

University of Nebraska - Lincoln

DigitalCommons@University of Nebraska - Lincoln

Library Philosophy and Practice (e-journal)

Libraries at University of Nebraska-Lincoln

Spring 11-9-2021

Social Media Usage Among Post-graduate Students of Kashmir university and relationships between social media use and factors relating to depression

Javaid ahmad wagay

RIMT University Punjab, javaid8973@gmail.com

Dr pc sehgal

RIMT University Punjab

Follow this and additional works at: <https://digitalcommons.unl.edu/libphilprac>



Part of the [Library and Information Science Commons](#)

wagay, Javaid ahmad and sehgal, Dr pc, "Social Media Usage Among Post-graduate Students of Kashmir university and relationships between social media use and factors relating to depression" (2021). *Library Philosophy and Practice (e-journal)*. 6598.

<https://digitalcommons.unl.edu/libphilprac/6598>

Social Media Usage Among Post-graduate Students of Kashmir university and relationships between social media use and factors relating to depression.

JAVAID AHMAD WAGAY
Email:Javaid8973@gmail.com
Research scholar RIMT University Punjab

Dr PC SEHGAL
Email:Pcsehgal@rimt.ac.in
Head Department of Library science RIMT University Punjab

ABSTRACT

COVID-19 and the resulting stay-at-home orders have changed just about everything, including our relationship with the internet, how often we use it and how we use it. For instance, in India 87 % people reported increase in its usage with 75 % spending increasing amount of time on Facebook, Twitter and WhatsApp (Business Today, March 30, 2020). This study examined the use of social media PG Students of Kashmir university . The main objectives of the study are to find out the reasons why PG Students use social media, to identify students' perception of social media, and to find out the frequency of social media usage. The study used a questionnaire in order to discover the use of SNS. An online survey was distributed using Google Forms via different social media platforms and official emails. Total response collected for the study was 1255.

Keywords; social media, Facebook, PG Students, Kashmir university, WhatsApp, Twitter ,social media usage , COVID-19.

Introduction

Social media has taken the world by storm. It has become one of the best mediums for transfer of information and knowledge in the world. It is usually the younger generation that uses social media than any other demographic. Social media is the latest technological explosion in the information world. It is an online platform that focuses on building and reflecting on the social relation among people, who share common interest or activities. Since the universalization of the internet in the 1990s and the emergence of social networking sites in 1994 and beyond, there is abundant evidence the people across the world use social media on a regular basis for various reasons (Daluba & Maxwell, 2013). Social media encompass a wide array of technological applications that enable the user to create, manage, and share contents, post comments and engage in discussions anywhere around the world in real time. The prevalent use of social media such as Facebook, WhatsApp, Twitter, YouTube, and Instagram has grabbed the attention of people all over the world. The splendid growth in social media applications and increased adoption of the applications by people around the world during the last few years have revolutionized how people communicate and share information. Social media influenced the lifestyle of an individual, revolutionized communication, collaboration, and creativity. It has many options and facilities on the same channel for the user, such as texting, images sharing, audio, and video sharing, fast publishing, linking with all over the world and with other social media applications. The people use different social networking sites and are a member of these sites considered it trend and style of today. The young adults particularly students have embraced the social media very fast. The social media have positive as well as negative effects on the reading habits of students. Social media has been observed as an online discourse where people create content, share, bookmark, and network at a prodigious rate. Thus, the ease of use, speed and reach of social media is fast changing the public discourse in society and impacting on the trends of topics from the environment, politics to technology as well as entertainment industry (Asur and Huberman, 2010). In the past ten years, according to Obverts (2010) the coming of social media dramatically changed online world such that, young men and Women now exchange ideas, feelings, personal information, pictures and videos at an astonishing rate. He observes that 73% of wired US teens now use social media sites (Oberst, 2010).The increased use of social media has become an international phenomenon in the recent past. What started out as a hobby for some computer literate people has become a social norm and way of life for people from all over the world (Boyd, 2007). Teenagers and young adults have especially embraced these sites as a way to connect with their peers, share information, reinvent their personalities, and showcase their social lives (Boyd, 2007).In the past years, social media sites have become common; giving young people a new way to interact with each other and communicate with the world. Social networking became popular between 2004 and 2006, after Facebook and MySpace were created. Facebook, for example has over 500 million members and it is still growing and

approximately 85% of undergraduate students are Facebook users (Schneider, 2010). This is not only true for Facebook; as numbers for YouTube users closely follow as well (University of New Hampshire, 2010).

Social Media are media that allow users to meet online via the Internet, communicate in social forum like Facebook, Twitter, etc., and other chat sites, where users generally socialize by sharing news, photo or ideas and thoughts, or respond to issues and other contents with other people. Common examples of social media are the popular social networking sites like *Facebook, Myspace, Youtube, Flickr*, etc. Social Media is an interactive media format that allows users to interact with each other as well as send and receive content from and to each other generally by means of the Internet. The first noteworthy trend has been the evolution of the Internet. The modern Internet is often called “Web 2.0”. The central components of Web 2.0 are the different social media and social web communities. Invented by Tim O’Reilly in 2005, the term “Web 2.0” is just a name for the evolution of Internet-based communications, and it shows that networking and electronic interaction have advanced to the next level. The quick development of mobile technology and different mobile terminals has been important for the creation and use of social media. A modern, well-equipped Smartphone can be a pocket-sized mega-studio. The applications and services of information and communications technology are merging together more and more. An ubiquitous presence, the different hardware and services we use now contain a new kind of “intelligence”, where these machines and services communicate with each other without any particular action by the user

