

# **A Study on social media obsession and its impact on behavioural changes among people**

**ABSTRACT**

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# *Abstract*

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## **INTRODUCTION**

In the contemporary world one can hardly find someone left alone without a smart phone; busy texting online or performing online activities. The gratification received from this social information helps users feel that they are a part of a peer network of knowing what is going on about events and activities. However just like any media, Social media too has its own loopholes in regard to its efficiency and mode of modifying an individual's life as well as our society as a whole. A current controversial topic is whether or not social media addiction should be explicitly categorized as a psychological ailment. Extended use of social media has led to increased Internet addiction, cyber bullying, sleep deprivation, and the decline of face-to-face interaction. This research will aim in understanding the Behavioral change over excessive use of social media with people having a homophobic inclination towards social media usage. Therefore it becomes more important for students belonging to mass communication and journalism to understand the positive as well as negative impact of new media's ( in this case the social media ) utilization on human behavior as well as society in various arrays of targeted audiences in regard to their social status, age, place of living and other factors. In this era of technological advancement, technology dependence have increased, "nomophobia" is one such example. Dependence on mobile phone have become a form of addiction. It is being proposed to consider the inclusion of nomophobia in the DSM-V (Diagnostic and Statistical Manual of Mental Disorders). The importance of social media applications to understand smartphone behavior is confirmed by statistics.

## **CONCEPTUAL FRAMEWORK**

In understanding the impact of social media's obsession and its effect on changing behaviour the researcher took help of two theory namely 1)FIRO(Fundamental Interpersonal Relations Orientation), The three fundamental wants that all people have,

according to the FIRO Theory, are the desire to feel relevant, competent, and likeable. It implies that these demands manifest on three different planes of human communication: behaviour, emotions, and self-concept.

2) Abraham Maslow's hierarchy of needs theory. The five-section model, which was frequently shown in a triangle or pyramid structure are basic, psychological, and growth needs. Food, water, shelter, rest, security, and safety are all basic necessities. Belonging and love needs, especially personal connections and friends, are examples of psychological demands. Esteem requirements are related to psychological needs and include a sense of accomplishment and status. Self-actualization or growth needs is simply reaching one's maximum potential.

### **STATEMENT OF THE PROBLEM**

- Technology dependence have increased, “nomophobia” is one such example. Dependence on mobile phone have become a form of addiction. It is being proposed to consider the inclusion of nomophobia in the DSM-V (Diagnostic and Statistical Manual of Mental Disorders).
- The importance of social media applications to understand smartphone behavior is confirmed by statistics.
- Many studies have shown a direct link between FOMO and Phubbing, however there have been no such studies elaborating the impact of Social media usage associated with Nomobhobia, FOMO and Phubbing in various age groups

### **LITERATURE REVIEW**

In general, 67.5 percent of all internet users in India in January 2023 (regardless of age) utilised at least one social networking site. In India, female social media users made up 26.5% of the population while male users made up 73.5%. Internet users in India who are of working age indicate that social media accounts for a sizeable 44.4 percent of their overall online time. Even if social media has its advantages, it can never replace face-to-face communication. Relationships that take place face-to-face release stress-relieving hormones and boost our mood and outlook on life. One might end up feeling more alone and unhappy if they spend too much time on social media, which was

supposed to bring people together. Anxiety and despair are exacerbated, and our mental health might be jeopardized if we don't have strong, in-person social ties. The phrase "fear of missing out" (FOMO) describes the anxious sensations that might develop when you realise that others may be enjoying rewarding experiences that you could be missing out on. FOMO is a personality characteristic that motivates individuals to use social media and other platforms to keep up with what other people are doing.

It's the modern anxiety of not being able to converse by cell phone. It is vital to understand how its use affects people's well-being, as well as the consequences of having the device taken away from frequent users. The term "nomophobia" was coined in England and is taken from the phrase "No Mobile Phobia," which refers to the fear of being without a cellphone.

Mobile phones provide a lot of practical and social benefits, but they are also causing some new concerns. One of these is "phubbing." This phrase is a combination of the words "phone" and "snubbing," and it refers to the act of neglecting other people in the context of social interaction by focusing on one's phone rather than the person immediately in one's company. This behaviour is typically seen as rude and socially improper, the ones doing it are most of the time unaware of the rudeness they project. Internet addiction is itself widely considered a subset of technology addiction, with a focus on compulsion regarding the Internet.

### **OBJECTIVE OF THE STUDY**

The objective of the study was 1) to ascertain the impact of SM usage on the model of "Maslow's Hierarchy of needs". 2) To understand the concept of FOMO, in terms of social media's addiction level in behavioural change and health effect on mobile phone usage. 3) To study the prevalence of NOMOBHOBIA among mobile phone users among adults. The effect of covid 19 pandemic was also given prior importance.

