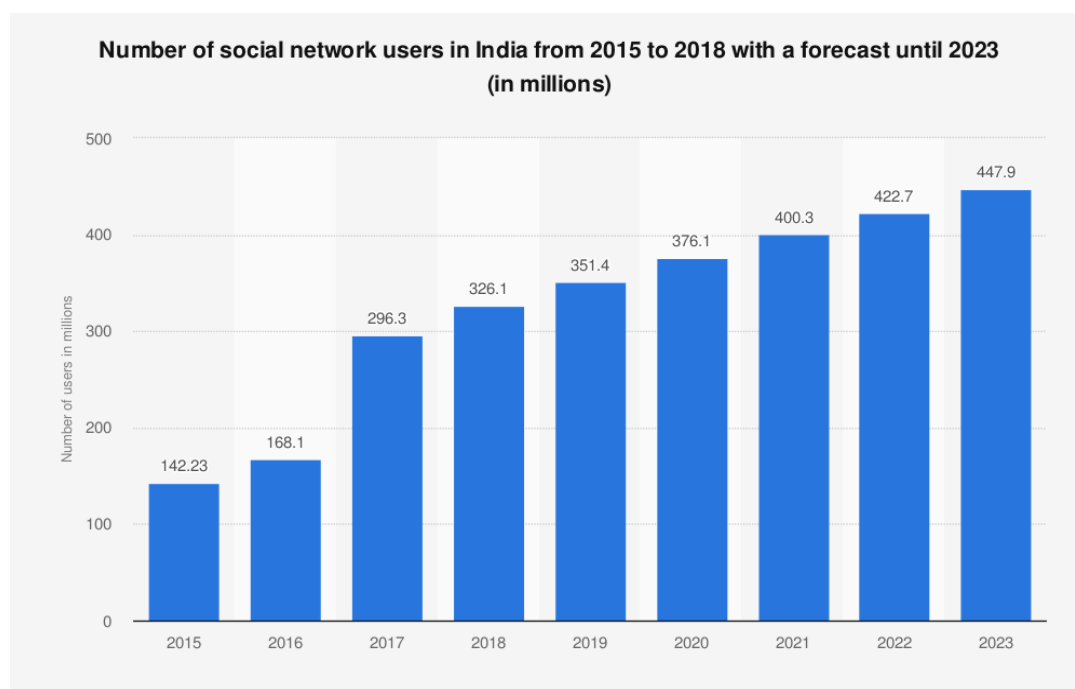
Source: Statista Digital Market Outlook

With the growth of affordable smartphones, ease of internet access, the number of social media users in India are on a growing graph. In 2013, India had 110 million social network users with 100 percent growth by 2015. In 2015, India had 143 million users. By 2018, India has witnessed 326.1 million users. This increase is relatively lower as compared to the growth that occurred between 2016 and 2017.

According to a report published by Economic Times on 17th June 2015, it states the largest segment accessing social media consists of the college going students with 34 percent followed by young men at 27 percent. It further mentioned that 61 percent of these users access social media on their mobile devices. Maintaining a profile on social networking sites is one of the top activities of the users followed by updating the status.

This brought a new wave of social applications and networking sites in India.

Increase in Facebook Users:

Number of Facebook users in India from 2015 to 2018 with a forecast until 2023 (in millions)
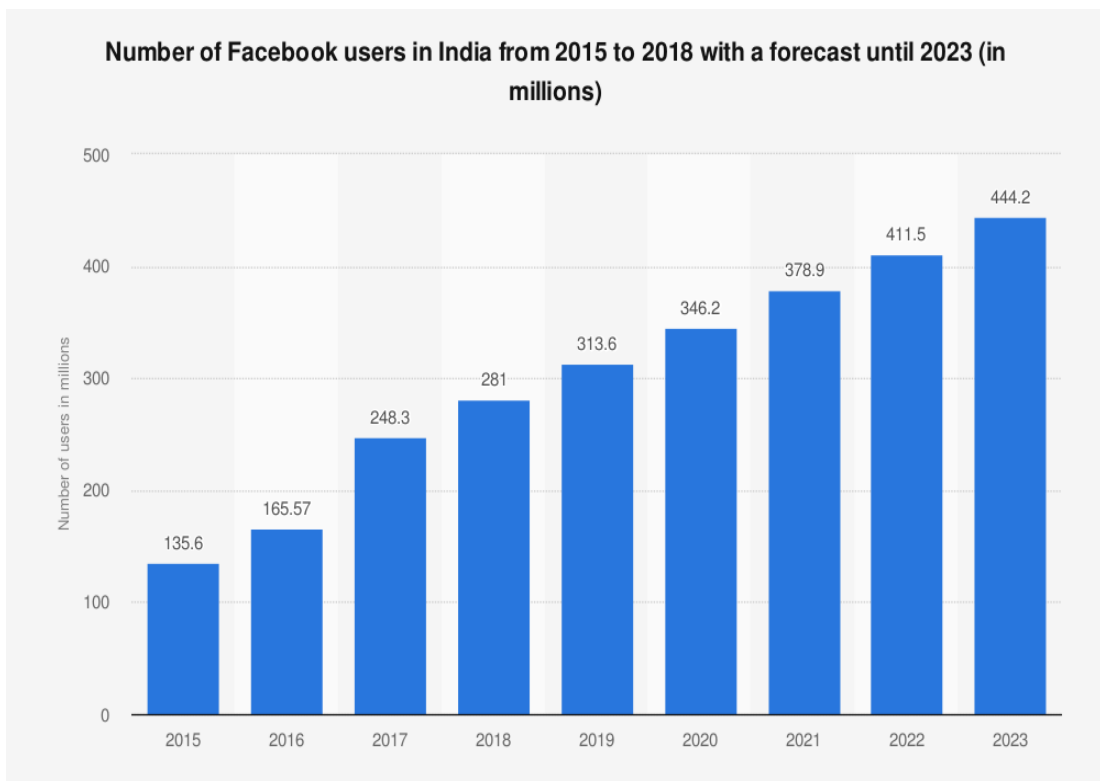
Source: Statista Digital Market Outlook

Facebook dominated the social media in 2013. Two-thirds of Facebook users in India are from the age group 15-29 years, that constitutes 27% of India's population. Around 290 million users by 2018, 190 million users were youth in the age group 15-29 years as stated in a report published by United Nations Development Program in December 2018. Maharashtra ranks second in youth ratio accessing Facebook. It is predicted that India will have around 443 million users by 2023.

Increase in WhatsApp Users:

Number of monthly active WhatsApp users in India from August 2013 to February 2017 (in millions)
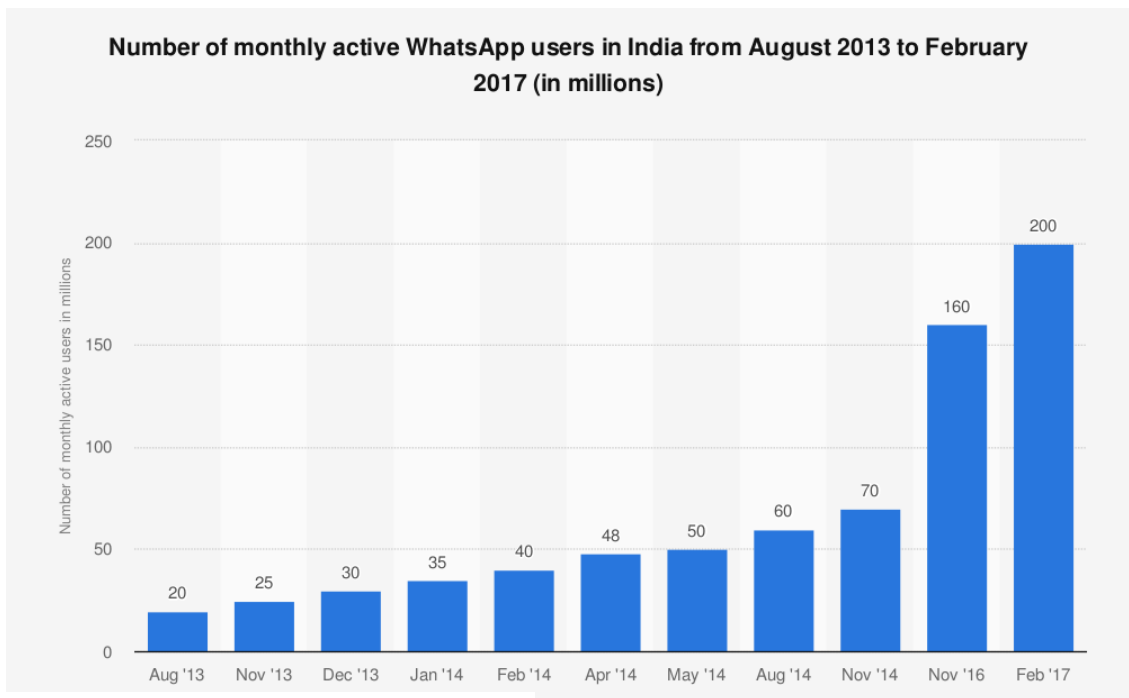
Source: Statista Digital Market Outlook

Year on year WhatsApp users are seen increasing. 30 million users in 2013 to 200 million in 2017. In 2018, India had 400 million users. Age group of 18 to 25 is more active on WhatsApp. And the number of users is increasing even today.

The youth is more prone to access social media. The number of users of social media, Facebook and WhatsApp creates an interest to research in this area. Social media is redefining the way people communicate with one another. Social media are the platforms that enable the interactive web by engaging users to participate in, comment on and create content as means of communication.

The rising significance of social media in India is demonstrated by the fact that almost all the conventional media have registered their presence on the social networking websites.

The relevance of this review is to explore the relationship between social media and youth. The research will concentrate mainly on Facebook and WhatsApp usage as a part of social media.

Youths are copiously engaged in social networking all the time. Consequently, it is important to check on the influence of this on their personal and professional activities.

In particular, this study aims to answer questions which start with their self-world and end on their personal development. Firstly, we are drawing the attention to understand what percentage of all smartphone usage is specific to WhatsApp and Facebook (although daily general usage is also of interest in this investigation). Lastly, we are more fascinated in linking personality to WhatsApp and Facebook usage.

Review of Literature (Social Media)

In order to study the influence of social media with special emphasis on Facebook and WhatsApp from 2013 to 2018, the researcher has to understand the study conducted on the topic and the related fields. It enables the researcher to gain acumen, and broaden the horizon of research. Reviewing the past studies helps as a reference point and relating the topic with other aspects.

The main purpose of this chapter is to undergo the studies of social media, Facebook and WhatsApp conducted in India during the phase of 2013 to 2018. The reviews throw a light on the areas of research highlighted and the limitations to carry out the further research. The type of scale used in research; techniques of research employed provides in brief for the investigator to pave way further.

The research lays a special emphasis on the influence of social media, Facebook and WhatsApp. Further, the review of literature is carried out to understand the research done on recreation and lifestyle in India and other countries.

Review of research and journals related to social media

Kapoor et al., (2018) studied on the findings from 132 different research papers published to understand the advances in social media research. It included the present, past and future of the study in social media.

The researcher tries to understand the research done on social media through different clusters. These clusters included the role of twitter and tweets, technology adaptation, issues related to social media, socio-capital theory, socio cultural learning theory, e-health and nature of content in communication. VOS viewer was used to analyse terms (i.e., words) in the titles and abstracts of our corpus to obtain a two-dimensional map showing proximities of words that are likely to be related based on their co-occurrences.

Limitations: The research is based on secondary data from different countries. It does not emphasize on primary data collection.

Nasir, Khatoon & Bharadwaj (2018) studied about the social media users in India. They highlighted the futuristic approach for the study. This study focused on secondar data.

The research threw a light on number of social media users increasing from 2015 to 2022 (a general estimate). It further highlighted the users: Working Women, non-working women, school kids, college students, young men and older men. Impact of social media on intrapersonal communication, interpersonal communication, mass communication, booming economy, inexpensive technology and telecom expansion was also considered.

Limitations: The research does not carry primary data. It does not focus of one aspect in detail.

Bharucha (2017) conducted a research to understand social network use and youth well-being. This study was carried out on students of Banglore and Mumbai.

114 students participated in an experiment conducted for research. The students were asked to spend minimum 5 hours a week on social networking sites which updated only about academic details. This was a part of quantitative research. Further 30 students were selected for face-to-face interview. Uses and gratification theory was used to analyse the use of social media. It studied the patterns of usage, popular social media

platforms, average time spent, common activities performed on social media. It also studied about nature of online friendship and how it is a threat to one's wellbeing.

Limitations: In depth analysis can be carried on how well being is impacted due to major of the time spent on social media.

Ismaila, Jumare & Hassan (2017) carried out a research on the under graduate students of National Institute of Ayurveda. The study was conducted to find the awareness among the students with reference to social networking sites. Descriptive survey was carried out on the students of Ayurveda in Jaipur, India.

The research aimed to understand the popular social networking sites used by students, device through which they accessed the social media, which type of network did they use to surf through social networking sites, frequency of visiting the social networking sites, reasons of using them by youth. The research also tried to focus on the relevance of information on social media related to studies and usage for class members to share information.

Smartphone was the largest choice to access social media. Facebook and WhatsApp ranked among the top two. Interacting with friends was the basic purpose among the youth to use the sites followed by educational purpose and to spend the leisure time. Majority of them were not sure about the network connectivity in the library. Home was preferred location for accessing the sites. The undergraduate youth agreed that they daily visit the social networking site. They find social media very effective for studies purpose.

Limitations: Long term implications on physical health due to scrolling of social media for study material. The impact on mental health as the youth likes to use WhatsApp and Facebook to interact with friends.

Dimitrov & Nongkynrih (2017) presented a study on social media. It focused on how social networking sites have an impact on youth. The study was carried out in Bangalore, India. The survey through questionnaire was carried out on the age group 18 to 30. Students pursuing graduation were the major sample of the research. The smartphone is the major device through which access to social networking sites like Facebook, Twitter, WhatsApp, Instagram, LinkedIn and YouTube. Scrolling these social media sites every hour and uploading status every day is the major activity of the

youth. It further tries to find out the impact on the time spent with parents, physical activity, concentration.

Limitations: the research does not highlight the long-term impact on the physical and mental health of youth for using social media.

Siddiqui & Singh (2016) studied the impact of social media on various sectors like Business, Education, Society and Youth.

The students use social media to pool resources on academics with other co-ed. Surfing, writing blogs is the main attraction for the students to scroll the social networking sites. It makes easy for the students to connect for notes and other academic related work. But at the same time, it acts as a distraction to the students. The misleading post diverted the attention of the students from the studies.

Selling products online through social media is the easiest way, youth feels. They upload the products on status, create business groups and share the creations. The promotion of business becomes trouble-free. The negative impact the researcher feels is, social media applications are time-consuming. They are also at high risk of being hacked.

Facebook is a highly used social networking site among adult youth. It provides them with the opportunity to connect with society, at large. It unites the people of specific goal on one common platform. Sending images to buyers, uploading those images on social media is time consuming. This also makes the person addicted towards it.

Youth is more addicted to social media these days for different reasons. Sending text messages, online gaming are more often the uses of social media for youth. Information exchange, Advice seeking is possible through social media, on the other hand, the youth falls in trap of strangers, waste time playing online games.

Limitations: The research can be further carried out on how the use of social media by youth for online gaming is harmful. The increasing mental problems due to more time spent on social media. The time spent on social media and the lack of self-development.

Hamdani & Babu (2015) carried out the study on the usage of social media by the students. The study was conducted on 90 students who were pursuing their degree in

mass communication and journalism. The students were from 3 different universities of Kashmir valley.

A semi-structured questionnaire was used to analyse the usage of social media. Convenient Sampling technique was used to fill out the questionnaire from the students.

Facebook and WhatsApp was the most favourite app among the students. Gaining information related to academics was the prime motto of the students while using these social media. Information about shopping was the main motive of using these applications by female gender. Searching job was one of the reason why boys preferred using social media.

Limitations: Survey is limited only to post graduation students of mass communication & journalism. Other department students should be taken in to consideration.

Research carried out on social media in other countries.

Koh, Tang & Gan (2018) conducted a research on addictive nature of online social networking activities. The research tried to understand the e effects of demographic (age and gender), psychosocial (self-efficacy, social support and life stress), and affective (anxiety) factors on Online Social Networking (OSN) addiction. The research was carried out on the undergraduate students from China and United States.

Bergen Facebook Addiction Scale, Diagnostic and Statistical Manual of Mental Disorders (DSM-5), Self-Efficacy Scale, Social Support Questionnaire, Life Stress was measured using work/study, health, family/interpersonal, financial, law abiding, alcohol/drug use, psychiatric/emotional concerns, sleeping/eating disturbance, and disruptive gambling of family members were the instruments used to measure the influence.

Independent sample t-test, Chi-square tests and Pearson Correlation were used to analyse the collected data from 2160 students.

Limitations: Causal effect of Social Networking Sites and its influence on the parameters. Web based convenience sampling method was adopted for research. Since the questionnaire used in both countries was same, the uniqueness was not taken in to consideration.

Pulido et al., (2018) carried out a study on the social impact caused by social media. This research was conducted in Barcelona, Spain.

It provides a basis to conduct the research in social media on quantitative and qualitative basis. Projects were selected according to Framework Programme highlighted by European Commission from different sections like medical research, public health, genomics and biology. Number of tweets on these projects were taken in to consideration. SICOR technique was used for analysis.

Limitations: Profile of the people who tweeted was not considered. Role of citizens in social impact assessment was not highlighted.

Donnelly & Kuss (2016) conducted a research on how increased usage of social networking sites results in depression. The study tries to focus on Instagram, Snapchat & Twitter. 103 students of UK university were sent questionnaire through Facebook. Cross sectional studies was carried out on the students.

Internet Addiction Test, Depression Scale (Centre for Epidemiologic Studies) were the instruments used to measure the relation between internet usage and depression.

Regression Analysis, Mediation Analysis were the test used to analyse the questionnaire.

Limitations: the study focused on quantitative approach. Causal relationship between variables and depression needs to highlighted. Also, the measures for the preventive approach.

Mikhaleva (2016) studied about media gender and digital culture. The study tries to focus on media literacy and media culture. It shows how media literacy and culture are responsible for the development of individual personality and society at large. The manipulated information is bringing about asocial behaviour in the youth.

The youth (school students) from the age 5 to 15 had spent around 15 hours on the internet. The students were taught about how political scenario and mass media culture are interlinked.

Limitations: Understanding the problem of socialisation among children while having much information. Children's interaction with digital technologies among the parents.

Park et al. (2015) studied on how the language used in social media depicts the personality of an individual. An open vocabulary analysis was conducted on social media. 66,732 Facebook user's language was considered through the questionnaire who were also the users of 'mypersonality' application. People below the age of 65 years were asked to write about 1000 words cross their status messages, provided their gender and age. Regression Analysis was performed on data collected.

Limitations: The personality through language was judged only through the users of mypersonality app.

Ch: 2.2 Review of Literature (WhatsApp)

Chavan (2018) studies about WhatsApp in context with the students' performance of B. Architecture and MBA. The empirical research is carried out in Kolhapur, India.

The research states how WhatsApp effect the performance of students. The results show, that Chatting is the most popular use of WhatsApp by the students. The number of friends is equivalent to the time spent on WhatsApp. An undergraduate student spends around 3-5 hours on WhatsApp with little time left for academic developments. The style used for writing text message has significantly impacted their writing answers, construction of sentences.

Limitations: Motivations to spend time more on WhatsApp, Impact on the psychology due to large time spent on WhatsApp.

Kiran & Shrivastava (2018) carried out a study on the usage of WhatsApp and its impact on the social life of youngsters.

Domestication theory was used for the study. This theory focuses on the users relationships with their friends and relatives. It also lays emphasis on how the use of technology fits our daily structure. Cognitive dimension, symbolic dimension and practical dimension were taken in to further studies.

Easy to use and the ability to provide back up was the main cognitive dimension of using WhatsApp. Lack of geographical constraints and expansion and diversification in business was practical dimension whereas, part of me missing syndrome and access to anonymous contacts was the symbolic dimension for using this application. The research also highlights the advantages and other features of using WhatsApp.

Limitations: Impact of WhatsApp on job life of youth. The entire study is focused through secondary data published in newspapers and journals. Primary research needs to be carried out to get the in depth of the impact.

Shaikh, Mistry & Mahesh (2018) studied about the usage and impact of WhatsApp on college students. This research was carried out in Nerul, Navi Mumbai, India.

The study tried to focus on the usage patterns & opinion on WhatsApp, its impact, intensity of use, frequency & interactivity, options used, satisfaction of users. It also

laid emphasis on impact on social and personal life of an individual while using WhatsApp. 50 respondents from the age group of 18 to 25 were selected and asked to fill in a mixed group questionnaire.

Limitations: Sample size is too small for the research. The research does not carry differentiation of impact on different arenas for e.g., financial impact, emotional impact.

Sharma & Shukla (2016) provides a study through a sociological perspective on WhatsApp and Youth. The research is carried out on the students from 17 to 22 age in Gwalior, Madhya Pradesh.

The students use WhatsApp daily for chatting with friends. The application is simple and reliable which makes it user friendly among the youth. The feature of the 'last seen' is more liked by youth. This function enables youth to keep a tap on last time login of the friend and relatives. But on the other hand, the researcher also stated the drawback of application which he had asked through the open-end question. The youth states they spend more time chatting with friends, as compared to spending quality time with family members. The profile photos and images shared on WhatsApp may be used for wrong purposes and cause problems. The students also felt distracted in the classroom when the notification of message poped-up. The long messages were hectic for the youth to read. It also impacted their writing skills. They were dependent on these forwards for the information about the world.

Limitations: The research needs to focus on more respondents as only 100 questionnaires were studied. The negative aspects of WhatsApp are less highlighted as compared to the positive ones. More study on these applications is contributed by other countries. India has covered very less research on WhatsApp and like related applications.

G & M (2016) Veena and Lokesha studied about the effect of WhatsApp on the students of various academic background. This research was carried out in the Mangalore university. The research tries to focus on the intensity of time the users spent on the mobile. They further tried to highlight about the purpose of usage of WhatsApp and the satisfaction derived from the usage.

Limitations: Use of WhatsApp in teaching learning process, help in generating professionalism and learning new techniques through WhatsApp.

Bhatt and Arshad (2016) find out the impact of WhatsApp on youth. The study was conducted on 100 samples of youth from Agra, India.

The research tried to highlight the intensity of use of WhatsApp and its impact on education, psychology, routine life, family life and expenditure of the youth. Evaluating the degree of positive and negative impact of WhatsApp messenger among youth was another objective of the study. The sample was randomly selected from the age group of 17 to 30 which included school & college students, employees and home makers.

Research shows that WhatsApp has positive as well as negative impact on youth. It affects their education, behaviour and routine lives. It is highly addictive in nature. Findings show that youths are spending more time on this application rather than spending quality time with their family members.

Limitations: the research fails to understand how it impacts the work of employees, students and the home-makers. The sample size is too small.

Maniar and Annal (2013) A mini research was conducted on 30 collage going students of Baroda. The findings of this study revealed that high majority of them possess smart phones and Giga byte Internet plan. All of them used WhatsApp for chatting with their contacts. They also used this application for sharing audio and video files. The purpose behind using this app was keeping connectivity between their friends and relatives. Hence, this application is popular amongst in users.

Limitations: Time spent in chatting on WhatsApp, impact of chatting on other priority related work.

Research carried on WhatsApp outside India

Shahid (2018) carried out a research on content analysis of WhatsApp conversations. The study tried to highlight the effectiveness of WhatsApp application. This research was carried in Karachi, Pakistan.

The study aimed to explore the frequency and composition of WhatsApp users along with usage and nature of their conversations, number of messages shared in each day

by professionals and students, number of media files shared, messages shared during day and night time and need of utilisation. It also tried to understand the difference in the conversation of professional and students. Mixed method of research was used for analysis where quantitative and qualitative approach was considered.

Limitations: Impact of tone in communication, behaviour due to WhatsApp reply was not considered.

Rosenfeld et al., (2018) studied about the different patterns of using WhatsApp without having access to content.

Privacy and storing information were two prime areas of focus for the study. Around 6 million messages from 111 users in the age group of 18 and 34 were collected. Weka data mining package was used for the analysis. statistical distributions across different genders, ages, and types of use was taken in to consideration for the study. Decision tree and Bayesian network algorithms were used to analyse the data collected from the respondents. Tree diagram helps in providing unbiased information for the findings.

Limitations: Demographic understanding of content, forwarding of messages can be further considered.

Malecela (2016) studied about the WhatsApp usage on post graduate students. This study was conducted in Malaysia.

This study explored the perceptions of using whatsapp as learning tool from the selected postgraduate students of the Kulliyyah of Education (KOED) at International Islamic University Malaysia (IIUM). Theory of social constructivism was used in the study where questions were divided as research questions and interview questions. Purposive sampling technique was employed for selecting the respondents.

Limitations: Employing WhatsApp for the use of learning was not considered.

Mefolere (2016) conducted a study on WhatsApp with reference to information sharing, the prospects and the challenges involved. This study was conducted in Nigeria.

It tried to understand the usage of WhatsApp with the help of Network Society Theory, Media Convergence Theory. It threw a light on how information is shared. The future

prospects highlighted how WhatsApp is effective to share, create, adapt and reuse the content. It also showed how social interaction is possible due to WhatsApp.

Limitations: Understanding the use of WhatsApp by different group of people.

Montag et al., (2015) studied on how the use of smartphones disrupt our daily lives. It emphasized on the application WhatsApp. This study took place in Germany.

2418 participants were chosen for the study from the age group of 24 to 64. Menthal application was created which tracked the smartphone use of each of the participant. Big Five Inventory questionnaire was used to assess the personality of smartphone users. Chi Square and Spearman's rho were the test used for the analysis.

Limitations: Number of incoming and outgoing messages, gap of usage between socio-demographic users was not taken in to consideration.

Review of Literature (Facebook)

This part of literature deals with research on Facebook addiction and youth. Minimal research is carried out in India with reference to this context.

Shettar et al., (2017) conducted a study on the post-graduation students on the Facebook addiction and the loneliness experienced by youth. The study was carried out in Yenepoya University, Mangalore.

Random sampling method was employed where 100 students were survey through Bergan Facebook Addiction Scale (BFAS). Students with high internet addiction had more use of Facebook. The addiction was seen more among the students who stayed in hostel. Being away from parents and having uninterrupted network, the scrolling of Facebook was more. The students who were facing more of mental problems like depression, anxiety had more inclination towards Facebook. The correlation between loneliness and addiction was tested through Pearson Correlation.

Limitations: The study was conducted on a very small sample size. Impact of addiction on behaviour and personality of the youth. The connection of loneliness with the measurement of life of individual.

Masthi, Cadabam & Sonakshi (2015) studied about the Facebook Addiction in Bengaluru. The sample of 400 students in the age group of 20 to 22 was studied for this research.

The students were found soothing themselves with the thoughts from the Facebook. This generation switched to Facebook when they felt sad, something wrong happened in their personal life. They updated it through status or photos. They developed a feeling of aggression when their friends, relatives did not like their photos, status. They also faced the problems of sleep because of logging in late night. The students also replied of facing problem with academics as high time was spent on Facebook. A high risk behaviour is seen among the students. Psychiatric scale, Bergen Facebook Addiction Scale were used to measure the risk and addiction of Facebook.

Limitations: Impact on Life of youth when they compare the life with that of others through Facebook.

Joshi & Kalia (2017) carried out a research to understand the effectiveness of Facebook Advertisements in India and Abroad. It was conducted in Jaipur, Rajasthan, India.

The research was based on conceptual analysis of advertisements. It tried to provide insights into whether consumers take notice of their peer's activity on Facebook and whether that activity influences consumer purchase intention or not. It tried to analyse common Facebook advertisements like link click ads, event ads, dynamic product ads, multi product ads, page post photo ads and so on. It tried to focus on peer age group.

Limitations: The research focuses only on advertisements. It can have conceptual analysis of use of Facebook by peer age group in abroad and India.

Chowdhury & Saha (2015) conducted a research on impact of Facebook. The study was carried out in Kolkata, India.

The research focuses on the positive and negative impact on the psychological upbringing among the youths in Kolkata. It further aimed to assess how this social site is becoming a touchy tool for a single person who used to share their trend able comments to others through internet accessibility. The research was carried out in 3 different phases. In first phase, the data was collected through secondary sources. In second phase the data was collected via questionnaire. The analysis was carried using percentage method.

Limitations: the study focused on one aspect of well-being i.e., Psychological. The study was conducted on a very small sample size.

<center>Research carried on Facebook apart from India</center>

Yang (2019) tried to understand through research the relationship between photography and Facebook. The study was conducted on 575 students from undergraduate and post graduate classes in Taiwan, China.

Big Five Personality Trait and Photo Categories Scale were used as tools to measure the relationship. Multiple Regression Analysis was used to analyse the relationship.

Limitations: The research was limited to China. Cross country study can be conducted to understand the relationship of photography with Facebook, gender differentiation

was considered while analysing the data. Relationship of Facebook photos with job performance and job attitudes.

Alzougool (2018) studied about the Facebook addiction in the age group of 18 and above. The research was conducted in Jordan through online questionnaire on 502 Facebook users. The investigation focused more on general public.

Purposive sampling technique was used to understand the level of addiction among the people. Bergen Facebook Addiction Scale (BFAS) was used as questionnaire to check the level of addiction. Factor Analysis method was used to check the difference in usage and addiction level among different age groups. As per Polythetic Scoring, the range above 3 was understood as addictive to Facebook. The place of residence and the number of hours one scrolls through Facebook decided the addiction level. Spending considerable amount of time on Facebook was the most common aspect among all the age groups.

Limitations: The reason for the addiction to Facebook and impact on the social, psychological, physical and mental well-being due to addiction.

Raisa (2018) threw a light on Facebook obsession among university students. The study was conducted on 300 students from 3 different universities in Dhaka, Bangladesh.

The research tried to study when does the user log in Facebook, do they consider themselves as Facebook addict, relationship between addiction level and engaging time, differences between addicted and non-addicted students. Convenient Sampling strategy was employed for the research. Chi Square test was used for analysis.

Limitations: The research focuses only on quantitative data. Impact of Risky Group on Psychology.

Hu, Kim, Siwek & Wilder (2017) conducted a study on Facebook and its impact on individual's social relationship and psychological well-being. The study was conducted on the 405 college students from American public universities.

The study was carried out in 3 different parts. First it tried to understand the Facebook Paradox by examining possible pathways to explain how Facebooking affected individuals' social relationship satisfaction and psychological well-being. Second it

highlighted the role of Facebook in Social Interaction Anxiety. Third it tried to lay emphasis on personality trait and use of Facebook.

Facebook Intensity Scale, Social Relationship Satisfaction Scale, Perceived Social Support Scale, Social Interaction Anxiety Scale, The Big 5 Inventory, Psychological Well-Being Scale were the tools used for the research. Model was constructed on this basis and AMOS was used for analysis.

Limitations: The research was conducted only on university students. Self-reported data can cause biasness.

Barkhordari & Willemyns (2016) conducted a research to understand the social construction of identity through Facebook by young adults. The research was conducted on university students from Dubai through questionnaire. The hyperlink was sent on Facebook fan page of the university.

The research tried to focus on how students developed a sense of belonging towards Facebook and built their social identity, joining groups helps them to create a positive social identity construction, photo activities helped in promoting self-presentation. A model representing how sense of belongingness, online socializing, implicit self-expression has an influence on online social identity.

Limitations: Sample size was too small to replicate results, lack of validation of self-esteem and self-validation.

Jafarkarimi et al., (2016) studied the addiction of Facebook. The study was conducted on 441 students from Malaysia in the age group of 14 to 78.

The research tried to understand different motives to use Facebook and the pleasure derived leads to addictive behaviour. Bergen Facebook Addiction Scale was used to measure the FB addiction. Barron's Ego strength scale and Locus of Control (LOC) scale was used to measure the impact of addiction. Ego strength scale was used to measure individual's conviction strength and Locus of Control helped to understand the extent of consequences.

Limitations: Instant access to Facebook and its consequences on performance, impact on responsibility, issues raised due to addiction.

Oliveira, Huertas and Lin (2016) tried to throw a light on various reasons which draws youth towards Facebook engagement. The study was carried in Brazil.

The study has the objectives to understand the how the subjective norms, group identity, purposive value, self-discovery, maintaining interpersonal relationships, social enhancement, entertainment quotient, social presence and group norms positively influence the engagement with Facebook. This was further explained using theory of uses and gratification and theory of social presence. The research was conducted on 1126 respondents in the age group of 16 to 24 through online survey method. Partial Least Square Structural Equation Modelling (PLS-SEM) method was used to measure the relationships.

Limitations: the study focused on the usage of Facebook. Similar studies can be conducted on use of different social media applications. Use of non-probability sampling method was adopted.

Review of Literature (Facebook on Recreation & Lifestyle)

Recreation is defined as any mental activity where the individual is an active participant in any activity which requires mental and physical exertion. It helps in development of individual's well-being, develop social, cognitive and emotional needs. It further leads to self-actualisation.

Lifestyle is defined as the pattern of behaviour, thoughts, interests, opinion that orient in the individual. It states a typical way of life.

This area of research tries to understand the research carried out in area of recreation and lifestyle with increased use of social media as they are more responsible for influence on behaviour and thinking process of an individual.

Research on Recreation & Lifestyle with emphasis on Facebook carried out in India.

Norman et al., (2017) studied about the depression due to Facebook addiction. The age group for the study was 19 to 64 years. 469 participants were interviewed through online questionnaire. The research is carried out in Tamil Nadu, India. Facebook Addiction Syndrome scale was used to measure the Facebook addiction among the respondents and Depression and Somatic Symptoms Scale was used to measure the depression. Addiction was understood as a state where the person first enjoys the activity engaged, but later on becomes compulsion and interferes with other daily responsibilities. The research found that more the intensity of using Facebook, more was the addiction reported. The study also included a question to respondents about who wished them first on birthday irrespective of wrong update on FB. Majority of them said it was their mother. The adults had expectations from friends of Facebook and this was another reason for the depression.

Limitations: Comparative analysis of depression among the different ages. Difference of usage patterns of Facebook among the ages.

Das (2017) tried to study about the attention derived on the social information comparison. The researcher tries to study about the consumption habit of the Facebook. This research is carried out in Tripura on 213 respondents which were randomly

selected. The study focuses on how the rural areas consumption of social media (Facebook) changes with respect to age. It also throws a light on how status is published on Facebook Timeline. Number of times profile picture was changed, number of changes in timeline picture, updating of quotes on various emotions, status uploaded in a given point of time. Independent sample t test, one way ANOVA, bivariate correlation, factor analysis were the techniques used to analyse the data collected.

Limitations: Impact on self-concept because of social comparison, changing consumption patterns due to comparison.

Singh & Misra (2015) studied about the changing patterns of lifestyle and leisure. The research was conducted on the adolescents of age 12 to 18 from the three different regions of North India. It included Delhi- as metro city, Lucknow- urban city and Kaisarganj- rural area. Adolescents Leisure Survey was used as a tool to conduct the survey which covered sports and games, religious leisure, sedentary leisure and cultural & community participation. The survey was conducted on 1500 students. The research studied that females from metro and urban region were more interested in surfing internet as compared to boys. Boys were more interested in playing physical games. The adolescents from the rural areas were more interested in viewing cinema, television and listening to music. They were also involved more in cultural activities as compared to urban and metro adolescents. The research also tries to touch aspects of health problem arising because of addiction to video games

Limitations: Long term health problems arising because of addiction to video games. The research focuses on video games.

Modi & Gandhi (2014) carried out a research on internet sociology. The study specialised on Facebook and its impact on recreational activities. The study highlights the impact on Facebook on recreational activities and well-being of the youth of Gujarat. Empirical research was conducted on 100 undergraduate students of age 17 to

24. Facebook Addiction Test was used to understand the changes in behaviour because of Facebook. The research covered four areas i.e., arts and interests, health and self-care, social interaction and leisure activities.

Limitations: Impact of Facebook on the academics and maintaining one self.

The following is the research carried in other countries

Marino et al., (2018) studied about the problematic use of Facebook. The research mainly focused on the adolescents and their psychological needs for engaging in Facebook. This study was conducted in Italy.

Around 864 respondents from the age group of 14 to 22 were studied through questionnaire method. Regression Analysis was used to understand the parameters of Coping, Conformity, Enhancement and Social. Mood Regulation, Negative Outcomes, Compulsive Use and Cognitive Preoccupation were also taken in to consideration.

Problematic Facebook Use, Facebook Motives Questionnaire were used as questionnaire to get the responses.

Limitations: The research focuses only on quantitative data, different moods to use Facebook, Impact of Facebook on Self-Concept while using it in different situations.

Gwena, Chinyamurindi & Marange (2018) studied about the different motives which encouraged students to use Facebook. Different motives influencing the use of Facebook like meeting new people, searching and sharing information, sharing different forms of media, maintaining relationships, connecting with workmates,

entertainment, carrying out discussions were studied. It also laid a focus on how gender differences use the Facebook.

Quantitative research was carried out on 158 respondents of rural area of South Africa. Pearson correlation and linear regression analysis was carried out to understand the motives to use Facebook.

Limitations: The research was carried out only in one university of rural area. Convenient Sampling strategy was used to collect data. It focused only on the quantitative aspects of FB use.

Chukwuere & Chukwuere (2017) carried out a research on how the social media impacts the social lifestyle. This study was conducted on the 67 female students from the North-West University, Mahikeng, South Africa. Questionnaire method was deployed to collect the data.

The research laid emphasis on how social media impacts the social lifestyle of female students, how the attitude and perception of female students on social media impacts the social lifestyle, what are the positive and negative changes occurring due to social media impact on social lifestyle. Behaviour, opinion in life, thought, interest, individual and group behaviour orientation, social position, arts, culture, belief, norms and association were the parameters of the study.

Limitations: Changes in thinking pattern due to impact on social lifestyle, Psychological changes because of adapting to Facebook lifestyle.

Burrow & Rainone (2016) studied about the relationship between likes received and self-esteem. This study was conducted in New York, United States.

The study was carried on 300 adults from the age group of 18 to 69. They were recruited through Amazon Mechanical Turk. Respondents were selected who were having an active Facebook account, at least 20 friends in their virtual network, and received fewer than 200 likes on their average profile picture in order to ensure that the sample reflected the average Facebook user. Life Engagement Scale, Self-Esteem Scale were chosen for constructing the questionnaire. Descriptive Statistics and Regression Analysis was performed.

Limitations: The study focused only on the positive feedback received. Negative feedbacks were not taken in to consideration. The study does not focus on information shared through profile to keep away negative consequences.

Blachnio et al., (2016) studied about how the self-presentation styles, loneliness and privacy are the factors predetermining the Facebook use. This study was conducted in Poland.

The study was conducted on 551 youth in the age group of 15 to 29 years. Structured questionnaire was provided manually to the respondents. Facebook Usage Scale, The Self-Presentation Style Scale and Privacy Scale were used as tools to measure. Descriptive statistics were calculated to measure the rank and standard deviation. Regression Analysis was carried out on Facebook use, addiction and entertainment.