Use of Social Media as an Educational Tool

Social media instead of sending messages should be used for educational purpose. Students should be taught different ways to use social media which can help them to enhance their knowledge. Students should be engaged in doing practical work like writing blogs. It will help them to get vast knowledge on a topic and to apply various techniques while solving problems. Teachers should control an online environment of the students which can help them to gather information, to socialize and to build a personality. Students should be made aware about the positive aspects of social media. They should be taught that it is one of the very powerful mediums by which they can get connected to the professionals. With the advent of latest applications like what’s App, educational institutes should try to gauge the students in more productive work. Over the past few years social media or social networking sites (SNS) have been more popular than any other sites, especially among students and young population. SNS allow individuals to be visible to others and establish or maintain connections with others.. Facebook, for example, allows its users to have online profiles and invite others to be their “friends” so they can view each other’s profiles and post comments on each other’s pages. Facebook members can also join virtual groups based on their common interests, see what interests they have in common, and learn about each other’s interests, hobbies, and relationship status by viewing their profiles (Ellison et al., 2007)

social media usage in lockdown

Covid-19 pandemic has changed our behavior, especially online. Social Media, mobile, digital have become an indispensable part of our daily life for people living around the world. Since pandemic started in March 2020, the world has been locked indoors due to the ongoing Covid-19 pandemic. Amidst this Covid-19 lockdown, many of the people have switched to the increasing use of social media websites and other apps to pass on their spare time. It is no longer a hidden fact that the usage of social media websites such as Facebook, TikTok, Twitter, and WhatsApp have unnecessarily surged high than routine. Physical activities such as running, walking, jogging, etc. have now been replaced by social media activities such as virtual fitness classes, continuous newsfeed browsing, and video chats. Several research studies have found out that the changes in the social connecting patterns have adversely affected people's lifestyle and in turn, their mental health. Most of the individuals have a tendency to be socially active and interact with their fellows to avoid internal conflicts. Researches highlight the rising number of mental challenges people face in the wake of the crisis and social distancing measures. This is one of the most common scenarios observed in families where you have only one earning individual. Worries related to one's physical health, the health of close associates, potential economic impacts, etc. Students are no longer an exception to this. The continuous inconsistencies regarding their exams being stated across the social platforms have led to their emotional imbalances. Health anxiety, depressive disorders, somatic complaints, anxiety, insomnia, agitation, etc. are distress calls associated with the compulsive use of social media and/or the internet. Furthermore, social media has become a common mean which might lead to marginalization, associated stigmas, communalism, hatred, violence, etc. Domestic violence against women has also seen a rising influence amidst this Covid-19 lockdown phase.

Yet, in such times, social media has benefitted individuals with myriads of advantages. Firstly, it has allowed people to stay in touch with each other and share information about physical and emotional well-being. It has enabled us to spare time and re-connect with our lost contacts right from the comfort of our homes. The fact that such platforms facilitate video chats has added on to an increased experience of being close with our family staying miles and miles apart. Besides, digitization has opened a new venture for people to find an easy escape into generating a passive income source.

As of Jan 18, 2021, an estimated 95 million people worldwide had been infected with the virus, with about 2 million deaths. As a consequence of the pandemic, social media is becoming the platform of choice for public opinions, perceptions, and attitudes towards various events or public health policies regarding COVID-19. Social media has become a pivotal communication tool for governments, organisations, and universities to disseminate crucial information to the public and to the students. Numerous studies have already used social media data to help to identify and detect outbreaks of infectious diseases and to interpret public attitudes, behaviours, and perceptions. Social media, particularly Twitter, can be used to explore multiple facets of information. A systematic review identified six categories of Twitter use for health research, namely content analysis, surveillance, engagement, recruitment, as part of an intervention, and network analysis of Twitter users. However, this review included only broader research terms, such as health, medicine, or disease, by use of Twitter data and did not focus on specific disease topics, such as COVID-19. Another article analysed tweets on COVID-19 and identified 12 topics that were categorised into four main themes: the origin, source, effects on individuals and countries, and methods of decreasing the spread of SARS-CoV-2.7 In this

study, data were not available for tweets that were related to COVID-19 before February, 2020, thereby missing the initial part of the epidemic, and the data for tweets were limited to between Feb 2 and March 15, 2020.

Social media can also be effectively used to communicate information to the general public during a pandemic. Emerging infectious diseases, such as COVID-19, almost always result in increased usage and consumption of media of all forms by the general public for information. Therefore, social media has a crucial role in keeping people updated, resultant. As information on social media is generated by users, such information can be subjective or inaccurate, and frequently includes misinformation and conspiracy theories. Hence, it is imperative that accurate and timely information is disseminated to the general public about emerging threats, such as SARS-CoV-2. A systematic review explored the major approaches that were used in published research on social media and emerging infectious diseases. The review identified three major approaches: assessment of the public's interest in, and responses to, emerging infectious diseases; examination of organizations' use of social media in communicating emerging infectious diseases; and evaluation of the accuracy of medical information that is related to emerging infectious diseases on social media. However, this review did not focus on studies that used social media data to track and predict outbreaks of emerging infectious diseases.

LITERATURE REVIEW

Baker et al. (2003) also conducted a survey study regarding use of the Internet and e-mail for health care information in national level. This study aims to measure the extent of Internet use for health care among a representative sample of the US population, to examine the prevalence of e-mail use for health care, and to examine the effects that internet and e-mail use has on users' knowledge about health care matters. For this study purpose, a survey conducted among a sample drawn from a research panel of more than 60000 US households developed and maintained by Knowledge Networks. The results of the study are, approximately 40% of respondents with internet access reported using the internet to look for advice or information about health or health care. Six percent reported using e-mail to contact a physician or other health care professional. This study comes with conclusions from the findings that although many people use the internet for health information, use is not as common as is sometimes reported.

Harris et al. (2003) has discussed in their study about whether women physicians are early adopters of on-line continuing medical education. This paper studied the actual use of several different on-line CME programs within three different groups of physicians. The on-line programs were developed as part of research studies funded by the National Institutes of Health, with no relationship to commercial interests. This study compared the characteristics of physicians who chose to use these on-line programs with demographic data from larger populations representing the groups from which these users originated. This study came with the results from the findings that physicians who used these on-line CME programs were younger than average and, importantly, more likely to be female than

expected. The data suggest that the growth of on-line CME is most likely occurring in diffusion networks dominated by relatively new medical school graduates and, possibly, women physicians. These results provide valuable insight to those who seek to develop and market on-line CME and those who seek to reach women physicians with CME programs.

