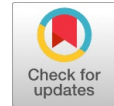


Psychological Impact of social media on Rural Youth: A Study



Krishan Kumar

Abstract: *Today social media has created a stir in the world, but social media has been born with the advent of the internet, if there was no internet today, then hardly nowadays is the magic of social media speaking in the heads of youth especially and its effect is also affecting more youth. Today's youth have become crazy about social media and they cannot live without it. The Internet is the heartbeat of social media. The beat of youth also stops when they walk in the internet social media would have originated, the role of the internet is important in advancing the media. In today's time, social media is psychologically affecting the youth.*

Keywords: *Youth, Social Media, Smartphones, or Psychological Effect*

I. INTRODUCTION

In present times, social media has played an important role in building mutual relations. Through social media, people are discussing with the people sitting far away, but distancing themselves from those sitting nearby. Along with this, the brain power of the people has been affected by the use of social media and the youth have been affected the most. It is meant to say that psychological effects are being seen especially on the youth due to the use of social media. "Research conducted by the University Of Petersburg School Of Medicine found that youth who used social media 30 times a week for 61 minutes or more reported higher stress and anxiety levels. In this research, 178 youths between the ages of 19 and 32 were included. Researchers found that spending more time on social media is associated with depression, anxiety, stress, and mental confusion due to the use of social media." (Amar Ujala, Thursday 29 March 2016 Page 10) [1] "According to the Nielsen Company's Smartphone Owners and America Digital Consumer Report - 47 percent of young people do not have a symbiotic relationship with each other due to daily mobile use through social media" (DOUNIA TURRILL SVP INSIGHTS, Nielsen Mobile Insights, September 2013..) [2] Because they do not communicate with each other. By doing this, they keep busy on their respective smartphones. That's why they have to suffer from depression. Therefore, it is known that the use of social media is having a psychological effect on the youth. That is, using social media has become their addiction due to which they keep on using social media all day long.

Today, being active on social media all the time and repeatedly viewing or posting posts on Facebook or WhatsApp and updating your status, how many likes you get on your photo, or getting happy after seeing a comment, etc. mostly. Individuals are living in the virtual world. Every person has drowned in the world of social media, that is, has become addicted to it, along with this, the craze of social media is also affecting your mind and relationships. Social media has given birth to a world where all your happiness is dependent on the likes of others. If someone likes your status less then you get tensed. This is happening because you are living in an artificial world. We do not want to get out of this artificial world because we have become used to using social media. So the meaning of the saying is that a bad addiction has been formed. The more you keep updating your status on social media, the more your problems will keep increasing. Equally psychological effects can be seen in you. In today's time, the prevalence of social media has increased a lot. Today's youth is so busy on social media that he always gets confused about using it. Today's youth have neither time to eat nor the time to sleep because he is busy on social media, he does not get rest at all, using social media has become an addiction and this addiction makes him psychologically give rise to various diseases. Irritability in youth Depression hunger, feeling in the habit of writing messages again and again, is going on to watching the internet again and again, keeping the mobile with you at night and sleeping on it, and getting up at night to see the message. "Dr. Rajni Chatterjee says that the increasing use of social media on mobile till late at night is promoting mental diseases"(Chatterjee Dr. Rajni) [3] Therefore, the meaning of saying is that today's youth has left the real world and settled in an unknown world, which he does not even know, is searching for the happiness of ages on social media. He is trying to make connections with friends on social media leaving his real friends. He does not know that this is an artificial world that may prove to be harmful to him in the future. Ruthann Richter says that about of social media Sleep deprivation increases the likelihood that teens will suffer myriad negative consequences, including an inability to concentrate, poor grades, drowsy-driving incidents, anxiety, depression, thoughts of suicide, and even suicide attempts. (Ruthann Richter 2015)[4] "Psychologist Dylan Selterman in his thoughts at Washington says that I am the truth that people who use social media on the Internet are falling. Social media draws people to themselves like a mirror, described in this research. It is a psychological effect that creates a message in people"(Dylan Selterman Washington 2021) [5] . Jason Caston says that people are influenced by social media because they keep watching mobiles again and again. Addiction to social media is affecting like drugs, for people who use the internet for a long time, it is very difficult to get rid of it.