Limitations: Majority of the respondents were females, kinds of activities on Facebook were not measured, personality characteristics and usage of social media.

Soohinda, Sampath & Dutta (2018) carried out a research on changing patterns, attitudes and dependence towards WhatsApp. The study tries to throw a light on how the students using WhatsApp differ in their attitudes and patterns of usage.

150 students from the Sikkim, India studying MBBS were surveyed through questionnaire. WhatsApp usage pattern, attitude towards usage of WhatsApp, WhatsApp addiction scale were used in the construct of questionnaire. Regression Analysis method was used for analysis.

Limitations: Study included only medical students. Lack of valid scale to measure patterns, focused only on quantitative study.

Anjali & Sabharwal (2018) conducted a research to understand the perceived barriers to physical activity among college students. This study was conducted on students from New Delhi.

College students from the age group of 18 to 24 were selected for focus group discussion. The conversation among the students included social, personal and environmental barriers for the physical activity. 8 focus groups were created for this study. This led to qualitative analysis with inductive approach. Personal barriers considered time related, health related were considered. Social barriers included family control, gender typing, peer pressure. Environmental barriers included physical environment, lack of opportunities, weather, financial cost, regulatory environment.

Limitations: 8 colleges covered a total of 67 students. This is considered to be a small sample size for research. It provided students perspective. The perspective of teachers, physical education trainers need to be taken in to consideration.

Rautela, Singhal & Yerpude (2018) studied about the changing pattern of communication. The study focused on the perception and usage of WhatsApp. The study tried to highlight questions like the frequency of checking WhatsApp messages, number of contacts on WhatsApp, purpose and reason of using WhatsApp, issues related to usage. This study was carried out on the undergraduate and postgraduate students of Pune.

Convenient Sampling of 200 undergraduate students from Pune were studied. Google forms method was used to survey. The survey was analysed using percentage method.

Limitations: Focused more on Quantitative study, Convenient Sampling method was used. Analysis was done only through the method of descriptive statistics.

George, Preetha & K (2018) carried a research on the impact of WhatsApp usage on personality of youth. The study further highlights how the extensive brings about interaction anxiety among the youth. This study was conducted in Chennai, India.

120 students with the help of convenient sampling were selected for the study. WhatsApp Use Behaviour Scale, Social Interaction Anxiety Scale, Big Five Personality Inventory were the tools used in questionnaire.

Pearson correlation, Duncan Test, t-test, ANOVA was used to analyse the relation.

Limitations: Addictive behavioural patterns of youth, lack of recreation and social interaction anxiety.

Singh, Amiri & Sabbarwal (2017) conducted a research on social media and its negative and positive usage. The study tries to understand the pros and cons in the context of lifestyle of Indian Youth. The objectives of research were to understand the age group which utilises more of WhatsApp, purpose of using it, time spent by youth on social networking, positive and negative opinion of youth, implications on health due to negative usage. 126 students from the age group of 16 to 25 were selected through purposive sampling. The study was conducted in Chandigarh, India.

Limitations: Impact on interaction in group, the implications on digestion and changing eating habits.

Mohan, Sunda & Dubey (2017) studied about the craze of selfie and its addiction on teenager and adult. The study tried to lay emphasis on attitude of selfie users towards taking selfie, further trying to understand how selfie craze converts in to selfitis.

200 samples from Bilaspur were surveyed through questionnaire on parameters like how selfie culture is impacting selfie taking tendency, the way taking selfie is becoming daily activity, time spent in getting a perfect selfie, the facial expressions while taking

selfie, confidence boosting role of selfie. ANOVA was the statistical tool used for analysis.

Limitations: Discrimination of selfie and its impact on psychology, focused more on quantitative aspect.

Shettigar & Karinagannanavar (2016) studied about the patterns of usage of WhatsApp and further tried to understand the impact on medical students. This research was conducted in Mysore, India.

The research aimed to study about the usage and impact of WhatsApp on the medical students studying MBBS. A descriptive cross-sectional study was conducted on 201 students. Data was collected by using pre designed semi-structured questionnaire. Analysis was calculated out using Descriptive statistics like frequencies and percentage.

Limitations: Impact of WhatsApp use on study duration, academic performance and sleep was not considered.

Thadathil & Limaye (2016) studied about the influence of social media on the behavioural pattern on different age groups. This study was conducted in Pune, India.

The study focused on analysing modified mannerisms in various fields of lifestyle like shopping, education, relationships, recreation through a structured questionnaire. The respondents were divided in two age groups like the younger generation in the age group 18-30 and the older generation in the age group 31-60. 68 respondents were selected for the study. The data was calculated using descriptive statistics and percentage method.

Limitations: Sample size considered for study was too small.

A & Mohamed (2016) studied about the impact of WhatsApp on the behaviour of youth. The study was conducted in Kumbakonam town, Tamil Nadu, India. This study showcases the impact of WhatsApp on behaviour of youth, gender discrimination in usage, association between preferred network, time spent and purpose of using.

200 respondents were the sample size to understand the behaviour and WhatsApp use. Wilcoxon and Chi Square test were used to analyse the data received through questionnaire.

Limitations: Impact of WhatsApp use on communication, the tasks performed.

Chahal, Kaur & Singh (2015) throws a light on psychological behaviour factor and WhatsApp addiction. The study was carried out on 150 respondents in the age group of 18 to 35 years from Jalandhar, Punjab, India.

The research focuses on the WhatsApp Addiction and shyness, moody behaviour, loneliness and stress. Snowball sampling method was used to collect the data of questionnaire. The data was analysed using Chi-Square technique.

Limitations: impact of addiction on self-esteem of individual, social interaction anxiety derived because of WhatsApp addiction.

Research carried out in other countries

Aharony & Zion (2018) carried out a study to understand the impact of use of WhatsApp on the working memory performance. This research was conducted in Israel during a school year.

The research encompassed of 64 pupils from the age group of 12 to 17 for the study. They were divided in 2 groups experiment group & controlled group. Personal Information Questionnaire, Execution Assessment Questionnaire, Working Memory Index, were the tools used for the research. Descriptive Statistics and t test were carried out on the data collected.

Limitations: Convenient sampling method was employed for the study. Personal mobiles of the respondents were prohibited during the experiment. The messages to carry out distractions were sent through the device of organiser.

Arévalo (2018) studied about the emotional self-presentation on WhatsApp by analysing the profile status. This study was conducted in Spain.

The research tried to throw a light on how WhatsApp users displayed emotional status (i.e. emotive speech acts), linguistic realizations to express emotive speech acts, kinds of emotions expressed by users when presenting themselves on WhatsApp. It also tried

to focus on how sociological variables of sex and age played a role in the use of emotives as a type of self-presentation strategy. The research included respondents from the age group of 20 to 60. Plutchik's wheel of emotions was used for the analysis.

Limitations: The study does not focus on the profile photograph uploaded by users as a mode of self-presentation.

Aydin & Arslan (2015) conducted a study to understand the role of social media on changing leisure preferences. The study was carried out in Eskisehir, Turkey.

The research was carried out using semi-structured interviews on the participants who took active part in leisure activities. It tried to throw a light on how social media is used to treat time or not, and how the social media affects leisure preferences. It laid emphasis on evaluation of free time, use of social media, social media shaping the people's choice on evaluation of leisure.

Limitations: The research does not focus on time daily spent on social media, Professional Use of Social Media in promoting Tourism

Research Objectives

The Youth holding a smartphone with hundreds of applications on the thumb, constantly engaged on screen, either sharing or receiving updates, trying to understand what is happening in the outer world. This sort of behaviour is what we usually notice these days. Social Networking, Sites have created a boom in the minds of youth. The internet has brought an alteration in life with increased expressive capability. The first epoch of the web was a stagnant place. The user could click on pages, like the pages which were created by the associations who had a panel to do it or an individual who is a tech-savvy. With the rise of social media and social networks in early 2000, the web completely changed. A vast majority of the content is put by average users. It becomes livelier when people communicate through comments, shares and not just read blankly. Facebook and WhatsApp are the biggest platforms used by Youth these days. This provides the main goal of the research:

a. To understand the effect of using Facebook and WhatsApp on Mental and Physical Health

Unstructured Behaviour:

Youth lies in the centre and social media applications create an orbit around. The social space always provides us with a clue about the behaviour of an individual. Good spaces are always well structured. Structure, in the general sense, is the way of organising life, making a sense to it. The social spaces are unstructured with no walls i.e. no limitations. No mechanism on the content received, forwarded, shared. This lack of control in the life of the emerging young generation has affected the 'self' on a larger scale. Getting annoyed easily, signs of depression, lack of confidence, no communication with real-world, sleeping late night are a few of them. This has a major impact on health. The research aims to:

b. To understand the effect on Social Interaction Anxiety on individual for increasing use of Facebook and WhatsApp.

The Selfie-Culture

The developments in technology revolutionised youth. Clicking photos has become mandatory for youth. Selfie is best defined as a description of self-portraiture that for most of the time. It takes the form of a photograph taken by oneself. Selfie culture is associated with social networking sites such as Facebook and WhatsApp. It portrays the personality of an individual along with the attitude. The number of likes, comments describe the greatness of selfie. More the number of likes the youth has a happy feeling. Less the likes increase the rate of Depression, Anxiety among the individuals. This has also an impact on communication as it results in increased narcissism behaviour. This paves a dark way for youth in near future. The second objective of the study is:

c. To analyse the effect of Social Media on Personality Trait

Social Spaces and Communication

Emerging forms of communication are levitating interrogations on challenges in the divulgence and relationship. An average user of Facebook has several hundred companions. WhatsApp, every smartphone user now has an application at the tap with many contacts at the touch. This has made the imparting of messages effortlessly. But on the other hand, the user has control over the information passed on by. Youth is now closer to virtual friends on Facebook than the real ones. WhatsApp provides an advantage of the ease of communication. Messages can be sent and reply can be received at the convenience of the user. In all this way of communication, the youth is found to be restless without the use of these applications. This defines the objective of the study as:

d. To analyse the impact of Self-Concept because of Facebook on Youth

Comparison:

We, as humans are constantly trying to parallel our lives with someone else. On Facebook we always find the profile pictures uploaded, the vacation destination updated as 'checked in', somebody has changed the job and many new posts. The same stories are at times shared on WhatsApp. The youth then once reads these posts and at some point, starts to compete with others. They try to build identity through these social networking sites. This facilitates the youth to understand the beliefs, their position, inclinations and finally developing the frame of mind. Social Media is a platform where

users present themselves to the world, revealing personal details and insights into their lives. This has an effect on the thinking of the youth, so the objective to study this is:

e. To study the influence of WhatsApp on Self-Esteem and of an Individual

Social Interaction:

Human beings cannot live in isolation. They need someone to interact. If a human being is alone, the interaction starts with the self. Our brain travels at horse speed while communicating. Changes in technology have changed the communication ways too. Facebook and WhatsApp have provided a live example of how we have changed our communication ways. The social media which was originally meant to encourage communication have now come up with a feature called 'Group'. 'Simple to create, easy to communicate' is the new aim of the youth to communicate using these applications. These groups can be created on WhatsApp with around 250 Participants. The youth finds this feature of creating a group as time-saving since the messages can be dropped in and the receiver can read at his convenience. The communication in groups goes on for hours or together and the Youth is trapped in this communication. So, ideally where the Youth is planning to save time is found spending more time sending replies to the conversations. Due to this, time management is out of track and the time for leisure is conquered by chat in groups. The youth hardly finds time for his self-development. Facebook has become a world to the Y generation. What is happening in which corner, who has checked in where and with whom, who wants which recommendations, which are the pages suggested for me and many more activities have become a part of the daily routine for youth. The mind is diverted from the activities of interest to thoughts that create trouble. The nuisance is increasing the problem and the point to understand this is:

f. To study the influence of Social Media on Leisure Activities, Arts and Interests

More of the research has been done in the areas of impact of social media on education, depression. Business. Social Media marketing, advertising and the consumption of the product by youth. But the centre of all the activities is the youth self. They are so close to Facebook and WhatsApp that they sleep with these applications. The last seen, the first one to comment, wake up at any time and have a glance on social media to check what is prevailing in the society. The applications which have come into existence as a mode of communication are leaving youth with multiple problems provides a trigger

for the research. Less research is done in India on WhatsApp. The application which has created more competition among young for status, profile picture, the story updated viewed by. This shaped a motivation to understand the impact on the growing use of social media through the lens of youth.

The research aim of this thesis is to investigate the influence of social media on youth with a specific focus on Facebook and WhatsApp from 2013 to 2018.

Identification of Variables

Variable:

A variable is defined as an image, perception or concept that has the capacity of measurement, which can take various values. They are qualities, properties or characteristics of person, situation that vary. They are broadly classified as: Dependent and Independent Variables.

Independent Variable

Independent variables are those variables that bring about a change in the phenomenon.

Social Media, are web-based services that permits individuals to construct a public or semi-public profile, articulate an inventory of other users with whom they share the connections, view and traverse their list of connections and those made by others within the system (Boyd and Ellison, 2008, pg. 211). This network-based services allow youth to share information, images and ideas among others. Social Media is a huge reservoir for the youth. Instagram, Twitter, Facebook, WhatsApp are a few of them.

2013 to 2018 was the period where Facebook and WhatsApp were used a lot by Youth. Facebook acted as a Social Networking Site and WhatsApp was useful as Social Networking Application. When it is said as media influence, the entire focus is on various ways that social media are damaging our social fabric (Ruddock, 2013). The research tries to recognize how these social media can stimuli the different areas of an individual.

Facebook and **WhatsApp are the Independent variables for the research.**

Dependent Variable

Dependent variables are those which change because of Independent variable.

Health:

Health Behaviour Choices are molded by convictions and action systems which ascend out of surrounding condition. Health is further classified as Mental and Physical. Both the health is directly dependent on the time spent on Facebook and WhatsApp by Youth. When a new application is introduced, the youth falls prey to it. They keep on scrolling till late night, sleep often late, and as a result they undergo various problems. The Physical and Mental health is affected immensely when the youth tries to upgrade themselves with these apps. Burning of eyes, disturbed sleep, headache, loss of appetite, neck pain and back pain are some of the physical problems a youth undergoes because of social media (Jha et al., 2016, pp. 1–3). Wellbeing is a concept of mental health. It comes through variables like opinions, activities and experiences of an individual. The thoughts and experience of a youth depends on the posts and uploads of Facebook and WhatsApp. This makes Health a dependent variable.

Personality Trait

An individual is always categorized by the distinguished personality. Personality is an amalgamation of behaviour, emotion and thinking pattern that are typical for that person and makes that person different from other individuals. Personality is not a static feature. Besides continuous changing, it is a complex. Personality is interrelated to the activities happening around and environs. According to Raymond B. Cattell's Trait Theory, there are 5 Personality Trait- Neuroticism, Agreeableness, Extroversion, Conscientiousness and Openness. Extroversion was positively correlated with daily duration of WhatsApp and Personality Trait (Montag et al., 2015, p 5). Openness had a significant correlation with the Withdrawal, Life Problems, Tolerance and Substitute Satisfaction (Jaradat, Atyeh, 2017, p 125). In a research of 20 Developed Countries, Extraversion is more positively associated with frequency of social media use. Conscientious people used social media for relation goals in developed countries (Zuniga et al., 2017, p 542). This makes the variable of Personality Trait a dependent variable on the WhatsApp use of an individual.

Self-Esteem

Self-Esteem is a concept of self-worth. It refers to the perception that one is a valuable member of a meaningful universe (Solomon, Greenberg, & Pyszczynski, 1991). It is a feeling that we have for ourselves. Self-Esteem is both positive and negative. It is a way we understand how others are judging us. High self-esteem is stemmed by a general keenness or liking for oneself, a self-augmenting way to display; low self-esteem is characterized by mildly positive or ambivalent feelings toward oneself, a nature of self-solicitousness (Baumeister, Tice, & Hutton, 1989). Self Esteem has a relation to time spent on Social Media. Less the time spent on social media, high is the self-esteem. More of the time spent on social media resulted in lowest self-esteem (Ingolfsdottir, 2017, pp. 11-16). Even the tone of the feedback had an impact on the self-esteem of adolescents. Positive feedback enhanced the self-esteem while negative feedback lowered it (Valkenburg, Peter & Schouten, 2006, p. 589). In the age group of 18 to 25, majority of the youth use Facebook and longer the duration of use have lowered their self-esteem. They also make social comparisons through Facebook which develops an inferiority complex about themselves. As a result, they evaluate negatively about themselves (Jan, Soomro, & Ahmad, 2017 pp. 334-336). Facebook use indicates that there is an influence on Social Comparison Orientation and Social Interaction (Bergagna, Tartaglia, 2018, pp. 835-839).

Social Anxiety

Anxiety is an emotion portrayed through feelings. It includes mental changes like tension, worried thoughts, nervousness and physical changes like increased blood pressure, impending doom, a feeling of terror. In simple words, it is a disorder in which a youth is continuously worried about things which are not necessary of perturbing. Social Media is creating a sense of worriedness among youth for several reasons, termed as Social Anxiety. Social Networking Application i.e. WhatsApp is used by majority of the youth. The extent of usage is so high that they immediately check the messages after receiving the alerts. They like to set status daily and viewing WhatsApp is first and last activity of the day. Apart from disturbing the social, occupational and daily schedule, the thoughts also run all day long in the minds. The increased interaction of WhatsApp has an impact on face to face interaction which has increased Social Interaction Anxiety (George et al., 2018, pp. 1071-1077). There is also an increase in

Borderline Personality Disorder (BPD). The person has craving for the messages, reads every single alert, replies immediately, sleeps late night and has fatiguability in morning. In spite of taking several efforts to stop oneself, the user is not able to resist (Faye et al., 2016). Overuse of WhatsApp has drastically affected the studies, sleep and performance of an individual. Students fell that due to more time spent on WhatsApp they have ignored physical activities. They also felt depressed when their best friend stopped texting. The feeling of panic after loosing of cell phone was another aspect developed of social anxiety among the age group of 18-23 (Shettigar & Karinagannanavar, 2016 pp. 2527-2531).

Self-Concept

Self-Concept is a subjective impression of who we are and what we are like. The concept is more elucidated when we interact with others. There are many dimensions of self-concept. Apart from self-esteem, it also includes physical characteristics, psychological traits, gender and ethnicity (Marshall, 1989). Self-concept develops more when the youth has a recreational and leisure activities. Recreation in psychology is defined by Gray & Pelegrino as an emotional condition within an individual human being that flows from a feeling of well-being and satisfaction. It is characterised by feelings of mastery, achievement, exhilaration, acceptance, success, personal worth and pleasure. It reinforces a positive self-image. Recreation in addition is a response to aesthetic experience, achievement of person's goals, or regeneration of positive feedback from others (Torkildsen, 2005, p. 54). Social Networking Site such as Facebook helps user to express and gather information relevant to their self-concept (Appel, et al., 2016, pp. 1-13). The youth posts content which displays a behaviour of healthy lifestyle popularly known as 'Fitspirational' content (Easton, et al. 2018). Through this lens, the Youth makes an attempt to understand the self and try to be like. More the intensity of the use of Facebook less is the Self-Concept Clarity of the youth, irrespective of age and gender. The two activities that significantly contributed in understanding self were: Looking at other's reaction to my post and the other was just browsing and not liking anything (Appel, et al., 2016, pp. 1-13). Reducing the use of Facebook develops a feeling of anger, frustration, sadness and boredom in an individual (Modi & Gandhi, 2014, pp. 1-4).

Moderating Variables:

These are the variables that independent variable does not influence but, can bring about an affect in the relationship of dependent and independent variable. At times, in a research, moderating variables are also called as control variables (Rubin & Babbie, 2009, p. 68).

In the research of Social Media which emphasizes on WhatsApp and Facebook from 2013 to 2018, the period of study is a controlled variable.

Age:

The Youth comprises of people in age group of 15 to 29. Younger group uses more of the internet for sending and receiving mails at large to scrolling of social sites (Neves, et al., 2018). In Czech Republic, people in the age of 25 to 34 use more of Facebook (Novotova, 2016, pp. 470-481). A research was conducted in regions of continental United States to understand the use of Facebook among various age groups, people in the category of 18-29 spent more time over it (Bosak & Park, 2018). The youth in age group of 17 to 25 utilise WhatsApp for chatting with friends, staying connected to college groups for the updates. While the youth from 26 to 35, is the category of youth who are working professionals or students pursuing higher education. They utilise WhatsApp to connect them to office groups and company members at any given point of time (Deshmukh, 2015, p. 2). A research was conducted by Sanchez Moya and Moya in 2015 in Spain, the millennials of 20-29 stay more connected to WhatsApp. People less than 25 years of age used to send messages at late night (Rosenfeld et al., 2018, p. 658). WhatsApp is more a youth-oriented application was analysed (Irfan and Dhimmar, 2019) since there were more respondents in category of 23-25 age. In Singapore (Teo & Lim, 2000, p. 286) highlighted that majority of the respondents were in the age categories of 16 to 20 and 21 to 25 thus proving that youngsters and young adults are the major consumers of internet.

Marital Status:

Marital Status has a significant impact on the usage of social networks (Neves, et al., 2018). In a society with technological progress, use of social media are inter-dependent on marital status of an individual (Sharaievska, 2012, p. 196). The changes in the marital status brings about a change in the usage of social media. In a study conducted

at Saudi Arabia (Hoda, et al., 2014) presented a data on marital status where singles were more inclined towards the use of social media. Married people were hardly found on social media.

Gender:

The insight of using social media is differentiated by gender (Lubua & Pretorius, 2018, pp. 01-18). The young the generation, more are they inclined towards the usage of Social Media. A study conducted (Alnjadat et al., 2019, pp. 390-394) on the students of University of Sharjah highlighted that males were more addicted to social networking than females. Males used social networking sites to make friendship while women tried to hide their identity on social media. On the other hand, research in Poland (Biernatowska et al., 2017, pp. 13-18) states that females spend most of their time on Facebook than males. They find themselves more addicted than males. A study on WhatsApp usage in Israel stated that, females were more active in smaller group communications (Rosenfeld et al., 2018, pp. 2-24). A

Occupation:

In the survey of Internet usage carried out in Singapore in 2000 states that majority of the female users were students. Male users were either students or Non-IT professionals (Teo & Lim, 2000, p. 286). In 2014, a study on determinants of social media users was conducted in Saudi Arabia (Hoda, et al., 2014, pp. 02-11). Majority of the social media users were students followed by government employees and then the people engaged in private jobs. Unemployed people accessed Facebook for a longer duration (Soron & Tarafdar, 2015, pp. 1-5). College students in Bangladesh were more active in scrolling the Facebook than teachers, engineers, physician, research worker, housewife.

From the point of view of study:

Active Variables: Social Media, Facebook and WhatsApp are the active variables. As they are selected amongst the other social media applications popular in youth.

Attribute Variables: Age, Marital Status, Gender and Occupation are the variables in the study that can neither be controlled nor can be manipulated.

Hypothesis

6.1   Influence of Social Media on Youth:

Social Web has become a fundamental part of Young people's life. They not only help youth to consume the content but also create and share it. These sites have rapidly evolved as young people's preferred avenues for online communication. Facebook, WhatsApp, Instagram to name a few applications which have revolutionised the life of these early years. Research has been done in the areas of how these social media are used for communication, it's an impact on Education, Business, Society. The popular activities conducted through these sites and the average time spent by an individual has an uncompromising impact on their lives. A long time is spent on screen surfing different social media applications changing the behaviour of youth. Therefore, the hypothesis formed is:

H1: Indulgence in Social Media has an implication on mental and physical health of youth

6.2   Influence of WhatsApp on Youth:

WhatsApp, an application that replaced the general SMS in the means of cost. It has simplified the life of busy youngsters by interacting through smartphones. The application has changed the tone a youth communicates, the informal way of responding. At the lightning speed, they read the message and respond over it. They enjoy the features of uploading status stories, displaying profile pictures, videos in the form of status. Attitude statements have now become a symbol of identification mark. All the above features have created a sense of competition among these millennials. This has revolutionised the Cognitive Dimension, Practical and Symbolic Dimension. The dangers of using WhatsApp is ignored.

With the new features updated every day, the youth is revolving around technology.

Technology has largely influenced the leisure behaviour on an individual. Majority of the youth are behind Status and Display Profile Development. Through images and story status, there is an emotional representation of self. Lifestyle is defined by analogy as 'any distinctive and therefore recognizable mode of living'. This clearly states that, lifestyle is expressive behaviour. Least is the time provided for recreation: self-development. This has not only produced a sense of negative attitude among the young generation but also created a barrier for physical and social development. The over utilization lead to negative attitude. This negative attitude is a serious problem of Social Interaction Anxiety. So, the hypothesis goes as:

H:2 Engagement with WhatsApp influences the Personality Trait and brings about Social Interaction Anxiety

6.3　Influence of Facebook on Youth

Facebook bestows youth a computer-generated realism in cyberspace where one can represent identities for amigos, acquaintances and grander scrolling public. It provides youth apparatus for communicating in a concentrated and eloquent way.

Ménages, Families, and personal lives are turning out not only assorted in their forms and repetitions but also detached through environmental and social flexibility. Youth has more influence on the immediate relationships built through Facebook. Modern communication technology has changed the methods of communication and cooperation between youth and virtually built relationships. The youth now does self-monitoring through the number of friends on Facebook, every day forming new connections and undergoing new friendship obligations. The developing culture of Facebook connectivity is paving new ways of accordance with family and friends. Self-judgements are based on comments and likes received.

People love to share, comment on the post of their near and dear ones. Sociologist define Lifestyle as, 'distinctive, hence recognizable, mode of living'. It consists of expressive behaviour that are observable. To make

others observe the consumption, posting images on Facebook is must. Lifestyle focuses more on opinion, interest, and social orientation of an individual. There has been increasing problems of youth due to comparison of self on Facebook.

H:3 Scrolling of Facebook influences the Self-Esteem and Self-Concept of Youth

Research Methodology

Scope of the study:

Human beings evolved as a social animal. They always felt the need to interact and mingle in groups. As the years passed on, the means of communication changed. People in olden times travelled through bullock-carts or by riding a horse. Through this means of communication, people were linked to each other. Then the invention of the radio in autorickshaw made people use more of private transport. The headphones came along way with Walkman. Then was the evolution of mobile phones with keypad, whose basic role was to make and receive calls. Advancement in technology brought sweeping changes in communication. Technological developments revolutionized youth and created a bigger picture. Developed technology brought along with them a new world of applications. Applications made youth life simpler and easier. Social Media by the means of application and sites was a blessing for Youth where they could connect with their friends and relatives. The generation today is more glued to screen time than connecting to people through one-to-one or face-to-face communication. This study throws light on the influence of social media through Facebook and WhatsApp which is the social networking site and application respectively.

1997 marks the year when the first social networking site Six Degrees was introduced. Facebook opened its access in 2006 to Indians while WhatsApp was introduced in India around 2010. WhatsApp was in boom and excessive usage started gaining popularity since 2013 with around 200 million users. Increased use of the free messaging application and socializing through the site have started showing the impact on the physical and mental health of the youth.

The study is centred on youth because India is an emerging nation. As per the statistics put forth by India Demographic Profile for 2019, the people under the age group of 25-54 consist of 41.24%. The age group from 15-24 is the period of education. When a youth clears the board exams and moves ahead with the graduation and post-graduation degree. 25-29 is most crucial in an individual's life because this is the period when a youth starts earning his livelihood and marches towards professionalism. They either turn out to be an entrepreneur or settle in job life. If this generation spends the majority of the time on social networking, they will affect their productivity, creativity, ability and capacity to perform a new task. This will lead to a decline in the development ratio

of the country. Apart from the professional front, few of the youth in this age category might be married, shouldering the responsibility of kids. How are they going to prosper, what role model will they set in front of others, how will they manage a personal, professional and social life. Each new day comes up with new social media. The youth faces the problem of polymedia i.e. the inability to understand anyone platform used in social media. The research tries to find answers to the questions through various prisms of how social media is creating an influence on an individual level and suggests the measures accordingly.

Research Philosophy
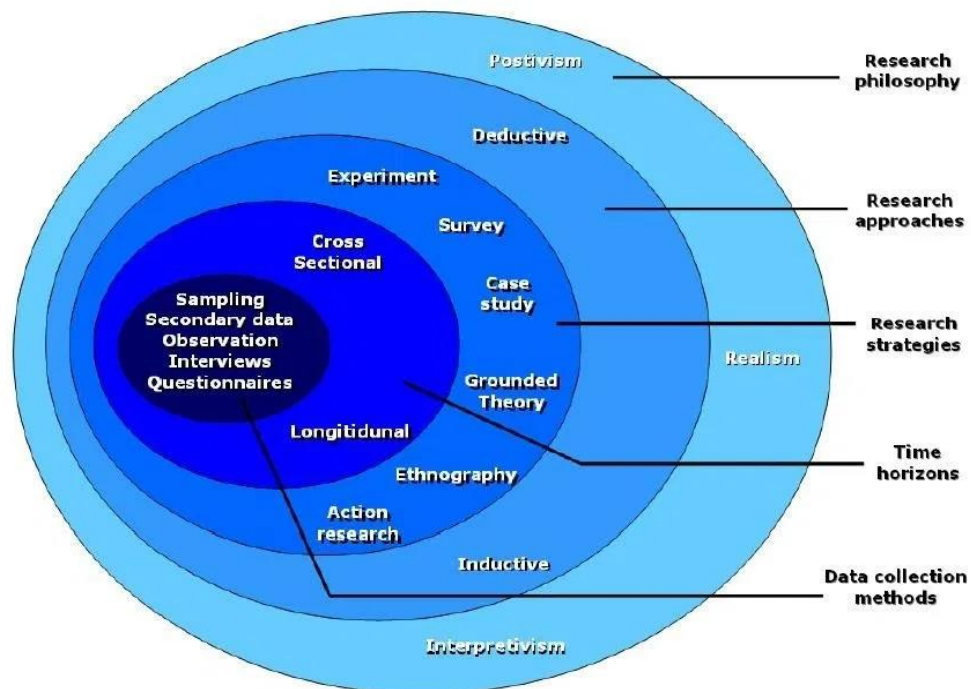
The Research Onion Source: Mark Saunders, Philip Lewis and Adrian Thornhill 2008

Developing research philosophies helps in the enhancement of knowledge and explains the process of research (Collins, 2019). The above model of research is put forth by Saunders et al., in 2007. This model is useful for designing a further research process. However, the model of layers of onion provides the pictorial representation of how the research advances. The first layer defines Research Philosophy. It assists the researcher to describe the perceptions, beliefs, assumptions in the research (Flowers, 2009, p.1). The second layer describes the Research Approach. This step explains the details about the plan and procedure of research. Approaches consist of the steps of broader

assumptions. It is classified further as Data Collection and Data Analysis. The third layer provides a brief on Research Strategies. Different research strategies described in layers of an onion are:

   i.   Experiment

   ii.   Survey

   iii.   Case Study

   iv.   Grounded Theory

   v.   Ethnography

   vi.   Action Research

The fourth layer describes the Time Horizon in which the research is conducted. They are classified as Cross-Sectional and Longitudinal Studies. In Cross-Sectional Studies, the study of the research is conducted in a limited period. This study takes into the assumption that the participants involved have similarities in terms of socio-economic, demographic profile. This type of research study helps to understand the outcomes and provides exposure to different aspects of the problem (Setia, 2016). The other type of time horizon study is Longitudinal Study. This type of study design suggests that our life is ideally fashioned by the time factor (Grotpeter, 2007). It describes the changes in a pattern over a while (Fitzmaurice, 2007, p. 199). This method helps the researcher to understand the risk factors and developments (Caruana et al., 2015). This technique briefs about trends in human behaviour, a progression of life events, patterns of behavioural change (Deschenes, 1990). Once, the pattern of collecting data on a time basis is final, then the layer states the type of method used for data collection. It can be Sampling, Secondary Data, Interview Method, Observation technique or Questionnaire means to obtain information from the respondents.

Belief in Research

Positivism, Interpretive and Critical is the three distinct research approaches used in social science research, as suggested by Blaikie (1993), Neuman (1997) and (Winner & Dominick, 2011).

The research on Social Media tries to find the influence on youth with a focus on Facebook and WhatsApp. It is a mixture of positivism and interpretivism. Positivism because the individual is shaped by society. The perception of people sometimes tries to establish control over the youth. The youth is always interested in finding new trends in society through Facebook and WhatsApp scrolling. At times, they try to establish a correlation between the happenings in their life and the situation in other's life through the updates provided. They look for the objective causes from social media. This research tries to find the correlation between the use of social networking and youth through different parameters like the impact on physical and mental health, changes in relationships, influence on lifestyle, changes in voting (political) behaviour, aspirations and skills and talents.

Interpretivism has the roots Max Weber and William Dilthey (Winner & Dominick, 2011). Through Interpretivism, the subject tries to focus on how youth shapes society. It tries to understand the changes in human behaviour because of Facebook and WhatsApp. 2013, when these applications and sites were newly established, the youth had a craze. The changing form of communication brought alterations in thinking pattern of youth. They were found explaining their behaviour through the status uploads. Love, anger, joy, sadness, fear was the emotions highlighted by the youth (Lopez, 2012).

The area of research can be broadly classified between Positivism and Interpretivism as follows:

1. Philosophy of Reality:

Positivism: The reality is the objective of the Positivist researcher (Winner & Dominick, 2011). The research on the influence of Social Media lays a special emphasis on Facebook and WhatsApp Usage. Influence of social media is leaving behind the footprints on youth. The research tries to find an influence on different areas of youth. Through positivism, the study is giving the perception of the influence of Facebook on Health, Self-Esteem, Self-Concept. The influence of WhatsApp will be studied through Personality Trait, Social Anxiety parameters. Facebook is creating a negative impact on the health of youth especially the physical well-being (Cavallo et al., 2014) (Gilmour et al., 2019).

Interpretivism: In interpretive research, reality is created by the researcher (Wimmer & Dominick, 2011). The social media is used by youth for building, maintaining and protecting the relationships by youth. They use a different medium to maintain relations. E.g. Texting is primarily used to communicate with family and close friends, Facebook helps Youth to communicate with friends, close friends and classmates. This is their way of maintenance and building relationships with strangers. Youth is reconstructing their offline relationship through social media (Wang and Edwards, 2016). On the other side, youth is suffering from self-expression, peer pressure, social network maintenance and information seeking. Net-geners used social networking sites because their friends used it and they felt marginalized and isolated. High use of social networking sites made youth face communication anxiety (Zheng and Leung, 2016).

In this philosophy, the Youth is centre for the development. As per the article published in The Hindu on 17th April 2013, it states that India is set to become the youngest country by 2020. 464 million is expected to be youth by 2021. Therefore, it is necessary to understand the problem of youth and social media and thereby create awareness amongst them.

2. The difference of Opinion:

Positivism: It believes that all human beings are similar and looks for general categories to summarize their behaviour and feelings (Wimmer & Dominick, 2011). Youth uses social media and has increased risk behaviour (Ngeyen, 2017). The consequences of social media are seen in the daily life of youth. The changes in behaviour because of cyber-bullying, victimization and electronic dating is on the rise. A cross-national study is conducted on cyber-bullying while the majority of the studies is conducted by western countries. In Korea and Australia, though the policies and culture differences, the cyber-bullying activity is similar, as the youth's social media usage pattern is quite the same (Lee et al., 2016).

Hence, the research highlights the general category of youth like a personality trait, self-esteem, self-concept, voting behaviour and political decision-making patterns. These are much needed to be highlighted to bring India from the graph of developing to a developed country.

Interpretivism: This believes that human beings are different and therefore cannot be pigeonholed (Wimmer & Dominick, 2011). The social media, Facebook, is consumed more by youth. Female are more active respondents as compared to male. Rural youth which resides in urban areas is more active in using social media while urban youth consumes Facebook with marginal utilization. The results of the urban and rural population differ. The utilization of social media in developed countries like the United States has an impact on internal and external relations of the states (Shabir et al., 2014). On the other hand, the usage of social media in rural areas acts as an opportunity in terms of personal and educational as well as professional advancement (Markwei & Appiah, 2016).

Hence, to study the influence of WhatsApp and Facebook on youth, it is necessary to understand the demographic factors. The reason for use may vary from place to place leading to influence.

Research Approaches:

In research of social science discipline, deductive approach is much domineering as causal relationship between variables is established in this type (Malik, 2014). The research approach used to study the influence of WhatsApp and Facebook is deductive approach. Generally, deductive approach starts with theory and is put down to testable hypothesis (O'Leary 2007). The investigation of research applies theories for understanding the influence on youth. Theories like Social Media Addiction Scale, Big Five Personality Trait, Facebook Intensity Scale, Rosenberg Self Esteem Scale, Satisfaction with Life Scale, Cohen-Hoberman Inventory of Physical Symptoms (Dibb, 2018) This is also called as top to down approach.

Research Strategies:

Research Strategies help to study the subject in a broader way. Since the Survey method of data collection help us to get insight about what people are thinking and doing (Blair, Czaja & Blair, 2014). Social Studies generally use Descriptive Method to provide in depth description about the state of affairs. Usually Ex-Post Facto research methodology is used since the researcher tries to measure items (Kothari, 2004).

Therefore, Survey method proves useful to study the items a researcher is interested in (Kothari, 2004).

For collecting primary data, **Survey** method was used to study the influence of social media. This method tends to provide quantitative data.

Time Horizons

The time horizon provides the detail about the research framework. It briefs regarding the required time for the completion of the project work. The two types of time horizons that are specified within the research onion are: the cross sectional and the longitudinal (Bryman, 2012).

Cross sectional studies: It is most probably known as one shot studies. This study is designed to study the phenomenon. This method of study is adopted to understand the attitude changes as it provides with overall picture (Kumar, 2012). This method of study will help in understanding the influence of social media through factors of age and gender.

Data Collection Methods:

This is considered as the inner most layer of Saunders Research Onion. Data Collection is the key point in research (Bryman, 2012). Primary data for research was collected through a well-structured questionnaire.

Pilot Study:

Pilot study refers to so-called feasibility studies which are "small scale version(s), or trial run(s), done in preparation for the major study" (Polit et al., 2001; Teijlingen & Hundley, 2002). Pilot study was conducted to test the adequacy of the questionnaire developed. This helped to proceed further for Factor Analysis.

Participants:

A sample size in range of 100 – 200 is acceptable for factor analysis, with well determined factors (MacCallum, Widaman, Zhang and Hong ,1999). A pilot study was performed on the students from Undergraduate Professional courses like Mass Media, Management Studies, Banking and Insurance, Accounting and Finance with 100 respondents from respective stream. *400* was the sample size from B. K. Birla College in the age group of 19-21 years. This range of sample size is supposed to be between good and very good. 300 of sample size is considered to be good and 500 is considered to be very good (Tabachnick and Fidell, 2001). A sample size of 300 is considered to be good and 500 as very good (Comrey & Lee's, 1992, Pearson & Mundfrom, 2010). The questionnaire was given to them during their regular class hours. This was Convenient Sampling technique.