Powell, et al. (2003) has conducted a study regarding the doctor, the patient and the world-wide web and to know how the internet is changing healthcare. This study aimed to understand individual use of the internet and its impact on individuals, communities and societies is a challenge that is only beginning to be addressed. This study concludes that the internet is having profound impacts on health and healthcare. It has the potential to improve the effective and efficient delivery of healthcare, empower and educate consumers, support decision-making, enable interaction between consumers and professionals, support the training and revalidation of professionals, and reduce inequalities in health.

Patt, Madhavi et al. (2003) has conducted a study on doctors who are using e-mail with their patients. This study aims to survey physicians currently using e-mail with their patients daily to understand their experiences. For this purpose in-depth phone interviews conducted among 45 physicians currently using e-mail with patients were audio taped and transcribed verbatim. This study ends with the results that the most consistent theme was that e-mail communication enhances chronic-disease management. They conclude the study as these physician respondents did perceive benefits to e-mail with a select group of patients. Several areas, such as identifying clinical situations where e-mail communication is effective, incorporating e-mail into office flow, and being reimbursed for online medical care/communication, need to be addressed before this mode of communication diffuses into most practices.

Murray et al. (2003) has conducted a national survey study among 1,050 US physicians regarding the impact of health information on the internet on health care and the physician-patient relationship. For this purpose, a cross-sectional survey of a nationally-representative sample of United States physicians was conducted. The study brings the results that eighty-five percent of respondents had experienced a patient bringing internet information to a visit. They concluded the study as, the quality of information on the internet is supreme, accurate relevant information is beneficial, while inaccurate information is harmful. A minority of physicians feels challenged by patients bringing health information to the visit; reasons for this require further research.

Casebeer et al (2002) have conducted a study regarding physicians' internet medical information seeking and on-line continuing education use patterns. The purpose of this study was to examine physician medical information-seeking behaviors and their relevance to continuing education (CE) providers who design and develop on-line CE activities. For this purpose, a survey concerning internet use and learning was administered by facsimile transmission to a random sample of 2,200 U.S. office-based physicians of all specialties. The findings of the study are, nearly all physicians have access to the Internet, know how to use it, and access it for medical information. Barriers to use included too much information to scan and too little specific information to respond to a defined question. Access to on-line continuing medical education must be immediate, relevant, credible, and easy to use. The roles of the CE provider must be

reshaped to include helping physicians seek and construct the kind of knowledge they need to improve patient care.

Arroll et al (2002) discussed in their paper on use of information sources among New Zealand family physicians with high access to computers. This study aims to characterize the information sources used by family physicians in a half day of practice with particular emphasis on computerized sources. For this study purpose, a written questionnaire was administered and distributed. The findings of the study are, books were the most common source of answers, followed by colleagues. They concluded this study as, despite great expectations that computers will be used to solve the information needs of family physicians, this study demonstrated that, currently, family physicians rarely use electronic sources to gather clinical information. Further work is needed to make computerized information more accessible to family physicians and to accustom family physicians to using computers at the time of an office visit.

Gjersvik et al. (2002) also conducted a combined study on use of the Internet among dermatologists in the United Kingdom, Sweden and Norway. For this survey study purpose, questionnaires distributed to 1,291 members of the dermatological societies of the United Kingdom, Sweden, and Norway. Seventy-nine percent used the World Wide Web for medical updating and other professional purposes. Sixtytwo percent found medical databases on the Internet and 25% believed the internet version of medical journals to be important for their continuing medical education. This study shows that a large proportion of dermatologists, especially younger doctors, use the internet for medical and educational purposes. But internet use has not yet replaced traditional ways of obtaining continuing medical education.

Cullen (2002) also analysed in his study on family practitioners' use of the internet for clinical information. The aim of the study was to determine the extent of use of the internet for clinical information among family practitioners in New Zealand. For this purpose, a random sample of members of the Royal New Zealand College of General Practitioners was surveyed to determine their use of the internet as an information source and their access to MEDLINE. The study brings the results that up to 10% of patients bring information from the Internet to consultations. They concluded the study as the practitioners urgently need training in searching and evaluating information on the Internet and in identifying and applying evidence-based information. Portals to provide access to high-quality, evidence-based clinical and patient information are needed along with access to the full text of relevant items.

Kalsman and Acosta (2000) conducted a pilot study on use of the internet as a medical resource by rural physicians. This pilot study reviews rural physicians' usage patterns of the internet as a medical resource and examines the barriers that might preclude rural providers from using this technology. This study undertook a questionnaire survey of rural providers in Wyoming, Montana, and Idaho. A background MEDLINE search was performed using the MeSH headings "internet," "medical informatics" and "rural health." In conclusions although the findings of this survey suggest that, compared with broader physician populations, rural physicians are using the internet with the same frequency; their scope of use might be much more limited. Barriers to using the internet are difficult to determine, but lack of time, hard- ware, and a sense of need appear to be important factors.

Kassirer (2000) also conducted a study on patients, physicians, and the internet. In this study the author pointed out that the patients will have access to vast information sources of variable validity. Many physician organizations are preparing for the electronic transformation, but most physicians are unprepared, and many are resistant. The author of the study recommended few points to transform care will require new, sophisticated software that permits unconstrained interaction with computers by voice, that incorporates patient information from disparate electronic sources, that unerringly solves clinical problems, and that makes information searching reliable, focused, and fast.

