



IMPACT OF SOCIAL NETWORKING SITES ON SOCIAL ANXIETY IN ADOLESCENT

Dr. Gunjan Anand

Assistant Professor, IBMR IPS Academy.

Tarika Nandedkar

Assistant Professor, IBMR IPS Academy

KEYWORDS :

Introduction:

An activity which started as a hobby of few computer literate people has become an international phenomenon. Social networking sites has become an integral part of our lifestyle today, it's a kind social norm all over the world. Social networking sites allow individuals to share information through web based application. Its major presence can be seen in the social lives of teenagers and young adults (Boyd, 2007). Most of the youngsters nowadays have internet access and reported daily usage of social networking sites (Lenhart et al. 2010). Many researchers have been conducted to define the impact of social networking sites on young generation and students. There are many different reasons for people using social media; among many few are professional advancement, entertainment and social interaction (Smock, Ellison, Lampe, and Wohn (2011)). These sites provide youngsters a platform for self expression as well as social network (Livingstone 2008; Pempek, Yermolayeva, and Calvert 2009; Subrahmanyam et al. 2008; Moreno et al. 2010).

As proposed by Ellison (2007), today's youngster compete with each other and measure their efficiency on the basis of likes and views they have accumulated. As suggested by Choney(2010) various institutions are questioning about the impact of these social networks on grades of students as well. Various environmental factors impact also can't be ignored. A study of Karpinski and Kirschner (2010) validates the effect of social networking sites on study time and academic performance. Moreover a study Suail and Bargees(2006) found that many psychological, emotional and education issue arise due to excessive time spent on sites.

The prospects or presence of personal evaluation in imagined and real situation results in social anxiety (Schlenker & Leary, 1982). Many studies have proved that interpersonal interactions for college students are stress forming elements (Santiago, Gard, & Bernstein, 1999). According to Clark's model (Clark & Wells, 1995; Clark, 2001), a vicious circle is formed and maintained in youngsters which cause social anxiety and phobia. It is found that usually people develop set of dysfunctional assumptions about the importance of social situations. By social situations we mean beliefs about the results after behaving in certain way, unconditional negative self beliefs and excessively high benchmarks for self performance. These all expectation lead to perceived endangered assumptions, prediction of negative personal failure or the signs of negative evaluations. This all lead to increased levels of social anxiety and with this people start taking themselves as social objects.

Usage of social networking sites is becoming an integral part of our social lives today and in many cases also leading to addiction. Our study is to understand impact of these social networking sites on social anxiety of youngster.

Rationale

There was the Stone Age, the Bronze Age, and the Iron Age- all turning points in the history of human civilization. And today is the virtual age, when social networking sites are in reach of everyone

and taking over in everyone's lives. One major issue that needs concern is the changing mind-set of the youth due to the social networking sites. The adolescent are growing up in a world where their popularity is directly proportional to the number of likes and the comments they get on their photoshop enhanced profile picture. This virtual world around adolescent contributes in their social development. Various studies show that there is a significant impact of social networking sites on the social development of the adolescent. This study is trying to establish a relationship between social networking sites and social anxiety. The study will also see if there is a significant effect of social networking sites as independent variable on social anxiety as dependent variable.

Objectives

- To study the effect of social networking sites on social anxiety of adolescent.
- To suggest the measures to improve the social anxiety of the adolescent.

Ho1: There is no significant relationship between the usage of social networking sites and anxiety of adolescent.

Ho2: There is no significant effect of social networking sites on adolescent

Research Method:

Research design is the complete layout of any research. Design for this paper is based on Descriptive in nature. Population for study is the adolescent of Indore region. Sample consist of 200 respondent selected on the basis of convenient random sampling. Responses will be collected with the help of self-designed questionnaire based on 5 pt Likert scale.

Tools for Data Analysis

The data is analysed with the help of correlation as well as t-test. Correlation is used to find the relationship between the usage of social networking sites and anxiety of adolescent.

Data Analysis:

Correlation:

Correlations

		Usage of Social Networking Sites	Anxiety of adolescent
Usage of Social Networking Sites	Pearson Correlation	1	.725 [*]
	Sig. (2-tailed)		.016
	N	200	200
Anxiety of adolescent	Pearson Correlation	.725 [*]	1
	Sig. (2-tailed)	.016	
	N	200	200

*. Correlation is significant at the 0.05 level (2-tailed).

Authors creation

Independent Sample t- test:

t- test For Equality Of Means					
	t	d.f	Sig. (2-tailed)	Mean Difference	Std.Error Difference
Equal Variance Assumed	3.558	198	.000	8.187	2.310
Equal Variance Not assumed	3.028	196.2	.000	7.187	2.232

Authors creation

Statistical Analysis: The value of correlation obtained between the usage of social networking sites and anxiety of adolescent is equal to .725, shows that both are having high degree of positive correlation. Also the value of t-test calculated is equal to 3.558 at 5% level of significance. From both the calculated values it is clear that Ho1 and Ho2 both are rejected, since there is high positive relationship between the use of social networking sites and the anxiety of adolescent and the excess use of social networking sites increases the anxiety of adolescent. Analytical study of data shows that the most of the adolescent use it as acquaintance and after that they became passionate to it.