Measures:

Social Media Addiction Scale:

The changing behaviour of youth reveals a number of psychological problems. Apart from physical health, mental health is also a concern for youth these days (Desjarlias, 2019, pp. 210-231). In order to understand the influence of social media on health, Social Media Addiction Scale was put to test. SMAS consists of 13 items with 5-point Likert Scale. 1 was marked as Strongly Disagree while 5 was marked as Strongly Agree.

Personality Trait

Personality is defined as the sum total of all the ways of acting, thinking and feeling that are typical for that person and makes that person different from other individuals (Lahey, 1998). Personality is a window of the brain (Boyle et al., 2008). Personality Trait scale is highly accepted to judge the personality of an individual. It recommends five personality traits: Extraversion, Agreeableness, Conscientiousness, Neuroticism

and Openness. Extraversion personality is a person who is sociable i.e. active. Agreeableness is the characteristic of youth who is soft-hearted: easily trusting. Conscientiousness defines youth as an organized individual who is reliable enough. Neuroticism is a person who is calm and much relaxed. Openness trait distinguishes individual as a curious and a creative one (Costa and McCrae, 1992; Nunes et al., 2018). The trait was studied by using the Big Five Inventory Scale. Big Five Inventory scale is used to understand the relationship between personality and social media use (Kircaburun & Griffiths, 2018). 44 item inventories to measure the facet of Individual personality was initialised by Goldberg in 1993. 10 item inventory scale was further developed by Rammstedt and John in 2007 with 10 items of Big Five Inventory Scale in English and German.

Rosenberg Self-Esteem Scale:

Self-Esteem is often defined as the sense of positive self-regard that develops when an individual constant meets or exceeds the important goals in their lives by William James (1980) (Zeigler Hill, 2013). Motivational and Cognitive components in characteristics are possessed by youth in self-esteem. Rosenberg Self-Esteem scale is used to understand the relationship between the usage of Facebook and Self-Esteem of youth. It was developed by sociologist Morris Rosenberg. This is a simple method to construct self-esteem and social media. The scale provides a positive or negative attitude towards oneself along with the evaluation of one's own thoughts and feelings (Park & Park, 2019).

Social Interaction Anxiety Scale:

Social Interaction Anxiety Scale was developed by Mattick and Clarke's in 1998. It reports the distress one feels while talking or meeting with others. This scale also helps to measure the social anxiety disorder which is more faced by youth in social situations.

Questionnaire Validation:

Measures of Central Tendency

The Descriptive Statistics was performed on 400 respondents. Mean and Standard deviation was calculated for all the variables considered for the study. Highest Mean was observed for Political Updates and Upload Story on Facebook and WhatsApp with mean value of 4.74 and 4.72 respectively. Highest Standard Deviation was observed for Eyesight, Talkativeness, Satisfaction Level, Changes in Life, Speaking in Social Situations and Effect of Social Media on Work Life, with value of 0.501 respectively.

Descriptive Statistics

	Mean	Std. Deviation
Using Emoji in Communication	4.68	.467
Communication Becomes Easy With Emojis	4.34	.474
Importance Of Emoji During Communication	4.38	.486
Forms Opinion Through Facebook	4.44	.497
Time To Develop My Skills	4.42	.494
Difficulty in Thinking	4.36	.481
Facebook	4.40	.491
Comparing	4.26	.439
Search Friends	4.22	.415
Spending Time	4.44	.497
Early Morning	4.46	.499
Sedentary Lifestyle	4.40	.491
Profile	4.42	.494
Neck Strain	4.54	.499
Eye-sight	4.50	.501
News & Stories	4.46	.499
Friendship	4.66	.474
Comments	4.38	.486
Television	4.66	.474
Talkativeness	4.50	.501
Job	4.58	.494
New Ideas	4.40	.491
Reserved	4.42	.494
Relaxed	4.44	.497
Forgiving Nature	4.56	.497
Worries	4.56	.497
Lazy	4.54	.499

Artistic	4.52	.500
Considerate	4.55	.498
Efficiency	4.48	.500
Sociable	4.58	.494
Rude	4.56	.497
Nervous	4.52	.500
Curious	4.34	.500
Ideals	4.44	.497
People's Interest	4.38	.486
Ease in Relationship	4.45	.498
Status & Liking	4.48	.500
Status & Feelings	4.54	.499
Likes & Facebook	4.58	.494
Likes & Feelings	4.52	.500
Qualities & Facebook	4.42	.494
FB & Friends	4.44	.497
Time & Comments	4.56	.497
Self-Capital	4.54	.499
Positive Attitude	4.60	.491
Political	4.38	.486
WA Advertisements	4.48	.500
Political forwards	4.42	.494
Voting	4.52	.500
Status of Politics	4.60	.491
Politician Pages	4.58	.494
Content on FB	4.40	.491
FB Politicians Page	4.52	.500
Political Updates	4.74	.439
Political Activities	4.56	.497
Teacher, Boss	4.38	.486
Eye Contact	4.70	.459
Tensed Feelings	4.62	.486
Difficulty in Mixing	4.52	.500
Attractive Opposite Sex	4.70	.459
Speaking in Social Situations	4.50	.501
Mixing in group	4.58	.494
Control Over Emotions	4.40	.491
Perform Hobbies	4.64	.481
Activities Over Texting	4.52	.500
Upload Story on FB & WA	4.72	.450
Manage Task in Playful Way	4.56	.497
Eye on Success of Others	4.62	.486

Perception Through Social Media	4.46	.499
Story & Nervousness	4.60	.491
Effect of SM on Work-life	4.50	.501
Lifestyle and Jealousness	4.56	.497
Comparison	4.58	.494
Valid N (listwise)		

Measure of Asymmetry

The measure of Skewness is greater than 0, then the distribution is skewed. Kurtosis measure is 0 for normal distribution. The skewness ranges from -3.730 to 0.080. Kurtosis ranges from -2.010 to 50.750. Positive values indicate leptokurtic curve while negative values indicate platykurtic curve. Therefore, it states that the data is non-parametric in nature.

	Skewness	Kurtosis
	Statistic	Statistic
Using Emoji in Communication	-0.775	-1.407
Communication Becomes Easy with Emojis	0.678	-1.548
Importance of Emoji During Communication	0.496	-1.763
Forms Opinion Through Facebook	0.243	-1.951
Time to Develop My Skills	0.325	-1.904
Difficulty in Thinking	0.586	-1.666
Facebook	0.410	-1.841
Comparing	1.098	-0.797
Search Friends	1.357	-0.160
Spending Time	0.243	-1.951
Early Morning	0.161	-1.984
Sedentary Lifestyle	0.410	-1.841
Profile	0.325	-1.904
Neck Strain	-0.161	-1.984
Vision	-3.730	6.010
News & Stories	0.161	-1.984
Friendship	-0.678	-1.548
Comments	0.496	-1.763

Television	-0.678	-1.548
Talkative	1.340	4.010
Job	-0.325	-1.904
New Ideas	0.410	-1.841
Reserved	0.325	-1.904
Relaxed	0.243	-1.951
Forgiving Nature	-0.243	-1.951
Worries	-0.243	-1.951
Lazy	-0.161	-1.984
Artistic	-0.080	-2.004
Considerate	-0.206	-1.968
Efficiency	0.080	-2.004
Sociable	-0.325	-1.904
Rude	-0.243	-1.951
Nervous	-0.080	-2.004
Curious	0.060	-1.871
Ideals	0.243	-1.951
Life	0.080	-2.004
Satisfaction	-3.203	-2.010
Important Things	-0.496	-1.763
Changes in Life	1.838	2.010
Celebrity pages	0.496	-1.763
Admire Celebrity	-0.080	-2.004
Interpersonal Relationships	-0.243	-1.951
Work Life Balance	-0.586	-1.666
Respect	0.243	-1.951
Understand	0.161	-1.984
People's Interest	0.496	-1.763
Ease in Relationship	0.206	-1.968
Status & Liking	0.080	-2.004
Status & Feelings	-0.161	-1.984
Likes & Facebook	-0.325	-1.904
Likes & Feelings	-0.080	-2.004
Qualities & Facebook	0.325	-1.904

FB & Friends	0.243	-1.951
Time & Comments	-0.243	-1.951
SelfCapital	-0.161	-1.984
Positive Attitude	-0.410	-1.841
Political	0.496	-1.763
WA Advertisemets	0.080	-2.004
Political forwards	0.325	-1.904
Voting	-0.080	-2.004
Status of Politics	-0.410	-1.841
Politician Pages	-0.325	-1.904
Content on FB	0.410	-1.841
FB Politicians Page	-0.080	-2.004
Political Updates	-1.098	-0.797
Political Activities	-0.243	-1.951
Teacher, Boss	0.496	-1.763
Eye Contact	-0.876	-1.239
Tensed Feelings	-0.496	-1.763
Difficulty in Mixing	-0.080	-2.004
Attractive Opp Sex	-0.876	-1.239
Saying in Social Situations	1.670	2.010
Mixing in group	-0.325	-1.904
Control Over Emotions	0.410	-1.841
Perform Hobbies	-0.586	-1.666
Activities Over Texting	-0.080	-2.004
Upload Story on FB & WA	-0.984	-1.038
Manage Task in Playful Way	-0.243	-1.951
Eye on Success of Others	-0.496	-1.763
Perception Through Social Media	0.161	-1.984
Story & Nervousness	-0.410	-1.841
Affect of SM on Work Life	-1.114	50.750
Lifestyle and Jealousness	-0.243	-1.951
Comparison	-0.325	-1.904
Aesthetic Expression	-0.321	3.876
Curiosity	-0.220	-1.037

Valid N (listwise)

Measure of Relationship

Spearman-Brown Split Half Reliability Coefficient, is also known as Spearman-Brown Prophecy Coefficient. It is a technique to determine the degree of correlation between two variables. Measure of Relationship of variables was calculated using Spearman-Brown Prophecy Test. The value derived for Spearman-Brown Prophecy was *0.801*. As per the reliability index by Guildford, value above 800 is considered to have excellent correlation between variables (Noveria, 2018).

Cronbach's Alpha	**0.807**
Split-Half (odd-even) Correlation	**0.667**
Spearman-Brown Prophecy	**0.801**
Mean for Test	**396.9275**
Standard Deviation for Test	**10.09342577**
KR21	**14.84624437**

Measure of Reliability

Measure of reliability was calculated using Cronbach's Alpha, which measure **0.807**. The alpha threshold with value of 0.7 is suggested and above 0.8 is preferred (Nunnally, 1978; Cortina, 1993; Dansoh et al., 2017) for measuring the reliability of variables. The value derived for 83 items is 0.807 is relatively high and acceptable in social science (OforiKuragu et al., 2016; Dansoh et al., 2017).

Reliability Statistics

Cronbach's Alpha	N of Items
.807	83

Test for Sampling Adequacy

The sampling adequacy (Norusis, 1992; Field 2005 a, b; Dansoh et al., 2017) was measure using KMO and Bartlett's Test. The results of this test were generated in SPSS and are presented in table. The Sampling Adequacy recorded a value of *0.927* which is greater than 0.5 for factor analysis recording (Child, 1990; Norusis, 1992; Dansoh et al., 2017). Values close to 1 are considered to have a large number of interrelationships among variables (Sigala, 2006). The Significance level was small enough .000 to reject null hypothesis. P value is less than 0.001, which states that the all the constraints have sufficient correlation. This shows the strong relationship among the variables and hence were further considered for factor analysis.

The Bartlett's Test indicates strong relationship among variables (Dansoh et al., 2017). It is used for testing statistical probability.

KMO and Bartlett's Test

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		.927
Bartlett's Test of Sphericity	Approx. Chi-Square	1829.767
	df	190
	Sig.	.000

Determination of Factor Extraction

Factor Analysis was the technique applied to each variable to understand which of them are relatively independent of one another. Factors are thought to cause' variables (Tabachnick & Fidell, 2013). The scale used was reliable for further studies. But to reduce the data complexity, the variables were reduced for further studies. Factor Analysis is most commonly used measure to study the evaluation of psychological measures (Floyd & Widaman, 1995). The variables were reduced from 86 to 79. The variables were reduced through Principal Component Analysis. All the variables above value of 0.300 were taken in to consideration. But Curiosity and Aesthetic Expression variables were important for study and so they were taken in to consideration.

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Sr. No	Component	Factor Loading
1	Content on FB	0.652
2	Political Content	0.591
3	Control Over Emotions	0.572
4	Politician Pages on Facebook	0.567
5	Celebrity Pages	0.557
6	Time & Comments	0.554
7	Ideals	0.541
8	Status & Liking	0.538
9	Worries	0.536
10	Ease in Relationship	0.533
11	Admire Celebrity	0.523
12	Political Activities	0.515
13	Likes & Facebook	0.491
14	Opinions Forms Through Facebook	0.488
15	Eye on Other's Success	0.485
16	Search Friends Through Facebook	0.482
17	Sociable	0.480
18	Politician Campaigns	0.464
19	Facebook	0.462
20	Upload Story on FB & WA	0.452
21	Efficiency	0.449
22	Eye Contact	0.441
23	Activities Over Texting	0.439
24	Status of Politics	0.438
25	Profile	0.434
26	Communication Becomes Easy Emojis	0.433
27	Positive Attitude	0.430
28	People's Interest	0.428

29	Relaxed	0.426
30	Qualities & Facebook	0.426
31	Political Forwards	0.424
32	New Ideas	0.423
33	Difficulty in Mixing	0.419
34	Considerate	0.417
35	Work Life Balance	0.416
36	Satisfaction	0.414
37	Life	0.413
38	Understand	0.412
39	Perform Hobbies	0.409
40	Vision	0.405
41	Friendship	0.402
42	Lazy	0.402
43	Effect of Social Media on Work Life	0.393
44	Job	0.390
45	Status & Feelings	0.389
46	News & Stories	0.384
47	Comparing	0.384
48	Comparison	0.383
49	Interpersonal Relationships	0.382
50	Forgiving Nature	0.366
51	Rude	0.365
52	Sedentary Lifestyle	0.365
53	WhatsApp Advertisements	0.361
54	Difficulty in Thinking	0.359
55	FB & Friends	0.357
56	Reserved	0.350
57	Story & Nervousness	0.345
58	Teacher, Boss	0.345

59	Changes in Life	0.343
60	Voting	0.339
61	Important Things	0.338
62	Attractive Opposite Sex	0.331
63	Self-Capital	0.331
64	Political Updates	0.331
65	Comments	0.330
66	Nervous	0.327
67	Talkative	0.326
68	Mixing in Group	0.322
69	FB Politicians Page	0.321
70	Television	0.320
71	Perception Through Social Media	0.319
72	Likes & Feelings	0.317
73	Neck Strain	0.314
74	Using Emoji's in Communication	0.308
75	Friendship	0.300
76	Curious	0.298
77	Aesthetic Expression	0.297

Extraction Method: Principal Component Analysis.

Sampling

Sampling Frame:

Sampling is defined as the selection of some part of an aggregate or totality on the basis of which a judgement or inference about the aggregate or totality is made (Kothari, 1998). The internet users in India are rising year on year. 560 million of Indians were active Internet users in 2018 (Source: Statista Report, Nokia). To study the influence of Facebook and WhatsApp on Youth, the sampling fundamentals were as follows:

Sampling Unit:

Social Media consumption is not restricted in urban areas alone. The youth in rural areas is also utilizing social media for chatting, increasing interactions, watching films (Singh et al., 2017). Therefore, this creates a curiosity to study the influence of Facebook and WhatsApp in rural areas as well.

Youth is the key indicator of the nation's progress. It represents the cycle of peaks and troughs in the economy's business cycle where the youth is more inclined towards expansion. The culture shifts in family life are better reflected by these millennials. And this makes youth form an important basis of sampling unit.

As per the Ministry of Youth Affairs and Sports, 15 to 29 years is defined as Youth, as this age group is more focus approached (Source: National Youth Policy, 2014).

Selection of Cities:

In this research, Tier 1, Tier 2 and Tier 3 cities were selected to get the overall picture of influence of Facebook and WhatsApp on youth.

Tier 1 are those cities which are developed ones and their cost of living is comparatively high. As per the reports published by Census of India 2011, Mumbai is termed as U.A i.e. Urban Agglomeration. **Mumbai** was selected as Tier 1 city for the study. The job opportunities and exposure in respective sectors is also quite high. It is the most populous city. It is predicted as the city of future. It is considered as India's Shanghai (Green & Fairclough, 2007). It is termed as Area 'A' by Ministry of Labour in 2017.

Tier II cities are those which are not as advanced as Tier 1, but more developed than Tier 3. **Kalyan** is one of the regions falling in Tier II. This city is Thane District in Konkan Division. This place is a suburb of Mumbai. It exemplifies the Metropolitan

region of Mumbai. This was selected for the study. It was termed as Area 'B' by Ministry of Labour in 2017.

Tier III cities are the ones whose standard of living is not so developed. **Bhiwandi** is one of the cities near Mumbai which falls under this category. According to Government of Maharashtra, this city comes under Thane Rural. This region has a diverse culture as the students here are from different socio-economic background (Rathore, Atique & Venkanna, 2020). It is stated to be Area 'C' by Ministry of Labour in report of Youth in India.

Sample Size:

Sample size is the number of units used in the sample (Desu & Raghavarao, 1990). Estimating the results for the whole population is the basic aim of sampling. The study of influence of Facebook and WhatsApp on Youth is a descriptive study as it describes the influence of different parameters of an individual. To determine appropriate sample size from the three areas, following factors were taken into consideration:

Level of Precision:

Precision is the range within which the population average will lie in relation to reliability (Kothari, 1998). Statistic represents the sample, while parameters refer to population. Difference between sample and population is termed to be sampling error.

The level of precision is termed as sampling error. Sampling Error in research depends on the amount of risk a researcher is willing to accept. The margin or error desired in study is *±5%.*

Level of Significance & Confidence:

Precision is the range in which answers provided may vary but are still acceptable, while confidence level indicates that answers may fall within that range whereas, significance level indicates the likelihood that answers will fall outside the range (Kothari, 1998).

95% was the confidence level and 5% was the significance level used in the study.

Strategy for Sample Size:

The sample size was calculated using Yamane's formula for calculating sample size. Statistician Taro Yamane in 1967 provided a formula to calculate the sample size. The formula is as follows:

$$n = \frac{N}{1 + N(e)^2}$$

n - the sample size, N - the population size, e - the acceptable sampling error

Using this formula, the sample size was calculated for Mumbai, Kalyan and Bhiwandi respectively. All the population figures are taken from the census report of 2011.

Sample Cities		Mumbai	Kalyan	Bhiwandi
Population (2011 Census)	N	1,24,42,373	12,46,381	7,09,665
	±5%	385	385	384
Sample size, n (95% confidence level)				
	±7%	196	196	196
	±10%	96	96	97

Sample sizes calculated by Yamane's formula

Sample Cities	Mumbai	Kalyan	Bhiwandi
Actual Samples	549	1435	721

Demographics

Area	Mumbai		Kalyan		Bhiwandi	
Gender / Age	Male	Female	Male	Female	Male	Female
15-16	35	35	75	75	30	30
17-18	47	33	55	115	30	20
19-23	135	105	500	500	300	200
24-29	60	99	45	70	36	75

Analysis for the Age 15-16

Introduction:

Age of 15-16 is known as Mid-Teens. These are schooling children who barely have experienced the world outside. Their world revolves around school, class and family. The school affects achievements, emotional development, literacy, numeracy and scientific development (Sylva, 1994). A strong force of nature rests in the minds of teens. So, it is necessary to take the utmost care of this emotional generation, which easily gets carried away by the flow of situations, people and themselves. The teens just 'hear' to their parents and don't 'listen'. They listen to their friends more. They spend most of the time with friends in school and classes. Teachers in school and classes act as a thread to stitch the gap of communication between parents and children. Psychologist defines this age the most unique and terrified ones. Their minds function irrationally and decide on a functional basis. This age also experiences more of heart-breaks, depression, substance abuse and an eating disorder. This is all because, the brain is not entirely developed in the age 16 (Source: Times of India, 26th September 2017). Social Media is the cherry on the top for these teens to communicate with their friends. They develop their sign language for communication. For them, WhatsApp and Facebook rank on the top in the applications. They are easily distracted by the notifications and message during classes or studies (Source: The Economic Times, 3rd June 2019).

The research tries to understand the influence of social media in particular to Facebook and WhatsApp on the mid-teens.

Processing of Data:

Data collected from the school students of Mumbai, Kalyan and Bhiwandi were coded, entered and then analysed through SPSS software. The data collected through the questionnaire was coded into numerical form. This helped in easy handling of data and generating reports. Data Grouping was done for Nominal categories of Sex, Occupation and Region.

Demographics:

Following are the demographics for the age of 15-16 from the three different cities.

Image 4.1.1 Region wise collection of data

Region-wise Demographics			
Region	Gender		Total
	Male	Female	
Mumbai	35	35	70
Kalyan	75	75	150
Bhiwandi	30	30	60
Total	140	140	**280**

The above table shows the region-wise division of the Gender demographic. 35 Males and 35 Females from Mumbai responded to the questionnaire which was filled in physically. This constituted *25.00%* of the total respondents in the age group of 15-16. From Kalyan, 75 Males and 75 Females filled the questionnaire constituting nearly about *53.57%.* 30 Males and 30 Females responded from Bhiwandi which is about *21.43%*. The number of female and male are the same. The reason to have the same number is to understand if gender has any specific correlation.

After reviewing articles on the impact of social media, the blue whale game, there creates excitement to understand how these teens use social media. And so, these basic questions were surveyed.

➢ **Use of Social Media**

The question is just plain to answer with yes or no, but this question was to create an interest in the minds of respondents. The question does not ask any specialization, and so, the result obtained was 100% of the sample population use the same or other social media application. The distinction was made based on area. Mumbai has 70 users; Kalyan has 150 users and Bhiwandi 60 respondents responded positively for the use of social media.

Image 4.1.2 Use of Social Media (Region-wise)
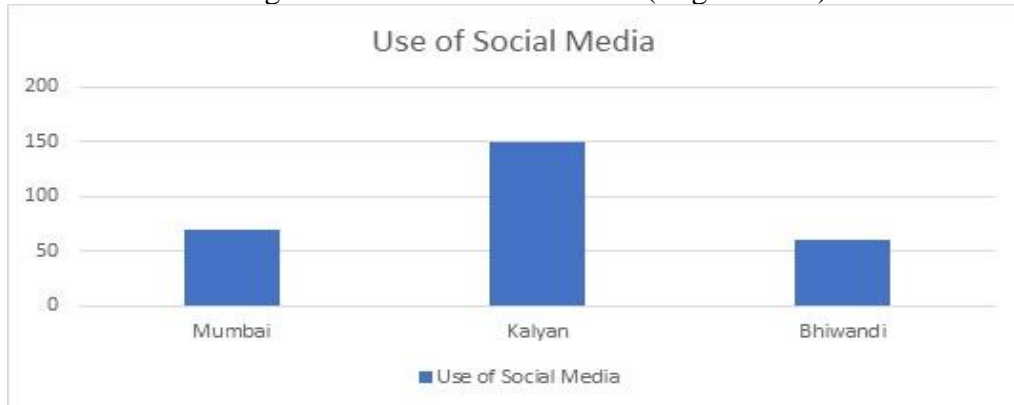
The second question highlighted on the time spent by the mid-teens on social media. In an article published in The Economic Times on 3rd June 2019, stated that teens felt they were more addicted to social media. They always looked for notifications from social media. With the same interest when the research was carried in these three cities, the results were as follows.

Image 4.1.3 Time Spent on Social Media (Region-wise)
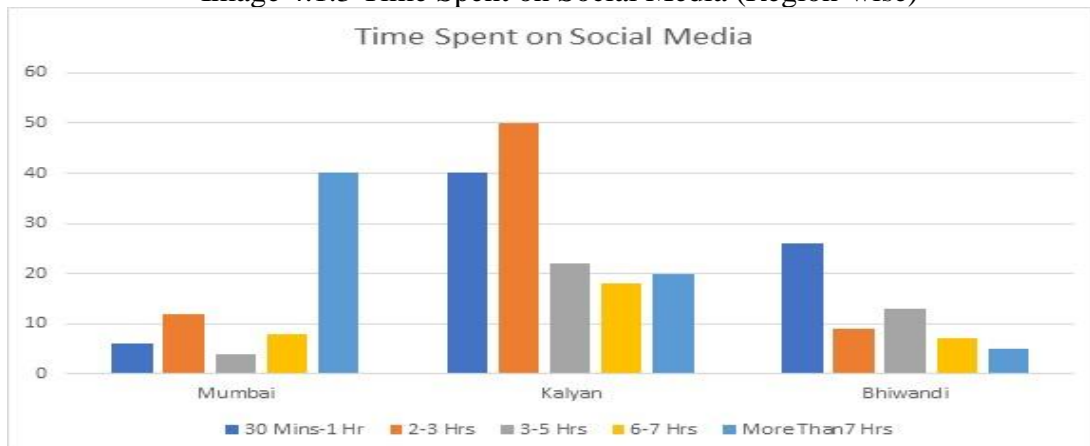
More than 7 hours were spent on social media by respondents of Mumbai. In a conversation with Psychologist, Miss. Namrata Chandwadkar, she also mentioned that scrolling of social media for more than 3 hours per day has increased the cases of cyber bullying. There are cases of panic attack as well increasing in region of Mumbai. The respondents of Kalyan spent 2-3 hours daily on social media. Half an hour to one hour was the response of maximum teens from Bhiwandi for time spent on social media. While understanding the situation of Mumbai respondents, both the parents of the majority of teens were working professionals. These teens had no one to spend time

with. And so, they opted for social media to come out of their loneliness. Following this was the question of trying to understand how they accessed these social media applications.

Image 4.1.4 Means to Access Social Media (Region wise)
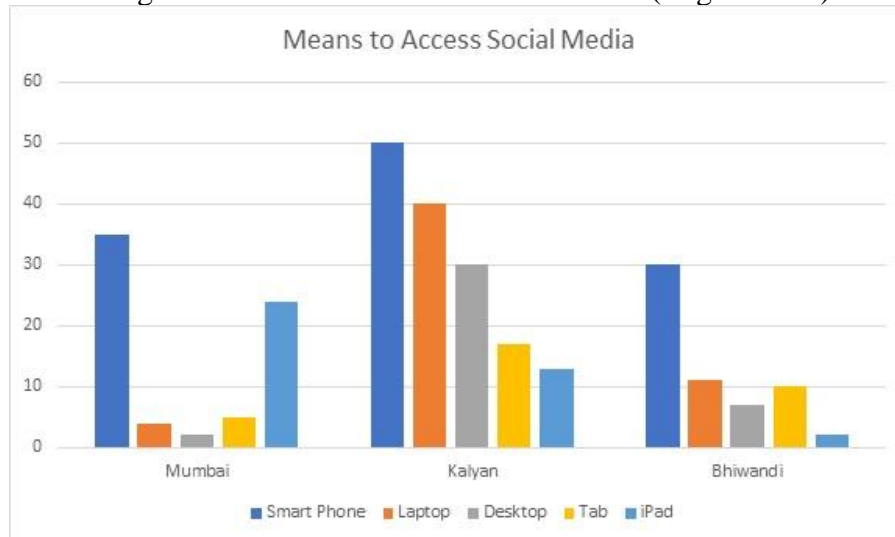
The smartphone is the most commonly used medium to access social media in all three regions. In the Mumbai region, even iPad has high users. Since the majority of the parents were working, the purchasing power of parents is increased. They provide teens with an iPad as a means of status for use. In Kalyan, Laptop is the second-highest device used to access social media followed by Smartphone. Bhiwandi teens prefer more of a Smartphone.

When these kids' access social media so long, there is a curiosity to know how many have Facebook account.

Image 4.1.5 Account on Facebook (Region-wise)
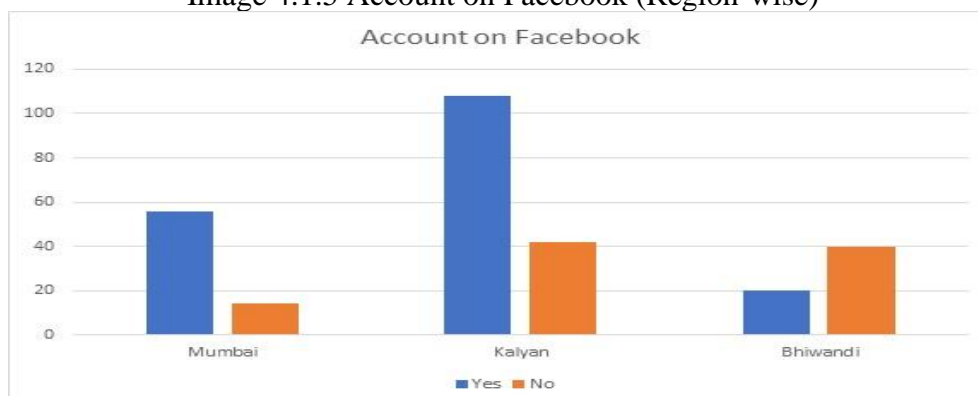
In Mumbai and Kalyan, the teens have a Facebook account. The scenario is different in Bhiwandi. The girls in this area are under parental pressure while creating an account on Facebook. There is also a plausible explanation that the girls might have fear and so they have provided No as the answer. As the number of boys and girls is the same, this can be the difference in the region-wise having an FB account.

H1: Indulgence in Social Media has an implication on mental and physical health of youth

When teens spend much time over social media, they are unaware of the influence on health. This part of research studies the influence of social media on health. The research divides the health into two parts. One is Mental and the other is Physical.
To understand the influence on Physical health, Descriptive Statistics was performed to rank the variables.

From the image 4.1.6, *Eye-Sight* variable has highest mean score of **4.29** and a standard deviation of **0.519**. Followed by *Neck-Strain* variable with a mean value of **4.26** and SD of **0.703**. *Cementing of Friendship* through social media ranks third in the list with a mean score of **4.22** and deviation of **0.687**. '*Connect'ing* with friends through Facebook and Twitter is second last in the list with the mean score of **4.19** and SD of **0.644**. The last variable *Friend Search* has a mean value of **4.15** and deviation of **0.726**.

Image 4.1.6 Mean Distribution Table (Social Media Influence: Physical)

Descriptive Statistics		
Variables	Mean	Std. Deviation
Eye-Sight	4.29	0.519
Neck-Strain	4.26	0.703
Friendship	4.22	0.687
Connect	4.19	0.644
Friend-Search	4.15	0.726

To understand the goodness of fit, the Chi-Square test was carried out.

Image 4.1.7 Chi-Square results (Social Media Influence: Physical)

Descriptive Statistics			
Variables	Chi-Square Values	df	Significance
Eye-Sight	190.207	4	0.000
Neck-Strain	372.857	4	0.000
Friendship	312.886	4	0.000
Connect	500.071	4	0.000
Friend-Search	391.821	4	0.000

Highest Chi-Square value of **500.071** is seen for the variable *Connect*, followed by the variable *Friend-Search* with Chi-Square value of **391.821**. Variable *Eye-Sight* has the least Chi-Square value of **190.207**. *Friendship* and *Neck-Strain* have the Chi-Square value of **312.886** and **372.857** respectively. All the variables have 4 as the degree of freedom. The variables have a significance value of **0.000**.

During the study, it was found that Eye-Sight and Neck-Strain are positively correlated and rank higher in terms of study. Prolonged use of social media not only is bad for eyes but also causes damage to brains. It is also referred to as Digital Eye-Sight (Source: Vision Magazine 31st January 2020). The increased exposure to screen time causes a problem to the circadian rhythm. Circadian Rhythm follows the daily cycle of a human. They help in physical, mental, and behavioural changes. Their work is to respond

primarily to light and darkness in an organism's environment. The screen of mobile emits blue light and disbalances the circadian rhythm due to the signals received from the environment (Source: NIGMS, March 2000). They are also responsible for the release of hormones, eating habits, digestion, body temperature and other important functions of the body. Obesity and Mental Health are the two factors which contribute to human health. Teens are also seen experiencing Glaucoma, an eye disease that damages the optic nerve. This degeneration of eyesight happens in the age of '60s, '70s which is now seen in the age of 15-18 as well.

Neck-strain is another major problem among teens. Accessing social media for longer duration is giving rise to the disease of the spine. Text neck, mobile elbow, cellphone elbow and rust spine are very common among the teens (Source: The tribune 16th October 2019). Nowadays there is a new disease known as Whatsappitis. This means continuous use of thumb for texting or other cellular operations. This causes damage to thumb muscles, called tenosynovitis. There is another problem of muscle called Carpal Tunnel Syndrome. In this syndrome, the hands and the wrists face a major problem. Looking down at mobile and typing has also caused degeneration of spine among the teens. It has also led to an increase in the weakness in hand muscles, inflammation of the tendon, compression of the nerve, chronic neck pain. Bending the head down for mobile was the very basic reason of having neck-strain in teens.

Further, the variables of mental health were analysed through Descriptive Statistics.

Image 4.1.8 Mean Distribution Table (Social Media Influence: Mental)

Descriptive Statistics		
Variables	**Mean**	**Std. Deviation**
Comments	4.29	0.522
Lifestyle	4.24	0.513
News-Feed	4.20	0.808
Profile-Visit	4.18	0.602
Comparing	4.17	0.757
Television	4.07	0.763

While analyzing the variables through mean, the highest mean value of **4.29** was observed for variable *Comments* with SD of **0.522**. This shows teens are interested to comment on the photos uploaded on social media. Followed by *Lifestyle*, where they worry whether their friends read their post. This variable has a mean value of **4.24** and deviation of **0.513**. The variable *News-Feed* has the highest Standard deviation of **0.808** and means value of **4.20**. Teens also like to *Visit Profile*, which has a mean value of **4.18** and SD of **0.602**. When friends share their photos on social media, the teens have a habit of *Comparing*, which has a mean value of **4.17** and deviation of **0.757**. They have last preference over *Social Media over Television*, which has a mean score of **4.07** and a standard deviation of **0.763**.

This was further accompanied by Chi-Square analysis.

Image 4.1.9 Chi-Square results (Social Media Influence: Mental)

Variables	Chi-Square Values	Df	Significance
Comments	185.793	4	0.000
Lifestyle	542.000	4	0.000
News-Feed	248.086	4	0.000
Profile-Visit	515.714	4	0.000
Comparing	449.786	4	0.000
Television	339.914	4	0.000

According to the table 4.1.9, highest Chi-Square (χ^2) of **542.000** is observed for the variable *Lifestyle*. Followed by the variable *Profile Visit* with the value of **515.714**. *Comparing* variable ranks third in (χ^2) with the score of **449.786**. *Preference of Social Media over Television* comes after with (χ^2) value of **339.914**. *News-Feed* and *Comments* have the least value of **248.086** and **185.793** respectively. All the variables have **4** as Degree of Freedom. The significance value is **0.000**.

Through the Chi-Square results of *Indulgence of youth in social media on has implications on health: mental and physical*, the **Alternative Hypothesis** is *accepted*.

Social Media provides a platform to create identities, communicate easily and brings a sense of belongingness among the relations. But when relatives including friends post images of an outing or buying a new item, the teens start a comparison of their lifestyle.

They generate a feeling of others being happier than they are. This brings in them a feeling of decline for Life Satisfaction. Particularly girls are more into comparison and develop a depressive feeling (Source: Daily Voice 20th March 2020).

H:2 Constant engagement with WhatsApp influences the Personality Trait and brings about Social Interaction Anxiety

Lewis Goldberg, an American psychologist, reduced the 16 factors of personality into 5 main ones. They were Extroversion, Agreeableness, Conscientiousness, Openness and Neuroticism.

WhatsApp is an application teen prefer using, for the reason it is available free of cost. It is also a favourite messaging app because it does not provide the chat history once deleted. This helps the teens to maintain their privacy. According to WHO (World Health Organisations), the age of 15-16 is also considered as adolescence. So, while studying the personality trait, the mid-teens were also studied through the lens of adolescence.

Adolescence is the age of identity formation. In this age, maturation occurs. In this age, they have not made any commitments or build strong roles.

Personality Trait Analysis:

The first is **Extroversion:**

Image 4.1.10 Mean Distribution Table (Personality Trait: Extraversion)

Descriptive Statistics		
Variables	**Mean**	**Std. Deviation**
Sociable	3.56	1.395
Talkative	3.50	1.471
Reserved	3.25	1.531

The variables Sociable, Talkative and Reserved were considered to understand Extraversion. Extraversion is a personality trait which loves fun-seeking and being positive. According to the mean values, *Sociable* has a high mean score of **3.56** and a standard deviation of **1.395**. Followed by *Talkative* with **3.50** and deviation of **1.471**. The last variable is *Reserved* which has least mean value of **3.25** and SD of **1.531**.

The teens in this age become less Talkative at the age of 15-16. They believe in 'Imaginary Audience'. They feel everyone is watching them. This makes them more of self-conscious. They also go through a phase of 'Hibernation', where they feel confused, the academic pressure, the romance and peer relationships (Source: Healthy Day, 1st January 2020). While tackling these phases of life, teens become less talkative to parents and switch to social media. Changes in communication, being less talkative, in this age is about 3 factors: differentiation, privacy and independence. They have a difference in opinion, generate a feeling of privacy and develop more a feeling of independence (Source: Psychology Today, 3rd November 2014). This develops more of a Reserved nature among adolescents. They enjoy being Sociable on Facebook. This gives them more of privacy to communicate with their peer group.

To understand the goodness of fit, Chi-Square was calculated on these variables.

Image 4.1.11 Chi-Square results (Personality Trait: Extraversion)

Variables	Chi-Square Value	df	Significance
Sociable	105.964	4	0.000
Talkative	108.821	4	0.000
Reserved	90.179	4	0.000

According to the Chi-Square results, highest Chi-Square (χ^2) value of **108.821** is observed for the variable *Talkative*. Followed by *Sociable* with the (χ^2) score of **105.964**. The least value of **90.179** is seen for the variable *Reserved*. All the variables have 4 as the degree of freedom. The significance value for the variables is 0.000 which is less than p-value of 0.05.

In this age, the adolescents are reserved while talking to parents, but when studied with relation to Facebook, they are more social and less reserved. They enjoy chatting on messenger with friends, seeking solutions from their peers.

The second is **Openness**.

Image 4.1.12 Mean Distribution Table (Personality Trait: Openness)

Descriptive Statistics		
Variables	**Mean**	**Std. Deviation**
Original	4.04	0.970
Aesthetic_Expression	4.03	0.957
Curiosity	3.98	1.007

While understanding the influence of WhatsApp on a personality trait, Openness was studied through Original, Aesthetic Expression and Curiosity parameters. Through the descriptive statistics, *Original* ranks with the high mean value of **4.04** and SD of **0.970**. Followed by *Aesthetic Expression* with a mean score of **4.03** and deviation of **0.957**. The least mean value of **3.98** is for the variable *Curiosity*.