Thanuskodi (2012) carried out a survey on awareness of library 2.0 applications among library and information science professionals at Annamalai University, India, which indicated that majority 37 (61.66%) of the respondents needed training on Web 2.0 technologies and tools. The study found that 20 (33.33%) of the respondents considered workshops as important for using blogs. When asked about workshop on using wikis, only a very few respondents (15.55%) agreed to it.

Samir N. Hamade (2013) in his paper entitled "Perception and use of social networking sites among university students" The results showed a heavy use of Twitter and Facebook among university students who were viewing their sites more frequently than posting. The most positive impacts were better relation with family, relatives, and friends and more involvement in social, political and cultural activities. Neglecting study/work and the time consumed are the two major drawbacks.

Kumar Anil and Kumar Rajinder (2013) in his paper entitled "Using Social Networking Sites by the Post Graduate students and research scholars of Maharishi Dayanand University, Rohtak, India. The findings of the study shows that majority of the respondents to be aware and making use of such applications in their research work. The study also reveals that Facebook is the most popular SNSs among the all categories of students and research scholars.

Mansour (2012) assessed the role of SNS in the latest Egyptian revolution. He found that SNS have played a central role in the events known collectively as the Arab Spring. Their importance as a source of non-governmental information and as a means of informing the external and internal communities of internal events is highlighted by all participants.

Thanuskodi, S (2011) had a survey to understand and sketch a framework of information literacy level of library professionals of fifteen major engineering colleges in the state of Tamil Nadu. Professionals with right ICT skills and expertise will have plenty opportunities in future and will be crucial to the management of technology intensive libraries. He concluded that 95.12 percent of professionals have knowledge in computer fundamentals, 81.07 percent in Internet, 42.68 percent in multimedia and only a very few professionals 29.26 percent have knowledge in computer programming.

Review of research relating social media use and mental health

The use of social media can be viewed as both a protective and a risk factor for mental health. For example, the support gained from social media may ameliorate feelings of loneliness or lack

of offline social interaction, and help prevent the onset of mental health issues. While in other cases using social media can be responsible for the onset of or exacerbating existing mental health issues. However, it is still unclear whether these factors are causally related and in this section, we review research reporting potential negative and positive impacts of using social media on mental health. Many studies have used self-report responses to surveys. **woods and scott [2016]** used the Hospital Anxiety and Depression Scale (HADS) to assess anxiety and depression levels and the Rosenberg Self-Esteem Scale. **Rosenber(2016)** to assess trait self-esteem. A modified version of the Social Integration and Emotional Connection subscale of the Social Media Use Integration Scale (*Jenkins-Guarnieri, Wright, & Johnson, 2013*), was used to assess emotional investment in social media. The sample consisted of 467 pupils at a secondary school in the United Kingdom, aged between 11 to 17 years. They found significant positive correlations between higher anxiety levels and greater social media use, and emotional investment in social media. Similarly, higher depression levels were also associated with increased social media use, and emotional investment in social media. The relationship between self-esteem and social media use was found to be negative, whereby lower self-esteem scores were associated with higher levels of social media use, and emotional investment in social media.

The Royal Society for Public Health (*RSPH, 2017*) and the Young Health Movement sent an online survey to a sample of young people across the United Kingdom aged between 14 to 24 years and was completed by 1479 individuals. The findings showed that social media use was linked to increased incidence of depression, anxiety and poor sleep. Participant ratings overall scored Instagram as the worst social platform in terms of well-being issues (reduced satisfaction with body image and a higher need to stay connected), followed by Snapchat and Facebook. This could be due to the reliance of Instagram on images, and that unlike Snapchat they remain permanently, and thus allow for later reflection or comparison.

In contrast to the many surveys conducted, *Fardouly, Diedrichs, Vartanian, and Halliwell (2015)* conducted a small experimental study to assess the immediate effects of using Facebook on self-perceptions. Fardouly et al. randomly assigned 112 female participants aged between 17 to 25 years to one of three conditions: spending 10 min browsing their Facebook account, a magazine website, or an appearance-neutral control website (on home craft). Participants then completed state measures of mood, body dissatisfaction, appearance discrepancies (weight-related, and face, hair, and skin-related), and a trait measure of appearance comparison tendency. Females who spent their browsing time on Facebook gave more negative mood scores, compared to those who browsed the control website. Further, females high in appearance comparison tendency reported more facial, hair, and skin-related discrepancies after exposure to Facebook than to the control website.

A number of researchers have specifically focused on depression. For example, an early study by *Steers, Wickham, and Acitelli (2014)* found a correlation between the number of depressive symptoms experienced and increased amount of time using Facebook. *Shensa, Sidani, Dew, Escobar-Viera, and Primack (2018)* attempted to identify which patterns of social media use were associated with depression and anxiety symptoms, using an online survey of a nationally representative sample of 1730 US adults aged between 19 to 32 years. Depression and anxiety were measured using the Patient-

Reported Outcome Measurement Information System (PROMIS) scale. Cluster analysis characterized participants into five types of social media user: wired, connected, diffuse dabblers, concentrated dabblers, and unplugged. Multivariable logistic regression models then assessed associations between cluster membership and depression and anxiety. They found that membership in two clusters (wired and connected) were associated with higher levels of depression and anxiety symptoms. Interestingly, although not significant there were more females in the wired (57%) and connected (60%) clusters, and less females in the unplugged cluster (40%). Furthermore, those in the unplugged cluster were older (mean 26.4 years) and those in the connected cluster were younger (mean 23.8 years), compared with those in the other three clusters (mean 25 years). Although age and gender differences were not significant, these patterns may be worthy of future study.

Aalbers, McNally, Heeren, de Wit, and Fried (2019) collected measures relating to depression symptoms and social media use from 125 students, at seven times per day for 14 days. Using regression and time-series models, they found that spending more time on social media was associated with higher levels of loss of interest in offline activities, concentration problems, fatigue, and loneliness. Fatigue and loneliness predicted social media use across time, but social media use predicted neither depression symptoms or stress. Mean social media use was positively correlated with a depressed mood and feeling inferior, but these associations disappeared when controlling for all other variables. These correlations with loneliness are important, but it would be useful to know if individuals were lonely before using social media, or whether using social media led to loneliness. In a national UK survey called the 'Loneliness Experiment' (BBC, 2018), individuals who reported feeling lonely were found to have more 'online only' Facebook friends.