### **METHODOLOGY**

The research design was based on FIRO (Fundamental Interpersonal Relations Orientation) and Abraham Maslow's hierarchy of needs theory. The research area is confined to social media, however the mode of study was conducted in the proximity

of West Bengal where the researcher gathered the samples as well as other Primary data's for fulfilling the purpose of the study. The geographical location was within 22.5667° N, 88.3667° E covering areas for appropriate sample collection. The researcher conducted the research within the district of Darjeeling and Jalpaiguri respectively. The location of the researcher's data collection was mainly public area such as shopping complex, colleges in Siliguri and public areas.

A total of 500 respondents was surveyed for this research. The respondents consisted of both male and female. The age group varied from 18 to 57 years. The respondents consisted of students, housewife, employed as well as retired personal. The demographic details varied for each age group members. The sampling technique that the researcher used to conduct this research was purposive sampling based on age, marital status, occupation and the usage of SNSs with its behavioural variables such as anxiety, mood, sleep deprivation, family interaction, safety concern and addictive nature. The sampling technique that the researcher used to conduct this research was purposive sampling based on age, marital status, occupation and the usage of SNSs with its behavioural variables such as anxiety, mood, sleep deprivation, family interaction, safety concern and addictive nature. Siliguri consist of 4 blocks namely Matigara(252,516), Naxalbari(218,490), Phansidewa(261,788) and Kharibari (139,841).The data collection was taken mostly in crowed places such as shopping complex (Cosmos Siliguri 26.7388° N, 88.4342° E, City Centre Siliguri 26.7248° N, 88.3951° E, Vega Circle Siliguri 26.7523° N, 88.4391° E) situated in Matigara block, choosen through simple random sampling in which the researcher used lottery method; population of 252,516 of which 61,695 were urban. 1 percent of the total urban population was taken to conduct the research. A total of 30 close ended questionnaire was prepared to cover the objectives of the study.

The NMP-Q is a validated questionnaire, specifically developed by (Yildirim & Correia, 2015b), to measure the nomophobic behaviors. The researcher took the help of the NMP-Q to prepare the questionnaire which was relevant in providing the outcome of the research. It consists of twenty items addressing four factors of nomophobia: (1) Not being able to communicate, (2) losing connectedness, (3) not being able to access information, and (4) giving up convenience. All items are rated using 5-point Likert scale ranging from 1 (strongly disagree) to 5 (strongly agree).

Quantitative research methods was used. The quantitative research was conducted in two iterations by using questionnaires and surveys. A total of 30 questions was prepared by the researcher which gave a in depth understanding of the respondents demographic details and the overall effect of social media in their life. The questionnaire was presented to the respondents to fill them properly. The data collection was taken mostly in crowd places such as shopping complex (Cosmos Siliguri 26.7388° N, 88.4342° E, City Centre Siliguri 26.7248° N, 88.3951° E, Vega Circle Siliguri 26.7523° N, 88.4391° E) and Siliguri College 26.7113° N, 88.4324° E.

### **FINDINGS**

The goal of the present research was to examine the dynamics and prevalence of excessive social networking among people, the obsession of social media usage. The researchers discovered that Whatsapp was the most popular SNS followed by Facebook for talking and creating friends. The age group from 18 to 25 years used Instagram mostly, this age group considers making online friends the most as this group have the highest in having more than 400 online friends in various social media platforms. This age group also have the highest in spending 9 to 12 hours daily in SNSs.

The age group of 26 to 33 years mostly used Instagram and Twitter, their main top most reason for using SNSs was to meet new people, to play games, to discover new music, books, films and other entertainment. This age group also used it mostly to promote a business or a cause. They spent a total duration of 6 to 8 hours daily in SNSs and have mostly 100 to 200 friends.

The age group of 34 to 41 years used mostly Twitter followed by YouTube. The top most priority of using SNSs for this group was to keep in touch with friends and family, to make professional and business contacts and to share photos, videos and music. This age group spends a total of 3 to 5 hours in SNSs daily where maximum uses SNSs during the night time. This group mostly have 201 to 300 online friends.

The age group of 42 to 49 years mainly uses Whatsapp followed by Facebook, mostly having less than 100 online friends. The most prominent reason for using SNSs is to find information and share feedback about brands and products. The average time spend in SNSs is less than 2 hours and they use it mostly during the day.

The age group of 50 to 57 years uses mostly Twitter followed by Facebook and Whatsapp. This group have mostly 201 to 300 online friends and mostly spends 3 to 5 hours daily in SNSs.

The highest percentage of time spend on SNSs also depended on the occupation of the respondents as it was seen that service people spend (less than 2 hours a day) to (3 to 5 hours per day) to (6 to 8 hours) on their SNSs, however the respondents who were students spend (9 to 12hours) to (more than 12 hours) in SNSs daily.

According to the study's findings, the majority of respondents agreed that face-to-face contact has reduced over time after joining Social Networking Sites. They noted a significant shift in their behaviour, however the majority of respondents recognised a favourable influence on their mood after joining SNSs and spending time in SNSs according to their free time.

The majority of respondents believed that having a significant social media connection is not closely associated to social acceptability; nonetheless, excessive use of SNSs leads to being alienated from family. In this study, the majority of respondents agreed that using SNSs does not have a negative impact on their mood, but they do not agree with building relationships on SNSs because the majority of respondents agreed that the use of fake images/ avatars is prevalent in SNSs, putting safety and security at risk.