This shows the teens are Original i.e., they come up with new ideas. They value art and artistic expression. But they lack curiosity. According to psychology, curiosity is broadly classified as Diversive and Specific Curiosity. Diversive curiosity is a type where the teens are more interested to know new things. In Specific curiosity, the teens try to fill out the knowledge gap on a specific topic. Through the above connection, there is a plausible explanation that the teens have many new ideas but are not curious to implement them or excited to try out. Extraversion factor shows that these teens are more interested in being Sociable. So, they might be generating new ideas while accessing WhatsApp, by looking at the status of others, but not confident enough or energised to give it a try.

Further, Chi-Square was calculated to understand the goodness of fit of the variables.

Image 4.1.13 Chi-Square results (Personality Trait: Openness)

Variables	Chi-Square Value	Df	Significance
Original	185.114	4	0.000
Aesthetic_Expression	316.143	4	0.000
Curiosity	273.607	4	0.000

The highest Chi-Square (χ^2) value of **316.143** can be found for the variable *Aesthetic Expression*. Then followed by *Curiosity* with (χ^2) value of **273.607**. The *Original* variable has the least (χ^2) value of **185.114**. The degree of freedom obtained is **4**, for all the variables. The significance value of **0.000** is less than p-value **0.05**. WhatsApp, as a medium, provides the teens with an opportunity to upload their arts and activities. When they scroll through the WhatsApp, they find various contacts have uploaded their videos of different art forms. But Originality of the content, keeps them back, as this age experiences shyness, a fear of what will others say which keeps them stay back.

The next type of personality trait is **Conscientiousness.**

Conscientiousness is one of the personality traits of the Big Five personality. It is the most important trait in human beings. It highlights the qualities such as responsibleness, hard-working and an organised individual. They are mostly goal-directed and stick to rules and regulations. They typically have more of self-control. It is also a predictor of success, health, love and longevity. These people when setting goals, set timeline as well to achieve it. They are more of a self-care nature. Time is the most important factor for them. Time spent on Facebook is inversely related to Conscientiousness.

The characteristics like being *Lazy*, having *Ef*ficiency in performing the task and doing any *Job* thoroughly were taken into consideration for the study. Descriptive statistics were performed to rank the variables according to their mean values.

Image 4.1.14 Mean Distribution Table (Personality Trait: Conscientiousness)

Descriptive Statistics		
Variables	**Mean**	**Std. Deviation**
Lazy	3.90	1.301
Efficiency	3.69	1.098
Job	3.52	1.176

As per the table, the highest mean value is observed for variable *Lazy*. It has a mean score of **3.90** and deviation of **1.301**. *Efficiency* in performing tasks has a mean value of **3.69** and an SD of **1.098**. Doing the *Job* thoroughly has a mean value of 3.52 and a standard deviation of 1.176.

To further analyse the goodness of fit of the variables, the Chi-Square (χ^2) test was conducted.

Image 4.1.15 Chi-Square results (Personality Trait: Conscientiousness)

Variables	**Chi-Square Values**	**Df**	**Significance**
Lazy	143.643	4	0.000
Efficiency	299.143	4	0.000
Job	216.321	4	0.000

As per the results, the highest Chi-Square value is observed for variable *Efficiency* (**299.143**). Followed by *Job* with the (χ^2) score of **216.321**. *Lazy*, the variable has the least (χ^2) value of **143.643**. The degree of freedom observed for all the variables is **4**. The significance of all the variables is **0.000**.

Teens are the age where the peer group is closer to their heart. Conscientiousness in this age adds to the value in education and social relation terms. It helps in maintaining high-quality relationships. This also helps in the development of self-control among

teens. Lack of self-control will lead teens to develop depression and anxiety. It will also lead to poor emotional control, increase alcohol consumption, addiction to smoking, over-eating and other behavioural problems.

When the Conscientiousness is low, people seem to be lazy. Teens are turning out to be *Lazy* (as per the above statistics) when they access more of their Facebook account. The teens owing their smartphone is more and therefore, the access of social media during night time is also high. They cultivate the habit of oversleeping, paying no heed to physical tasks and being late at school. This trait also has a relation to health. They also face the problem of Blood Pressure (BP) and stroke. Facebook is an application which is causing problems like anaemia, depression, hypothyroidism, diabetes and heart disease. They put the work off for tomorrow as their brain gets tired due to more exposure to social media.

Further, the research tries to analyse the personality trait of **Agreeableness**.

Image 4.1.16 Mean Distribution Table (Personality Trait: Agreeableness)

Descriptive Statistics		
Variables	Mean	Std. Deviation
Rude	3.23	1.508
Considerate	3.17	1.451
Forgiving Nature	3.09	1.401

Agreeableness is a personality trait which includes characteristics of being kind to everyone, cooperative and warm. This trait is associated with aggressive behaviour among teens (Gleason et al., 2004). As per the above descriptive statistics, *Rude* variable tops among the Considerate and Forgiving Nature. Rude has a mean value of **3.23** while *Considerate* has a score of **3.17** and *Forgiving Nature* with a value of **3.09**. The standard deviation observed was **1.508**, **1.451** and **1.401** respectively. To further study the fit of variables, the Chi-Square test is conducted.

Image 4.1.17 Chi-Square results (Personality Trait: Agreeableness)

Variables	Chi-Square Value	Df	Significance
Rude	69.000	4	0.000
Considerate	71.171	4	0.000
Forgiving Nature	92.543	4	0.000

As per the Chi-Square analysis, the highest Chi-Square value of **92.543** is observed for the variable *Forgiving Nature*. Followed by *Considerate* variable with the score of **71.171** and the least value was of the variable *Rude* with **69.000**. The degree of freedom for all the variables is **4**. The significance value is **0.000**.

The analysis shows that teens are becoming ruder using WhatsApp. There is a plausible explanation that on WhatsApp the conversation does not happen face to face. There is a lack of eye contact while talking to others. There are no emotions involved during the communication through WA messenger. So, teens are not bothered about what they say in reply or the words used. Teens also have a tendency of taking things personally. They don't realise about their rudeness. A virtual altercation has caused this problem. When their friend disagrees with the views of teens, when there is an argument on Facebook, they unfriend them. The reason behind this type of behaviour is a lack of manners. Technology has taken over the teens, and they do not agree with getting ruder day by day. They have lost values of respecting other's feelings and opinions. These teens have forgotten empathy and are becoming Egoistic, day passing.

Teens who have developed Forgiving Nature are free from depression, anger, hedonic balance. Hedonic Balance (HB) is the reflection of an individual's perceived and experience of positive affect relative to negative affect (Schimmack, Radhakrishnan, Oishi, Dzokoto, & Ahadi, 2002). Depression is a mental disease. In this phase, one has a feeling of persistent sadness, loss of interest in performing activities, low personal growth, loss of appetite, sleep and concentration problem (Source: World Health Organisation, 2017). When the teens are free from the clutches of depression and hedonic balance, they enjoy the beauty of life, strong bonds with relationships. This is

one factor responsible for Subjective Well-being. That means Agreeableness is also responsible for subjective well-being.

The last type is the **Neuroticism**.

Image 4.1.18 Mean Distribution Table (Personality Trait: Neuroticism)

Descriptive Statistics		
Variables	**Mean**	**Std. Deviation**
Worries	4.41	0.682
Nervous	4.14	0.891
Relaxed	3.92	1.108

Neuroticism is a personality trait in which an individual stays in an anxious emotional state. As per the above statistics, *Worries*, a parameter to understand Neuroticism has the highest mean value of **4.41** and a standard deviation of **0.682**. Followed by *Nervous*, a feeling experienced by teens has a mean score of **4.14** and SD of **0.891**. *Relaxed* is the least variable with a mean value of **3.92** and deviation of **1.108**.

Teens always dream of their life through the lens of social media. They idealise their life with some celebrity, big well-known figures or friends, who live a lavish life. The increasing expectations and actual life limitations bring in them Worries. The comparison between friends and them results in the feeling of Nervousness. The unwanted worries and unexpected nervousness make them less relaxed. The more access to WhatsApp messages, more they read about biased information and develop a biased perspective.

For further analysis of variables with the goodness of fit, the Chi-Square (χ^2) test was applied.

Image 4.1.19 Chi-Square results (Personality Trait: Neuroticism)

Variables	Chi-Square Values	df	Significance
Worries	381.607	4	0.000
Nervous	330.929	4	0.000
Relaxed	265.134	4	0.000

As per the Chi-Square (χ^2) analysis, *Worries* has the highest value of **381.607**, followed by *Nervous* variable with score **330.929**. Least value is observed by variable *Relaxed* with Chi-square value (χ^2) of **265.134**. The degree of freedom for all the variables is **4**. The significance is **0.000**.

The significance value for the traits of Extraversion, Openness, Conscientiousness, Agreeableness and Neuroticism is 0.000, which is less than p-value 0.05. This accepts the Alternative Hypothesis of WhatsApp having an influence on the Personality of an individual.

Further, the cross-tabulation of Neuroticism variables with gender was calculated. The test conducted was Spearman's rho test. This test tried to understand the influence of variables on gender.

Boys at the age of 10-18 are more relaxed while girls are more stressed. Boys are more warm-hearted, easy-going and participating. Girls in this age are also frustrated and fretful (Rashid & Rafaqi, 2016). The impulsive behaviour is exhibited because they do not have access to frontal lobes. The frontal lobe is responsible for emotions, problem-solving techniques. It also plays an important role in language and judgement behaviour (Source: The Guardian 25th January 2015). It is the Control centre for Personality (Source: Healthline: 22nd January 2018). This causes mood swings in the teens. While becoming independent in their thoughts, they also tend to forget the language used during communication. This gives elders a feeling of being rude to them.

When we compile each personality trait with the variables ranking one through mean values, the results are: through Extraversion teens have turned out to be Sociable, while

having Openness to experience, they become Original. They become Lazy when it comes to Conscientiousness and Rude in the behaviour of Agreeableness. Apart from all the above, when it comes to Neuroticism, they are Worried.

Social Interaction Anxiety Analysis:

Technology has changed the pattern of communication for teens. They use technological aid for communication. Age is another reason responsible for bringing about a change in the interaction among family, friends and relatives. This is indirectly related to the overall development of a teen.

Image 4.1.20 Mean Distribution Table (Social Interaction Anxiety)

Descriptive Statistics		
	Mean	**Std. Deviation**
Mixing_in_Group	4.39	0.588
Attractive_Opposite_Sex	4.34	0.663
Teacher_Boss	4.30	0.637
Difficulty_in_Mixing	4.30	0.700
Eye_Contact	4.24	0.822

According to Descriptive Statistics, the highest mean value of 4.39 is observed for the variable Mixing in Group with a standard deviation of 0.588. The least mean score of 4.24 is observed for variable Eye Contact with a deviation of 0.822. The variables Attractive Opposite Sex, Teacher and Boss and Difficulty in Mixing ranks second third fourth respectively with the mean value of 4.34, 4.30 and 4.30. The standard deviation observed by these variables is 0.663, 0.637 and 0.700 respectively. The mean data show the teens are facing a bigger problem of Mixing in Group due to the use of Social Media. They also face a major issue of talking to the attractive person of the opposite sex.

To further understand the goodness of fit of the variables, Chi-Square test was analysed.

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Image 4.1.21 Chi-Square Table (Social Interaction Anxiety)

Variables	Chi-Square Values	df	Significance
Mixing_in_Group	133.550	3	0.000
Attractive_Opposite_Sex	120.179	3	0.000
Teacher_Boss	282.200	3	0.000
Difficulty_in_Mixing	258.153	3	0.000
Eye_Contact	219.714	3	0.000

According to the Chi-Square analysis (χ^2), the highest value of 282.200 is found for the variable Teacher Boss. Followed by Difficulty in Mixing with the value of 258.153. The least value of Chi-Square value (χ^2) is Attractive Opposite Sex with 120.179. Eye Contact has (χ^2) value of 219.714. Mixing in Group has (χ^2) value of 133.550. The degree of freedom is 3. The significance value of 0.000. As the significance value is less than p-value which is 0.05, the Alternative Hypothesis is accepted.

The above correlation shows, teens can express more on social media platforms like Facebook and WhatsApp, but not in face to face. They have fear while talking to their teacher or higher authorities. The fear of the judgement factor of other people. This is also known as Selective Mutism. It is caused due to anxiety to express and not a wilful refusal in speaking. This is also a part of social phobia. These kids may speak freely at home but not at school or class (McHolm, Cunningham & Vanier, 2005). Mixing in Group is a tough task for these kids as they do not speak much. The gestures speak for them when they are in public. This can cause a problem in long term.

The correlation between personality trait and Social Interaction Anxiety is judged using Pearson Correlation. The variables of Personality Trait were correlated with the Social Interaction Anxiety scale.

Image 4.1.22 Correlation between Personality Trait and Social Interaction Anxiety

		Teacher_Boss	Eye_Contact	Difficulty_in_Mixing	Attractive_Opposite_Sex	Mixing_in_Group
Talkative	Pearson Correlation	**0.129***	**0.229****	**0.140***	0.113	**0.118***
	Sig. (2-tailed)	**0.031**	**0.000**	**0.019**	0.058	**0.049**
	N	280	280	280	280	280
Reserved	Pearson Correlation	0.107	**0.199****	**0.141***	0.090	0.109
	Sig. (2-tailed)	0.074	**0.001**	**0.018**	0.132	0.068
	N	280	280	280	280	280
Sociable	Pearson Correlation	0.040	0.065	0.024	-0.002	-0.008
	Sig. (2-tailed)	0.500	0.279	0.687	0.969	0.887
	N	280	280	280	280	280
Original	Pearson Correlation	0.079	-0.106	-0.054	-0.032	0.011
	Sig. (2-tailed)	0.186	0.076	0.365	0.595	0.854
	N	280	280	280	280	280
Aesthetic-Expression	Pearson Correlation	-0.003	-0.081	0.073	-0.044	0.101
	Sig. (2-tailed)	0.967	0.174	0.225	0.468	0.090
	N	280	280	280	280	280
Curiosity	Pearson Correlation	-0.005	**0.196****	-0.020	-0.095	-0.002
	Sig. (2-tailed)	0.935	**0.001**	0.741	0.114	0.976
	N	280	280	280	280	280
Job	Pearson Correlation	-0.038	-0.023	-0.033	-0.051	-0.046
	Sig. (2-tailed)	0.523	0.703	0.587	0.391	0.440
	N	280	280	280	280	280
Lazy	Pearson Correlation	-0.109	0.070	0.042	0.111	0.006
	Sig. (2-tailed)	0.069	0.244	0.483	0.062	0.926
	N	280	280	280	280	280
Efficiency	Pearson Correlation	**0.173****	**0.324****	**0.300****	**0.186****	**0.139****
	Sig. (2-tailed)	**0.004**	**0.000**	**0.000**	**0.002**	**0.000**
	N	280	280	280	280	280

Forgiving-Nature	Pearson Correlation	0.075	0.001	-0.107	0.015	0.103
	Sig. (2-tailed)	0.210	0.986	0.075	0.804	0.084
	N	280	280	280	280	280
Considerate	Pearson Correlation	**0.139***	0.067	-0.008	0.066	**0.118***
	Sig. (2-tailed)	**0.021**	0.264	0.897	0.272	**0.048**
	N	280	280	280	280	280
Rude	Pearson Correlation	-0.105	-0.049	**0.136***	-0.026	0.068
	Sig. (2-tailed)	0.080	0.417	**0.023**	0.660	0.260
	N	280	280	280	280	280
Nervous	Pearson Correlation	0.001	0.068	0.117	0.017	0.027
	Sig. (2-tailed)	0.987	0.260	0.051	0.780	0.652
	N	280	280	280	280	280
Relaxed	Pearson Correlation	-0.108	-0.102	0.063	-0.047	-0.074
	Sig. (2-tailed)	0.070	0.090	0.295	0.438	0.214
	N	280	280	280	280	280
Worries	Pearson Correlation	0.003	0.110	0.066	0.074	0.081
	Sig. (2-tailed)	0.957	0.067	0.270	0.218	0.178
	N	280	280	280	280	280
** Correlation is significant at the 0.01 level (2-tailed).						
* Correlation is significant at the 0.05 level (2-tailed).						

According to image 4.1.22, the correlation between personality trait and Social Interaction Anxiety, the variables Talkative and Teacher Boss, Difficulty in Mixing and Mixing in group correlate at correlation of 0.129, 0.140 and 0.118 with significance of 0.031, 0.019 and 0.049 respectively. The correlation is significant at 95% confidence.

Variable Talkative correlates with Eye Contact at 0.229 with significance of 0.000, which is accepted at 99% confidence. The variable Reserved correlates with Eye Contact with the value of 0.199 having significance of 0.001. This is accepted at 99% Confidence. The variable Reserved is correlating Difficulty in Mixing at 0.141 with significance of 0.018 accepting at 95% confidence.

The variable Curiosity correlates with Eye Contact variable at 0.196 with significance of 0.001. The correlation is accepted at 99% confidence.

The variable Efficiency correlates with Teacher Boss, Eye Contact, Difficulty in Mixing, Attractive Opposite Sex and Mixing in Group at score of 0.0173, 0.324, 0.300, 0.186 and 0.139 respectively. All the variables correlate at 0.004, 0.000 and 0.002 significance which shows that the correlation is significant at 99% confidence.

The variable Considerate correlates with Teacher and Boss at the score of 0.139 with significance of 0.021. It has a correlation with Mixing in Group at 0.118 with significance of 0.048. The correlation is accepted at 95% confidence.

The variable Rude correlates with Difficulty in Mixing at 0.136 with significance of 0.023. The correlation is accepted at 95% confidence.

The correlation has a plausible explanation that though the youth is talkative but still they have a nervous feeling while talking to higher authorities. They also face difficulty in mixing comfortably in group of friends and classmates. They also fear that while mixing in group they might be ignored. Though they have Efficiency in performing task, they fear of communication with higher authorities, the lack of confidence in making eye contact while speaking and difficulties in mixing in group is the problem among the teens. The lack of confidence, fear back of mind keeps them away from giving best performance at social places. They don't realise the rudeness while speaking to the group. Because they engage more in WhatsApp and reply through emojis. This keeps them away from the understanding of the rudeness while speaking in public.

This **accepts** the **Alternative hypothesis** that *Constant engagement with WhatsApp influences the Personality Trait and brings about Social Interaction Anxiety*.

H:3 Scrolling of Facebook influences the Self-Esteem and Self-Concept of Youth

Self-Esteem is all about feeling good of yourself. Teenage is the period where a girl and boy undergo certain physical changes. There are hormonal changes as well. Sometimes, they lack the feeling of being loved. In this age, teens build either healthy self-esteem or unhealthy self-esteem. Healthy self-esteem provides one to experience

life to the fullest. It provides confidence to achieve success even after failure. It gives oneself a chance to be the real you and enjoy every moment of life. In relationships, when one has healthy self-esteem, they develop love and respect for each other. In work life, a person with full of responsibility, and constructive criticism is of positive self-esteem. Self-Esteem is in each one's hand how to develop it. This area of research focuses on how Facebook comments and likes have an influence on the self-esteem of teens.

Descriptive Statistics was calculated to rank the variables according to their mean value and find the standard deviation.

Image 4.1.23 Mean Distribution Table (Self-Esteem)

Descriptive Statistics		
Variables	**Mean**	**Std. Deviation**
Positive_Attitude	4.29	0.520
Qualities_Facebook	4.21	0.744
Self_Capital	4.16	0.794
FB_Friends	4.08	0.820
Likes_Feelings	3.91	0.883
Time_Comments	3.86	1.084
Likes_Facebook	3.54	1.238

From the above table, it can be seen that teens have a Positive Attitude towards self, which has a high mean value of 4.29 and a standard deviation of 0.520. Lowest mean value can be recorded for Likes on Facebook with a mean score of 3.54 and a standard deviation of 1.238. Teens feel they have more Qualities than those uploaded on Facebook which has a mean value of 4.21 and SD of 0.744. The belief of having more respect for Self-Capital has a mean score of 4.16 and deviation of 0.794. The number of FB Friends is not a proud figure has a mean value of 4.08 and a standard deviation of 0.820. The satisfaction dependence on Likes and Feelings has a mean value of 3.91 and SD of 0.833. The teens develop a feeling of being useless when they have Time but nothing to Comment has a mean of 3.86 and deviation of 1.084.

After the ranking of these variables, the Chi-Square test (χ^2) was calculated to understand the goodness of fit of the variables.

Image 4.1.24 Chi-Square Table (Self-Esteem)

Variables	Chi-Square Values	df	Significance
Positive_Attitude	187.979	4	0.000
Qualities_Facebook	264.143	4	0.000
Self_Capital	293.229	4	0.000
FB_Friends	273.286	4	0.000
Likes_Feelings	295.571	4	0.000
Time_Comments	166.029	4	0.000
Likes_Facebook	159.800	4	0.000

Highest Chi-Square (χ^2) value of 295.571 can be seen for the variable Likes Feeling, followed by Self-Capital with a score of 293.229. The number of FB Friends has (χ^2) value of 273.286. Qualities on Facebook has the fourth place with (χ^2) score of 264.143. Least scores are observed for variables Positive Attitude, Time Comments and Likes Facebook with values of 187.979, 166.029 and 159.800 respectively. All the variables have 4 as the degree of freedom. The significance value is 0.000 which is less than p-value 0.005. This accepts the Alternative Hypothesis.

To understand the influence of FB on self Esteem, it is always calculated using ANOVA (Omolayo et al., 2013; Gonzales & Hancock, 2011). Since the data is Non-Parametric, Kruskal Wallis test is considered (Kothari, 1998).

Image 4.1.25 Kruskal Wallis Test

	Likes_ Facebook	Likes_ Feelings	Qualities _ Facebook	FB_ Friend s	Time_ Comment s	Self_ Capita l	Positive _ Attitude
Chi-Square	5.451	.327	.056	.192	4.548	.581	4.976
df	1	1	1	1	1	1	1
Asymp. Sig.	.017	.568	.814	.662	.033	.446	.026

a Kruskal Wallis Test

b Grouping Variable: Gender

As per the image, Likes and Facebook is statistically significant with the score of 5.451 and significance value of 0.017. Followed by the variable Positive Attitude with the value of 4.976 and significance of 0.026. The least variable accepted by Kruskal Wallis test is Time Comments. The value obtained for this variable is 4.548 with the significance of 0.033.

The above statistics show when the Likes on Facebook are less, the teens do not feel good about themselves. Receiving Likes on Facebook is equivalent to eating a bar of chocolate for the brains of the teens. When the dark chocolate is consumed, it works well for memory and reaction time. It also provides us improved brain blood flow, oxygen levels and nerve functions. Dark chocolates have a substance called Flavanol. Flavanol is a plant-based substance with the properties of being anti-inflammatory and antioxidant. It develops thinking skills in humans. This can be a plausible explanation that when the teens receive Likes on Facebook, they get charged. Their thinking skills are enhanced which are utilised to react to certain situations.

Personality is another aspect responsible for Self-Esteem (Source: Psychology Today: When the personality trait of this age was calculated, the highest mean value was seen for the variable Worries with the value of 4.41 (as per table 4.1.33). This is a characteristic of Neurotic personality. Teens take comments of Facebook to their heart. This behaviour reduces self-esteem when the expected number of likes and real received number of likes do not match. They try to seek Facebook as their support system. They fail to understand the sense of purpose. This is the third factor to affect the Self-Esteem of teens. While using Facebook they do not understand the sense of purpose to use it. They take things emotionally and lower their self-esteem.

Self-Concept Analysis:

The development of youth is an ongoing journey. The attempts are made to understand their basic needs and meet them. Another main focus area for teens is skill-building and making them competent enough for the future. This makes the youth an asset for the

society to invest upon. Recreation and Lifestyle are the foundations to build the pillars of decision-makers. This area of research focuses on the self-concept through recreation and lifestyle followed on Facebook. Descriptive statistics were calculated to analyse the variables according to their mean values.

Image 4.1.26 Mean Distribution Table (Self-Concept)

Descriptive Statistics		
Variables	**Mean**	**Std. Deviation**
Activities_Over_Texting	4.34	0.627
Upload_Stories_on_Fb_WA	4.21	0.753
Control_Over_Emotions	3.89	1.044
Perform_Hobbies	3.86	0.956

According to the table above, the highest mean value of 4.34 is obtained for Activities over Texting followed by 4.21 score for Upload Stories on FB_WA. The standard deviation obtained for these variables is 0.627 and 0.753 respectively. The least scores are seen for the variable Perform Hobbies with the value of 3.86 and SD of 0.956. The variable Control Over Emotions has a mean value of 3.89 and deviation of 1.044. The teens prefer doing activities rather than chatting but originally, they perform very late, as performing is last in the list of mean ranking. The basic aim to prefer doing activities is to upload it on Facebook and WhatsApp and increase the number of likes and comments. When the youth generate a feeling of goodness for themselves, they manage doing things more effectively and productively.

Further, Chi-Square was calculated to understand the goodness of fit.

Image 4.1.27 Chi Square Table (Self-Concept)

Variables	Chi-Square Values	df	Significance
Activities_Over_Texting	178.800	3	0.000
Upload_Stories_on_Fb_WA	172.667	3	0.000
Control_Over_Emotions	142.800	3	0.000
Perform_Hobbies	171.689	3	0.000

According to the data, the Highest Chi-Square value of 178.800 was obtained for the variable Activities over Texting, followed by Upload Stories on Fb and WA with (χ^2) value of 172.667. The third variable in value with 171.689 is Perform Hobbies, and lastly, Control Over Emotions with (χ^2) score of 142.800. All the variables have 3 as the degree of freedom. The significance value obtained is 0.000 which is less than p-value 0.05.

An emerging trend is seen among these teens. They use other social media forms to learn a new art. They attempt to perform that art form and upload the video or image on Facebook. They opt for personalised pages which fit for their hobbies. This also helps them to upgrade themselves with the trend and go with the flow. This has revolutionised the use of Facebook from just gossip to learning a new form.

In school, there are extra-curricular activities, but few of them are shy. In a few schools, the children are more pressurised for marks and percentage. They feel neglected about their hobbies. According to a report published by UNICEF in 2017, it states the age 15 to 24 is the most connected age group. On the other hand, Self-concept is a particularly important noncognitive skill for teens. It is foundational to other noncognitive skills, in that it serves as a base on which to build other valuable skills such as social skills and higher-order thinking skills. It helps in building self-confidence, self-awareness, self-efficacy and self-esteem.

The smartphones are building up a bedroom culture, where these kids perform their hobbies and upload those on Facebook. They are free to perform art at their wish and interest. This is indirectly helping them to build life skills. The role model they liked based on their interest helps teens build their values. This has also built-in critical thinking skills and artistic skills. They also learn to respect other art forms and individuals as well tolerance (Source: The Hays Daily News, 27th December 2017).

This **accepts** the **Alternative Hypothesis** of *Scrolling of Facebook influences the Self-Esteem and Self-Concept of Youth.*

Analysis 17-18

Introduction:

According to the census report of 2011, 9.7% of the total population falls in the age group of 15-19. Age group of 17-18 is the one who has just completed schooling and stepped in college world. Age 17 is considered as mid adolescence and 18 as late adolescence (Source: Psychology Today). This age is considered to experience hormonal changes in the youth. The urge in the Oedipal complex is responsible for impulsive control problems, feeling of anxiety. This brings a change in the relationship definition for parents as they care more during this stage of life. The youth keep themselves away from the family and develop a feeling of dominance by parents. The youth feels more connected to their friends who are undergoing same problem (Laursen & Collins, 2009).

Processing of Data:

Since this age is a very delicate one, it is utmost important to understand the ways of influence. The communication pattern adopted in this age becomes the way for life. Therefore, data was collected from the youth of Mumbai, Kalyan and Bhiwandi was coded, entered and then analysed through SPSS software. The data collected through questionnaire was coded into numerical form. This helped in easy handling of data and generating reports. Data Grouping was done for Nominal categories of Sex and Region.

Categorial Data Analysis:

Nature of Test: Individual items of Facebook and WhatsApp parameters were analysed using categorial technique to find out the difference between the influence of Social Media on Male and Female. Chi square tests were applied to assess the influence on different parameters like gender, occupation and age. The results obtained were assessed for p value less than 0.05.

The following analysis marks for the Age group of *17-18*. Usually, this population is the mid and late adolescence.

Image 4.2.1 Region wise collection of data

Region-wise Demographics			
Region	Gender		Total
	Male	Female	
Mumbai	47	33	80
Kalyan	55	115	170
Bhiwandi	30	20	50
Total	132	168	**300**

The above table shows region wise division of the Gender demographic. 47 Males and 33 Females from Mumbai responded to the questionnaire which was filled in physically. This constituted *26.67%* of the total respondents in the age group of 17-18. From Kalyan, 55 Males and 115 Females filled the questionnaire constituting nearly about *56.67%.* 30 Males and 20 Females responded from Bhiwandi which is about *16.66%.*

Before analyzing the hypothesis, the basic parameters of how this age uses social media was understood. Below provides an analysis for the same.

The first parameter was whether they use social media.

Image 4.2.2 Use of Social Media
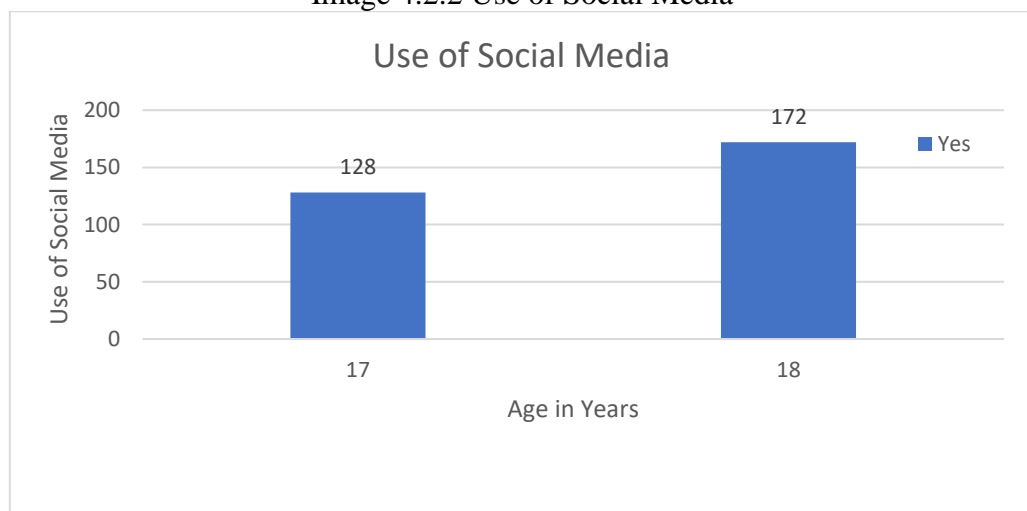
After analyzing 300 adolescents, 128 adolescents in the age of 17 and 172 adolescents in the age of 18 years use social media in some or the other way. Since this was a very basic question, as WhatsApp, Instagram and Snapchat are the most commonly used social media among these young adults as they appeal them easily. To understand the

college and class updates, for academic updates are the very basic use of WhatsApp which cannot be denied.

Further they were asked, time spent on social media on daily basis.

Image 4.2.3 Time Spent on Social Media
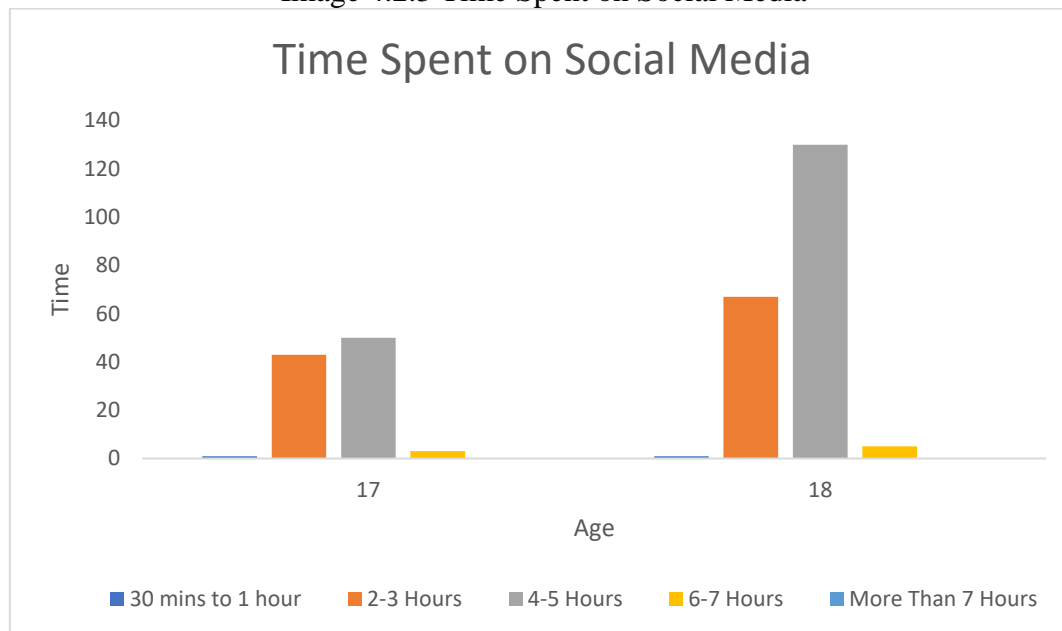
While trying to understand the time spent on social media ranging from half an hour to more than 7 hours, 180 (50 mid and 130 late) adolescents which is equivalent to 60% of the studied population stays online for 4 to 5 hours daily. 110 (43 mid and 67 late) adolescents which forms about 36.66% of the population stays online for 2-3 hours a day. 10 adolescents, 2 in the time lapse of 30 mins to 1 hour and 8 in the time slab of 6 to 7 hours stay online.

4 to 5 hours per day is spent on social media by teens. The preference of watching TV to this age has changed. "Watching TV" has become a phrase that now encompasses many different things, including watching programming from a broadcast or cable network on a TV set as it is aired; watching shows that were recorded earlier on a DVR; streaming shows to a smart TV; or accessing shows on a smartphone or laptop, whether through a cable or broadcast app or a subscription service like Netflix.

Followed to this, the research tried to understand the means through which they access social media.

Image 4.2.4 Means of Access of Social Media

Means of Access of Social Media
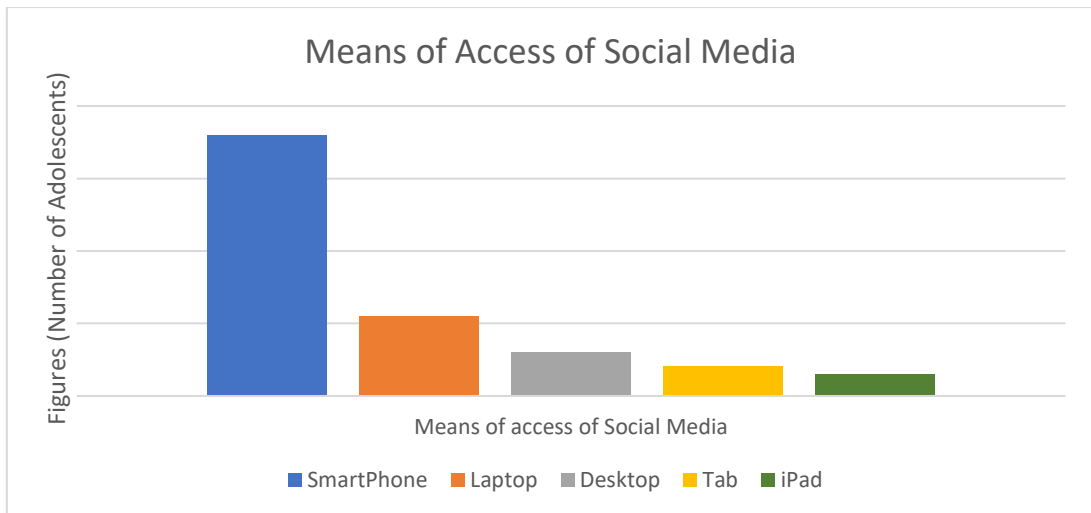
According to the responses received of 300 adolescents, 180 youth use Smartphone to access their social media accounts. 55 responded to using of Laptop for logging in social media. 30 highlighted the use of Desktop to log on their social media. 20 and 15 logs in to their social media through Tab and iPad respectively. They concentrate more on social media while using smartphone and develop a problem of addiction. They are affecting their work and home life. They question about inculcating of values in the life of adolescents takes more focus.

The age factor, 17 being minor for Facebook were asked, whether they have access to Facebook.

Image 4.2.5 Users of Facebook
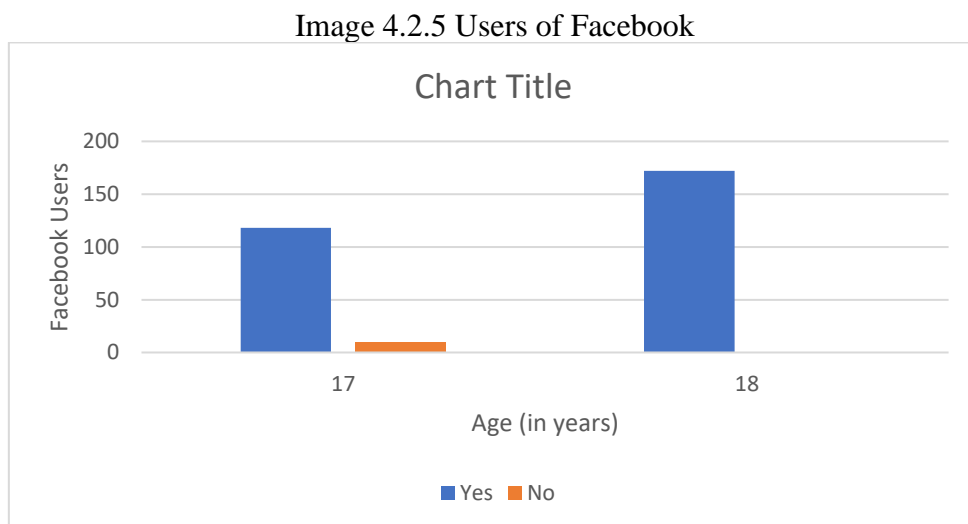
Adolescents are highly influenced in using Facebook and WhatsApp. Even in the age of 17, out of 128 respondents, 118 responded to Yes. Only 10 marked No for using of Facebook. 18 is the legal age and so, all the 172 respondents had their FB Accounts.

In 2013 Facebook was introduced in India with lucrative features. The features stole the hearts of adolescents and they could not refrain themselves from joining. According

to the Facebook data, India ranked second in the usage of FB after US (Source: Daze Info Briefs, 7th January 2014).

H1: Indulgence in Social Media has an implication on mental and physical health of youth

The development of a country lies in the betterment of the brains. Understanding the influence of social media on physical and mental health in the age of 17-18 is most important. This is the age where they have to construct a goal for the life. Adolescence are looked as the pillars of the country (Rani & Buvaneswari, 2017).