Dogan (2019) reports that experiencing fear of missing out (FoMO) is becoming increasingly widespread among social media users and to avoid this 'fear,' users experience a strong desire, and exhibit behavior, to stay connected online. Fear of missing out (FoMO) is defined as an apprehension of being disconnected, absent or missing an experience which peers, friends or family might participate in or enjoy (Przybylski, Murayama, DeHaan, & Gladwell, 2013). Recent studies have linked FoMO with a variety of negative psychological and physiological conditions, including depression and other emotional problems (Przybylski et al., 2013).

Dhir, Yossatorn, Kaur, and Chen (2018) explored the relationships between psychosocial wellbeing (measured by levels of anxiety and depression) and factors relating to social media (using previously validated measures of compulsive media use, fear of missing out, and trigger fatigue). 2698 Adolescent social media users in India completed the survey and the results suggested that compulsive media use significantly triggered social media fatigue, which later result in elevated anxiety and depression. Fear of missing out indirectly predicted social media fatigue, through mediation of compulsive social media use.

Objectives

- To know the use of Social Networking sites among PG students in Kashmir university ;
- To know purposes using Social Networking sites.
- To find out the usefulness of social networking sites by the PG students in Kashmir university
- To know the specific uses, preferences, and specialized academic Social Networking sites
- To find out benefits and affects of using Social Networking sites.
- To find out the most visited social networking sites.
- To know the problems being faced by the users while using Social Networking sites.
- To find out how much time students spend on reading books.
- To find out how often students visit academic library to read or borrow books
- To find out the most visited national and international newspapers.

Methodology

1. Questionnaire Method

2. Interview Method i.e. Personal and Telephonic.

In ongoing scenario, social media has become one of the major sources for updating information. This study examined Usage of Social Media Among Post-graduate Students of Kashmir university. An online survey was distributed using Google Forms via different social media platforms and official emails. Total response collected for the study is 1255. Followed by personal and Telegraphic interviews ,total number of persons selected for interview were 29 .The data collected through these methods were analyzed electronically .Also Review of research relating social media use and mental health was incorporated in this study.

Purpose of the study

The use of social media platforms has been on rise among the new generation youth, in present day global scenario life cannot be imagined without use of Social media platforms like face book, YouTube, whatsapp, twitter etc. The present study is an attempt to investigate the Usage of Social Media Among Post-graduate Students of Kashmir university .

Data Analysis and Interpretation

Table 1. Demographic Details of Respondents

Demographic Details		NO. of respondents	Percentage
Age in years	19-25	986	78.56
	25-30	239	19.04
	30-35	30	2.39
Gender	Male	1048	83.50
	Female	207	16.49

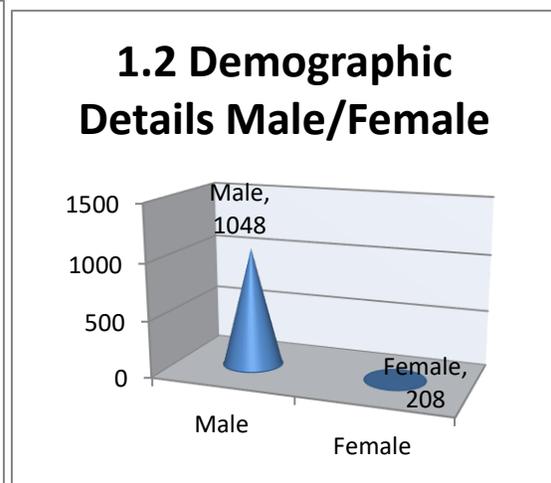
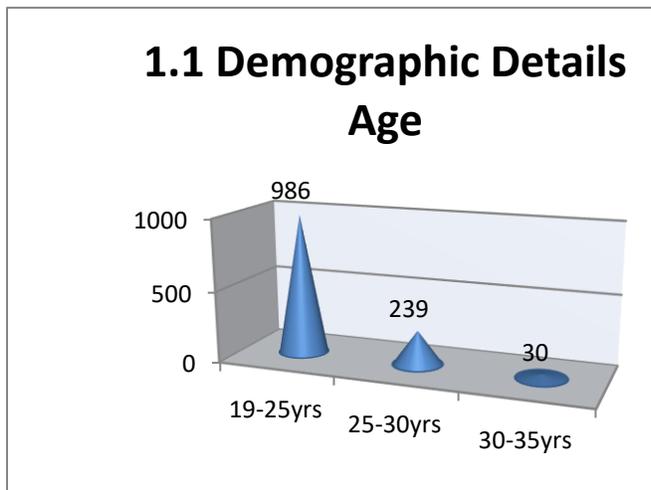
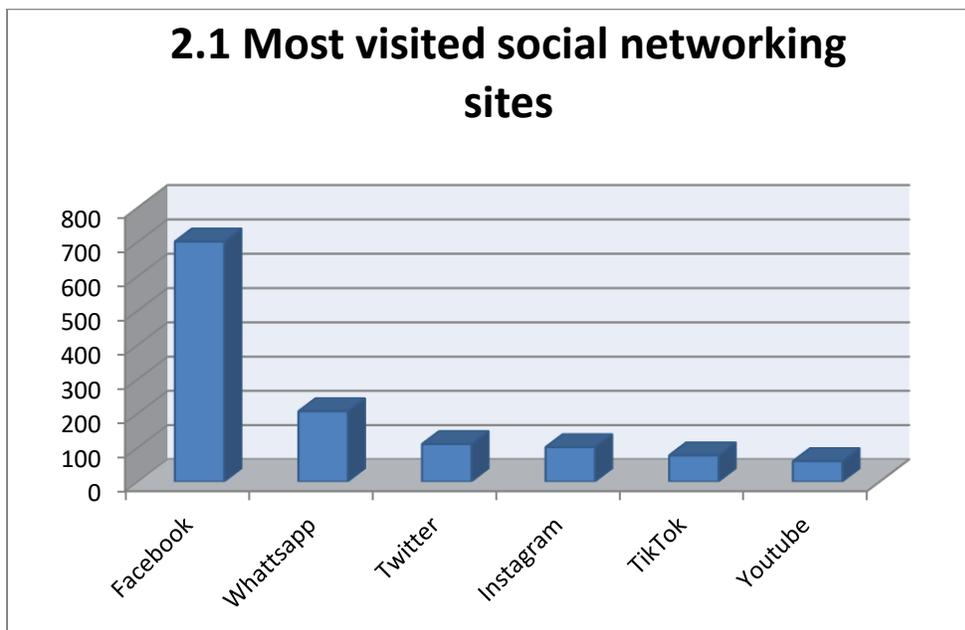