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II. RESEARCH OBJECTIVES

1. To Know that social media use by youth is having a psychological effect on them.
2. To Knows that youth using social media are going into depression.
3. To Knows that youth cannot live in the present day without the use of social media.

A. Hypothesis

1. The use of social media is not having a psychological effect on rural youth.
2. Rural youth cannot live without using social media.

B. Research field

Meham and Jasia villages of Rohtak district of Haryana state have been selected for the present research work. The objective area of research was selected, the students of this college have been selected to know the psychological Impact of social media.

III. RESEARCH METHODOLOGY

The survey research method has been used for the present research, the closed questionnaire has been used as a tool.

A. Data collection

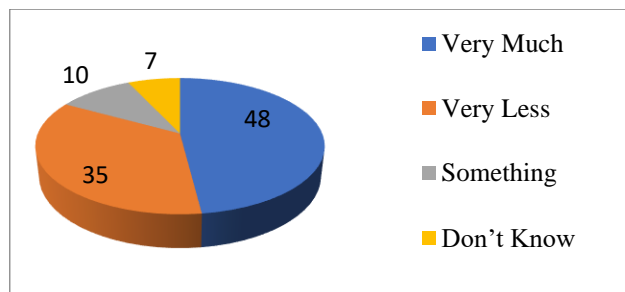
For research, the questionnaire has been filled from 70 donors from the college. 10 different types of optional questions were included. These questions were made given the research objectives. This questionnaire covers social media Facebook, WhatsApp, Instagram, and Twitter.

B. Analysis

The respondents of the present research are between 18 and 30 years of age. Boys and girls have been included in this study. In this study, only those people who use social media have been included, there is no such answer. Those who do not use social media. The analysis and conclusion of the data in the research questionnaire are as follows.

Ques.1 Is the use of social media having a psychological impact on rural youth?

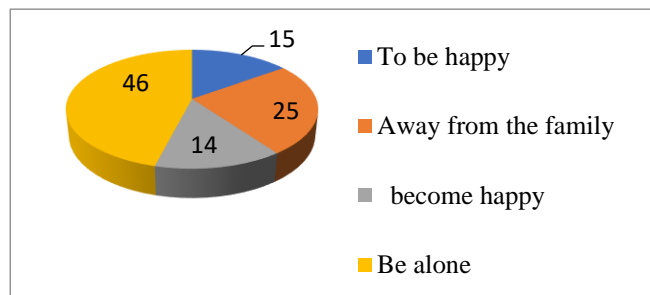
Option	Number	Percentage
Very Much	48	48%
Very Little	35	35%
Something	10	10%
Don't Know	7	7%



According to the table and graph, 48% of rural youth believe that they are having a lot of psychological impact due to the use of social media. OR 35% of villagers say that very little social media use is having a psychological effect. Apart from this, 10% of rural youth say that using social media has some psychological effect on them. In addition, 7 percent of rural youth say that they are not aware of the psychological impact of using social media, hence the conclusion is the Psychological impact of social media use on rural youth.

Ques. 2 What are the psychological Impacts of using social media on us?