For the research, Physical health was measured through parameters like Neck Strain, Eye-Sight, Connect Friends, Cements Friendships, Friend Search. Mental parameters were Social Media over Television, Comments, News Feed, Comparing, Lifestyle.

To understand the influence of Social Media on health, and rank the factors of high influence, Descriptive Statistics was performed. Image 4.2.6 provides the description of Mean values for the following variables.

Image 4.2.6 Mean Distribution Table (Social Media Influence: Physical)

Descriptive Statistics		
Variables	**Mean**	**Std. Deviation**
Connect	4.50	0.500
Friendship	4.48	0.501
Friend_Search	4.42	0.495
Eye_Sight	4.41	0.493
Neck_Strain	4.11	0.454

As per the table above, the highest mean value of 4.50 was seen for the variable Connect with a standard deviation of 0.500. Followed by the variable Friendship with the score of 4.48 and SD of 0.501. The least mean score was valued at 4.11 for variable Neck Strain with SD 0.454. Variable Friend Search and Eye Sight show a mean value of 4.42 and 4.41 respectively with SD 0.495 and 0.493.

Facebook was the most popular networking site among the teens. Around 70% of them were connected and maintained their friendship through social mediums. They have developed a more of acceptance feeling through digital platforms.

Further, Chi Square values were calculated to understand the goodness of fit.

Image 4.2.7 Chi Square results (Social Media Influence: Physical)

Variables	Chi Square Values	df	Significance
Connect	15.003	1	0.001
Friendship	39.269	1	0.001
Friend_Search	27.339	1	0.001
Eye_Sight	29.332	1	0.002
Neck_Strain	24.003	1	0

Connect:

As per the table 4.2.7, the Chi Square (χ^2) value generated is 15.003 with 1 as df and 0.001 as significance. Hours together this generation sits with the gadgets, scroll, text, share and keep themselves occupied. They connect with most of them through screens. Through this non-verbal disabled context, the tone, body-language, facial expression renders to be invisible. They connect electronically and not emotionally.

Friendship:

The Chi Square (χ^2) score for Friendship is 39.269. The df obtained is 1. The significance value generated is 0.001. The adolescence is more interested in searching friends on Facebook (Bhargava & Rani, 2015). These Digital Natives use technology to enhance friendship online and foster intimacy. New Friendships motivate youth to shape their digital world (Chambers, 2013)

Friend Search:

The variable Friend Search has a Chi Square (χ^2) value of 27.339 with 0.001 as significance value. The degree of freedom obtained is 1. They spend major time

connecting on social media. This is affecting Indian Educational system as these social media sites are catching the attention of youth. They search friends, join groups and spend time in chatting, searching unnecessary things on internet (Bhargava & Rani, 2015).

The best thing they do with social media is, they are in loop with their friends. They search friends and share their tough times through social media.

Eye Sight:

Since the youth keeps on searching for friends and connects with them, the Chi Square value for this variable generated is 29.332 with 0.002 as significance value and 1 as degree of freedom. Till 18 years of age, growth of eyes takes place. In this age, youth generally suffers from Myopia (short-sightedness). Astigmatism is a common condition in this age, where the netizens suffer a blurred vision.

Neck Strain:

The variable Neck Strain has a score of 24.003. The degree of freedom is 1 and significance is valued at 0.000. This is also called as Tech-Neck (Carpenter, 2017). Tech Neck or Text Neck means degeneration of cervical spinal which takes place because of forward head flexion. This problem arises because of long time of texting, looking at cell-phones. This age has reported problems of flawed flexion of neck while studying. Due to more of consumption of social media, this age is prone to Musculoskeletal neck pain. Forward bending of head increases the weight of a full-grown head resulting in changes in cervical spine, curvature supporting ligaments, tendons (Fares, Fares & Fares, 2017).

Further, the variables of mental health were analysed through Descriptive Statistics.

Image 4.2.8 Mean Distribution Table (Social Media Influence: Mental)

Descriptive Statistics		
Variables	**Mean**	**Std. Deviation**
SM Over Television	4.64	0.480
Comments	4.57	0.596
News_Feed	4.52	0.500
Profile_Visit	4.49	0.501
Comparing	4.48	0.498
Lifestyle	4.48	0.496

From the above table, highest mean was observed for Social Media over Television with mean value of 4.64 and standard deviation of 0.480. Highest standard deviation was observed for Comments variable with score of 0.596 and mean score of 4.57. Variables News Feed has SD of 0.500 and mean value 4.52. Profile Visit variable has a mean value of 4.49 and SD of 0.501. A mean value of 4.48 is shared by variables Friendship, Comparing and Lifestyle with SD of 0.501, 0.498, 0.496 respectively.

This generation is more interested in spending time on Social Media rather than traditional media. Watching television with parents not only helps the youth put a cap time on gadgets but also makes elder examine the reaction of youth to different scenario. It also brings interactivity among the family members (Source: Metro Parent, 12th April, 2019).

Significance Analysis

To further analyse each of the variable, significance analysis through Chi Square and gender analysis through Spearman Rank Correlation (r_s) Test was performed on each of the variable. Chi Square will describe about how each of the aspect is related to Influence of Social Media. Chi square is always accompanied with strength statistics. For understanding the strength and significance between the gender and parameters, Spearman Rank Correlation (r_s) will examine the relationship descriptively.

Image 4.2.9 Chi Square results (Social Media Influence: Mental)

Descriptive Statistics			
Variables	**Value**	**df**	**Significance**
SM Over Television	53.585	1	0.000
Comments	26.143	1	0.000
News Feed	17.561	1	0.000
Profile Visit	13.163	1	0.001
Comparing	43.402	1	0.000
Lifestyle	38.402	1	0.000

The above table 4.2.9 shows the results for the Chi Square values for the variables taken in to consideration for understanding the influence of Social Media on health. The degree of freedom obtained was 1. According to the Critical Value table for significance of 0.05, the value is 3.841. If the value is greater than 3.841, then the Null Hypothesis is rejected.

SM Over Television:

The table shows value of (χ^2) 53.585 for this variable with degree of freedom (df) as 1 and significance value as 0.000. Contacting friends who are away, keeping in touch with old friends, messaging friends, expression opinions about the events, keeping relaxed, providing hours of leisure, seeing the updates of people, sharing or forwarding photos and videos are some factors responsible which motivate them to use social media more (Varghese, Nivedhitha & Krishnatray, 2013).

Comments:

As per the above table (4.2.3) the value for this variable is 26.143, with 1 as df and significance of 0.000. Adolescents in this age keep looking at the images of their friends uploaded on Facebook. They are aware of the fact about the filters used for the images. When they post an image, they are more stressed about how others will look to their images. They feel bad when they receive less likes and comments. This results in the comparison of their body image and develop a negative self-esteem. This happens in majority with girls.

News Feed:

According to the Chi Square (χ^2) results, the value generated for this variable is 17.561. The df is 1 and the significance value is 0.000. Through News Feed, a youth can post comments, videos, pictures and web-links. The adolescence posts their emotions which influenced their moods further. This has an indirect effect on political understanding of youth (Source: The Guardian, 30th June 2014).

Profile Visit:

The value (χ^2) value for this variable is 13.163. The degree of freedom is 1 and significance score is 0.001. In this age, using social media is of great attraction to adolescents. They either keep on updating their profile or checking others profile (Source: Pew Research, 18th April 2007). They are also developing a habit of keeping their profile private. They have high level of confidence to manage their settings (Source: Pew Research, 21st May 2013).

Comparing:

The Chi Square value obtained for Comparing variable is 43.402 with 1 as degree of freedom and 0.000 as the significance score. Through various means like mobile, laptop, palm-top students access social media (Bhardwaj, Avasthi & Goundar, 2017). This young generation of impressionable age have a glance at the content uploaded, admire it and follow it. This becomes their lifestyle (Source: Young Bharatiya, 2019).

Lifestyle:

This age group is more involved in inactive and sedentary habits like chatting. They have changed eating habits, sleeping habits and physical fitness (Singh & Misra, 2012). This influence can be seen in Chi Square (χ^2) value which is 38. 402 with 1 as degree of freedom and significance of 0.000.

Therefore, from the above parameters, since all the values fall in range above 3.841, the **Alternate Hypothesis** of *Social Media has an Influence on Health* is **accepted** through Chi Square analysis.

H:2 Constant engagement with WhatsApp influences the Personality Trait and brings about Social Interaction Anxiety

According to Pew Research, 97% of the adolescents use social media with 45% of them constantly online (Source: Pew Research, 2018). Negligence of personal life, mental pre-occupation, escapism, mood modifying are the problems faced due to more of addiction (Source: Forbes, 30th June 2017). The effect of mood has a direct correlation with the scores on personality. On WhatsApp through various mediums of status, the youth has the power to show their moods for the day. This is an indirect form of self-disclosure (Berry et al., 2018). This aspect of research focuses on the influence of personality caused due to WhatsApp.

Extraversion:

To rank the variables according to their values, Descriptive Analysis of mean and standard deviation was performed on each of the parameter.

The first parameter was Extraversion. It includes parameters like Sociable, Talkative and Reserved.

Image 4.2.10 Mean Distribution Table (Personality Trait: Extraversion)

Descriptive Statistics		
Variables	Mean	Std. Deviation
Sociable	4.19	0.393
Reserved	4.14	0.351
Talkative	4.10	0.305

Sociable has the mean value of **4.19** with standard deviation of **0.393**. The *Reserved* nature amongst youth has mean of **4.14** and SD of **0.351**. *Talkative* variable has mean score of 4.10 with SD of **0.305** respectively.

In this age, the adolescents have 'social brain'. The medial Prefrontal Cortex is responsible in understanding others. Noticeable changes are noted in the social behaviour and social cognitive emotional physical development.

Talkative, a factor of Extraversion is found with least mean value. Extrovert are the people who experience higher levels of positive vibes are happier because they engage in social work (Wilt & Revelle, 2013). High extrovert people are at low risk of internet, vibrant, enthusiastic, active and talkative (Ozturk et al., 2015).

To understand the goodness of fit, Chi-Square was calculated on these variables.

Image 4.2.11 Chi-Square results (Personality Trait: Extraversion)

Variables	Chi Square Values	df	Significance
Sociable	115.320	1	0.000
Reserved	152.653	1	0.000
Talkative	188.813	1	0.000

According to table 4.2.11 the Chi Square results states that higher value is seen for variable of Talkative with value of 188.813. The lowest Chi Square value of 115.320 is observed for the variable Sociable. Variable Reserved has the Chi Square value of 152.653. All the variables have 1 as degree of freedom. The significance of the variables is 0.000.

These people have high activity levels, positive emotions and impulsivity (Lucas & Diener, 2001). They influence more in group settings. Dominance is one aspect of this trait (Daft, 2008).

The second is **Openness**.

Image 4.2.12 Mean Distribution Table (Personality Trait: Openness)

Descriptive Statistics		
Variables	**Mean**	**Std. Deviation**
Original	4.36	0.480
Aesthetic Expression	4.23	0.419
Curiousity	4.15	0.353

According to table 4.2.12 Original variable ranks first with mean score of 4.36 and standard deviation of 0.480. Followed by Aesthetic Expression is measured at mean value of 4.23 and SD of 0.419. Variable Curiosity ranks last with mean score of 4.15 and SD of 0.353 respectively.

According to above table, being Original, coming up with new ideas is a factor of Openness. This age group people come up with new ideas. People with high openness are imaginative, sensitive to art and beauty, emotionally differentiated, behaviorally flexible intellectually curious and liberal in values (McCrae & Sutin, 2013).

To further analyse each of the dimension of personality trait, significance analysis through Chi Square and gender analysis through Spearman Rank Correlation (r) Test was performed on each of the variable. Chi Square will describe about how each of the aspect is related to Influence of WhatsApp on Personality Trait. For understanding the strength and significance between the gender and variables, Spearman Rank Correlation (r_s) will examine the relationship descriptively.

Image 4.2.13 Chi Square results (Personality Trait: Openness)

Variables	**Chi Square Values**	**df**	**Significance**
Original	24.653	1	0.000
Aesthetic Expression	89.653	1	0.000
Curiousity	147.000	1	0.000

As per the table 4.2.13, the Chi Square results states that higher value is seen for variable of Curiosity with value of 147.000. While lowest value was observed for Original with score of 24.653. The degree of freedom observed for the variables is 1. According to Critical Value table, the probability value for 1 as degree of freedom is 3.841.

Openness people are said to be high on intellectual curiosity. They are ready to receive variety of life (Matheson & Hayden, 2012). They are said to be imaginative, creative, intellectually curios (Weisberg, Young & Hirsh, 2011). According to the data analysed for the age of 17 to 18, the Openness trait correlates with gender at 99% confidence. Women are more open to new experience while men are more enthusiast (Weisberg, Young & Hirsh, 2011).

The next type of personality trait is **Conscientiousness.**

Image 4.2.14 Mean Distribution Table (Personality Trait: Conscientiousness)

Descriptive Statistics		
Variables	**Mean**	**Std. Deviation**
Lazy	4.30	0.458
Efficiency	4.19	0.390
Job	4.12	0.322

Lazy variable has highest mean value of 4.30 and 0.458 as the standard deviation. Efficiency has the mean value of 4.19 with standard deviation of 0.390 respectively. The variable Talkative has mean score of 4.12 with SD of 0.322 respectively.

Adolescents who scrolled Facebook to watch comments, the news feed where more inclined towards their cell phones. They became lazy and had sedentary behaviour. Moreover, they felt like exhausted when they had to do any sort of workout (Morin, 2013).

To further analyse the goodness of fit of the variables, the Chi-Square (χ^2) test was conducted.

Image 4.2.15 Chi Square results (Personality Trait: Conscientiousness)

Variables	Chi Square Values	df	Significance
Lazy	49.613	1	0.000
Efficiency	117.813	1	0.000
Job	176.333	1	0.000

According to the Chi Square results, highest Chi Square value of 176.333 is observed for the variable Job, followed by Efficiency variable with value of 117.813. Least Chi Square value of 49.613 is observed for the variable Lazy. The degree of freedom observed for the variables is 1. According to Critical Value table, the probability value for 1 as degree of freedom is 3.841. Since all the values fall above this value and the significance value is 0.000.

Conscientiousness is one from the Big Five traits of personality. A person good in conscientiousness will be high in self-regulation and impulse control. These people are organised, hard-working, goal directed. They strictly stick to rules and regulations. This shows that the generation of age 17 and 18 is high on Conscientiousness. The adolescents high on Conscientiousness had positive relationship between internet addiction and social media (Yang et al., 2006).

Though this generation has the power to perform their duties (job) efficiently but the addiction to social media has made them lazy. The drive to achieve specific goals is reduced. They have strong intention to share the information and being socialised (Vincy).

Further, the research tries to analyse the personality trait of **Agreeableness**

Image 4.2.16 Mean Distribution Table (Personality Trait: Agreeableness)

Descriptive Statistics		
Variables	**Mean**	**Std. Deviation**
Considerate	4.33	0.472
Forgiving Nature	4.22	0.417
Rude	4.15	0.358

Considerate variable which has a mean value of 4.33 and standard deviation of 0.472. Forgiving Nature has a mean score of 4.22 and standard deviation of 0.417. Variable Rude have a mean score of 4.15 and standard deviation of 0.358. The adolescents are more considerate in this age, as they see how others perceive them.

To further study the fit of variables, the Chi-Square test is conducted.

Image 4.2.17 Chi-Square results (Personality Trait: Agreeableness)

Variables	**Chi Square Values**	**df**	**Significance**
Considerate	33.333	1	0.000
Forgiving Nature	91.853	1	0.000
Rude	184.000	1	0.000

Highest Chi Square value of 184.000 is seen for the variable Rude. Followed by Forgiving Nature with value of 91.853. Variable Considerate has the Chi Square value of 33.333. The degree of freedom observed for the variables is 1. According to Critical Value table, the probability value for 1 as degree of freedom is 3.841. Since all the values fall above this value and the significance value is 0.000.

Adolescents have developed forgiving nature to overcome the anger and keep away from the dysfunctional behaviours. As people high on agreeableness are cooperative, friendly polite and kind.

In the age group of 17 and 18, these people spend majority of their time with friends and peer group. They develop independent ideas and constantly think about how they will be perceived in their groups. Sometimes, when they cannot handle their changes in feelings, they become over-sensitive. This increases the grumpiness and rudeness among the adolescents (Source: Raising Children).

The last type is the **Neuroticism**.

➢ **Neuroticism:**

Image 4.2.18 Mean Distribution Table (Personality Trait: Neuroticism)

Descriptive Statistics		
Variables	**Mean**	**Std. Deviation**
Relaxed	4.22	0.413
Worries	4.21	0.406
Nervous	4.15	0.355

Variable Relaxed has a mean score of 4.22 and standard deviation of 0.413. Worries have a mean score of 4.21 and standard deviation of 0.406. Nervous variable has mean score of 4.15 with SD of 0.355.

This is a type of personality trait. These people are said to be full of anxiety, depression and negative feelings. They have a self-doubt about themselves.

For further analysis of variables with the goodness of fit, the Chi-Square (χ^2) test was applied.

Image 4.2.19 Chi-Square results (Personality Trait: Neuroticism

Variables	Chi Square Values	df	Significance
Relaxed	96.333	1	0.000
Worries	103.253	1	0.000
Nervous	127.000	1	0.000

Highest Chi Square value of 127.000 is seen for the variable Nervous. Followed by Worries with value of 103.253. Variable Relaxed has the Chi Square value of 96.333. The degree of freedom observed for the variables is 1. According to Critical Value table, the probability value for 1 as degree of freedom is 3.841. Since all the values fall above this value and the significance value is 0.000.

People with high Neuroticism suffer from emotional stability. They become more capricious, anxious and agitated. WhatsApp addiction is indirectly presented through emotional regulation. This makes neglect other issues and bring in difficulties to use WhatsApp (Chan & Leung, 2016). They experience nervousness during speech since they don't have much confidence during class presentations. This makes the adolescents socially anxious. (Blöte et al., 2009). Neuroticism is a matter of subjective well-being. According to Eysenck's Theory of biological bases of personality traits, introvert and extrovert are classified in four groups. There are stable introvert and extravert. The unstable introverts are high on seriousness, always worried, suspicious and thoughtful (Fadda & Scalas, 2016). Mental disorders and psychotic symptoms were seen when the mid adolescents are high on Neuroticism (Goodwin, Fergusson & Horwood, 2003).

But, in social media, Neuroticism is indirect predictor of WhatsApp addiction whereas, Extraversion is as well a direct predictor (Chan & Leung, 2016). Anxiety related disorders were found in Neurotic youth. Neuroticism is related to pre-frontal cortex. Pre-Frontal cortex helps in managing the internal goals. It helps in determining good and bad (Hill & Dahlitz, 2017). Increase in the influence from visual processing streams to amygdala are connected with creating Extraversion personality trait. Neuroticism was associated with an increased influence from the amygdala to the MFG and a

decreased influence from the PCU to the amygdala. This has a relation with emotional regulation and self-referential cues (Pang et al., 2016).

These people scroll through WhatsApp without any particular reason. They are called as WhatsApp lurkers (Source: Independent 25th September 2017). This generation which has a strong relationship of being social during nervousness which indirectly is creating an influence on their Body Mass Index (BMI). When they face the problem of nervousness consumption of alcohol is common solution for them. At times, when they spend less time on social media also leads to a nervous feeling in them (Gupta, Singh & Grover, 2017).

Social Interaction Anxiety Analysis:

Generation Z uses WhatsApp at large. It acts as a convenient tool for them in sending messages, sharing photos, videos. While updating their WhatsApp Profile Picture, the adolescents take in keen interest in the way of the smile looks in the image, looks that are appearing on the screen, and the eyes expression. This can be further understood as App which stands for Approachability, Yo-Att means Youthful Attractiveness and Dom which displays the Dominance. For Approachability 'Mouth' is the key organ. 'Smiling' is the basic factor of approachability. For Youthful Attractiveness 'Eyes' were the basic highlight aspect. In Dominance the eye gradient, skin saturation is taken in to consideration (Source: Buffer 22nd June, 2020). With all these features they click selfie or photo and upload as their DP or keep it on status. Back of the mind, this generation has a question of how will others frame their opinion based on the DP or status image? These people experience body dysmorphic disorder and thereby suffer high level of social anxiety (Bell & Ekern, 2015). This study tries to further find out what influence it creates on the Interaction Anxiety on the mid and late adolescents.

Image 4.2.20 Mean Distribution Table (Social Interaction Anxiety)

Descriptive Statistics		
Variables	**Mean**	**Std. Deviation**
Difficulty_in_Mixing	3.703	1.137
Attractive_Opposite_Sex	3.630	1.100
Eye_Contact	3.490	1.223
Teacher_Boss	3.380	1.309
Mixing_in_Group	2.997	1.392

As per the table above, the adolescents find Difficulty in Mixing which ranks on the top with the mean value of 3.703 and SD of 1.137. They have a feeling of difficulty while talking to Attractive Opposite Sex which ranks second with mean value of 3.630 and SD of 1.100. This as well creates a difficulty for them to have an Eye Contact while having a conversation with the mean score of 3.490 and deviation value of 1.223. Lack of eye contact, confidence in conversation brings in them a nervousness while talking to their Teacher and Boss, the variable with mean value of 3.380 and SD of 1.309. The lack of confidence keeps them aloof and creates a worry while Mixing in Group which is the least variable with mean value of 2.997 and Standard Deviation of 1.392.

To further analyse these variables, the Chi Square test was used.

Image 4.2.21 Chi-Square Table (Social Interaction Anxiety)

Variables	**Mean**	**df**	**Significance**
Difficulty_in_Mixing	252.833	4	0.000
Attractive_Opposite_Sex	357.100	4	0.000
Eye_Contact	221.833	4	0.000
Teacher_Boss	185.200	4	0.000
Mixing_in_Group	44.027	4	0.000

While considering the Chi Square values, highest (χ^2) value of 357.100 is seen for the variable Attractive Opposite Sex, while lowest (χ^2) value of 44.027 is observed for the variable Mixing in Group. The variables Difficulty in Mixing, Eye Contact and Teacher Boss have (χ^2) values of 252.833, 221.833 and 185.200 respectively. All the variables have degree of freedom as 4. The significance value is $0.000 < 0.05$.

There is a plausible explanation that 17 is the age when the youth enter college years. During school years, they have friends for a long period of time. College is altogether a new experience for them. A bit of anxiety feeling is just expected. And therefore, youth especially girls find it a bit difficult to mingle and make new friends.

The gender is facing difficulty in having eye contact also termed as Oculesics, while communicating. Oculesics is the termed used to define eye contact in communication. Eye contact is used as a means to control communication. Lack of eye contact conveys meaning as lack of interest and attention while communication (McCroskey, 2016).

All the above factors like difficulty in talking to higher subordinates, making an eye contact while communicating, mixing with others in group becomes difficult are all signs of avoiding social situation (Source: Mayo Clinic, 29th August 2017). These people fear from being the centre of focus, talking to strangers, blank mind in social situations. This also affects their school and college life (Source: Medical News Today, 5th February 2018). Social Interaction Anxiety also known as Social Phobia. Environment change is the very basic factor for this. There is always a fear in minds of adolescents of being judged in changed places. Therefore, when words fail to speak, picture does that. These adolescents upload picture and status of their feelings. More of Social Interaction Anxiety can develop a low self-esteem in emerging youth. They can also be hypersensitive to criticism, have poor social skills and achieve low in academics. If this generation is facing problem of Social Interaction Anxiety, the question arises about their self-concept, which is the further hypothesis to understand.

The correlation between personality trait and Social Interaction Anxiety is judged using Pearson Correlation. The variables of Personality Trait were correlated with the Social Interaction Anxiety scale.

Image 4.2.22 Correlation between Personality Trait and Social Interaction Anxiety

Correlations					
Variables	Teacher_Boss	Eye_Contact	Difficulty_in _ Mixing	Attractive_ Opposite_Sex	Mixing_in_ Group
Talkative	-0.082	0.025	0.040	-0.035	0.001
	0.157	0.664	0.485	0.544	0.989
	300	300	300	300	300
Job	**0.161****	-0.010	0.077	-0.029	0.016
	0.005	0.866	0.185	0.619	0.785
	300	300	300	300	300
Original	0.044	0.072	-0.008	-0.072	-0.013
	0.444	0.216	0.894	0.212	0.819
	300	300	300	300	300
Reserved	-0.046	-0.040	0.073	**0.104****	0.001
	0.426	0.495	0.205	**0.001**	0.986
	300	300	300	300	300
Relaxed	0.051	0.028	-0.055	-0.022	0.007
	0.375	0.635	0.342	0.708	0.903
	300	300	300	300	300
Forgiving Nature	0.083	-0.012	0.020	-0.082	0.013
	0.152	0.836	0.726	0.158	0.825
	300	300	300	300	300
Worries	-0.010	0.058	0.010	0.007	-0.005
	0.865	0.316	0.862	0.903	0.935
	300	300	300	300	300
Lazy	-0.099	0.074	-0.049	0.006	-0.004
	0.085	0.201	0.399	0.915	0.949
	300	300	300	300	300
Aesthetic Expression	0.050	**0.102****	0.022	0.023	-0.027
	0.391	**0.007**	0.701	0.693	0.637
	300	300	300	300	300
Considerate	0.054	-0.052	**0.129****	-0.006	-0.019
	0.350	0.368	**0.026**	0.912	0.748
	300	300	300	300	300
Efficiency	0.037	-0.038	-0.048	-0.026	-0.005

	0.518	0.511	0.406	0.659	0.931
	300	300	300	300	300
Sociable	0.061	0.021	-0.001	0.063	-0.017
	0.295	0.712	0.991	0.280	0.767
	300	300	300	300	300
Rude	0.644	-0.085	0.044	**0.196***	-0.019
	0.135	0.144	0.448	**0.035**	0.741
	300	300	300	300	300
Nervous	0.765	-0.085	0.399	**0.181***	-0.117
	0.539	0.219	0.477	**0.024**	0.353
	300	300	300	300	300
Curious	-0.086	-0.450	0.282	**0.219***	-0.019
	0.977	0.847	0.627	**0.015**	0.771
	300	300	300	300	300
** Correlation is significant at the 0.01 level (2-tailed).					
* Correlation is significant at the 0.05 level (2-tailed).					

The variable Teacher Boss has a positive correlation with Job with coefficient of 0.161. The significance of correlation is 0.005. The correlation is accepted at 99% confidence. This state though they can perform their job well, they feel anxious while talking with the higher authorities like teacher and boss.

The variable Reserved and Attractive Opposite Sex has a positive correlation. The coefficient of correlation is 0.104. The correlation is significant at value of 0.001. The corelation is accepted with 99% confidence. The adolescence keep engaged with WhatsApp and so they are Reserved in nature. Therefore, they face difficulty while talking to opposite attractive sex.

The variable Aesthetic Expression and Eye Contact have positive correlation with the coefficient of 0.102. The correlation is significant at 0.007. This states that though the adolescence may be open to new ideas, aesthetic expression but maintaining eye contact is difficult for them.

The variable Considerate and Difficulty in Mixing correlate at the coefficient of 0.129. The correlation is significant at 0.026 score. The correlation is accepted at 95% confidence.

The variable Attractive Opposite Sex has a correlation with variables Rude, Nervous and Curious. The coefficients are 0.196, 0.181 and 0.219 respectively. The significance of these variables is 0.035, 0.024 and 0.015 respectively. In this age, interacting with opposite gender is quite normal and sometimes brings in nervousness. The adolescence develops a feeling of negativity towards self and creates problem of being nervous. At the same time, they are curious about gathering information on many other things.

This **accepts** the **Alternative hypothesis** that *Constant engagement with WhatsApp influences the Personality Trait and brings about Social Interaction Anxiety*.

H:3 Scrolling of Facebook influences the Self-Esteem and Self-Concept of Youth Self-Esteem Analysis:

Above hypothesis shows us that middle adolescents and late adolescents use WhatsApp as the medium for maintaining the relationship. Directly or indirectly the reaction of relatives and family has an influence on the quality of relationships. Due to this behaviour, they create Facebook account and match their offline friends. Getting in touch with their friends daily is the basic aim. The level of involvement and type of use are the major parameters where difference in usage was identified. They are further classified as Content Developers and Content Consumers. Content Consumers spend most of their time in watching, while Content Developers play an active role of updating, commenting (Vlachopoulou & Boutsouki, 2014).

Self-Esteem is a part of individual's thought, background, feelings and actions. Self-Awareness is the key to Self-Esteem. Individual's evaluation about their abilities, strength, weakness plays a major role to increase Self-Esteem (Minev et al., 2018). This is the most important phase of life as the Self-Esteem tends to rise during childhood and reduce initially during adolescent's age. It takes a U shape as it rises again in adulthood (Cai, Wu, Luo, & Yang, 2014).

This part of research focuses on whether comments and likes on Facebook and Self-Esteem correlate with each other. To rank the variables, descriptive statistics was performed.

Image 4.2.23 Mean Distribution Table (Self-Esteem)

Descriptive Statistics		
Variables	**Mean**	**Std. Dev**
Self_Capital	4.47	0.59
Time_Comments	4.09	1.01
Qualities_Facebook	4.06	0.93
FB_Friends	3.95	0.95
Likes_Facebook	3.94	1.00
Likes_Feelings	3.83	1.14
Positive_Attitude	3.82	0.87

The adolescents have a greater influence of friends at this age. Their world revolves around their friendships. They are also ready to sacrifice for the sake of friends. They select friends not on the basis of location, but through the qualities. They have very cautious approach while selecting their friends (Chaube, 2002). But unfortunately, they do not find time for themselves. And so is the reason why in descriptive statistics performed, Self-Capital leads with highest mean value of 4.47 and deviation of 0.59. When the Facebook account is logged in, they are very eager to comment on the news feed. They develop a feeling of being useless when they have Time but cannot Comment, which ranks second with mean score of 4.09 and Deviation of 1.01. Active users of social media update their Qualities on Facebook. This variable has a mean value of 4.06 and SD of 0.93. But the adolescents feel they have more qualities than what they have actually uploaded. When they scroll through their friends account, they also see the number of friends. If the number of friends is more, they develop a negative feeling. They feel the number of FB Friends is not a proud figure. The variable has a mean value of 3.95 and standard deviation of 0.95. The feeling of satisfaction and good or bad entirely depends on the Facebook for the adolescents. The variable Likes & Facebook and Likes and Feeling has a mean value of 3.94 and 3.83 respectively. The deviation score is 1.00 and 1.14 respectively. Lastly, this generation realises if they

could have a Positive Attitude for self, which has least mean value of 3.83 and deviate at the score of 0.87.

Further, to analyse the variables goodness of fit, Chi Square test was used.

Image 4.2.24 Chi Square Table (Self-Esteem)

Variables	Value	df	Sign
Self_Capital	426.067	4	0.000
Time_Comments	190.640	3	0.000
Qualities_Facebook	362.167	4	0.000
FB_Friends	383.567	4	0.000
Likes_Facebook	322.367	4	0.000
Likes_Feelings	246.933	4	0.000
Positive_Attitude	563.100	4	0.000

For Chi Square, highest (χ^2) of 563.100 was observed for Positive Attitude variable, followed by Self Capital with a score of 426.067. Then the FB Friends whose (χ^2) value is 383.567 and Qualities Facebook with value of 362.167. The Likes Facebook and Likes Feelings have a (χ^2) value of 322.367 and 246.933 respectively. All the variables above have a 4 as the degree of freedom. According to Critical Value table, the value for 4 as degree of freedom with significance of 0.05 is 9.488. For the variable Time Comments the (χ^2) value obtained is 190.640 with 3 as degree of freedom. The critical value for 3 df is 7.815. As all the values fall above the critical value and significance value is less than 0.05, it accepts the Alternative Hypothesis of FB influencing the Self-Esteem of youth through comments and likes.

While expanding the social network via Facebook, which includes peer group, relatives, partners, siblings or other social members. Building the social capital represents a respectful and meaningful relationships who are not alike in socio demographic factors (Raymond et al., 2017; Szreter, 2004). While balancing these relations with respect, the adolescent fails to respect self. The realisation of this is quite later.

Facebook has various options, of which one is Hobbies. In this aspect, adolescents also upload Qualities on Facebook. The reason Facebook asks this is to show the related posts. Youth in age of 17 18 upload few qualities on FB, but they have a gut feeling of having more qualities.

> **Likes & Facebook:**

Youth is always fascinated with increased number of likes they receive after uploading any status or changing their display picture on the Facebook. When they receive a greater number of likes, the happiness experienced is similar to consumption of a chocolate. The number of likes has a connection with brain as dopamine and reward behaviour.

Dopamine is the monoamine neuro transmitter. When a person consumes chocolate (any sweet), a huge surge of dopamine is released by the brain. This stimulates the addiction effect and creates a room for high tolerance in the long term. Dopamine is well known for motivation and addiction. A region of the brain connected with reward behaviour is called the nucleus accumbens. It is a part of the ventral striatum, which is functions as of the brain's reward circuitry. This reward circuitry is thought to be particularly sensitive during adolescence.

From the above results of Spearman Correlation test, Self-Capital, FB Friends and Likes on Facebook has a positive correlation with gender in the age of adolescents. In psychology, self-esteem is defined as the positive or negative evaluation of self (Weiten, 2004).

To understand the influence of FB on Self Esteem, it is always calculated using ANOVA (Omolayo et al., 2013; Gonzales & Hancock, 2011). Since the data is Non-Parametric, Kruskal Wallis test is considered (Kothari, 1998).

Image 4.2.25 Kruskal Wallis Test

	Likes_ Facebook	Likes_ Feelings	Qualities _Facebook	FB_ Friends	Time_ Comments	Self_ Capital	Positive_ Attitude
Chi-Square	4.169	.050	.808	5.314	4.042	3.904	3.896
df	1	1	1	1	1	1	1
Asymp. Sig.	.020	.823	.369	.021	.015	.048	.050

a Kruskal Wallis Test

b Grouping Variable: Gender

According to the Kruskal Wallis test, FB Friends is statistically significant with the score of 5.314 and significance value of 0.021. The Likes received has a score of 4.169 and significance of 0.020 Followed by Time and Comments with the score of 4.042 and significance of 0.015. Self-Capital which has the value of 3.904 and significance of 0.048. Positive Attitude among the gender in adolescents is valued at 3.896 with significance of 0.050. According to Critical value table for Chi Square, the value obtained at the significance of 0.05 should be more than 3.841. The above-mentioned variables except Likes_Facebook and Qualities Facebook, fall in the range above critical value.

When the number of friends on Facebook is not a proud figure, but have high expectation for the number of likes on Facebook, they develop a feeling of low towards themselves. The adolescents feel useless when they have time but nothing to comment upon. Above all this, the mid and late adolescents feel if they would have given more respect to self than others. All these conditions pave way towards low self-esteem. According to Rosenberg's research, social withdrawal is one reason for low self-esteem. They suffer with negative thoughts and self-critical (Source: Psych Central 8th July, 2018).

There is a new trend of 'Facebragging' seen very commonly in this generation. In this, social media is used to display about apparently having a perfect life. In spite of other happenings in life, the adolescents try to maintain a perfect image across social media, especially Facebook. Because of this, they feel others are happier and start generating

a feeling of dissatisfaction for their own life (Source: Lexology 26th August 2016). This can further develop loneliness, anxiety among the future youth.

Self-Concept Analysis:

The adolescents are seen spending more time on social media. Females in the urban areas are more addicted to social networking and instant messaging. This has a direct relation to likes. If the number of likes expected and received do not match, the adolescents also develop a sense of loneliness. To the extent, they come up with the solution of the cosmetic surgery. This tendency is seen to be more common amongst the age group of 16 to 20 (Source: The Economic Times, 13th October 2018). The word addiction is derived from Latin which means devoting (Westermeyer, 2013). While devoting more time on social media, the further research studies how Facebook has an influence on the recreation and lifestyle.

Image 4.2.26 Mean Distribution Table (Self-Concept)

Descriptive Statistics		
Variables	**Mean**	**Std. Deviation**
Upload_Stories_on_Fb_WA	3.916	0.950
Activities_Over_Texting	3.903	1.087
Control_Over_Emotions	3.799	1.160
Perform_Hobbies	3.716	1.171

From the above table, Uploading Stories on Facebook and WhatsApp after buying anything is the favourite hobby of the mid and late adolescents which ranks with the highest mean value of 3.916 and SD of 0.950. This is also known as Identity Construction. This is more related to self. Identity is always possessed as something unique (Larsen, 2016). While spending time on the identity construction online, preference to perform Activities Over Texting has the second highest mean score of 3.903 and standard deviation of 1.087. Adolescents feel they are better at thinking and have Control Over Emotions which has a mean value of 3.799 and deviation of 1.160. The ability to Perform Hobbies ranks last with mean score of 3.716 and SD of 1.171.

Further, Chi Square was calculated to analyse the goodness of fit of the variables.

Image 4.2.27 Chi Square Table (Self-Concept)

Variables	Chi Square Value	df	Significance
Upload_Stories_on_Fb_WA	442.355	4	0.000
Activities_Over_Texting	225.589	4	0.000
Control_Over_Emotions	233.455	4	0.000
Perform_Hobbies	369.712	4	0.000

While understanding the Chi Square (χ^2) analysis, the variable Upload Stories on FB and WhatsApp has the highest value of 442.355. Followed by variable Perform Hobbies with the (χ^2) score of 369.712. Control Over Emotions and Activities Over Texting have (χ^2) of 233.455 & 225.589 respectively. The degree of freedom for all the variables is 4. The Significance value 0.000 is less than 0.05. Therefore, this accepts the Alternative hypothesis of Self-Concept has an influence through Facebook and changing recreation and lifestyle habits.

Recreational activities in adolescents helps them to develop communication skills, positive socialisation, develop friendship, increase leisure activities skills, enhance self-esteem and self-confidence (Palmer et al., 2011). Self Confidence is related to self-image. While conducting a study on self-concept, it was more of self-image. Self-Image is of 6 different types. Of which one is Actual Self and other is Social Self. Actual Self is the one in which youth perceives himself whereas, in Social Self the youth think how others see them. The Actual Self, youth felt that they are good at few things, and they can have good Control Over Emotions. But youth is more interested to know what other's think about them and so they buy anything and Upload the image on FB and WhatsApp. Less the number of likes, they become sad, depressed and develop a low self-confidence.

Confidence is always described as trusting the abilities one has. Low self- confidence leads to low self-concept. While framing opinions, the youth is always taught to think what will others tell, and since ages this is going on. That is the reason why even when the adolescents are engaged in Recreational activities and Lifestyle, they do not develop a good self-concept. If the self-concept of adolescents is not boosted in right age and at right time, they may indulge in wrong habits of addiction.