Table 1, graph 1.2 shows that out of 1255 respondents, 1048 (83.50%) were male and 207 (16.49%) of respondents were female. Table 1, graph 1.1 presents the age wise distribution of respondents. The data shows that majority of the 986 (78.56%) of respondents fall between the age group of 19-25, 136 respondents (i.e. 19.04 %) fall between the age group of 25-30, 30 respondents (2.39%) of respondents fall between the age group between 30-35 who used SNSs.

Table 2. Most visited social networking sites.

Sites	Frequency	Percentage (%)
Facebook	701	55.85
Whatsapp	206	16.41
Twitter	110	8.76
Instagram	101	8.04
TikTok	77	6.13
Youtube	60	4.78



From Table 2 and graph 2.1 respondents gave the following as their favorite and most visited social media sites. Facebook 701 represents 55.85%, WhatsApp 206 representing 16.41%, Twitter 110 representing 8.04%, TikTok with 77 representing 6.13%, and YouTube with 4.78% respectively. The analysis shows that Facebook is the most favorite and most visited social media site.

Table 3 Purpose of using Social Networking Sites

Variables	Respondents	Percentage %
To meet new people	180	14.34
Sharing information	615	49.00
Seminar / conferences	310	24.70
Entertainment	40	3.18
Reading	110	8.76

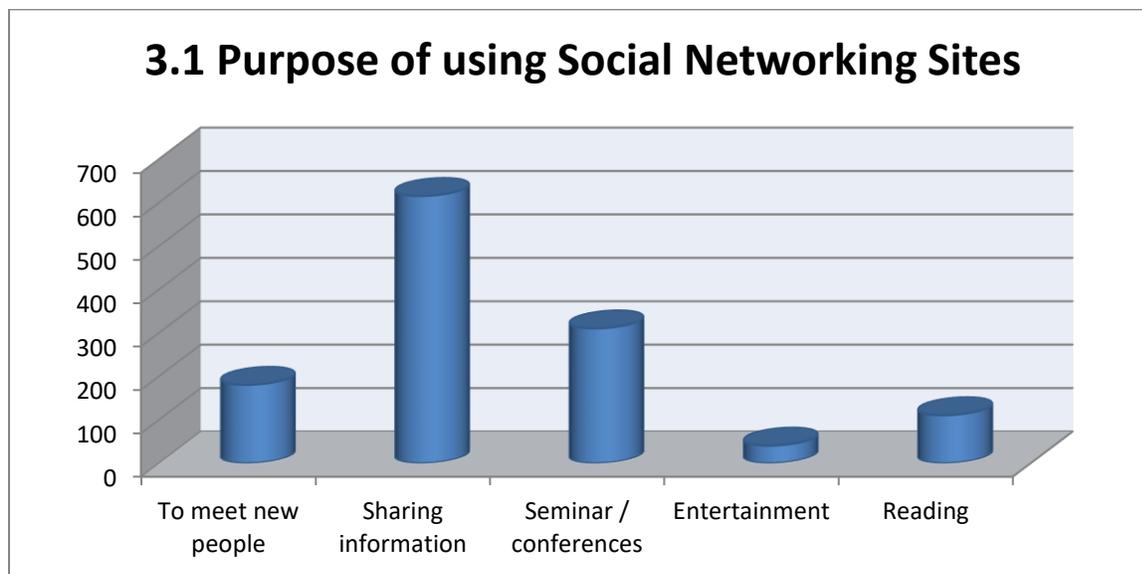
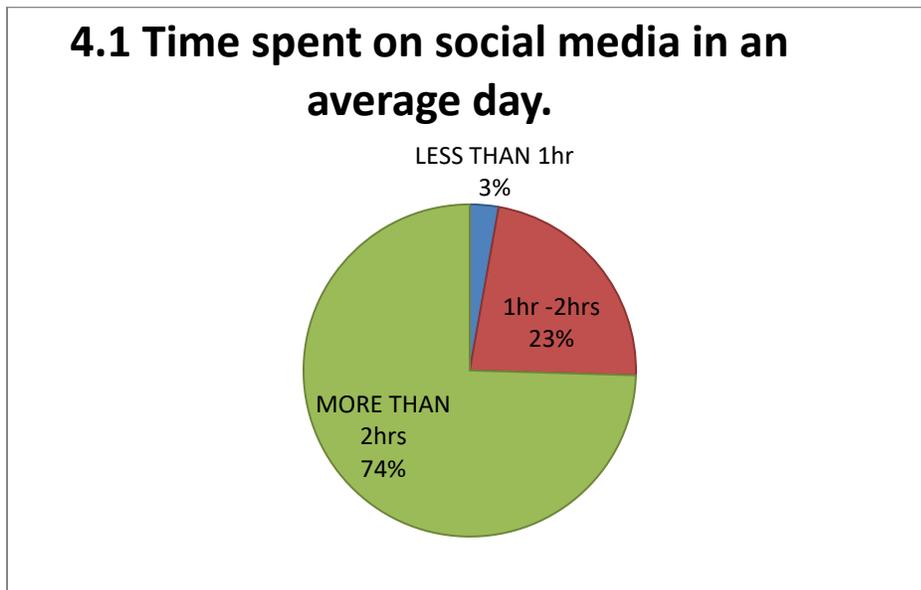


Table 3, graph 3.1 Respondents were asked about their reasons behind their usage of social media. It was observed that 615(49%) of the respondents stated their reasons for the use of social media is to share information. Whereas 310 respondents representing 24.70% use social media for the reason to attend Seminar / conferences and 180 (14.34%) respondents use social media to meet new people. Others use social media for reading purposes 110(8.76%) and for entertainment 40(3.18%).