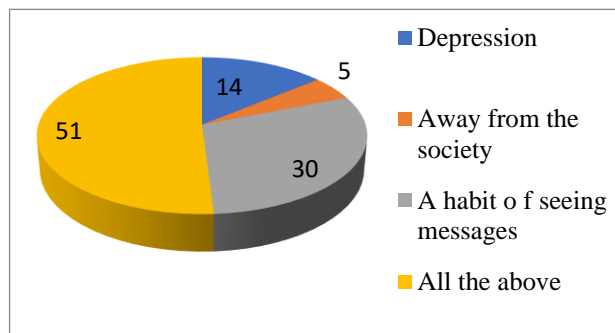
Option	Number	Percentage
To be happy	15	15%
Away from the family	25	25%
become happy	14	14%
Be alone	46	46%



According to the above table and graph, 15% of rural youth feel that they get frustrated by using social media on them. Apart from this, 25% of villagers say that using social media keeps them away from their families. Because he likes to talk to any person on social media away from the family, so he has been taught to stay away from the family using social media. Apart from this, 14 percent of rural youth believe that whenever they talk to someone on social media and read their chat, they become happy over happy and sad. That is to say, being happy or sad while talking also reflects a psychological point of view. Apart from this, six percent of rural youth say that social media use has taught them to be alone because they do not like to interact with anyone while chatting on social media. Therefore, the conclusion is that villagers prefer to be alone the most due to the use of social media, which has a more psychological effect on the person.

Ques. 3 What is the psychological impact of the use of social media on rural youth?

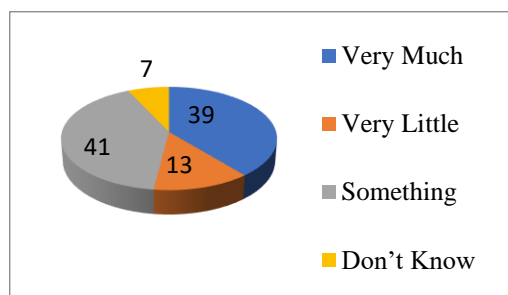
Option	Number	Percentage
Depression	14	14%
Away from the society	05	05%
A habit of seeing messages	30	30%
All the above	51	51%



According to the above table and graph, 14 percent of rural youth say that they are going into depression due to the use of social media, apart from this, 5 percent of rural youth feel that they are getting away from society due to the use of social media. Because he is getting away from the society, he is busy on social media, that means something goes on in his mind. Due to this, there is a psychological effect on them, in the same way, 30% of rural youth say that they have a habit of seeing messages on social media again and again. Apart from this, 51% of rural youth are having all the above types of psychological impacts. Therefore, conclude that all the above types of psychological impacts are having on the rural youth.

Ques.4 Is social media helpful in overcoming our loneliness?

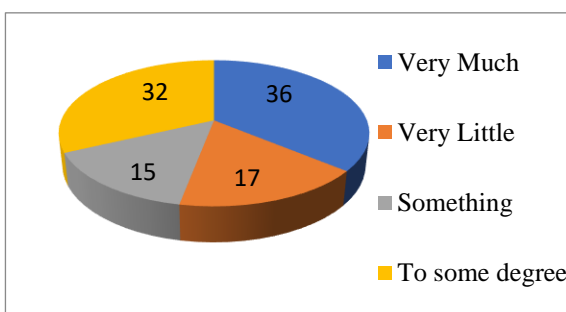
Option	Number	Percentage
Very Much	39	39%
Very Little	13	13%
Something	41	41%
Don't Know	07	7%



According to Table and Graph, 39% of rural youth say that using these social media helps overcome loneliness. Because they use social media more when they are alone, they all believe this from a psychological point of view. In addition, 13 percent of rural youth say that little use of social media helps eliminate loneliness. Apart from this, 41 percent of rural youth believe that using social media helps remove some loneliness and in addition, 7 percent of rural youth do not know that using social media can remove their loneliness. Therefore, the conclusion is that the use of social media can be of some help in removing the loneliness of rural youth.

Ques.5 Do you have a habit of seeing messages on social media again and again?