This **accepts** the **Alternative Hypothesis** of *Scrolling of Facebook influences the Self-Esteem and Self-Concept of Youth.*

Analysis of Age 19-23

Introduction:

The following analysis marks for the Age group of 19-23. Usually, this population is the college-going youth. This age is also called a Trial Independence age. Usually in this age, youth separates themselves from family and manage to live their independent life. Being responsible takes this stage of age (Source: Psychology Today 18th April 2016). According to Erik Erikson's stages of Psychosocial development, an individual has changes in psychological needs as per increasing age, at the same time finds the behaviour to be conflicting with the society. Similarly, in the age of 19 to 23, they experience either intimacy or isolation. During this stage of life, the youth shares itself more intimately. Changing relationships, commitment towards a person apart from family members is far more seen during this phase of life (Source: Simple Psychology, 2018). Therefore, it is necessary to study and understand the changes in this age.

Image 4.3.1 Region wise collection of data

Region-wise Demographics			
Region	Gender		Total
	Male	Female	
Mumbai	135	105	240
Kalyan	500	500	1000
Bhiwandi	300	200	500
Total	935	805	**1740**

The above table shows region wise division of the Gender demographic. 135 Males and 105 Females from Mumbai responded to the questionnaire which was filled manually. This constituted *13.80%* of the total respondents in the age group of 19-23. From Kalyan, 500 Males and 500 Females filled the questionnaire constituting nearly about *57.48%.* 300 Males and 200 Females responded from Bhiwandi which is about *28.72%.*

➢ **Use of Social Media**

The question is just plain to answer with yes or no, but this question created altogether a different enthusiasm in the minds of collegians. The question does not ask any specialization, and so, the result obtained was 100% of the sample population use the same or other social media application. The distinction was made based on area. Mumbai has 240 users; Kalyan has 1000 users and Bhiwandi 500 respondents responded positively for the use of social media.

Youth uses social media for video chat, making assignments, learning a new hobby. In areas where there are no malls, social media makes youth occupy their time.

Image 4.3.2 Use of Social Media (Region-wise)
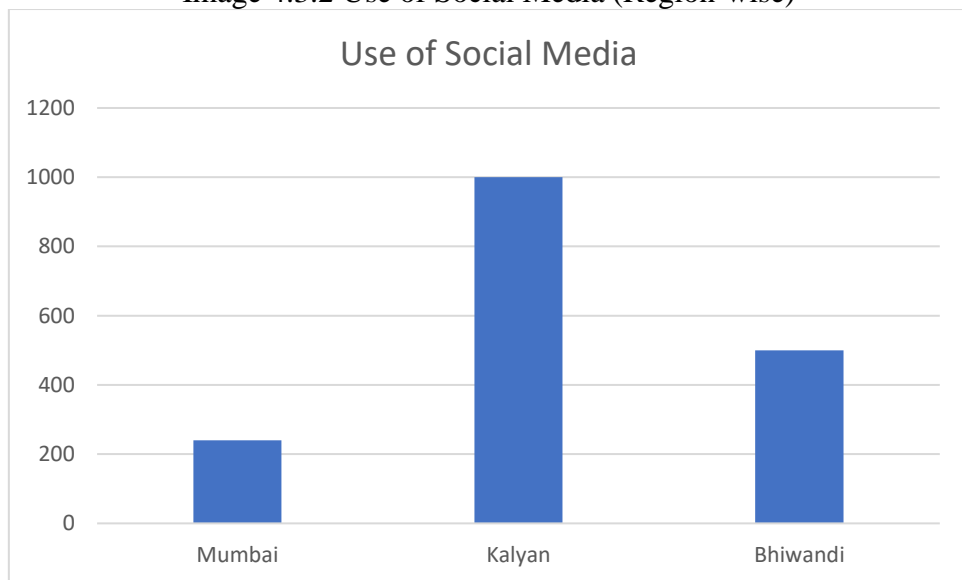
The second question highlighted on the time spent by the independent generation on social media. These youth always had an eye on the cell phone ring for WhatsApp. With the same interest when the research was carried in these three cities, the results were as follows.

Image 4.3.3 Time Spent on Social Media (Region-wise)

Time Spent on Social Media
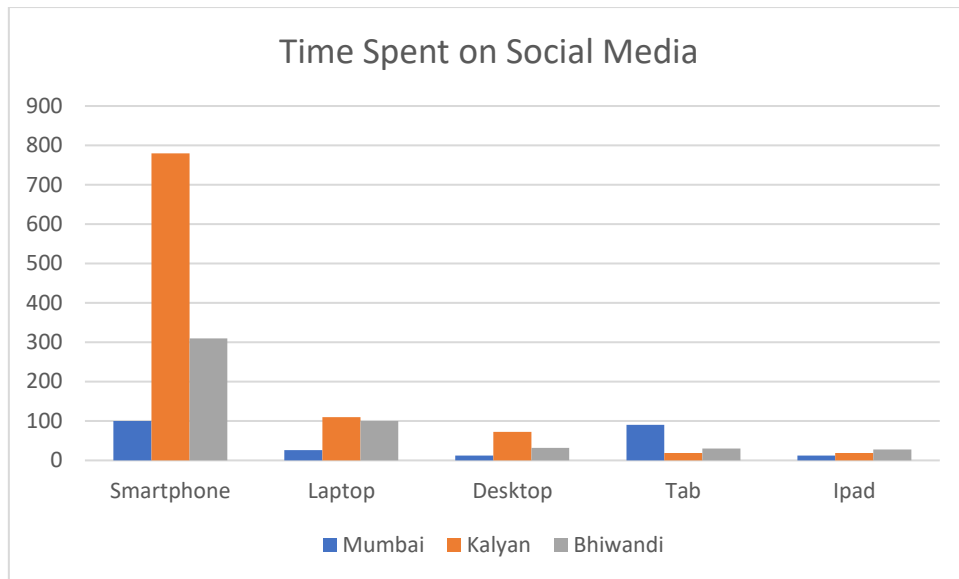
Around 658 respondents replied that they use social media for around 3 to 5 hours daily. 210 respondents of Kalyan spent 2-3 hours daily on social media. Three to Five Hours was the response of maximum youth from Bhiwandi for time spent on social media. Following this was the question of trying to understand how they accessed these social media applications.

Image 4.3.4 Means to Access Social Media (Region wise)

Means to Access Social Media

The smartphone is the most commonly used medium to access social media in all three regions. In the Mumbai region, even iPad has high users. Since the majority of the parents were working, the purchasing power of parents is increased. They provide teens

with an iPad as a means of status for use. In Kalyan, Laptop is the second-highest device used to access social media followed by Smartphone. Bhiwandi teens prefer more of a Smartphone.

When these kids' access social media so long, there is a curiosity to know how many have Facebook account.

Image 4.3.5 Account on Facebook (Region-wise)

In Mumbai and Kalyan, the teens have a Facebook account. The scenario is different in Bhiwandi. The girls in this area are under parental pressure while creating an account on Facebook. There is also a plausible explanation that the girls might have fear and so they have provided No as the answer. As the number of boys and girls is the same, this can be the difference in the region-wise having an FB account.

H1: Indulgence in Social Media has an implication on mental and physical health of youth

According to Global Web Index's Social Media Trends 2018 report, an Indian spends 2.5 hours daily online, on an average. This is due to the reduction in the data cost (Source: The Hindu 21st August, 2019). This will have an indirect effect on mental and physical health of youth. To analyse this, Descriptive Statistics was performed on the variables.

Image 4.3.6 Mean Distribution Table (Social Media Influence: Physical)

Descriptive Statistics

Variables	Mean	Std. Deviation
Neck-Strain	4.43	0.673
Friend-Search	4.26	0.689
Connect	4.24	0.737
Eye-Sight	4.22	0.722
Friendship	4.19	0.843

As per the above table of the Descriptive Statistics performed on the variables, it shows that highest mean value of 4.43 is observed for the variable Neck Strain followed by the second highest mean value of 4.26 is observed for variable Friend-Search. These variables have SD of 0.673 and 0.689 respectively. Variable Connect has mean value of 4.24 and deviation of 0.737. Variable Eye Sight and Friendship has mean score of 4.22 and 4.19 with standard deviation of 0.722 and 0.843 respectively.

Further, Chi Square values were calculated to understand the goodness of fit.

Neck Strain:

The variable Neck Strain has a score of 2299.402. The degree of freedom is 4 and significance is valued at 0.000. Increased use of social media results in neck shoulder pain and lower back pain. It is seen more often in boys as compared to boys.

Friend Search:

The variable Friend Search has a Chi Square (χ^2) value of 2519.098 with 0.000 as significance value. The degree of freedom obtained is 4. Facebook is more used in India for searching friends online. Sometimes, it helps them forget their personal problems they are going through.

Image 4.3.7 Chi Square results (Social Media Influence: Physical)

Variables	Chi Square	Df	Significance

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Neck-Strain	2299.402	4	0.000
Friend-Search	2519.098	4	0.000
Connect	2415.776	4	0.000
Eye-Sight	1669.241	4	0.000
Friendship	1399.232	4	0.000

Connect:

As per the table 4.3.3, the Chi Square (χ^2) value generated is 2415.776 with 4 as df and 0.000 as significance. Connecting through social media helps youth in the professional development also.

Eye Sight:

The Chi Square value for this variable generated is 1669.241 with 0.000 as significance value and 4 as degree of freedom. There are also cases of presbyopia increasing in this age. Presbyopia is a sort of blurred vision.

Friendship:

The Chi Square (χ^2) score for Friendship is 1399.232. The df obtained is 4. The significance value generated is 0.000.

Further, the variables of mental health were analysed through Descriptive Statistics.

Image 4.3.8 Mean Distribution Table (Social Media Influence: Mental)

Variables	**Mean**	**Std. Deviation**
Social Media over Television	4.43	0.673
Comments	4.32	0.753

Comparing	4.24	0.760
Lifestyle	4.20	0.797
Profile-Visit	3.98	1.044
News-Feed	3.84	1.300

Highest mean value of 4.43 is observed for the variable Social Media over Television. Highest Standard Deviation of 1.300 was observed for the variable News-Feed with lowest range of 3.84. The mean value varied between the range of 4.32 to 3.98 while the Standard deviation value was between 0.753 to 1.044 for following the variables Comments (4.32, 0.753), Comparing (4.24, 0.760), Lifestyle (4.20, 0.797), Profile Visit (3.98, 1.044) respectively. The Profile visit variable has the mean value of 3.98 and SD of 1.044.

Further to understand the goodness of fit of the variables Chi Square test was used.

Image 4.3.9 Chi Square results (Social Media Influence: Mental)

Variables	Chi Square	Df	Significance
Social Media over Television	1548.190	4	0.000
Comments	1498.542	4	0.000
Comparing	2379.523	4	0.000
Lifestyle	2457.813	4	0.000
Profile-Visit	1597.454	4	0.000
News-Feed	609.255	4	0.000

SM Over Television:

The table shows value of (χ^2) 1548.190 for this variable with degree of freedom (df) as 4 and significance value as 0.000. Gossiping with friends, colleagues is the favourite past time therefore, preference shifts from television to social media.

Comments:

As per the above table (4.2.3) the value for this variable is 1498.542, with 4 as df and significance of 0.000. Sometimes, 'like' acts as a substitute for comments.

Comparing:

The Chi Square value obtained for Comparing variable is 43.402 with 1 as degree of freedom and 0.000 as the significance score. Youth, when compares on social media, the way of comparison describes the mental health.

Lifestyle:

This influence can be seen in Chi Square (χ^2) value which is 2457.813 with 4 as degree of freedom and significance of 0.000. The youth has also come up with love hate propaganda due to comparison. It has indirectly affected their mental behaviour, leading to disturbed lifestyle.

Profile Visit:

The value (χ^2) value for this variable is 1597.454. The degree of freedom is 1 and significance score is 0.001. Ideally this generation keeps a check on the profile status on different social platforms of their near and dear one's.

News Feed:

According to the Chi Square (χ^2) results, the value generated for this variable is 609.255. The df is 4 and the significance value is 0.000. The News-Feed is shaping the opinion on news, articles and events happened in and around the youth.

Through the Chi-Square results of *Indulgence of youth in social media on has implications on health: mental and physical*, the **Alternative Hypothesis** is **accepted**.

H:2 Constant engagement with WhatsApp influences the Personality Trait and brings about Social Interaction Anxiety

Age 19 to 21 is called as Young Adulthood. They undergo various changes in this span of life. It covers various aspects like family, college, friends, work, resource & role. This age takes more of time for monetary autonomy to enjoy. In this phase they have to adapt to their own self, adjusting to sexually maturing body and feelings, developing

and applying abstract skills thinking. With all these changes, this area of research tries to throw a light on changes in youth's personality trait.

➢ **Extraversion:**

In extraversion, the variables of Talkative, Reserved and Sociable were analysed.

To rank the variables, their mean value and standard deviation was calculated.

Image 4.3.10 Mean Distribution Table (Personality Trait: Extraversion)

Descriptive Statistics		
Variables	**Mean**	**Std. Deviation**
Sociable	4.10	0.955
Reserved	3.70	1.004
Talkative	3.69	0.998

The variables Sociable, Talkative and Reserved were considered to understand Extraversion. Extravert people are seen presenting their real self on online. High on extraversion are seen engaging themselves more in social activities. Low in extraversion were seen engaging in self-exploratory behaviour (Michikyan, Subrahmanyam & Dennis, 2014). According to the mean values, *Sociable* has high mean score of **4.10** and standard deviation of **0.955**. Followed by *Reserved* with **3.70** and deviation of **1.004**. The last variable is *Talkative* which has least mean value of **3.69** and SD of **0.998**.

To further analyse the goodness of fit of the variables, Chi Square test was used for analysis.

Image 4.3.11 Chi Square results (Personality Trait: Extraversion)

Variables	Chi Square Value	Df	Significance

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Sociable	2186.126	3	0.000
Reserved	2596.046	3	0.000
Talkative	2571.345	4	0.000

According to the Chi Square results, highest Chi Square (χ^2) value of **2596.046** is observed for the variable *Reserved*. Followed by *Talkative* with the (χ^2) score of **2571.345**. The least value of **2186.126** is seen for the variable *Sociable*. The variables Sociable & Reserved have 3 as degree of freedom while Talkative has 4. The significance value for the variables is 0.000 which is less than p value of 0.05.

Youth with introvert nature keep feelings to themselves. Apart from being deep thinkers, they engage in listening to discussions happening in larger groups. They do not react strongly to any new human beings. On the other hand, they express themselves more on Social Media with WhatsApp on high priority.

➢ **Openness**

Image 4.3.12 Mean Distribution Table (Personality Trait: Openness)

Descriptive Statistics		
Variables	**Mean**	**Std. Deviation**
Curiosity	4.08	0.760
Original	3.95	0.786
Aesthetic_Expression	2.99	1.313

To understand the influence of WhatsApp on personality trait, Openness was studied through Original, Aesthetic Expression and Curiosity parameters. Through the

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descriptive statistics, variable Curiosity ranks with high mean value of 4.08 and SD of 0.760. Followed by Original with mean score of 3.95 and deviation of 0.786. The least mean value of 2.99 is observed for the variable Aesthetic Expression with SD of 1.313. Youth with the high curiosity can build up their perception for the socio-economic integration. In the age of 19-21, youth has expanded interest and enthusiasm both mentally & physically.

Further, Chi Square was calculated to understand the goodness of fit of the variables.

Image 4.3.13 Chi Square results (Personality Trait: Openness)

Variables	Chi Square Value	Df	Significance
Curiosity	2788.384	4	0.000
Original	2353.007	3	0.000
Aesthetic_Expression	1103.329	4	0.000

The highest Chi Square (χ^2) value of 2788.384 can be found for the variable Curiosity. Then followed by with (χ^2) value of 2353.007 for the variable Original. Aesthetic Expression variable has the least (χ^2) value of 1103.329. The degree of freedom obtained for variable Curiosity & Aesthetic Expression is 4, whereas, for Original it is 3. The significance value 0.000 is less than p value 0.05. This shows there is a significant correlation between use of WhatsApp and Openness among the youth.

The Aesthetic Expression and Youth has a major relation with the Selfie-Culture. The smart phones in hand is giving them all round boost to explore themselves for the evolving selfie culture in many creative ways. Selfie with friends motivates them to keep it as memories and tries hands on original positioning for selfie (Srivastava, et al., 2018).

The further is **Conscientiousness**

In the age of adolescents, the Conscientiousness is relatively low, but it is seen increasing in the age of 19 to 30. In the age of 19 to 21 it seems to be stable. This area of research tries to throw a light on Conscientiousness among the youth (19-21) in Mumbai, Kalyan and Bhiwandi.

Descriptive Statistics were performed for the same.

Image 4.3.14 Mean Distribution Table (Personality Trait: Conscientiousness)

Descriptive Statistics		
Variables	**Mean**	**Std. Deviation**
Job	3.73	1.043
Efficiency	3.62	1.125
Lazy	2.56	1.486

As per the table 4.3.10, highest mean value is observed for variable *Job*. It has a mean score of **3.73** and deviation of **1.043**. *Efficiency* in performing tasks has the mean value of **3.62** and SD of **1.125**. Being *Lazy* has the mean value of **2.56** and standard deviation of **1.486**.

To further analyse the goodness of fit of the variables, Chi Square (χ^2) test was conducted.

Table 4.3.15 Chi Square results (Personality Trait: Conscientiousness)

Variables	**Chi Square Values**	**df**	**Significance**
Job	2000.345	4	0.000
Efficiency	1817.029	4	0.000
Lazy	541.552	4	0.000

As per the results, highest Chi Square value is observed for variable *Job* (**2000.345**). Followed by *Efficiency* with the (χ^2) score of **1817.029**. *Lazy*, the variable has least (χ^2)

value of **541.552**. The degree of freedom observed for all the variables is **4**. The significance for all the variables is **0.000**.

Further, the research tries to analyse the personality trait of **Agreeableness**.

Descriptive statistics was performed on the variables.

Table 4.3.16 Mean Distribution Table (Personality Trait: Agreeableness)

Descriptive Statistics		
Variables	**Mean**	**Std. Deviation**
Considerate	3.90	0.914
Forgiving Nature	3.79	1.175
Rude	3.37	1.214

As per the above descriptive statistics, Considerate variable tops followed by Forgiving Nature and lastly the Rude behaviour. Rude has a mean value of 3.37 while Forgiving Nature has a score of 3.79 and Considerate with value of 3.90. The standard deviation observed was 0.914, 1.175 and 1.214 respectively.

To further study the fit of variables, Chi Square test is conducted.

Table 4.3.17 Chi Square results (Personality Trait: Agreeableness)

Variables	Chi Square Value	Df	Significance
Considerate	1930.782	4	0.000
Forgiving Nature	957.724	4	0.000
Rude	1713.236	4	0.000

As per the Chi Square analysis, the highest Chi Square value of **1930.782** was observed for the variable *Considerate* followed by *Rude* variable with a value of **1713.236**. The least Chi Square (χ^2) value of **957.724** is observed for the variable *Forgiving Nature.* The degree of freedom for all the variables is **4**. The significance value obtained is **0.000** which is less than p value 0.05. This generation lacks the Forgiving Nature. It is always related with self-development. It forms a major aspect of positive development of the self.

The analysis shows that though Youth is Considerate while using WhatsApp, at the same time they remember what has been answered to them. They either try to take revenge or end hurting themselves.

The last type is **Neuroticism**.

Table 4.3.18 Mean Distribution Table (Personality Trait: Neuroticism)

Descriptive Statistics		
Variables	**Mean**	**Std. Deviation**
Relaxed	3.71	0.995
Worries	3.57	1.139
Nervous	3.27	1.217

Neuroticism is a strong predictor of anxiety and depressive disorders. As per the table 4.3.27, highest mean value of **3.71** is observed for the variable *Relaxed* with standard deviation of **0.995**. Followed by *Worries* with mean score of **3.57** and deviation of **1.139**. Least mean value of **3.27** is observed for the variable *Nervous* which has a SD of **1.217**.

The youth in the age of graduation is generally Relaxed one. Least Nervousness is experienced among the youth in age of 19-21 years.

For further analysis of variables with goodness of fit, Chi Square (χ^2) test was applied.

Table 4.3.19 Chi Square results (Personality Trait: Neuroticism)

Variables	Chi Square Values	df	Significance
Relaxed	2565.902	4	0.000
Worries	1656.069	4	0.000
Nervous	1368.776	4	0.000

As per the Chi Square (χ^2) analysis, *Relaxed* has the highest value of **2565.902**, followed by *Worries* variable with score **1656.069**. Least value is observed by variable *Nervous* with Chi square value (χ^2) of **1368.776**. The degree of freedom for all the variables is **4**. The significance is **0.000**.

The significance value for the traits of Extraversion, Openness, Conscientiousness, Agreeableness and Neuroticism is 0.000, which is less than p value 0.05.

When we compile each personality trait with the variables ranking one through mean values, the results are: through Extraversion teens have turned out to be Sociable, while having Openness to Experience, increases their Curiosity. Conscientiousness reading shows they can perform their Job thoroughly and Considerate in behaviour of Agreeableness. Apart from all the above, when it comes to Neuroticism, they are Relaxed.

Though this generation is social in many new ways, especially the WhatsApp, but curiosity to explore many new things. One side curiosity helps an individual to unlock new potentials and unleash new talents. But on the dark side, lies the gap between the technology use and the inquiring minds. This often leads to unpleasant experiences and youth can end up making painful decisions. Because of social media, hanging up on WhatsApp, they are able to Relax themselves more easily. The number of groups to chat on, the access to different links, makes them isolate to the daily routine and be less stressful.

Social Interaction Anxiety Analysis:

In the age of 19 to 21, youth is at an undergraduate level. They have to cope up with studies and prepare themselves for the future. This phase is considered to be the crucial one as few of the students stay alone for perceiving higher education even graduation. In such stages, Depression and Anxiety are commonly seen among the undergraduate youth, as the learning and application of knowledge has vast difference. College students are also seen facing problems of time management, completion of task on time and meeting the exam pressure. Lack of motivation, feeling of incompetence are the factors responsible for increasing anxiety. This area of research tries to study in the relation between Profile Picture and Status on WhatsApp with Social Interaction Anxiety.

Image 4.2.20 Mean Distribution Table (Social Interaction Anxiety)

Descriptive Statistics		
Variables	**Mean**	**Standard Deviation**
Attractive_Opposite_Sex	4.88	1.161
Mixing_in_Group	4.74	1.191
Eye_Contact	4.68	1.249
Difficulty_in_Mixing	4.58	1.358
Teacher_Boss	4.49	1.371

According to the table 4.3.75, highest mean value of 4.88 is observed for the variable Attractive Opposite Sex with standard deviation of 1.161. Followed by Mixing in Group with mean score of 4.74 and SD of 1.191. Eye Contact, a variable which signifies the confidence while interacting with others has mean value of 4.68 and deviation of 1.249. The youth facing Difficulty in Mixing has the mean score of 4.58 and standard

deviation of 1.358. Interacting with Teachers, Boss has least mean value of 4.49 and deviation of 1.371.

Twenty's is the age where youth is young, wild, energetic and full of life. They have just started to explore the world through different reasons. Sometimes intercollegiate events are a motive for this exposure. Somewhere between this, the youth is trapped by the attractive opposite sex. This is the age for career planning and self-exposure. The thinking pattern is altogether different, where they just feel a need to have companion rather than life long relationship. Very few lately understand the meaning of commitment. This stage, the youth experiences infatuation. Infatuation in psychology is termed as feelings of early romance. They develop an intense feeling of passion among a specific individual with worshipping only the positive qualities. Sometimes, it also turns out the sexual desires among the youth. It is mostly seen during the early romantic days. During these days, the self-concept of an individual rises along with the increase in this stage as they incorporate the relationship, but when the relationship is in phase of self-expansion, the excitement fades out (Eastwick & Finkel, 2009).

Further, Chi Square test (χ^2) was analysed to understand the goodness of fit of the variables.

Image 4.3.21 Chi Square Table (Social Interaction Anxiety)

Variables	Chi Square Value	df	Significance
Attractive_Opposite_Sex	1427.345	4	0.000
Mixing_in_Group	1300.523	4	0.000
Eye_Contact	918.701	4	0.000
Difficulty_in_Mixing	1205.684	4	0.000
Teacher_Boss	1071.178	4	0.000

According to the Chi Square analysis, Attractive Opposite Sex has highest value of 1427.345 followed by the variable Mixing in Group with score of 1300.523. The variable Difficulty in Mixing has Chi Square value of 1205.684. Having an interaction

with teacher and Boss has the score of 1071.178. Least Chi Square value is observed for the variable Eye Contact with score of 918.701. The degree of freedom for all the variables is 4. The significance value for the variables is 0.000 which is less than p value 0.05. There is a plausible explanation that once the youth falls for attractive opposite sex, they find it difficult to mingle in the group. They always love to spare their time together. When avoiding mixing in group, the eye contact during conversation with others is also lessened. Reducing the confidence of speaking, they further face problems in interaction with their teachers and bosses. There are several websites, which helps youth to update status about their feelings of love on WhatsApp. So, they keep on updating the feelings through the stories and the display profile. Youth is also seen posting sad images as display profile to highlight their emotion and remove display picture when they get angry. They highlight guilt feeling by removing the DP image, frustration by posting their feelings and attention seeking to initiate conversation about their feelings (Dixit, 2018). During this phase, rather than developing a personality, they end up talking less to people and getting Social Interaction Anxiety. This accepts the alternative hypothesis.

The youth faces problem of talking to attractive opposite sex, mixing in group and interacting with teachers and other higher authorities. Undergraduate Students daily update their status on WhatsApp. This increases the use of WhatsApp among the students especially the males. Increase in the use of WhatsApp leads to more of social anxiety. More satisfaction is derived through use of WhatsApp which leads to increased usage and less of interaction.

The correlation between personality trait and Social Interaction Anxiety is judged using Pearson Correlation. The variables of Personality Trait were correlated with the Social Interaction Anxiety scale.

Image 4.3.22 Correlation between Personality Trait and Social Interaction Anxiety

Variables	Teacher_Boss	Eye_Contact	Difficulty_in_Mixing	Attractive_Opposite_Sex	Mixing_in_Group
Correlations					
Talkative	**0.306****	**0.157****	**0.185****	0.028	0.030
	0.000	**0.000**	**0.000**	0.251	0.216
	1740	1740	1740	1740	1740
Reserved	**0.215****	**0.272****	**0.185****	-0.005	-0.017
	0.000	**0.000**	**0.000**	0.848	0.473
	1740	1740	1740	1740	1740
Sociable	**0.175****	**0.170****	**0.309****	0.034	0.022
	0.000	**0.000**	**0.000**	0.153	0.348
	1740	1740	1740	1740	1740
Original	0.020	-0.021	-0.032	**0.197****	0.031
	0.394	0.374	0.184	**0.000**	0.194
	1740	1740	1740	1740	1740
Aesthetic Expression	0.056	-0.112	0.015	**0.114****	**0.099****
	0.019	0.000	0.520	**0.000**	**0.000**
	1740	1740	1740	1740	1740
Curiosity	0.023	0.028	-0.005	0.057	0.042
	0.344	0.240	0.832	0.117	0.079
	1740	1740	1740	1740	1740
Job	0.042	-0.007	**0.069****	-0.013	-0.029
	0.078	0.774	**0.004**	0.582	0.220
	1740	1740	1740	1740	1740
Lazy	0.056	-0.161	-0.131	0.080	-0.006
	0.118	1.404	3.960	0.828	0.812
	1740	1740	1740	1740	1740
Efficiency	0.057	-0.010	-0.030	0.019	-0.034
	0.116	0.671	0.211	0.421	0.157
	1740	1740	1740	1740	1740
Forgiving Nature	0.052*	0.043	0.023	-0.029	-0.062
	0.027	0.076	0.330	0.220	0.520
	1740	1740	1740	1740	1740
Considerate	**0.047***	**0.098****	**0.108****	-0.034	-0.041
	0.046	**0.000**	**0.000**	0.160	0.089
	1740	1740	1740	1740	1740
Rude	0.052	-0.005	-0.012	-0.007	-0.009
	0.230	0.846	0.626	0.759	0.708
	1740	1740	1740	1740	1740
Nervous	0.052	-0.092	-0.020	**0.068****	0.013
	0.307	0.800	0.396	**0.004**	0.597
	1740	1740	1740	1740	1740
Relaxed	0.015	-0.042	-0.054	0.014	-0.018
	0.527	0.083	0.480	0.546	0.450

	1740	1740	1740	1740	1740
Worries	0.037	-0.110	-0.046	0.053	-0.002
	0.119	0.213	0.131	0.763	0.919
	1740	1740	1740	1740	1740
** Correlation is significant at the 0.01 level (2-tailed).					
* Correlation is significant at the 0.05 level (2-tailed).					

The description of variables as follows:

Talkative:

This variable correlates with Teacher-Boss at 0.306, with Eye Contact at 0.157 and Difficulty in Mixing at 0.185. The correlation is significant at 0.000. This shows the correlation is accepted at 99% confidence. This has a plausible explanation that though youth is much more talkative but when it comes to social interaction, they feel afraid while talking to higher authorities. They are not able to maintain eye contact while speaking, having an indication of lack of confidence and finally relating to difficulty in mixing in other groups.

Reserved:

This variable correlates with Teacher-Boss at 0.215, with Eye Contact at 0.272 and Difficulty in Mixing at 0.185. The correlation is significant at 0.000. This shows the correlation is accepted at 99% confidence. While scrolling WhatsApp, they are interacting through virtual mode. This makes them develop reserved nature leading to face problems in social interaction.

Sociable:

This variable correlates with Teacher-Boss at 0.175, with Eye Contact at 0.170 and Difficulty in Mixing at 0.309. The correlation is significant at 0.000. This shows the correlation is accepted at 99% confidence. This shows though the youth is sociable they face problems in mingling with people.

Original:

This variable correlates with Attractive Opposite Sex at 0.197. The correlation is significant at 0.000. This shows the correlation is accepted at 99% confidence. This has

an plausible explanation that though the youth is able to develop original ideas, they develop a complex while speaking to opposite sex who they feel looks attractive.

Aesthetic Expression:

This variable correlates with Attractive Opposite Sex at 0.114 and Mixing in Group at 0.099. The significance of these variables correlating is 0.000. This shows the correlation is accepted at 99% confidence. This says that though this generation has good forms of art but the problem of interacting with opposite sex and mixing in group causes them stay back.

Job:

This variable correlates with Difficulty in Mixing at 0.069. The correlation is significant at 0.004. This shows the correlation is accepted at 99% confidence. They find difficulty in mixing with the people at job places.

Considerate:

This variable correlates with Teacher-Boss at 0.047, with Eye Contact at 0.098 and Difficulty in Mixing at 0.108. Variables Eye Contact and Difficulty in Mixing correlate with significance of 0.000, accepted at 99% confidence. The variable Teacher Boss correlate with significance of 0.046, accepted with 95% confidence.

Nervous:

This variable correlates with Attractive Opposite Sex at 0.068. The significance of these variables correlating is 0.004. This shows the correlation is accepted at 99% confidence. They develop a feeling of nervousness when they have to talk face to face to opposite sex who is attractive.

The youth faces problem of talking to attractive opposite sex, mixing in group and interacting with teachers and other higher authorities. Undergraduate Students daily update their status on WhatsApp. This increases the use of WhatsApp among the students especially the males. Increase in the use of WhatsApp leads to more of social anxiety. More satisfaction is derived through use of WhatsApp which leads to increased usage and less of interaction.

This **accepts** the **Alternative hypothesis** that *Constant engagement with WhatsApp influences the Personality Trait and brings about Social Interaction Anxiety*.

H:3 Scrolling of Facebook influences the Self-Esteem and Self-Concept of Youth

Self Esteem Analysis:

Before social media, the Self-Esteem of an individual developed with the increase in income and education level. From schooling, when a teenager enters college level, various social, psychological changes are witnessed. This area of research focuses on study of Self-Esteem with reference to the use of Facebook. The research tries to understand the changes among the undergraduate students that happen because of Likes and Comments, mostly considered as Social Capital.

For this, the variables were ranked by the Descriptive Statistics.

Image 4.3.23 Mean Distribution Table (Self-Esteem)

Descriptive Statistics		
Variables	**Mean**	**Std. Deviation**
Likes_Feelings	4.53	0.579
Time_Comments	4.52	0.524
Self_Capital	4.51	0.520
Positive_Attitude	4.50	0.585
FB_Friends	4.49	0.744
Likes_Facebook	4.43	0.627
Qualities_Facebook	4.36	0.610

As per the table 4.3.16, it is observed that *Likes and Feelings* associated has highest mean of **4.53** with standard deviation of **0.579**. Followed by *Time and Comments* with mean score of **4.52** and deviation of **0.524**. The variable *Self-Capital* has mean value of **4.51** and Standard Deviation **0.520**. Having *Positive Attitude* towards oneself has the mean score of **4.50** and deviation of **0.585**. The number of *FB friends* has a mean value of **4.49** and SD of **0.744**. The satisfaction level depends on *Likes on Facebook* has mean value of **4.43** and standard deviation of **0.627**. The least mean value of **4.36** is seen for

the variable *Qualities* an individual has apart from updating them on *Facebook*, with SD of **0.610**.

Further, Chi Square (χ^2) Test was used to analyse the goodness of fit of the variables.

Image 4.3.24 Chi Square Table (Self-Esteem)

Variables	Chi Square Values	df	Significance
Likes_Feelings	2573.960	4	0.000
Time_Comments	2590.713	4	0.000
Self_Capital	2515.540	4	0.000
Positive_Attitude	2528.161	4	0.000
FB_Friends	2559.086	4	0.000
Likes_Facebook	2441.161	4	0.000
Qualities_Facebook	2524.149	4	0.000

Highest Chi Square value of 2590.713 can be observed for the variable Time Comments. Followed by Likes and Feelings, with value of 2573.960. Then the variable FB Friends has Chi Square value of 2559.086. Positive Attitude has a Chi Square value of 2528.161. Followed by value of 2524.149 for the variable Qualities on Facebook. The second least value of 2515.540 is observed for the variable Self-Capital and last variable with lowest value of 2441.161 is Likes Facebook. These variables have 4 as the degree of freedom. The Significance value is 0.000 which is less than p value 0.05.

To understand the influence of FB on self Esteem, it is always calculated using ANOVA (Omolayo et al., 2013; Gonzales & Hancock, 2011). Since the data is Non-Parametric, Kruskal Wallis test is considered (Kothari, 1998).

Test Statistics(a,b)

Image 4.3.25 Kruskal Wallis Test

	Likes_ Facebook	Likes_ Feelings	Qualities_ Facebook	FB_ Friends	Time_ Comments	Self-Capital	Positive_ Attitude
Chi-Square	8.531	5.896	5.350	3.926	7.561	1.781	13.666
df	1	1	1	1	1	1	1
Asymp. Sig.	.004	.015	.021	.048	.009	.182	.000

a Kruskal Wallis Test

b Grouping Variable: Gender

According Kruskal Wallis test, Positive Attitude is statistically significant with score of 13.666 with 0.000 significance. Followed by Likes and Facebook with 8.531 score and Time & Comments with 7.561 value with 0.004 and 0.009 respectively.

In 2013, Facebook was highly used application by youth. Facebook made impressive gains on the minds of youngsters. More the number of friends on Facebook, more active was the youth. This made them 'Socially Active'. Girls were the heaviest users of Facebook (Source: Pew Research 21st May 2013). When they have positive attitude, positive reaction to post, they build a positive outlook for themselves, vice a versa happens when the posts are negative. This changes their Self-Esteem.

Self-Concept Analysis:

Self-Concept is the thinking pattern for an individual. It refers, how an individual think about themself. It defines the value at which the youth places with reference to qualities, abilities, characteristics. Self-Development is the main core for self-concept. In this age, self-concept is considered to be important as it provides the direction to way of life. Societal pressure is one factor responsible for rating of self-concept.

This area of research tries to study how the recreation and lifestyle on Facebook is related to individual's self-concept. Descriptive statistics was performed on the variables to rank them according to mean value.

Image 4.3.26 Mean Distribution Table (Self-Concept)

Descriptive Statistics		
Variables	**Mean**	**Std. Dev**
Control_Over_Emotions	4.80	0.891
Upload_Stories_On_FB_WA	4.64	0.992
Activities_Over_Texting	4.33	0.983
Perform_Hobbies	4.01	1.101

As per the above table, highest mean value of 4.80 is seen for the variable Control Over Emotions with standard deviation of 0.891. Followed by the variable Upload Stories on Facebook and WhatsApp with mean score of 4.64 and SD of 0.992. Preference of Performing Activities Over Texting has mean value of 4.33 with deviation od 0.983. Perform Hobbies variable has least mean score of 4.01with standard deviation of 1.101. This shows the youth thinks they have control over emotions irrespective of what may be situation. The act of managing thoughts, emotions and enabling goal directed actions is known as self-regulation. It results in better outcome in the life of an individual. Factors responsible for self-regulation are skills, internal and external motivation and environmental context (Murray & Rosanbalm, 2017).

Further, Chi Square Test was applied to study the goodness of fit of the variables.

Image 4.3.27 Chi Square Table (Self-Concept)

Variables	Value	df	Sign
Control_Over_Emotions	1120.685	4	0.000
Upload_Stories_On_FB_WA	2162.477	4	0.000
Activities_Over_Texting	1374.260	4	0.000
Perform_Hobbies	1888.498	4	0.000

According to the Chi Square (χ^2) analysis, highest value of 2162.477 can be seen for the variable Upload Stories on Facebook and WhatsApp. Followed by variable Perform Hobbies with value of 1888.498. Preference of Activities Over Texting has value of 1374.260. Least Chi Square value is seen for the variable Control Over Emotions with value of 1120.685. All the variables are significant since the significance value is 0.000, which is less than 0.05, thereby **accepting** the *Alternative Hypothesis*.

The youth shares a lot of content on the Facebook. They also admire the images shared by their friends. They always share content of their feelings and emotions. They as well like to share their personal problem and social, religious and political beliefs on Facebook (Source: Pew Research, 18th November 2018). While sharing through Facebook, they expect the comments and likes.

There is a plausible explanation that when problems are shared on Facebook, they do not discuss it with elderly person. They draw conclusions through the comments. Lack of performing hobbies creates a problem where they do not engage themselves in creative tasks. They judge themselves through those comments and value themselves. This directly or indirectly affects their self-concept.

This **accepts** the **Alternative Hypothesis** of *Scrolling of Facebook influences the Self-Esteem and Self-Concept of Youth.*

Analysis 24-29

Introduction:

The purpose of this study is to understand the influence of Social Media particularly on Facebook and WhatsApp. Analysis of data aims to provide answers to statements developed in the hypothesis.

Processing of Data:

Data collected from the youth of Mumbai, Kalyan and Bhiwandi were coded, entered and then analysed through SPSS software. The data collected through the questionnaire was coded into numerical form. This helped in easy handling of data and generating reports. Data Grouping was done for Nominal categories of Sex, Occupation and Region.

Categorial Data Analysis:

Nature of Test: Individual items of Facebook and WhatsApp parameters were analysed using the categorial technique to find out the difference between the influence of Social Media on Male and Female. Chi-square tests were applied to assess the influence on different parameters like gender, occupation and age. The results obtained were assessed for a p-value less than 0.05.

The following analysis marks for the Age group of *24-29*. Usually, this population is working youth.