Table 4. Time spent on social media in an average day.

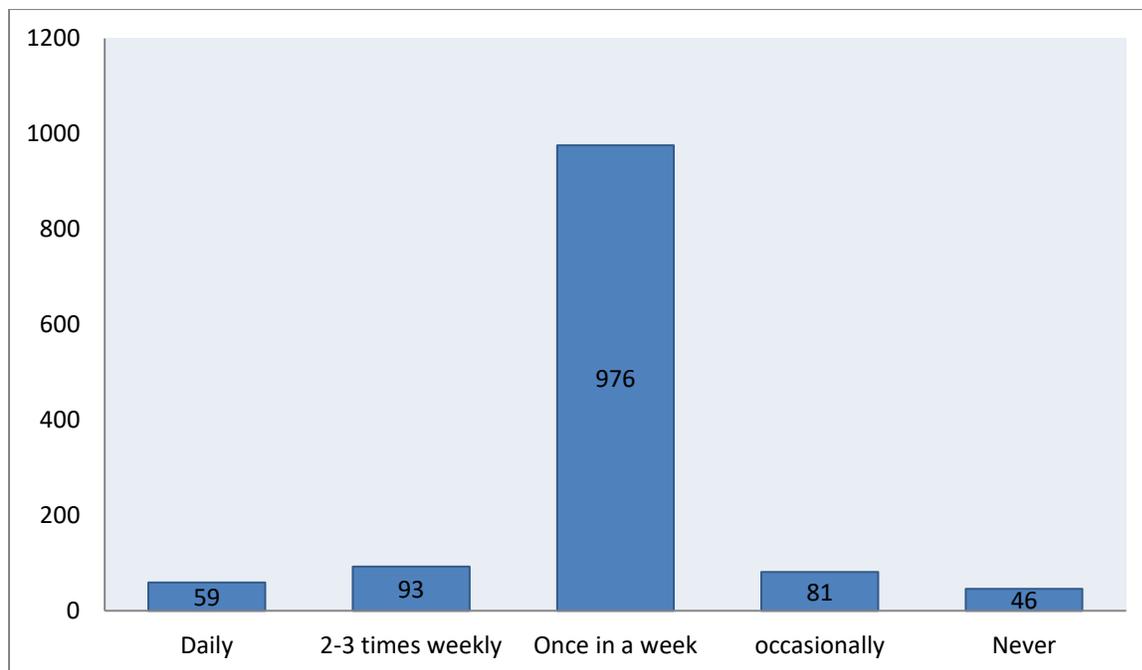
Time spent	Frequency	%age
LESS THAN 1hr	35	2.78
1hr -2hrs	284	22.62
MORE THAN 2hrs	934	74.42



Concerning the average time, respondents spend accessing social media sites. The Table 4, graph 4.1 reflect the position that the majority 934 (74.42%) of the respondents indicated they spend on the average more than 2hours on their preferred social media platforms. Also, 284(22.62%) of the respondents stated they spend 1-2hrs on social media whereas 35 (2.78%) of the respondents also noted they spend less 1hours on the internet accessing their preferred social media platforms. it can be concluded that PG students spend more between 2 hours of their day on the internet accessing social media platforms.

Table 5. How often students visit academic library to read or borrow books

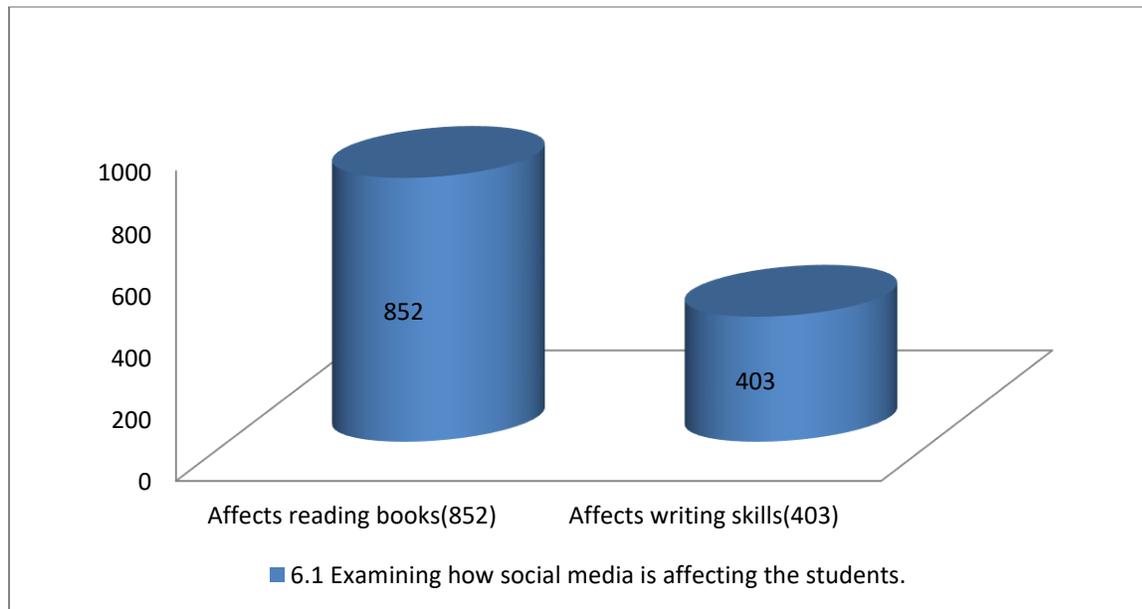
Frequency	Respondents	%age
Daily	59	4.70
2-3 times weekly	93	7.41
Once in a week	976	77.76
occasionally	81	6.45
Never	46	3.66