Option	Number	Percentage
Very Much	36	36%
Very Little	17	17%
Something	15	15%
To some degree	32	32%

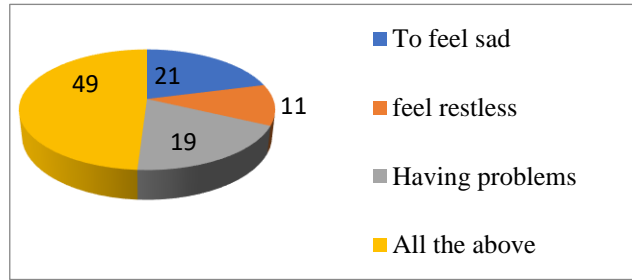


Used to seeing repeated messages on the above social media and says 36% of the rural youth, according to the graph that social media is much more than they think sometimes if there was. Apart from this, 17 percent of rural youth say that they have a very little habit of seeing messages on social media again and again. Additionally, 32% of rural youth say that they have some degree habit of seeing repeated messages on social media. Therefore, till the conclusion, the habit of seeing messages on social media again and again among rural youth is very high, which clearly shows that there is a psychological effect of social media in rural areas.

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Ques. 6 How do you feel when you walk into the Internet for social media use?

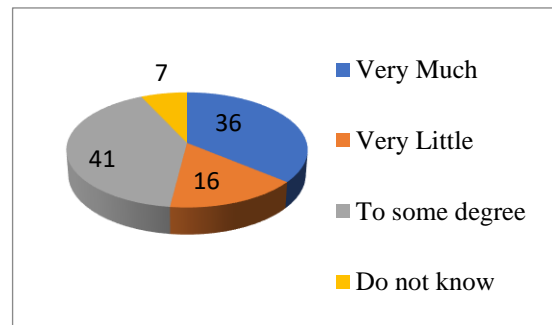
Option	Number	Percentage
To feel sad	21	21%
feel restless	11	11%
Having problems	19	19%
All the above	49	49%



According to the above table and graph, 21% of rural youth say that they feel sad when the internet is not working. Apart from this, 11 percent of rural youth believe that when the Internet is not available for using social media, then they start feeling restless. Apart from this, 19 percent of rural youth say that if the internet does not work then they start having problems, with this 49 percent of rural youth believe that if the internet is not working then they have to face all the above problems. Therefore, the co-inclusion is that if the Internet does not work, then all the above reasons have to be faced by the rural youth, which shows the psychological effect.

Ques. 7 Has it become a habit to use social media?

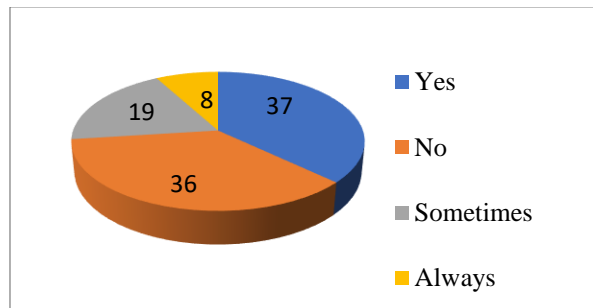
Option	Number	Percentage
Very Much	36	36%
Very Little	16	16%
To some degree	41	41%
Do not know	07	7%



According to the above table and graph, 36% of rural youth use social media so much that they cannot live without social media usage. Apart from this, 16 percent of rural youth say that they have a very little habit of using social media, apart from this, 41 percent of villagers say that their social media use has become a habit to some extent. I can not live without using socialmedia. Along with this, 7% of rural youth do not know that their use of social media is also a habit. Therefore, the use of social media by rural youth has become a habit to some extent.

Ques. 8 Do you keep your mobile phone with you while sleeping, do you wake up at night and see the message?