Image 4.4.1 Region wise collection of data

Region-wise Demographics			
Region	Gender		Total
	Male	Female	
Mumbai	60	99	159
Kalyan	45	70	115

Bhiwandi	36	75	111
Total	141	244	**385**

The above table shows the region-wise division of the Gender demographic. 60 Males and 99 Females from Mumbai responded to the questionnaire which was sent through Google Forms. This constituted *41.3%* of the total respondents in the age group of 24-29. From Kalyan, 45 Males and 70 Females filled the Google questionnaire constituting nearly about *29.9%*. 36 Males and 75 Females responded from Bhiwandi which is about *28.8%*.

➢ **Use of Social Media**

This question gave us a background of how the use of social media differed region wise. Highest users of social media are from Mumbai followed by Kalyan and Bhiwandi.

Image 4.4.2 Use of Social Media (Region-wise)
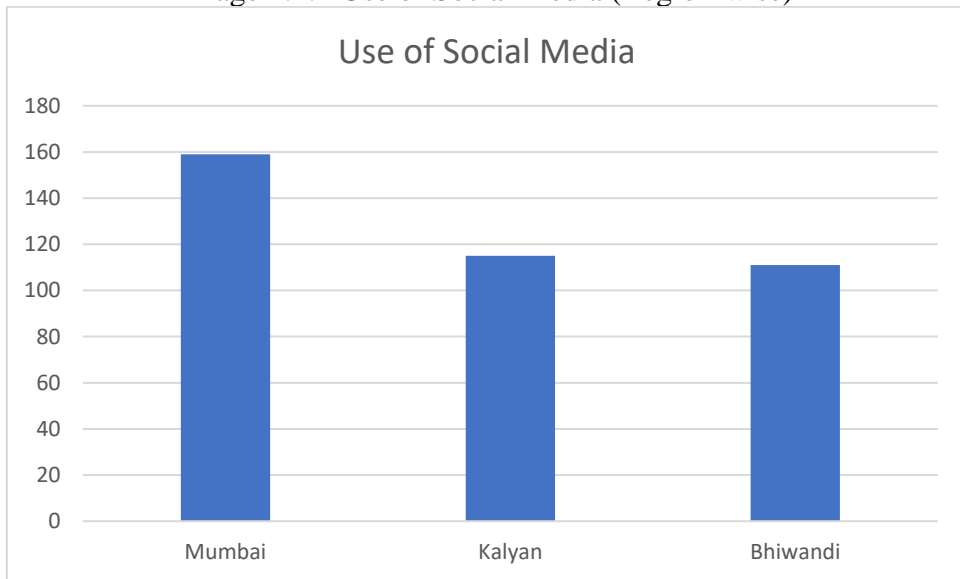
The second question highlighted on the time spent by the youth on social media. Falling data charges motivated youth to spent more time on social media. Increased usage also resulted in manipulation of fake news. Brazil, Philippines, Indonesia and Russia are other few countries which lie in same quadrant that lower data charges are causing more usage of social media (The Hindu, 21st August, 2019).

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Image 4.4.3 Time Spent on Social Media (Region-wise)

Time Spent on Social Media
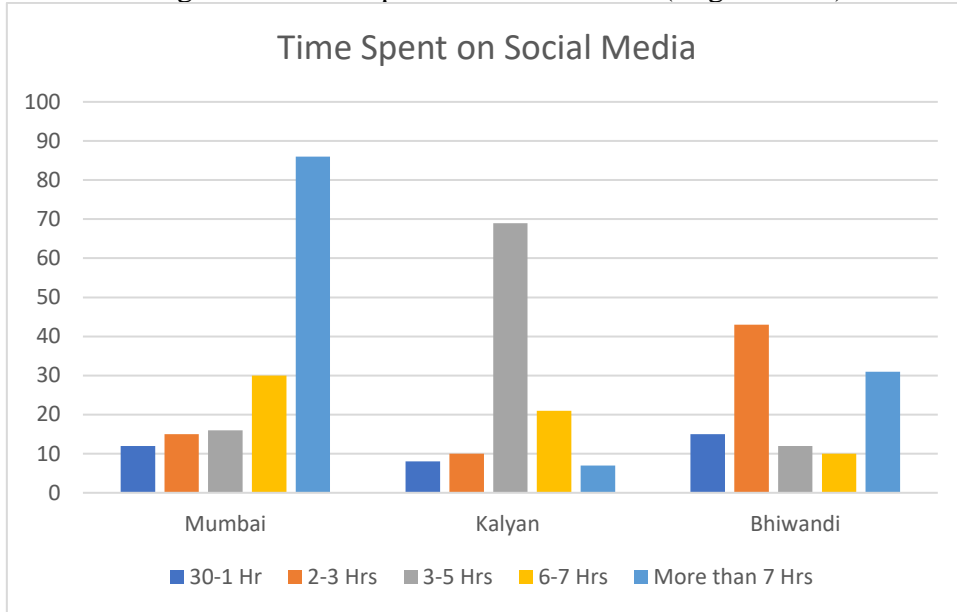
More than 7 hours were spent on social media by respondents of Mumbai. The respondents of Kalyan spent 3-5 hours daily on social media. 2-3 hours was the response of maximum youth from Bhiwandi for time spent on social media. Maximum social media was consumed by working professionals. They had to check messages for every small reason and every time as the phone rang.

Following this was the question of trying to understand how they accessed these social media applications.

Image 4.4.4 Means to Access Social Media (Region wise)
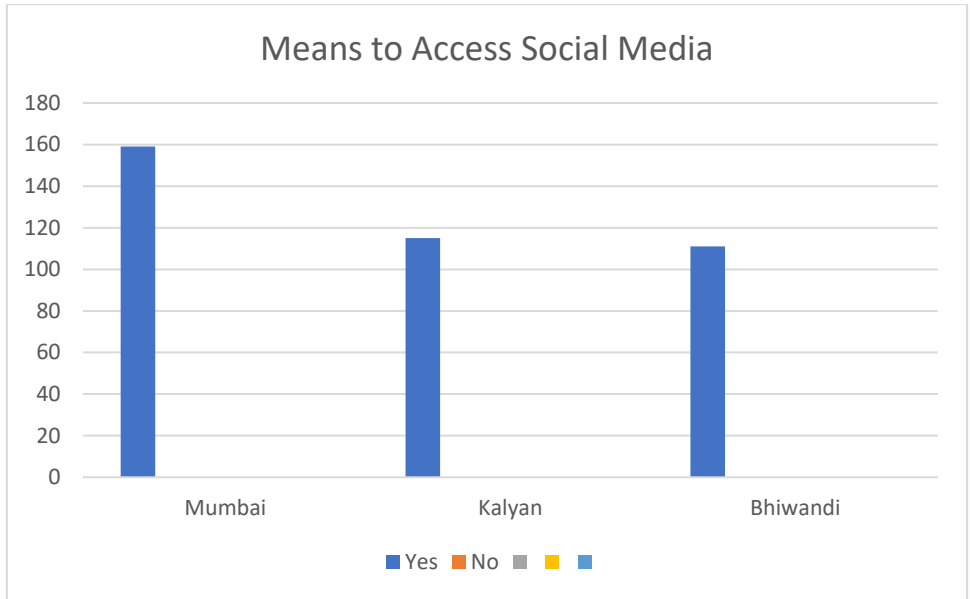
Means to Access Social Media

The smartphone is the most commonly used medium to access social media in all three regions. In the Mumbai region, even accessing social media from Laptop has high users. Desktop is least used in all the three regions.

When these youth access social media so long, there is a curiosity to know how many have Facebook account.

Image 4.4.5 Account on Facebook (Region-wise)

Account on Facebook
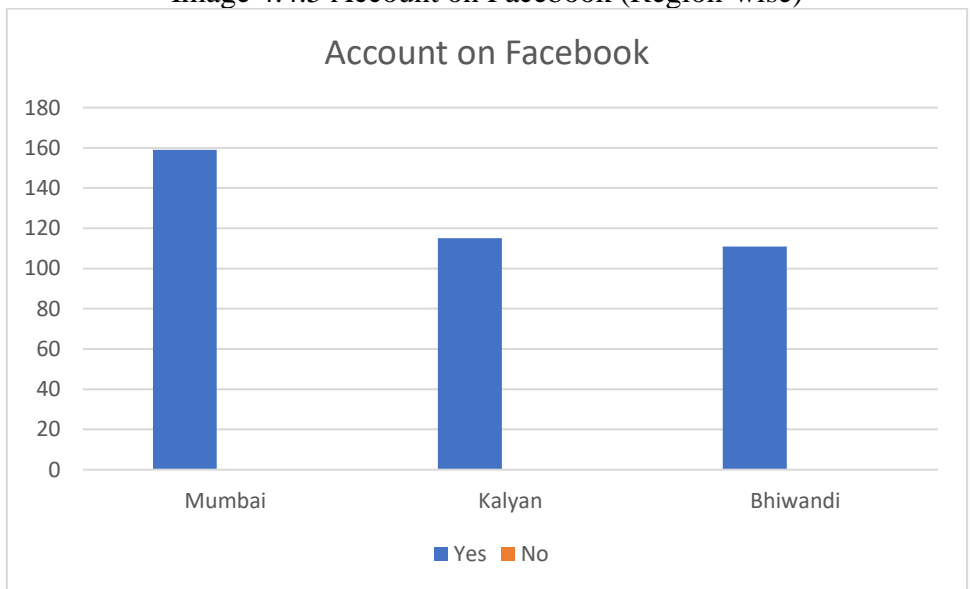
In Mumbai, Kalyan and Bhiwandi all the youth have a Facebook account.

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H1: Indulgence in Social Media has an implication on mental and physical health of youth

Social Media advances have developed an attitude of Constant Checker amongst youth (Medical News Today, 2017). This has an undoubted effect on health. To understand this, health was divided as Mental Health and Physical Health.

Nearly 7.5% of the country is suffering from some of the other Mental Illness where the social medium burden is the main reason (Economic Times, 2019). Regular scrolling on social media has not only brought isolation among people but has indirectly effected sleep, memory, attention (Times of India, 2019). This research highlights those individual aspects which are resulting in big problems of mental and physical health.

Classification of factors of Mental and Physical Health
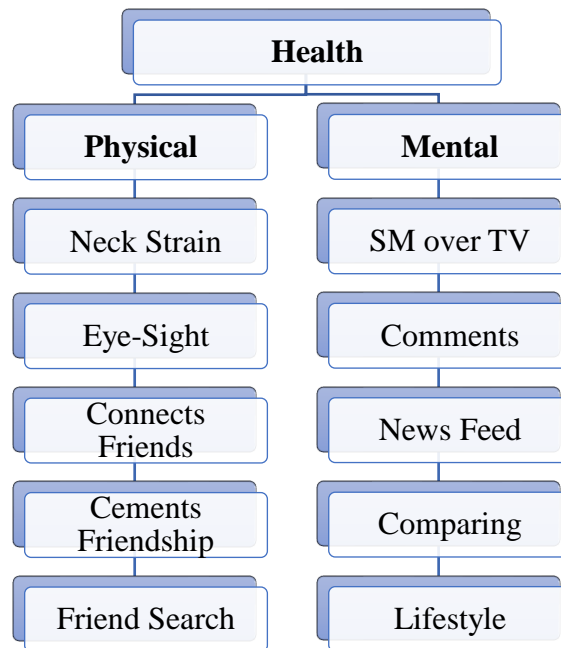
```
                    Health

        Physical              Mental

       Neck Strain           SM over TV

        Eye-Sight             Comments

        Connects             News Feed
        Friends

        Cements              Comparing
       Friendship

      Friend Search          Lifestyle
```

To understand the influence of Social Media on health, and rank the factors of high influence, Descriptive Statistics was performed.

Image 4.4.6 Mean Distribution Table (Social Media Influence: Physical)

Descriptive Statistics		
Variables	**Mean**	**Std. Deviation**
Neck-Strain	4.69	0.464

Connect	4.52	0.500
Cements Friendship	4.50	0.501
Friend-Search	4.41	0.492
Eye-Sight	4.38	0.486

Highest mean was observed for Neck Strain with the value of 4.69 and SD of 0.464. Followed by variable Connect with mean score of 4.52 with standard deviation of 0.500. The youth feel social media helps in cementing Friendship has mean value of 4.50 with deviation of 0.501. The variable Friend Search and Eye Sight has mean value of 4.41 and 4.38 respectively. They have 0.492 and 0.486 as standard deviation respectively.

To understand the goodness of fit, the Chi-Square test was carried out.

Image 4.4.7 Chi Square results (Social Media Influence: Physical)

Variables	Value	Df	Significance
Neck-Strain	54.610	1	0.000
Connect	5.751	1	0.003
Cements Friendship	4.023	1	0.004
Friend-Search	13.842	1	0.000
Eye-Sight	21.509	1	0.000

Neck Strain:

While accessing social media, youth fail to understand the number of hours spent on scrolling. This brings a strain on the neck due to holding the devices with poor posture. Neck and Upper back pain due to social media are now termed as *Text Neck*. The value generated (χ^2) is 54.610 and the significance is 0.000.

Connect Friends:

Searching for the friends and then getting connected through other social networking sites is now a favourite pastime of youth. The Chi square value obtained for the parameter is 5.751 with significance level 0.036. This helps us to understand that youth like to connect with their friends using Facebook and Twitter.

Cements Friendship:

Traditionally Friendship was maintained through calling and meeting personally. But social media has transformed the ways of cementing friendship. Youth is now dependent on Facebook and other social medium for their friendship as the value for this parameter generated 4.023 with significance level of 0.004.

Friend Search:

The youth in age 24-29 keeps on searching Friends of school, college, professional ones on Facebook. While doing so, the FB also shows People you may know and the chain of searching friends and sending requests continues. The value χ^2 obtained is 13.842 with 0.000 significance. This shows, there is a relationship between age and Searching Friends on social media.

Eye-Sight:

As per the table, the value obtained for χ^2 is 21.509. The p value is 0.000. This states that while accessing Social Media, Youth has a hard-hitting effect on eye-sight as the value obtained is thrice of the critical value.

In the light of the study, it was found that user is not aware of the time spent in scrolling social media sites or applications. Eye-sight, the user watches the entire content uploaded on these sites even in low brightness. This brings a strain on eyes and resulting in vision problems. Technically, it is called Computer Vision Syndrome (CVS) further divided as Digital Eye Strain and Virtual Fatigue (Sheppard & Wolffsohn, 2018).

Further, the variables of mental health were analysed through Descriptive Statistics.

Image 4.4.8 Mean Distribution Table (Social Media Influence: Mental)

Descriptive Statistics		
Variables	Mean	Std. Deviation
Television	4.65	0.478
Comments	4.57	0.496
News-Feed	4.53	0.500
Comparing	4.50	0.501
Profile-Visit	4.48	0.500
Lifestyle	4.45	0.499

Highest mean value of 4.65 was observed for Television with standard deviation of 0.478. Followed by Comments variable with mean score of 4.57 and SD of 0.496. The least mean was observed for variable Lifestyle with mean value of 4.45 and deviation of 0.499. The variables News-Feed, Comparing and Profile Visit has mean value of 4.53, 4.50 and 4.48 respectively. These variables had deviation of 0.500, 0.501 and 0.500 respectively.

Further, the variables of mental health were analysed through Descriptive Statistics.

Image 4.4.9 Chi Square results (Social Media Influence: Mental)

Variables	**Mean**	**Std. Deviation**	**Significance**
Television	37.01	1	0.000
Comments	7.296	1	0.007
News-Feed	6.623	1	0.020
Comparing	3.873	1	0.005
Profile-Visit	5.584	1	0.004
Lifestyle	7.182	1	0.007

Preference of Social Media over Television

A Chi-Square test for association of age and Preference of Social Media over Television was conducted. χ^2 (b) value was 37.010. The p value is .000 which is less than 0.05. While Chi Square indicates there is a strong association of Preference of Social Media over Television by Youth.

Comments on Friend's Photos:

Any image uploaded on Social Media; the youth is habituated to commenting on it. They comment on the photos using their experience and emotions they share with those friends. On this basis, the χ^2 value obtained is 7.296 which is nearby critical value with the significance of 0.007. This shows there is a relationship between age and commenting on the photos of friends.

News Feed:

Links to various news through social media, short News Feed are uploaded on Social Media. The youth follow that news and stories and forms their opinion. The value generated χ^2 is 6.623 with significance of 0.020. This shows there is some relationship between news feed and youth in age of 24-29.

Comparing:

Youth looks at the photos posted by their friends of various vacations, time spent with their near and dear ones and compares their life. This creates an emotional effect, though through the significance value 0.50 and χ^2 value is 3.873.

Profile Visit:

Youth keeps on wondering about who might have visited their personal profile, seen the status uploaded on Facebook or WhatsApp. After the Chi Square result, the value of χ^2 was 5.584 at significance level of 0.044. The value generated is nearby the critical value with df of 1.

Lifestyle:

A Sedentary Lifestyle is a dream of Youth these days. Socializing and then imagining whether my friend read my post, what will be the comments. Increased screen time has given rise to ADHD. To understand the relationship, the chi-square value χ^2 obtained

is 7.182 at 0.007 significance. This proves there is a relationship between age and following of sedentary lifestyle.

The Degree of Freedom (df) was 1. According to the Critical Value table for the significance of 0.05, the value is 3.841. If the value is greater than 3.841, then the Null Hypothesis is rejected.

Therefore, from the above parameters, since all the values fall in range above 3.841, the **Alternative Hypothesis** *Indulgence in Social Media has an implication on mental and physical health of youth* is **accepted**.

H:2 Constant engagement with WhatsApp influences the Personality Trait and brings about Social Interaction Anxiety

On 20th December 2019, The Economic Times published an article of how Indian millennials spend one third of their time i.e., waking hours on WA and FB. A research was conducted by Vivo, the global smartphone brand in association with Cybermedia Research (CMR). The output states that 75% of them agreed of having smartphone during teen age. In addition to this, they also stated that it is difficult for those teens to have a five-minute conversation with friends or family without having a glance at the cell phone. With reference to this, the influence of WhatsApp application on Personality Trait was analysed. Following factors from the personality Trait were taken in to consideration.

Personality Trait Analysis:

The first is **Extroversion:**

Image 4.4.10 Mean Distribution Table (Personality Trait: Extraversion)

Descriptive Statistics		
Variables	**Mean**	**Std. Deviation**
Reserved	3.86	0.821

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Talkative	3.57	0.982
Sociable	3.06	1.249

The variables Sociable, Talkative and Reserved were taken in to consideration to understand Extraversion. According to the mean values, Reserved has a high mean score of 3.86 and a standard deviation of 0.821. Followed by Talkative with 3.57 and deviation of 0.982. The last variable is Sociable which has least mean value of 3.06 and SD of 1.249.

To understand the goodness of fit, Chi-Square was calculated on these variables.

Image 4.4.12 Chi Square results (Personality Trait: Extraversion)

Variables	Value	df	Significance
Reserved	540.122	3	0.000
Talkative	385.899	3	0.000
Sociable	227.249	3	0.000

According to the Chi-Square results, highest Chi-Square (χ^2) value of **540.122** is observed for the variable *Reserved*. Followed by *Talkative* with the (χ^2) score of **385.899**. The least value of **227.249** is seen for the variable *Sociable* All the variables have 3 as the degree of freedom. The significance value for the variables is 0.000 which is less than p-value of 0.05.

Extrovert people have friends in large numbers i.e. they experience good friendship (Asendorpf & Wilpers, 1998), (Sharma & Siwal, 2019). These people are always active and full of positive emotions and excitement seeking (Dhar, Chamoli, Kumar; 2017). Extraversion people who are high on scores have less use of social networking sites, and are social person in real world and vice a versa (Sharma & Siwal, 2019). Since the scores for being sociable are low, the youth is more social in virtual world. The results

of table 5.18 and 5.19 show that the youth is more inclined towards WhatsApp, trying to be social in virtual world thus being Extrovert.

The second is **Openness**.

Image 4.4.12 Mean Distribution Table (Personality Trait: Openness)

Descriptive Statistics		
Variables	**Mean**	**Standard Deviation**
Original	4.13	0.905
Aesthetic Expression	3.33	1.223
Curious	3.11	1.214

While understanding the influence of WhatsApp on a personality trait, Openness was studied through Original, Aesthetic Expression and Curiosity parameters. Through the descriptive statistics, *Original* ranks with the high mean value of **4.13** and SD of **0.905**. Followed by *Aesthetic Expression* with a mean score of **3.33** and deviation of **1.223**. The least mean value of **3.11** is for the variable *Curiosity* with standard deviation of **1.214**.

To understand the goodness of fit, Chi-Square was calculated on these variables.

Image 4.4.13 Chi Square results (Personality Trait: Openness)

Variables	**Value**	**df**	**Significance**
Original	357.473	3	0.000
Aesthetic Expression	177.545	3	0.000
Curious	179.125	3	0.000

The highest Chi-Square (χ^2) value of **357.473** can be found for the variable *Original* followed by *Curious* with (χ^2) value of **179.125**. The variable *Aesthetic Expression* has

the least (χ^2) value of **177.545**. The degree of freedom obtained is **3**, for all the variables. The significance value of **0.000** is less than p-value **0.05**.

Openness to experience, are those who have curiosity to try on new things in applications, try out new means of communication or gain new experiences through use of smart phones and applications (Butt & Phillips, 2008; Sharma & Siwal, 2019). They have qualities like fantasy, high on ideas and values, immediate in actions. People with high on Openness use more of social media to try out new things and vice versa (Dhar, Chamoli & Kumar; 2017). People with openness parameters express their personal information freely and they have a positive correlation with usage of social media (Amichai-Hamburger & Vinitzky, 2010; Alan & Kabadayı, 2016; Sharma & Siwal, 2019). In the above table 5.18, the value of Aesthetic Expression is less, as compared to Original and Curiosity. This state though there is curiosity to be original, expressing is least considered by youth.

The next type of personality trait is **Conscientiousness.**

Image 4.4.14 Mean Distribution Table (Personality Trait: Conscientiousness)

Descriptive Statistics		
Variables	**Mean**	**Std. Deviation**
Efficiency	3.96	0.796
Job	3.64	0.950
Lazy	2.80	1.359

As per the table, the highest mean value is observed for variable Efficiency. It has a mean score of **3.96** and deviation of **0.796**. Performing Job has a mean value of **3.64** and an SD of **0.950**. Being Lazy has least mean value of 2.80 and a standard deviation of 1.359.

To further analyse the goodness of fit of the variables, the Chi-Square (χ^2) test was conducted.

Image 4.4.15 Chi Square results (Personality Trait: Conscientiousness)

Variables	Value	df	Significance
Efficiency	237.855	3	0.000
Job	401.026	3	0.000
Lazy	71.717	3	0.000

As per the results, the highest Chi-Square value is observed for variable *Job* with the (χ^2) score of 401.026. Followed by *Efficiency* with (χ^2) value of 237.855. Least Chi Square value of 71.717 is seen for the variable *Lazy*. The degree of freedom observed for all the variables is **4**. The significance of all the variables is **0.000**.

Conscientiousness are people who are behind achievements, dutifulness, order and self-disciplined (Dhar, Chamoli & Kumar, 2017). Low scores represent more use of mobile phones and they dislike goals, schedule and structure in their life. In the above table, performing a thorough job has less scores as compared to being lazy and efficiency (Sharma & Siwal, 2019). This means, Youth can perform their duties without being lazy and in more efficient manner, but WhatsApp distracts them and they cannot do a thorough job.

Further, the research tries to analyse the personality trait of **Agreeableness**.

To gauge the factors, Descriptive Analysis of mean and standard deviation was performed on each of the parameter. Variables Rude, Forgiving Nature and Considerate were taken in to consideration.

Image 4.4.16 Mean Distribution Table (Personality Trait: Agreeableness)

Descriptive Statistics

Variables	Mean	Std. Deviation
Forgiving Nature	4.04	0.778
Considerate	3.75	1.201
Rude	2.67	1.152

As per the table of Mean Distribution, highest mean value **4.04** was observed for *Forgiving Nature*. Lowest mean was observed for *Rude* characteristic with value which **2.67**. The Standard Deviation observed for these variables is 0.778 and 1.152 respectively. Considerate variable has mean value of 3.75 and standard deviation of 1.201.

To further study the fit of variables, the Chi-Square test is conducted.

Image 4.4.17 Chi Square results (Personality Trait: Agreeableness)

Variables	Chi Square Values	df	Significance
Forgiving Nature	213.574	2	0.000
Considerate	177.296	3	0.000
Rude	280.029	3	0.000

As per the Chi-Square analysis, the highest Chi-Square value of **280.029** is observed for the variable *Rude*. Followed by variable *Forgiving Nature* with the score of **213.574** and the least value was of the variable *Considerate* with **177.296**. The degree of freedom Considerate and Rude is 3 while for Forgiving Nature it is 2. The significance value is **0.000**.

The age group of 24-29 is generally considered as working population. The age of 24 to 25 years is termed as *Emerging Adulthood*; a term coined by Jeffery Arnett in the American Psychologist journal. Emerging Adulthood is a phase between adolescence and adulthood. He suggests that this is the age where adolescents become independent and explore new avenues and possibilities. Formation of personality during this stage becomes a lifelong asset for the youth.

Agreeableness people can be characterised with values like trust-worthy, modesty and altruism. These people are tendermindedness, along with compliance they are as well straightforward (Dhar, Chamoli & Kumar, 2017). These people like to have distinctness even in profile picture on WhatsApp (AP, Shah, Thomas & Shrivastava, 2018). People with high agreeableness are about to develop the social media addiction (Rettner, 2018). Since being considerate and kind has a low value, the trait of agreeableness has a relation with influence of WhatsApp.

Following traits were accepted at significance *p* value **0.000**. The degree of freedom obtained was 3. According to Critical Value Distribution table, the value obtained at 0.05 significance with df 3 is 7.815.

The last type is the **Neuroticism**.

Image 4.4.18 Mean Distribution Table (Personality Trait: Neuroticism)

Descriptive Statistics		
Variables	**Mean**	**Std. Deviation**
Relaxed	4.22	0.413
Worries	4.21	0.406
Nervous	4.15	0.355

As per the above statistics, a parameter to understand Neuroticism variable *Relaxed* has the highest mean value of **4.22** and a standard deviation of **0.415**. Followed by *Worries*,

has a mean score of **4.21** and SD of **0.406**. *Nervous* is the least variable with a mean value of **4.15** and deviation of **0.355**.

Further, Chi Square is calculated to understand the goodness of fit of the variables.

Image 4.4.19 Chi Square results (Personality Trait: Neuroticism)

Variables	Chi Square Values	df	Significance
Relaxed	471.634	3	0.000
Worries	211.208	3	0.000
Nervous	341.099	3	0.000

As per the Chi-Square (χ^2) analysis, *Relaxed* has the highest value of 47**1.634**, followed by *Nervous* variable with score **341.099**. Least value is observed by variable *Worries* with Chi-square value (χ^2) of **211.208**. The degree of freedom for all the variables is 3. The significance is **0.000**.

Neuroticism people possess quality such as depression, impulsiveness. They tend to be more self-consciousness. They develop anxiety and hostility (Dhar, Chamoli & Kumar, 2017). High value in Neuroticism denotes that those people are more prone to usage of social media and are emotionally unstable (Sharma & Siwal, 2019). These people are more inclined towards agitation, and more inclined towards WhatsApp (Chan & Leung, 2016).

Social Interaction Anxiety Analysis:

Changing face of technology has evolved over and transformed our interaction pattern. Lifestyle is basically understood as one's appearance which can be well understood by the use of consumer products (Rule, 2006). According to Weberian framework, Lifestyle is the matter of interest because it describes the status (Sobel, 1982). But psychologist define it as an opinion or behaviour. For an effective expression of

opinion, Interaction is necessary. Interaction skills require effective gestures, postures and eye contact (Gupta, 2008). WhatsApp, a social media platform, encourages self-expression. Having a profile picture, netizens call it as DP is a favourite pass time. Those pictures represent the emotions of youth. DP and status uploaded are a non-verbal form of communication. The youth express self through Profile picture and status.

The mean was calculated to rank the variables according to importance.

Image 4.4.20 Mean Distribution Table (Social Interaction Anxiety)

Descriptive Statistics		
Variables	**Mean**	**Standard Deviation**
Difficulty_in_Mixing	4.08	0.765
Teacher_Boss	3.99	0.835
Attractive_Opposite_Sex	3.94	0.780
Eye_Contact	3.91	0.917
Mixing_in_Group	3.84	0.958

According to table 4.4.17, *Difficulty in Mixing* ranked first with mean value of **4.08** and standard deviation of **0.765**. This variable judged the problem of youth mixing in group with the people they work. The second rank of mean was having a conversation with higher authorities e.g., may be Teacher or Boss. Having an interaction with the attractive opposite sex was the problem for youth, which ranked third with mean value of 3.94 and standard deviation of 0.780. Maintaining an eye contact while conversing had a mean value of 3.91 and standard deviation of 0.917. The last problem of youth is

the fear of feeling of being ignored while Mixing in Group, with mean score of 3.84 and standard deviation of 0.958.

According to these ranks, Chi Square (χ^2) was calculated to find out the significance of the variables.

Image 4.4.21 Chi Square Table (Social Interaction Anxiety)

Variables	Value	df	Significance
Difficulty_in_Mixing	509.286	3	0.000
Teacher_Boss	481.899	3	0.000
Attractive_Opposite_Sex	612.226	3	0.000
Eye_Contact	507.665	3	0.000
Mixing_in_Group	490.003	3	0.000

As per the Chi Square results, talking to *Attractive Opposite Sex* has highest score of **612.226.** The lowest score (χ^2) was seen by the variable *Teacher and Boss*, where the youth gets nervous while talking to them with value of **481.899**. The other variables *Difficulty in Mixing*, maintaining *Eye Contact* and *Mixing in Group* lie in between with values **509.286**, **507.665** and **490.003** respectively. All the variables have **3** as the degree of freedom. The *Significance Value* for all the variables is **0.000**, which is less than *p* value **0.05.** That means, these variables have an influence on Interaction of Youth, thereby generating Social Interaction Anxiety.

WhatsApp is used in offices and colleges to pass the message and maintain a transparency in communication. But majority times, it is used for bitching and gossiping (Source: Financial Times). At such times, it has left us to think about small uncertainties like What will they think of me? What will happen if I ask this? etc. This leaves youth vulnerable to face big factors. Smartphones now control our emotions and an individual log less into an uncertain world (Hendriksen, 2018). Overcoming the distances, WhatsApp enables us to send message and converse quickly. Technological communication has reduced the need to speak to human. Having a face-to-face communication strengthens the social ties, brings about a feeling of humanness, drawing memories, making mental images (Source: The Conversation, 2019). Speaking through technology is thereby killing the art of conversation. While conversing face to

face, one requires bodily clues like maintaining eye contact. The youth get nervous when they are asked to maintain eye contact and talk to their higher authorities. This lowers the Self-Esteem of a youth. A youth with low self-esteem puts himself down and never mingles in the group. Low mixing in group makes them aloof and they don't have Social Interaction. No social interaction among people, no exchange of emotions, release of stress with dear ones increases the Anxiety. The technological expression of Anxiety takes place through Status and Profile Picture uploads.

The correlation between personality trait and Social Interaction Anxiety is judged using Pearson Correlation. The variables of Personality Trait were correlated with the Social Interaction Anxiety scale.

Image 4.4.22 Correlation between Personality Trait and Social Interaction Anxiety

Correlations						
Variables		**Teacher_Boss**	**Eye_Contact**	**Difficulty_in_Mixing**	**Attractive_Opposite_Sex**	**Mixing_in_Group**
Talkative	Pearson Correlation	0.023	0.013	-0.047	-0.020	-0.014
	Sig. (2-tailed)	0.657	0.802	0.357	0.697	0.787
	N	385	385	385	385	385
Job	Pearson Correlation	0.050	-0.042	0.037	0.003	-0.010
	Sig. (2-tailed)	0.326	0.407	0.466	0.959	0.841
	N	385	385	385	385	385
Original	Pearson Correlation	0.070	0.014	0.019	0.048	-0.026
	Sig. (2-tailed)	0.171	0.782	0.704	0.346	0.611
	N	385	385	385	385	385

Reserved	Pearson Correlation	**0.113***	0.060	0.062	0.044	0.091
	Sig. (2-tailed)	**0.027**	0.239	0.226	0.386	0.075
	N	385	385	385	385	385
Relaxed	Pearson Correlation	-0.094	-0.042	-0.047	-0.076	0.000
	Sig. (2-tailed)	0.065	0.412	0.355	0.139	0.994
	N	385	385	385	385	385
Forgiving Nature	Pearson Correlation	0.085	0.086	0.025	0.086	0.031
	Sig. (2-tailed)	0.098	0.093	0.624	0.092	0.548
	N	385	385	385	385	385
Worries	Pearson Correlation	0.039	0.037	0.057	0.007	0.045
	Sig. (2-tailed)	0.447	0.464	0.266	0.886	0.374
	N	385	385	385	385	385
Lazy	Pearson Correlation	0.018	0.039	0.023	0.032	-0.003
	Sig. (2-tailed)	0.720	0.443	0.647	0.534	0.954
	N	385	385	385	385	385
Aesthetic Expression	Pearson Correlation	-0.044	-0.035	-0.068	**0.102***	-0.050
	Sig. (2-tailed)	0.387	0.499	0.182	**0.045**	0.331
	N	385	385	385	385	385
Considerate	Pearson Correlation	0.030	0.049	0.049	0.004	-0.008
	Sig. (2-tailed)	0.559	0.340	0.341	0.943	0.875
	N	385	385	385	385	385
Efficiency	Pearson Correlation	0.082	**0.166****	0.022	0.059	0.088

	Sig. (2-tailed)	0.109	**0.001**	0.673	0.245	0.086
	N	385	385	385	385	385
Sociable	Pearson Correlation	-0.055	-0.056	-0.084	-0.095	-0.054
	Sig. (2-tailed)	0.286	0.270	0.099	0.063	0.289
	N	385	385	385	385	385
Rude	Pearson Correlation	-0.013	0.001	-0.048	0.001	-0.026
	Sig. (2-tailed)	0.805	0.977	0.347	0.987	0.608
	N	385	385	385	385	385
Nervous	Pearson Correlation	0.011	0.020	0.051	0.023	0.037
	Sig. (2-tailed)	0.823	0.701	0.320	0.650	0.470
	N	385	385	385	385	385
Curious	Pearson Correlation	-0.035	0.004	-0.009	0.007	0.040
	Sig. (2-tailed)	0.489	0.934	0.859	0.890	0.430
	N	385	385	385	385	385
Correlation is significant at the 0.01 level (2-tailed).						
*Correlation is significant at the 0.05 level (2-tailed).						

While analysing the factors of Personality Trait with Social Interaction Anxiety, it is seen that following variables correlate in the age group of 24 to 29.

Reserved:

This variable correlates with Teacher & Boss variable at 0.113. The significance of the correlation is 0.027. The correlation is accepted at 95% confidence. Scrolling of WhatsApp and interacting through it has developed a reserved nature among the youth. Sending message on WhatsApp at any time has become convenient for people and so when they have to provide explanation, they feel having reserved nature of personality.

Aesthetic Expression:

This variable has a correlation with Attractive Opposite Sex. It correlates at value of 0.102. The significance of the correlation is 0.045. The correlation is accepted at 95% confidence. The youth admire the beauty in all things. But when it comes to speaking to the people whom the youth feels is attractive, they feel shy. They develop a complex among themselves while conversing with attractive opposite sex.

Efficiency:

The variable Efficiency corelates with Eye Contact at the score of 0.166. The significance of the correlation is 0.001. The correlation is significance at 99% confidence. This shows, though the youth is efficient in performing task, they fail to have confidence. Scrolling of WhatsApp reduces the conversation thereby developing lack of confidence.

This accepts the hypothesis that Constant engagement with WhatsApp influences the Personality Trait and brings about Social Interaction Anxiety.

H:3 Scrolling of Facebook influences the Self-Esteem and Self-Concept of Youth

Relationships for the age group of 24-29 can be broadly classified as family relations, professional relations, friend relations. According to Erikson's theory of psychosocial development, the youth face intimacy or isolation from the age of 18 to 40. During this stage, an individual explores relationship to long term commitments apart from family members. Fear of relationships can lead to isolation, depression and loneliness (Mcleod, 2018). While exploring through these relations, they try to form their identity figuring out, who they are (Sponcil & Gitimu, 2013). This is also called as Self-Concept, where an individual judge's through other's response. Self Esteem is the strongest pillar of Self-Concept (Frank, 2020). Therefore, to understand the influence of relationships through comments and likes on Facebook, descriptive statistics was performed.

As per table, an individual feel, they possess more *Qualities* than uploaded on *Facebook*. This is ranked at highest order with mean value of **3.95** and standard deviation of **1.05**. When there are less likes youth does not feel good at all, *Likes and Feelings* are ranked in last with mean value of **3.39** and standard deviation of **1.29**.

Image 4.4.23 Mean Distribution Table (Self-Esteem)

Descriptive Statistics		
Variables	**Mean**	**Std. Dev**
Qualities_Facebook	3.95	1.05
FB_Friends	3.91	0.87
Positive_Attitude	3.79	0.97
Likes_Facebook	3.72	1.07
Self_Capital	3.62	1.03
Time_Comments	3.39	1.15
Likes_Feelings	3.39	1.29

Image 4.4.24 Chi Square Table (Self-Esteem)

Variables	**Value**	**df**	**Sign**
Qualities_Facebook	236.600	3	0.000
FB_Friends	383.530	3	0.000
Positive_Attitude	330.452	3	0.000
Likes_Facebook	306.626	3	0.000
Self_Capital	389.016	3	0.000
Time_Comments	288.714	3	0.000
Likes_Feelings	133.764	3	0.000

Chi Square test was conducted on the variables to understand the association between the variables and gender. The highest value of Chi Square was observed for variable *Self Capital*; where the youth wished they had more respect for themselves apart from social capital with **389.016**. The number of *FB Friends* is not a proud figure was second

with value of **383.530**. All the variables have significance value of **0.000** which is less than *p* value **0.05** with degree of freedom 3. According to critical value table, the value for df 3, with 0.05 significance is 7.815. All the values generated for variables fall above the critical value.

To understand the influence of FB on self Esteem, it is always calculated using ANOVA (Omolayo et al., 2013; Gonzales & Hancock, 2011). Since the data is Non-Parametric, Kruskal Wallis test is considered (Kothari, 1998).