The behavioural impact of utilising Social Networking Sites is both beneficial and bad, and the reaction varies according to age. Respondents over the age of 34 do not believe that SNSs are a vital tool for creating self-confidence and self-esteem, but those between the ages of 18 and 33 believe that SNSs have a powerful and influential influence on building or destroying self-confidence and self-esteem.

The study also revealed that, in addition to self-esteem building, respondents strongly agreed that psychological and emotional well-being is fulfilled by using SNSs, implying that the use of Social Networking Sites meets the Maslow's Hierarchy of Need in relation to the need for self-actualization in Maslow's Hierarchy of Need.

Being a part in boosting mood, self-confidence, and emotional well-being Social media has made people reliant on SNSs for fulfilment. The opposite is also shown in this

study, when the majority of respondents felt uneasy without regular access to information on their smartphones. The study also indicated that the majority of respondents agreed that if they were unable to search for information on their smartphones at their leisure, they would feel nervous and angry. Anxiety levels rise when the anticipated news is not available on the smartphone. Due to their reliance on SNSs for news, entertainment, and the desire to be informed with all information from all areas of life, maintaining their smartphone charged and a reliable internet connection is always a need. The absence of internet access causes agitation and anxiety.

According to the findings, the respondents' most important reason for utilising SNSs was a sense of isolation. The respondents strongly agreed that excessive screen time leads to a harmful lifestyle, and that during the Covid -19 epidemic, excessive use of SNSs made them more stressed and anxious.

The majority of respondents strongly agreed that Social Networking Sites are an addiction, as the constant desire to check their phones for updated notifications is highest among the respondents; however, the study also revealed that even after many flaws in using SNSs, the respondents believe that life cannot be better without SNSs.

## **DISCUSSIONS**

Social media addiction affects social connectivity through real social contexts, loneliness, communication skills and socialisation inclinations, intimate relationships, and personality factors. Technology replaces real social interactions in social connectedness. Technology can be misused to disrupt people's functioning. Such use may lead to social isolation.

In-person contacts build social connections. Thus, virtual dwellers risk social isolation. Less family and friend time makes people lonely. Social bonds and connectivity suffer.

Internet, social media, digital game, and smartphone addictions predict social connectedness the most. Without internet, mobile apps (especially social media apps), and games, smartphone addiction is unlikely. Smartphones' internet access and social media apps cause addiction. Most social media and mental health studies have focused on the negative effects.

Numerous research suggest social media may help preserve connections. Social media users really report higher social support. We are completely unaware of cause and consequence. Social media users are equally likely to make more friends or use it more often. Both are possible.

Another study found that "how" rather than "how much" social media use affects mental health more.

There is evidence that regular social media use in the general population is beneficial to mental health and social well-being as long as one does not get "emotionally involved" in the media.

According to the research, social media use issues like addiction-like symptoms like feeling restless and anxious when using social media is restricted, losing control of and becoming preoccupied with social media, and having conflicts with others because of social media use—not intensity—are linked to mental health issues. To assess social media's addictiveness, one must understand how much is too much.

### **SCOPE FOR FUTURE RESEARCH**

This study contributes by triangulating research methods to study social networking, which has primarily been studied using closed qualitative methods. Contextualization, observation, and surveys enable qualitative researchers obtain descriptive and rich data. Due to its local context and culture, this inquiry absorbs textual material extensively. This study also helps future researchers and doctors understand Indian internet addiction and identity processes, paving the way for successful treatment. Social media addiction research can focus on (1) social media addiction's consequences, (2) addicts' coping strategies, (3) the development of effective treatments, and (4) the links between social media addiction and other behaviours.

The effects of social media addiction on specific groups, such as online gamers and cryptocurrency enthusiasts, and addicts' self-regulation or withdrawal behaviours may also be discussed. To address Social Media Addiction, future research must use relevant theoretical schools. Opposing Social Media Addiction study has yet to be proposed. Smartphone Vision Syndrome is one of the emerging health issues related with

innovation (phones and tablets) that can be used to recognise the harmful effects of overusing smartphones. Another important psychological concern is "Phantom Ringing syndrome."

### **LIMITATIONS OF THE RESEARCH**

Finally, there were several downsides to this investigation and its methods. First, the referred studies were gathered through online publications and research papers; nevertheless, despite the high quality of these articles, many studies in other databases and periodicals that the researcher was unable to access are equally deserving of citation. Furthermore, Social Media Addiction is a new area of research, and the keywords are not yet fully defined. To some extent, the search phrases chosen in this study may only represent the current consensus and cannot cover all important issues. The concept of "Phantom Ringing Syndrome" is another current concern that was not included in the study due to a lack of literature information. The study would have produced a different result if it had been conducted in rural areas, as the environment was largely urban. An in-depth expert interview on the topic would have provided further context for the findings, however this was not possible because to COVID 19.

These research constraints are necessary for the study's outcomes, however they did not prohibit the researchers from investigating, integrating, and comprehending the information in this subject.