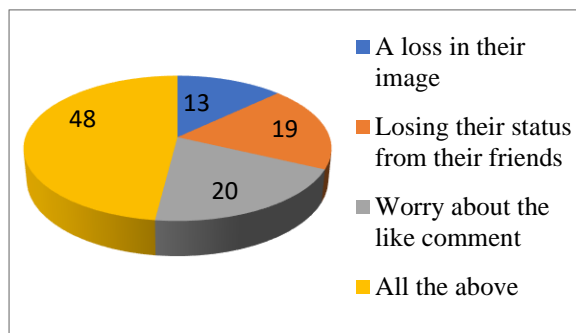
Option	Number	Percentage
Yes	37	37%
No	36	36%
Sometimes	19	19%
Always	08	8%



According to the above table and graph, 37% of rural youth sleep with their mobile at night and wake up at night to see the message. They think that they can never stop seeing someone's message, apart from this, thirty-six percent of rural youth say that they sleep with their mobile near them during the night and neither wake up to see the message. Apart from this, 19 percent of rural youth say that they sometimes sleep with their mobiles at night and sometimes see messages. Apart from this, there are 8% of rural youth always sleep with their mobile phones with them and also see messages at night. So the conclusion, rural youth sleep with their mobiles with them at night and also see messages at night.

Ques.9 How do you feel when you are online on social media?

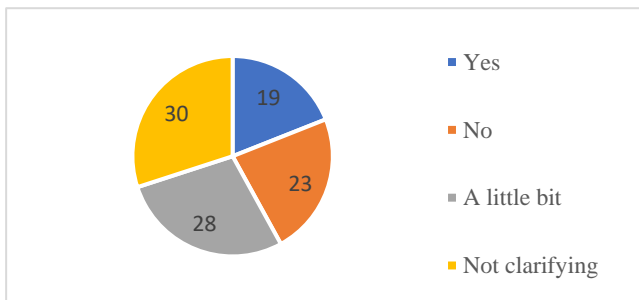
Option	Number	Percentage
A loss in their image	13	13%
Losing their status from their friends	19	19%
Worry about the like comment	20	20%
All the above	48	48%



According to the above table and graph, 13% of rural youth say that when they are not online on social media, they feel a loss in their image on social media. Somewhere our social media is ours, it should not be less than our friends, apart from this, 19 percent of rural youth say that when they are not online on social media, they are afraid of losing their status from their friends. Apart from this, 20 percent of rural youth say that when they are not online on social media, they worry about the like comment on their post, apart from this 48% of rural youth are such that they are worried about all the above things. Therefore, the rural youth of the conclusion remains worried about all the above things if they are not online on social media.

Ques.10 Can you live without the use of social media in the present day?

Option	Number	Percentage
Yes	19	19%
No	23	23%
A little bit	28	28%
Not clarifying	30	30%



According to the above table, 19 percent of rural youth say that at present they can live without the use of social media. 23 percent of rural youth say that at present they cannot live without the use of social media, in addition, 28 percent of rural youth say that they can live without the use of social media at present. Apart from this, 30% of rural youth say that they are not clear on this subject whether they can live without the use of social media at present. Hence Conclusions Rural youth cannot live without social media use in present times.

IV. CONCLUSIONS AND SUGGESTIONS

On analyzing the above facts we have come before us that today's youth using social media is having a Psychology effect on them. Today's youth use more social networking sites like Facebook, What Sapp, Instagram, Twitter, etc. Social isolation, less sleep, depression, irritability, like, comment, anxiety, worry, change in behavior, etc., are having a psychological effect on them due to the use of all social media. Using social media has become a habit of the youth, another thing has come to the fore that sometimes when the government bans the internet, then at that time the youth start getting restless, you start worrying about the like comment on their post, That is to say, that today's youth should give a certain amount of time to social media. You should have more contact with your real friends and family rather than social media unknown friends, because in times of trouble, it is not social media friends but real friends, so social media should be used in a limited circle.

DECLARATION

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Conflicts of Interest/ Competing Interests	No conflicts of interest to the best of our knowledge.
Ethical Approval and Consent to Participate	No, the article does not require ethical approval and consent to participate with evidence.
Availability of Data and Material/ Data Access Statement	Not relevant.
Authors Contributions	I am only the sole author of the article

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