Image 4.4.25 Kruskal Wallis Test

	Likes_ Faceboo k	Likes_ Feelings	Qualities _Facebo ok	FB_ Friends	Time_ Commen ts	Self_ Capital	Positive_ Attitude
Chi-Square	6.849	6.655	3.107	.104	17.956	7.902	.082
Df	1	1	1	1	1	1	1
Asymp. Sig.	.005	.005	.078	.747	.000	.005	.774

a Kruskal Wallis Test

b Grouping Variable: Gender

According Kruskal Wallis test, Time & Comments are statistically significant with score of 17.956 with 0.000 significance. Followed by self-capital with 7.902 score, Likes and Facebook with 6.849 score and Likes & Feelings with 6.655 value with 0.005 significance respectively. Self-capital states that a youth wishes if they could have more respect for self apart from that received through social capital. Low respect for self, reveals low self-esteem. This can lead to depression, anxiety. This further has an effect on honesty and trustworthiness (Orth, et al., 2014). Facebook is more used as a

medium to judge the self-value through the likes and comments. The plausible explanation can be that when a youth receives likes and comments on FB, they have a feeling of being socially desired. Through social relationships, the youth tries to get social support on Facebook through likes and comments, they develop a positive feeling, a sentiment of social acceptance which indirectly shapes their Self-Esteem (Harris & Orth, 2019).

Self-Concept Analysis:

Self-Image is a branch of Self-Concept. This defines how an individual view themselves. This has three dimensions. The first dimension is of physical description, second of our social roles. Personal Trait is a part of Self-Concept which is third dimension of our self (McLeod, 2008). The personal trait was taken into consideration and accordingly asked in questionnaire. Mean was calculated through Descriptive Statistics to rank the variables according to their mean values.

Image 4.4.26 Mean Distribution Table (Self-Concept)

Descriptive Statistics		
Variables	**Mean**	**Std. Dev**
Activities_Over_Texting	3.95	1.00
Control_Over_Emotions	3.87	1.01
Perform_Hobbies	3.73	1.09
Upload_Stories_On_FB_WA	3.68	1.11

According to Descriptive Statistics, Youth prefers to perform Activities over Texting, was ranked 1 with mean value of 3.95 and standard deviation of 1.00. Control over Emotions variable ranked second with mean score of 3.87 and standard deviation of 1.01. Youth prefers to perform hobbies had a mean value of 3.73 with 1.09 as standard deviation and last was Uploading Stories on FB and WA, mean score of 3.68 and

deviation of 1.11. After ranking the variables according to their mean values, Chi Square test (χ^2) was carried to find out the significance of variables.

Image 4.4.27 Chi Square Table (Self-Concept)

Variables	Value	df	Sign
Activities_Over_Texting	352.465	3	0.000
Control_Over_Emotions	359.883	3	0.000
Perform_Hobbies	423.862	3	0.000
Upload_Stories_On_FB_WA	405.992	3	0.000

As per the above table, highest Chi Square value was obtained for variable Perform Hobbies (423.862). Lowest Chi Square value was obtained for Activities over texting variable with χ^2 value of 352.465. Uploading stories on FB and WA and Control over Emotions have χ^2 value of 405.992 and 359.883 respectively.

That means, the youth is first engaged in performing hobbies, then tries to have control on emotions. Then they share the images of anything they buy and the conversation on Facebook starts. While conversation, people tend to believe other people are happy, because the conversation starts on a positive note (Source: The Guardian, 2017). The feeling that others are happy entertains the conversation and then youth is involved in texting while preferring to perform other leisure activities.

This **accepts** the **Alternative Hypothesis** of *Scrolling of Facebook influences the Self-Esteem and Self-Concept of Youth.*

Case Study

According to Yin (2003) a case study design should be considered when: (a) the focus of the study is to answer "how" and "why" questions; (b) you cannot manipulate the behaviour of those involved in the study; (c) you want to cover contextual conditions because you believe they are relevant to the phenomenon under study; or (d) the boundaries are not clear between the phenomenon and context (Baxter & Jack, 2008). To provide an in-depth understanding of how the Social Media particularly Facebook and WhatsApp are influencing the youth from the period of 2013 to 2018, *case study* method was adopted as a part of **Qualitative** Research.

The cases included are for reference purpose and to study the topic in depth. So, the real identity is not disclosed.

Content clouds are a type of visualisation that summarises the contents of a document by depicting the words that appear most often in larger, darker type within the cloud. When utilised as a form of qualitative GIS, content clouds provide a powerful way to summarise and compare information from different places on a single issue (Cidell, 2010). Therefore, content cloud was applied to each case study for better understanding. Content Cloud were created using NVivo software version 10.

Social Media Addiction & Divorce

- **Introduction:**

One couple from Mumbai met each other through matrimonial website and tied knot. They knew each other four months before getting married. The girl met him through site was gorgeous and so the boy had taken the decision to marry her. Three months after wedding, the boy came to know about the pre-existing affair of the girl with a married man. The girl was little secretive. She never left her phone unattended. The girl also faced mood swings and sometimes depression. The couple eventually filed a divorce case. They were counselled before divorce, but the efforts were in vain. This all ended before the age of 29 (Source: Hindustan Times, 04th January 2015). Another case reported from Mumbai was where the wife was more interested in chatting on WhatsApp. Within 15 days of marriage, her husband filed a divorce case. In a similar case, the husband had a complaint that the wife chat over the cell-phone even past midnight (Source: The Hindu, 23rd September, 2016). Chaitali Shinde, 42, entrepreneur from Mumbai posted about her divorce on Facebook. She became famous among the person going through same situation (Source: Economic Times, 27th January 2019).

- **Background:**

  India is land with firm believes in its values, cultures and ethics. It has strong roots in the traditions. The relation of husband and wife is considered a pure relation in India. There was a period when wife was more dedicated towards her husband and family. Marriages were not only about man and woman, but more of a companionship. The secret of marriage lies in Mahabharata. When Yaksha had asked 120 questions, one question was about marriage. He asked as who will be the friend of householder? (kimsvin mitram grihesatah?). On this, Yudhishthira replied, spouse will be the friend of the householder (bhaaryaa mitram grihesatah). This secret of marriage was revealed around 4000 years ago.

  Presentation of the findings:

- **Age:**

Age is the most important factor during marriage and divorce. In the age of 29, girls plan for their wedding and not marriage (Halfdal, 2015). Wedding is referred to as ceremonies and rituals that are performed to give social acceptance to relationship whereas, marriage is a lifelong institution which starts after wedding (Source: Times of India, 12th March 2006). More is the social media addiction; more is the infidelity behaviour which results in weakening of the relationships. Age is the significant predictor of social media addiction (Abbasi, 2019)

- **Behavioural Changes:**

  The age of 20's is filled with tremendous changes. The jobs, career prospects and finally the relationship is the sequence marked (Taibbi, 2016). This is the age where more of career choices are made by women. This is because at the age of 29, women ensure long term happiness. The women are also serious in reflecting their choices. During this age, both men and women experience a transition of life and enter a new decade. Accordingly, they are triggered by different desires altogether. They are behind creating a meaning to life (Reynolds, 2013).

  Couples in this age either part away or become child-centred.

- **Emotional Changes:**

  In the age of 29, Women have more relationally oriented goals whereas men are power oriented (Timmers et al., 1998; Birditt & Fingerman, 2003). In this age, women are also subject to hormonal changes. More of the mood swings are experienced because of premenstrual syndrome, premenstrual dysphoric disorder, stress, psychological disorders (Source: Healthline 26th July 2018).

- **Negativity in Relationships:**

  Marriage provides an individual with lifetime companion, a feeling of safety, unending love, an emotional support and understanding between the two. But going through the ups and downs in life, marital life also involves in tension, arguments and numerous conjugal pressures. Getting more

involved on social media relationship brings a negativity in the relationships of married life (Gull et al., 2019). Excessive use of Social Media, updating about personal life on WhatsApp or Facebook leads to ambiguous information. It also at times portray wrong information about the relationships. More the updates on Facebook have reduced feeling of passion and intimacy among the couple. They become compulsive internet user which result in lower feelings of passion and more of exclusion (Clayton, Nagurney & Smith, 2013).

- **Social Media and Relationships:**

  Higher use of Social Media especially Facebook tempted in cheating among the relationships (Clayton, Nagurney & Smith, 2013). While using Facebook for a longer duration, the partner develops a feeling of jealousy among another partner. Jealousy feeling arises from the understanding that there is another counter-part who is added as the friend. They may view photos of the partner, chat for a longer time which leads to cheating and ultimately break-up. Dissatisfaction among the couples is the basic reason for the divorce among relationships.

- **Analysis through Content Cloud:**

Summary:

The word Social has weighted percentage of 2.47 followed by media with 2.18%. Words above the weighted percentage of 1 were taken in to consideration.

Word	Length	Count	Weighted Percentage (%)
social	6	17	2.47
media	5	15	2.18
age	3	12	1.74
also	4	10	1.45
marriage	8	9	1.31
among	5	8	1.16
divorce	7	8	1.16
case	4	7	1.02
Facebook	8	7	1.02
life	4	7	1.02
relationships	13	7	1.02
study	5	7	1.02

- **Conclusion:**

When we take decision about Divorce getting addicted to social media, updating the post on Facebook, one needs to understand they live in a country like India. Our country is blessed with rich heritage of values and morals. Since ancient times, we have been taught the values as family first. One cannot lamely get addicted to social media and leave away the married relations. Marriage is about two families coming together. Though the youth might feel about why to think about society, but at the same time we cannot forget, man is a social animal. For now, time being, social media may help, but in long run when there is a time one feels to have companion, love in life they cannot be expected from social media. Updating status on WhatsApp is also seeing an attachment anxiety among the youth.

There is a plausible explanation that while accessing social media, youth tend to keep password and lock the applications. This increases the worry among the other partner. This also leads to other diversified thoughts as cheating also happens through social media. The worries increase the mental problems like feeling of anxiety. The anxiety sometimes leads to breathing

problem, heart rate problem, poor concentration in performing task. One might also face the problem of disturbed sleep or sleeplessness. It can also lead to problems in digestion.

This **accepts** the *Alternative Hypothesis* of indulgence in social media has an implication on mental and physical health of youth.

Case Study 2

Divorce on WhatsApp

- **Introduction:**

Farahnaaz Khan, 23-year-old Muslim woman from Bhiwandi was married to Yawar Khan on 25th May 2014. They lived in Kalyan. Her in-laws demanded 10 Lakhs as Dowry and also harassed her. They asked her to sell off the gold as the husband wanted monetary support for construction business. When she refused for the same, her father-in-law kept the gold in bank locker. She could neither wear the ornaments nor see them. The husband then wanted to operate a chicken shop in 2016. She mortgaged the gold and handed over the cheque of 5 lakhs to her husband. Again, she gave a cheque of 70K from her father's account when they kept on torturing her. Few months later, when husband wanted money for construction business and wife denied, he started beating her. On this, she went to her parent's place. On 8th November 2017 when wife filed a suit against husband, the husband has sent Talaq through video on WhatsApp on 11th November 2017.

- **Marriage**

In India, marriage is considered as the most significant social institution. It is not only the connection between two people, but two families are involved. It is a matter of status in Indian families. Strong and stable marriages pave the way for future responsible citizens.

- **Importance of marriage:**

Marriage enables the society to put responsibility on the two. In marriage the girl and the boy share the responsibility of handling their emotions, relations, members. It also helps both to shoulder their economic responsibilities. It

teaches the basic values of dedication, mutual love, understanding. It survives on transparency, truth, faith, patience (Steppes, 2010).

- **Steps for Divorce:**

For undergoing a divorce, the husband and wife are asked to file a joint petition in the court. It should describe the situation if they both are unable to live together or are living separately for more than a year. Then both the parties have to appear before the court with their respective judges. Critical examination of the papers presented before the court takes place. If the court agrees to the papers, then their statements are recorded by the court on oath. After passing the first motion, a period of 6 months is granted for filing of the second motion. In between, the parties are counselled and maximum attempt is made to withdraw the divorce filed. The procedure of counselling is mandatory. If the parties are not ready to accept, the second motion is filed and finally the divorce is granted in the last stage.

The court also makes an attempt through counselling to save the marriage and patch up the relations of not only two people but two families involved largely.

- **Divorce through WhatsApp:**

Extensive use of social media has affected an individual to a greater extent. Marriage in India is considered holy. WhatsApp has simplified the procedures for the youth. WhatsApp is an application more often used for light communication. The issues which involve the life of two people is destroyed easily through WhatsApp. This is the time when youth has started taking marriage as well for granted. The chats on WhatsApp were used as the secondary evidence.

- **Analysis through Content Cloud:**

- **Summary:**

WhatsApp was the word with weighted percentage of 2.93, followed by husband and marriage with percentage of 2.03. Words with weighted percentage above 1 were taken in to consideration.

Word	Length	Count	Weighted Percentage (%)
Whatsapp	8	13	2.93
husband	7	9	2.03
marriage	8	9	2.03
divorce	7	7	1.58
talaq	5	7	1.58
also	4	6	1.35
court	5	6	1.35
two	3	6	1.35
youth	5	5	1.13

- **Conclusion:**

In the above case, since the husband has sent a video of talaq on WhatsApp, the talaq was considered. The entire incident took place on WhatsApp and so, there was no counselling involved. The youth is at times immature to take these big decisions. They need to make understand the limitations of usage of WhatsApp

and their personal and professional life. The youth need to discuss these sensitive issues with parents and under their guidance take further steps.

But unfortunately, WhatsApp has made youth freer. They take their own decisions on these lines. The sentiments of girl were not taken in to consideration in the above case. The feelings and decisions of the girl also needs to be taken in consideration. The girl when approached the police station, the complaint was not registered easily. The police also took legal advice while filing the complaint. A similar incident of talaq was seen in Hyderabad. In Kerala, the woman was sent talaq on WhatsApp by her husband from Dubai. It was just 4 months of their marriage.

It was as well noticed that this type of talaq was taken seriously by Islamic leaders. This type of talaq was considered valid because it was sent through any means of communication.

Farahnaaz further faced problems like she lost interest in eating, no interest in talking to people around. She loved to be alone but slowly developed a feeling of low worthiness. She used to cry thinking about what the society will say and think of her. This may also lead to depression.

She developed a neurotic personality which further created problem for social interaction.

This accepts the second hypothesis of how WhatsApp was used for communication of divorce. This developed a personality of neuroticism in woman and further brought in Social Interaction Anxiety among her.

Case Study

14-year-old girl commits suicide (Source: India Today, 20 November 2013).

- **Introduction:**

  A 14-year-old girl from Mumbai, Kandivali committed suicide. She was stalked by a 16-year-old boy. Her photos were humiliated on Facebook. Explicit material was posted on her Facebook account. Disturbing messages were sent by the boy on Facebook which drove the girl to commit suicide. The same incidence took place with another girl in a metropolitan region where the girl fell in love with a boy through Facebook. The girl would visit cybercafé to chat with the boy online. The girl visited the bachelor's party conducted by the boy. The boy forced her into physical relation. He further asked for details of her classmates, FB accounts and contact numbers. The boy was not serious about the relationship. This made the girl depressed as he had high expectations of relation turning in to marriage.

- **Background:**

  In the above incidence, both the girls are of the same age i.e., 14 years and boys of 16 years age. When both the girls fell in love, their parents were in dark about what is happening in their daughter's life. The parents were working and the incident of suicide commitment took place when parents had been to the job. Both the girls were the victim of Depression.

  Presentation of Findings:

- **Age:**

  14 years of age is considered as Adolescence. This is the time when they experience a change in terms of mental and physical, excitement, cheerfulness, youthful searching. Adolescence is a period between childhood and adulthood.

Usually, age 14 to 16 falls under the category of Adolescence (Coon & Mitterer, 2007).

- **Biological Changes:**

Girls attain puberty at the age of 14. During this stage, the girl undergoes a major hormonal change which brings about rapid growth and sexual maturity. It increases body awareness among girls and concerns about body awareness. It is largely controlled by interaction among the Pituitary gland, the brain and the gonads. This is the period that experiences cognitive growth and development and the ability for abstract thinking. In short, they become physically and sexually mature to carry out tasks of adults (Kipke, 1999).

Boys attain maturity from the age of 10 or 11. Hair growth is noticed in armpits, on the chest, legs, and facial hair. They have nocturnal emissions between 13 to 17. The changes in voice mark the changes in the private parts of boys. They have growth of scrotum and testicles by the age of 16. On the onset of puberty developments, a hormone testosterone triggers (Stoppler, 2019). Boys are also conscious about their body image, as this is linked to their Self-Esteem

- **Behavioural Changes:**

Girls at the age of 14 are closer to their friends. Their world revolves around their peer groups. They are conscious about their body image, clothes, the way they look in a particular dress. They are at times, excited as this is the beginning of a new stage in their life. The girl becomes more of **Self-Conscious** (Sources: Webmd, 19th April 2019).

On the other hand, boys at the age of 16 are found to create their own identity. This makes them separate from their parents. They take life more easily and are of a relaxed nature.

- **Psychological Changes:**

During this age, youth consider more of other's perspective. They are more related to their peer group. They always wander for greater independence and responsibility. They like to disengage from parents, looking forward to autonomy in decision making. They start deciding on matters like with whom will they spent time, how will they spend time, what will they like to eat (Source: World Health Organisation).

- **Intellectual Changes:**

Cognitive Development at this age takes place through thinking. They think about things they have not seen or imagined (Sanders, 2013). Abstract Thinking happens for both girls and boys. Age from 12 to 18 is considered a critical one. Their brain grows and development takes place. They do more of complex thinking. This age keeps on thinking more about the possibilities. They become more of sophisticated in their thinking skills. Their thinking involves about spirituality, love (Sanders, 2013).

- **Analysis through Content Cloud:**

- **Summary:**

Age has the highest weighted percentage of 2.87 followed by girl with value of

2.05%. Weighted value above 1 percentage were taken in to consideration.

Word	Length	Count	Weighted Percentage (%)
age	3	14	2.87
girl	4	10	2.05
girls	5	9	1.85
parents	7	8	1.64
thinking	8	8	1.64
boy	3	7	1.44
facebook	8	7	1.44
boys	4	6	1.23
changes	7	6	1.23
self	4	6	1.23
2013	4	5	1.03
suicide	7	5	1.03
youth	5	5	1.03

- **Conclusion:**

The second leading cause of death in Youth is Suicide. While studying the case

through the above-mentioned parameters, it is seen that in both cases the parents

were not aware of the social media usage of girls. Since they keep themselves

aloof from parents and develop a reserved nature of personality, they fall prey

to such incidences. Lack of interaction is another problem where they do not

exchange their feelings and emotions. 2013 was the period when social media,

Facebook was newly introduced and school-going youth had a craze of these

social networking sites. When both the parents are working, a youth develops

anxious behaviour and Loneliness. Loneliness is the link between friendship

and depression. Depression was a result when there is an experience of poor

friendship (Bagwell & Schmidt, 2013). The girls experienced poor friendship

through Facebook and eventually ended up in their life.

There is also a plausible explanation that the youth scrolls Facebook keeping in mind their self-concept. Their behaviour, actions, thoughts are dependent on self-concept. Based on their thinking pattern, they further evaluate their self-concept and this develops their self-esteem.

<center>**Interview Analysis**</center>

To get the insights on the influence of social media, Interview technique was adopted as a qualitative research method. This method aimed in understanding the concepts from psychiatrist point of view. The medication one has to undergo while facing problems like depression, anxiety was also taken in to consideration.

The interaction with Psychiatrist *Dr. Akanksha Rathi Maheshwari* helped to gain the insight beyond the quantitative data.

1. How do you as a psychiatrist define Self-Esteem, Self-Concept, Anxiety and Depression in relation to Social Media?

   Self-Concept:

   It is a terminology describing more about myself. How am I? It emphasizes more on the 'you'. How are you emotionally, physically, socially and spiritually regulate the self-concept. It describes the perception one builds about themselves.

   Self-Esteem:

   Every one of us is blessed with Confidence, feeling of being worthy and being respected in society. It differs from person to person. Some may have high confidence; some may be having a great feeling of respect for themselves. It ranges from high to low. These feelings are termed as Self-Esteem.

   Anxiety:

   When there are sudden changes in emotions, the youth is no longer able to characterize the emotions is the budding Anxiety in an individual. The youth may develop feeling of being tensed, worried, may get aggressive at times. Most often thinking more about future brings in anxiety in people. This is stated in *Diagnostic and Statistical Manual of Mental Disorders (DSM-5).*

   Depression:

   As per *Diagnostic and Statistical Manual of Mental Disorders* (DSM-5), depression is a feeling of sadness one experiences over a period of time. The loss of interest in performing task or doing activities is a result of depression.

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With due course passing, the youth start developing a feeling of worthlessness. This happens for a period of 2 weeks (DSM-5).

While connecting these aspects with social media, technology is changing each passing day. Through social media, youth is connecting with the new people but on the second side, they are comparing their life with virtual world. When the child is in teen age, parents over protect the child. When the child enters the stage of late adolescence the technology takes charge of their life. The new experiences derived due to use of social media also involves comparison. The self-concept changes from this point in life. The mental ability to perceive virtual world changes. Self-Esteem, which is a part of self-concept eventually starts changing. The confidence level changes because of comparison, youth develop a feeling of being less worthy and experiences sudden changes in behaviour. The unknowingly changing behaviour is the starting point of anxiety. If this anxiety is left untreated for a long period of time it converts in to depression. When youth develop low self-esteem, they get stressed easily. The pessimistic appearance of them is the cause of personality depression. This happens because of the fantasy world being seen on the social media like Facebook, where the fan pages of celebrity are liked to receive updates more often.

2. What are the reasons of Anxiety and Depression arising due to Social Media?
    i.   Developing envy while reading the progress or good about the other people as and when scrolling Facebook.
    ii. Developing insecurity among oneself in spite of knowing the fact that things on virtual world are fake or not real to some point.
    iii. The scrolling of Facebook or WhatsApp only to know if there is any message or update one has missed out. The FOMO (Fear Of being Missed Out) is the greatest factor responsible for depression. Because the youth feel they do not know the information and that starts killing themselves.
    iv. The posting of content with the expectations of increasing social capital 'likes' and then comparing it with others.

3. What are the symptoms of depression arising due to social media?

DSM 5 suggests the symptoms for the depression.

   i. The youth use smart phone and the device, content is accessible at any time. The youth when scrolls the Facebook at night, they are seen to develop poor sleep quality resulting in insomnia

   ii. There is more of emotional involvement (rather investment) in the social platforms and the youth develops a feeling of being anxious what new is happening around with my friends.

   iii. One may experience low level of work doing energy in a day. They may also experience tired brains very easily. Sometimes, unknowingly it results in to exhaustion. First the youth faces brain-out but it is sidelined. Slowly it gets turn out to be chronic and experiences exhaustion.

   iv. The brain fag syndrome also includes pain in the neck, head and other cognitive disorders.

   v. Difficulty in focusing on the things and avolition- lack of motivation to perform task

   vi. While handling social mediums the youth is engrossed in the virtual thought process. They face problem of Akataphasia. A communication problem occurring due to dis logical ordering of thoughts.

   vii. There are cases of over eating when a person suffers from depression. It is called as Appetite Change.

Mild Depression:

A low feeling of mood along with other symptoms like irritability, worthlessly, hopelessness are also developed initially. One also experiences changes in sleeping, eating and doing of work.

Moderate Depression:

When the individual ignores the mild depression symptoms, it becomes the moderate one. It creates the problem with self-esteem, reduces the productivity, increases being sensitive and excessive worry.

Severe Depression:

According to the manual, the symptoms of severe depression last for more than 6 months. The changes are easily noticeable. Suicidal thoughts, stupor feelings are seen in the youth.

4. What are the different types of Depression caused because of Social Media?

   i.   Atypical Depression: In this type of depression mood changes frequently. They feel good only when something positive happens. Like for e.g., when the likes for their DP increase or when there is a series of messages on WhatsApp due to their message, they feel positive about themselves.

   ii. Situational Depression: When they are comparing their life with others through social media, they get depressed for some point of time. The situational depression can also take place when parents compare the teens and adolescents. So, both parents and virtual world hit them causing this form of depression.

   iii. Sometimes, the youth fall in the category of Psychotic Depression. This is different from Schizophrenia. Here the feeling of hopelessness, negative thoughts are enforced more. The irrational level of negativism is often seen through comparison.

5. Which are ways to treat depression?

   Medication, therapy and counselling are the ways to treat depression. Counselling helps to treat mild depression.

   Therapy:

   While treating depression of social media, Cognitive Behavioural Therapy is suggested. Cognitive Behaviour therapy helps in changing the thought process of an individual. It lays more focus on the thoughts and moods of the individual. This therapy states that the depression is out of a particular behaviour for some time and not from the past happenings. It also helps the individual to understand oneself in better way.

Medication:

Those suffering severe depression are given antidepressant medications. These medications affect neuro transmitters. Selective Serotonin Reuptake Inhibitors, Norepinephrine Reuptake Inhibitors (SNRIs), and Norepinephrine-Dopamine Reuptake Inhibitors (NDRIs) are the contents of medications.

These medications help in controlling the emotions passed on by the neurotransmitters. When neurons send the signals, the neurotransmitters to send messages and are taken back is called as 'reuptake'.

Conclusion

Social Media particularly Facebook: as a networking site and WhatsApp: as a networking application has created a new place in heart of millennials. These applications and networking sites have revolutionized the communication pattern of youth. This transformation starts from the self then extending to the family relations, further on their work-life and finally moving on to their opinions formed for politics defining the entire nation. Youth is considered to be the most enthusiastic, vibrant and dynamic population. The data was divided based on educational age group ranging from 15 to 29.

A general observation among these teens is that excess use of social media has given rise to 'Phubbing'. It refers to snubbing someone in social setting by looking at your phone instead of giving attention to your immediate world. It can be seen anywhere during human beings' daily activities i.e., during meals, meetings, lectures or social gatherings with friends and family. They often neglect or ignore the importance of maintaining or developing relationship by not communicating. Due to this, teens are not able to do 'eye contact' during face-to-face interactions. During conversations people make relational judgement with respect to affiliations. Therefore, considering the behaviour as rude and develops a feeling of rejection among the conversation partner.

Age 15-16

In this age, mid-teens access more of social media causing the problem to eyes, neck and friendship. They also develop a personality of being sociable. Accessing through social mediums, they develop creativity and generate new ideas. Therefore, they prefer performing activities over texting. This helps in the development of self-concept. On the other hand, they also become lazy and rude. Though the importance is for inter-personal relationships, they are also responsible for determining life satisfaction among individuals after conversing with them. Youth updates status about their feelings on Facebook and WhatsApp with an expectation that their voices will be read and understood. They develop a true liking for those who view their status, reply them and reply them positively during the tough times of mid-teens. The bonding develops enabling for strong ties in relationships. Following the peer pressure, examination

phobia, pressure from parents and educational institutions during the period of 9th and 10th standard, the hormonal changes are all responsible for bringing about changes in attitude. Added to it is the comparison, body shaming happening on social media. Maintaining a positive attitude during such times is most important to boost self-esteem. Lowering of self-confidence also makes them difficult to mix in a group and develop the qualities of team building. Lack of understanding, using short cut (emoji and stickers) while communicating so these people do not have skills to express their minds. They have ideas but drafting on paper becomes difficult. They face hardships while answering personal response type questions. This brings in anxiety and depression. There is also an increase in dieting, jealousness behaviour among teenagers. The teenagers also opined of using more of Facebook and WhatsApp because their parents were more connected to cell-phones.

Age 17-18

This age group enjoys 4 to 5 hours of access to social media through smartphones. They prefer more of social media over television. They love to keep status, change the display profiles time and again, upload pictures, videos. This is the alarming situation of depression among the youth. There is also seen a reduction in physical activities of students. Though this age is full of new ideas, opinions and creativity, they are as well nervous. This age likes the Facebook fan pages of celebrities. One such instance was, the girl liked Alia Bhatt. She purchased the same skirt as that of Alia Bhatt and uploaded her selfie on Facebook. Having received weird comments, she removed the photo and decided to diet for a slim look. These emotions build keeps them aloof from mixing in group, communicating with new persons. They have the capability to maintain relations easily, but they hate the suggestions and advices offered from their relatives. They love to be Ideal Self. For this, it is necessary to devote time for oneself. But the large number of self-capital on Facebook keeps updating post and this generation spends time in accessing them, chatting on WhatsApp ignoring the self. When it comes to nation, at a large, the youth enjoyed keeping the status of political parties, following the fan pages of political leaders, political parties. This shows, social media is also influencing the decision to choose the leader representative. The increased activities on online mode is later responsible for reduced well-being. This is more commonly experienced in girls. It is time to engage this constructive generation in fruitful activities.

Age 19-23

The age group of 19 to 23 is Trial Independence Age. They are mostly college students who are undergraduates and post graduates. There is a change in the mindset of the students. They experience freedom as they spend major time in college campus. Clicking selfies, photograph with friends, holding a smart phone, recording videos, enjoying with friends and uploading those feelings on status and stories is more commonly experienced in this age. This can be because, they want to express their happiness with near and dear ones. But bunking college for a day, enjoying with friends is not much accepted by parents. Therefore, they cannot share joy with parents and therefore turn out on social media. Adding to it, they also change the privacy setting of who can view their status. With all this thought process, they sometimes sideline their studies and fail in their examination. The parents then take away the cell-phone, which is considered to be the first reason for ignoring studies and a child gets in to depression, develops a feeling of anxiety. Though the parents do it for the sake of good, children take it wrongly and develop a communication gap, a hate towards parents and develop more of aggressive tendency. This results in problem to deal with the ambitions and improve the self-confidence. This is the time to develop and nurture the qualities, the relationships, the youth face loneliness, lack of social interaction and developing a personality required for higher education or job. Ultimately facing problems even there, due to lack of approach developed required for job or higher education.

Age 24-29

This is considered to be a working population. Females in this age group are generally married. Therefore, they have to manage professional and personal life. Long hour scroll on social media brings a neck strain and eye strain on the youth. When they are relaxed, they might be either talkative or reserve or sociable. Due to relaxation, they might talk to their near and dear ones, or keep themselves quite (reserve) or check their social media. While maintaining personal and professional life balance, they also try to bring in a balance among interpersonal relationships. But at the same time fall in liking for fan pages. Comparing those lifestyles, they feel to live a king size life like celebrities. They feel about having an excellent quality life. The gap between fantasy life and real life is another cause for growing anxiety among youth. They feel more connected with people who look at their status completely and try to understand their

feelings. In between all this, the females who are nursing mother are seen to get angry when they do not get time to scroll through the message and Facebook updates. They are also seen losing their temper when they are unable to handle pressure of professional life. The increased level of addiction brings a problem in nurturing of new born. Ultimately, they start building their perception through the newsfeed by their friends and relatives. Forgetting about what is required for our family, ourselves and organizations at large.

Conclusion from Case Study

In the light of findings, it can be concluded that posting content on social media is psychological motives. These motives can be put forth according to

- **Maslow's Hierarchy:**

Physiological needs: Youth sometimes posted the content on Facebook to benefit the health or well-being of their friends and family.

Safety: Physical, mental, and financial security were important for youth when they chose to post some material on their Facebook wall.

Love/belonging: Users generally posted to feel some kind of social acceptance from a group or from a particular individual. They were also engrossed to check the number of viewers who have seen their status on FB and WA.

Esteem: People want to quell the rewards-oriented parts of their brains, which made youth post "me-centric" content. This was Self-Concept. They accepted themselves on those content.

Self-actualization: As the most important facet of the human needs' hierarchy, this aspect of social media posting manifests when people share their successes. The girl from Mumbai who wanted divorce have successfully posted it on FB wall. This brings altogether a new realm of self-esteem.

- **Educate:**
  Youth should be provided with right information before handing over them the devices to access social media. If the youth even in the increasing age, was educated on the right and effective use of social media, the behaviour towards

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using social media will change. Case study of how social media addiction caused divorce gives us a glimpse how the youth get addicted. On an average a youth spends 200 minutes a day on mobile applications. Of which 38% is spent on social media giant Facebook and its family applications WhatsApp and Instagram.

- **Tool to make decision:**

While understanding the case study of divorce through WhatsApp, it is youth age which is involved. Sometimes, in life we come to a point where we cannot exchange feeling or emotions by talking to each other. At such times, WhatsApp can play an effective role as it may encourage youth to have communication with the near and dear ones without actually talking. It may help to narrow down the feelings and emotions and arrive at a better decision.

- **Medium to enhance skills**

Facebook can be used as a medium to enhance skills. Youth can interact more freely on this platform. But while understanding the case study of a 14-year-old girl who committed suicide, she had posted photos on Facebook. Those photos were wrongly used by a boy. She was also stalked by a boy. In such instances, the girl had ended her life. Rather, Facebook could be used as a medium to enhance skills and enhance self-qualities. Now is the time, the youth also need to be taught what is to be posted and what is to be avoided.

- **Making Friends:**

Social Media makes youth more confident and independent. But a wrong friendship can end the life. It may bring in more of anxiety, leading to lack of self-esteem. The youth need to be alert on whom to add as friend, accept the requests and comment upon.

This can reduce the wrong influence of Facebook and WhatsApp on youth.

Limitations and Scope for Further Research

The world of youth revolves more around technology. The smartphones, tabs, laptops, makes the youth cling more towards social media. These applications always fascinate them in their virtual world. When it is social media and youth, which is constantly changing, the research has few limitations. It includes:

- **Social Media Applications:**

  The research focuses on the period from 2013 to 2018. During those periods Facebook and WhatsApp were highly used among the youth. Today there are various other social media applications like Instagram, Snapchat, Twitter which is on the rise for the use by the youth. Similar research on addiction, comparison can be conducted on these applications.

- **Location:**

  Though the research highlights first, second and third-tier cities. A study can be conducted to understand the influence of social media in the interior regions of the country where the use of internet is minimal or negligible. The influence of those applications on youth.

- **Skills and Talents:**

  The research study highlights various arenas like Health, Personality, Self-Esteem, Social Interaction Anxiety. But the research lacks to highlight influence on Skills and Talents, Self-Concept and Ambitions ultimately resulting in the capacity of decision making of youth.

- **Life Satisfaction:**

  The research can be conducted to understand the Life Satisfaction and Quality of Relationship that are affected due to comparison on social media. This part should be focused because the youth view oneself through the lens of others.

- **Political Participation:**

   Involvement of youth in politics is most necessary. 2014 was the period where the social media was used for the first time in Indian elections. Financial Times of 23rd May 2014 highlighted Narendra Modi as the social media prime minister. Similar involvement of youth is expected with the use of Twitter. A research in this area can be done and can help in better involvement in civic activities.

- **Niche Sampling:**

   The current study highlights youth in general. There is a scope to understand the influence on housewives, mothers, academicians, doctors. This niche sampling will provide further insights of the influence.

Recommendations

One cannot isolate youth from the use of social media. Every day we see a new social media application emerging. But it is necessary to make youth alert at right time. The youth need to educated on 7 well-beings of life: Physical, Family, Social (Health), Emotional, Professional, Intellectual and Spiritual. Traditional Vedas should be introduced at right age with practical perspectives for better implementation if the youth is to be saved from the clutches of anxiety, depression and other mental traumas. Following are the recommendations from the study.

Age 15-16:

Introducing youth, the pros and cons of social media. This is the age when youth is more under peer pressure. The role of family and school as a social institution plays a major role. Teachers and family members should lend their ears to hear and understand the feelings, emotions and problems of this age. Meditation should be made compulsory in school to keep this generation away from stress and depression.

Age 17-18:

This age should be made alert on the real and reel life scenes. The educational institutions should adopt a policy of counselling students timely and showing them the right path. There should not be any comparison among children. Or else, even they start comparing on small things like number of friends, number of videos and photos uploaded. This becomes an indirect way of competition.

Age 19-23:

The youth in this age are highly capable as they chose different educational arenas. They wish to explore more. But at the same time, they should be educated on the importance of yoga, good eating habits, importance of timely precautions for mental and physical health.

Age 24-29:

While this age is working population, they are also married in this age. It is essential to make youth understand the restrictions on usage of social media. There has to be a pre-marriage counselling for right conduct between the two. Even the nursing mothers should be made aware on the restriction of screen time. Through this, they will reduce their irritation and ensure healthy relations with their new born. Feeding the new born with different thoughts is going to cause trouble to the entire new generation.

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Questionnaire for Social Media Study

Dear Friends,

We are doing a brief survey to find out more about Social Media Consumption pattern of Youth. We would be grateful if you could spare a few minutes to participate in it. Thank you for your cooperation

1	Do you use Social Media?				
	Yes			No	
2	How much time do you spend on Facebook daily?				
	30 mins to 1 hour	2 to 3 Hours	3-5 Hours	6 to 7 Hours	More than 7 Hours
3	How do you access your Social Media?				
	Smart Phone	Laptop	Desktop	Tab	iPad
4	Do you access Facebook?				
	Yes			No	

Influence of social media on health (1= Disagree 5= Strongly Agree)

Sr. No	Items	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
1	I connect with my friends using Facebook and Twitter					
2	I look at the photos shared on social network profiles					
3	I search for my friends using social networking sites					
4	I wonder whether my friends read my posts					
5	I wonder who visits my personal profile					
6	I don't be aware of time I spent navigating Facebook					
7	I follow the content I am interested in from social media					
8	I follow latest news and stories from social networking sites					
9	Social networking sites cement my friendship					

Sr. No							
10	I comment on the photos my friends share						
11	I prefer social media over television						

Personality Trait (1= Disagree 5= Strongly Agree)

Sr. No	I see myself as someone who…	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
1	Is talkative					
2	Does a thorough job					
3	Original, comes up with new ideas					
4	Is reserved					
5	Is relaxed, handles stress well					
6	Has a forgiving nature					
7	Worries a lot					
8	Tends to be lazy					
9	Is considerate and kind to almost everyone					
10	Does things efficiently					
11	Is outing, sociable					
12	Is sometimes rude to others					
13	Gets nervous easily					

Self-Esteem (1= Strongly Disagree 5= Strongly Agree)

Sr. No	Items	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
1	My satisfaction level depends on likes received on Facebook					
2	When there are less likes, I feel I am not good at all					
3	Irrespective of qualities uploaded on Facebook, I feel					

	I have number of good qualities					
4	The number of friends in my Facebook account is not a proud figure					
5	I feel useless at times when there is nothing to comment upon					
6	I wish, I could have more respect for self apart from social capital					
7	I take a positive attitude towards myself					

Social Interaction Anxiety (1= Not at All, 5 = Extremely)

Sr. No	Items	Not at All	Slightly	Moderately	Very	Extremely
1	I get nervous if I have to speak with someone in authority (teacher, boss, etc.).					
2	I have difficulty making eye contact with others					
3	I become tense if I have to talk about myself or my feelings					
4	I find it difficult to mix comfortably with the people I work					
5	I have difficulty talking to attractive persons of the opposite sex					
6	I find myself worrying what to say in social situations					
7	When mixing in a group, I find myself worrying I will be ignored					

Self-Concept (1= Not at All, 5 = Extremely)

Sr. No	Items	Not At All	Slightly	Moderately	Very	Extremely
1	I am good at thinking and have control over my emotions					
2	I perform my hobbies during my leisure time					
3	I prefer doing activities over chatting on messages					
4	I buy anything and upload the story on Facebook and WhatsApp					

Demographics:

Please let us know a little more about yourselves

Name:	
Location:	
Gender:	Male Female
Age:	
Education Level:	
Employment Status:	Student Professional