Conclusion:

Since the massive popularity of social networking sites come about until the early 2000s, research in this field is obviously incredibly young and there is still much to be done. The studies reviewed in this article appear to indicate that despite initial concern, online social networking may have more positive influence on youngsters than negative. Internet communication is an outlet for both extroverted and introverted youths. Traditional social development does not seem to have been impacted since social networking patterns seems to follow the norms in this area. Teens most often use social networking sites to connect with friends and build communities, something they are also doing offline. Nevertheless, risks lie in communication with dangerous strangers, lack of face-to-face interaction, and the weakening of family ties. Much research remains to be done in this field before any conclusive assumptions can be made.

REFERENCES

- Boyd, d. m. (correct) and Ellison, N. B. (2007) 'Social network sites: Definition, history, and scholarship', *Journal of Computer-Mediated Communication* Vol. 13, Issue 1, p210-230, Blackwell.
- Clark, D. M., (2001). A cognitive perspective on social phobia. In: Crozier, W.R. and Alden, L. E., (Eds.). *International handbook of social anxiety: concepts, research and interventions relating to the self and shyness*, Wiley, Chichester, UK.
- Clark, D. M., & Wells, A., (1995). A cognitive model of social phobia. In: Heimberg, R. G., Liebowitz, M., Hope, D. A. and Schneier, F., (Eds.). *Social phobia: diagnosis, assessment and treatment*, Guilford, New York.
- Choney, Suzanne (2010). Facebook Use Can Lower Grades by 20 Percent, Study Says. <http://www.msnbc.com/id/39038581/ns/technology>
- D'Armenteau, A., Van der Linden, M., Etienne, A.M., & Comblain, C. (2003). Identity and expression memory for happy and angry faces in social anxiety. *Acta Psychologica*, 114, 1-15.
- Ellison, N. B. (2007). Social network sites: Definition, history, and scholarship. *Journal of Computer-Mediated Communication*, 13(1), 210-230.
- Gilboa, E., Presburger, G., Marom, S., & Hermesh, H. (2005). The effects of social anxiety and depression on the evaluation of facial crowds. *Behaviour Research and Therapy*, 43, 467-474.
- Karpinski AC and Kirschner PA (2010). Facebook and Academic Performance.
- Karpinski Aryn (2009). A description of Facebook use and academic performance among
- Lenhart, Amanda, Kristen Purcell, Aaron Smith, and Kathryn Zickuhr. 2010. "Social Media & Mobile Internet Use Among Teens and Young Adults." *Pew Internet and American Life Project*. Last modified February 3, 2010, <http://pewinternet.org/reports/2010/social-media-and-youngadults.aspx>.
- Lewis, Kevin, Jason Kaufman, and Nicholas Christakis. 2008. "The Taste for Privacy: An Analysis of College Student Privacy Settings in an Online Social Network." *Journal of Computer-Mediated Communication* 14(1): 79-100.
- Livingstone, Sonia. 2008. "Taking Risky Opportunities in Youthful Content Creation: Teenagers' Use of Social Networking Sites for Intimacy, Privacy and Self-Expression." *New Media and Society* 10(3): 393-411.
- Moreno, Megan A., Libby Brockman, Cara B. Rogers, and Dimitri A. Christakis. 2010. "An Evaluation of the Distribution of Sexual References Among 'Top 8' MySpace Friends." *Journal of Adolescent Health* 47(4): 418-20.
- Pempek, Tiffany A., Yevdokiya A. Yermolayeva, and Sandra L. Calvert. 2009. "College Students' Social Networking Experiences on Facebook." *Journal of Applied Developmental Psychology* 30(3): 227-38.
- Santiago, A. L., Gard, T., & Bernstein, B. (1999). The importance of achievement, intimacy, autonomy, and life events among first year college students. *Journal of College Student Psychotherapy*. 13, 57-73.
- Schlenker, B. R., & Leary, M. R. (1982). Social anxiety and self-presentation: A

conceptualization and model. *Psychological Bulletin*, 641-669.

- Smock, A., Ellison, N.B., Lampe, C. & Wohn, D.Y. (2011). Facebook as a Toolkit: A Uses and Gratification Approach to Unbundling Feature Use. *Computers in Human Behavior*.
- Subrahmanyam, Kaveri, Stephanie M. Reich, Natalia Waechter, and Guadalupe Epinoza. 2008. "Online and Offline Social Networks: Use of Social Networking Sites by Emerging Adults." *Journal of Applied Developmental Psychology* 29(6): 420-33.
- Suhail, Kausar, and Zobia Bargees (2006). "Effects of excessive Internet use on undergraduate students in Pakistan" *Cyberpsychology and behavior* 9.3:297-307.