The Table 5 graph 5.1 indicates the visit to the library by respondents. 4.70% respondents were daily visitors of the library, 7.41% respondents 2-3 times weekly visit to the library and 77.76% respondents were visiting libraries at least once in a week. 6.45% respondents occasionally and 3.66% never visited university library because enough books of their interest were available on the internet and they were not interested visit their academic library.

Table 6. Examining how social media is affecting the students.

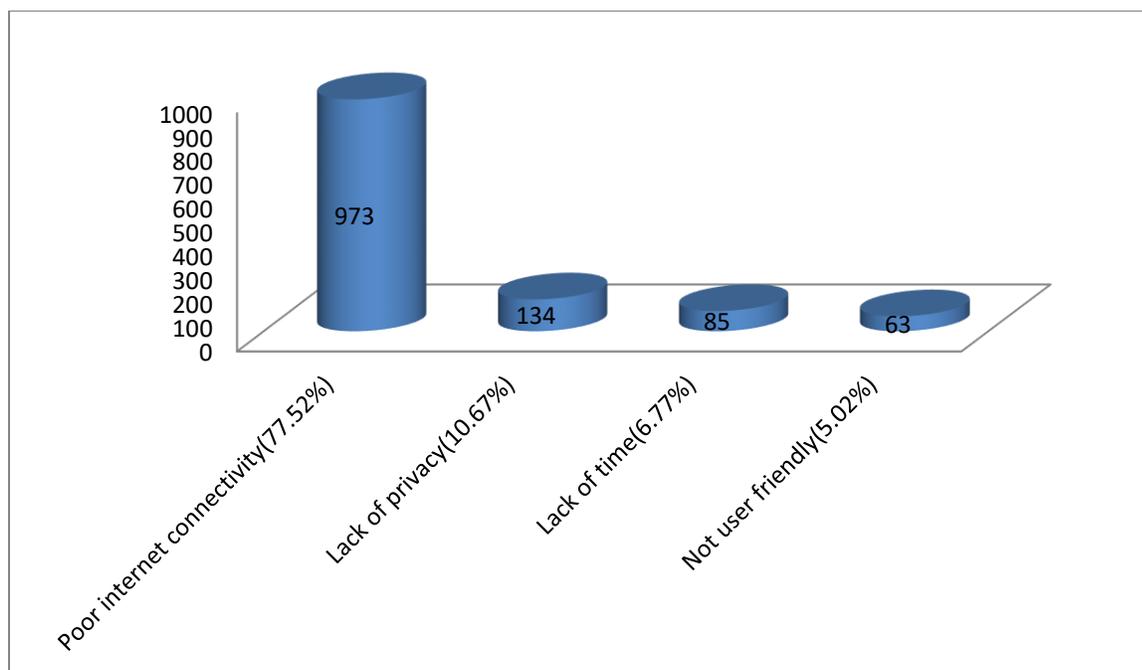
Reason	Frequency	Percentage
Affects reading books	852	68.89
Affects writing skills	403	32.11



It could be observed from Table 6, graph 6.1 that respondents were asked about how social media usage affecting them . Results show that more than half 852,(68.89%)of the respondents stated their reading periods gets affected by their tendencies to use social media platforms. However, 403(32.11%) of the respondents stated it has also affected their writing skills .

Table 7. Problems faced by PG students while using social networking sites

Problems	Respondents	Percentage
Poor internet connectivity	973	77.52
Lack of privacy	134	10.67
Lack of time	85	6.77
Not user friendly	63	5.02



The table 7 and graph 7.1 depicts the various problem faced by the respondents in using SNSs. The majority of the respondents 973 (77.52%) expressed poor internet connectivity, 134 (10.67%) respondents have privacy issues. There are 83 (23.05%) respondents that they are not facing any problem while using SNSs except 'Lack of Time 85(6.67%)'.

Table 8. The search for updates on the virus has pushed up readership for local and international newspapers

Newspapers		Respondents	Percentage
National	Times of India	970	77.29
	Greater Kashmir	220	17.52
	Hindustan Times	65	5.17
international	The Guardian	763	60.80
	New York Times	356	28.36
	Washington Post	136	10.84

Table 8. Amid the uncertainty about how bad the outbreak could get — there are now hundreds of thousands of cases in Kashmir , with the number of dead multiplying by the day —Kashmiri students appear to want few things more than the latest news on the corona virus. Among the biggest beneficiaries are local and international news sites, with huge jumps in traffic as people try to learn how the pandemic is affecting their hometowns. Respondents gave the following as their favorite and most visited national and international newspapers . Times of India 970 represents 77.29%, Greater Kashmir 220 representing 17.72%, and The Guardian 763 representing 60.80%, and New York Times with 356 representing 28.36% respectively. The analysis shows that Times of India and The Guardian are the most favorite and most visited newspapers.

Data collected from Interviews

The positive aspects of social media

While virtual interaction on social media doesn't have the same psychological benefits as face-to-face contact, there are still many positive ways in which it can help you stay connected and support your wellbeing.

Social media enables you to:

- Communicate and stay up to date with family and friends around the world.
- Find new friends and communities; network with other people who share similar interests or ambitions.
- Join or promote worthwhile causes; raise awareness on important issues.
- Seek or offer emotional support during tough times.
- Find vital social connection if you live in a remote area, for example, or have limited independence, social anxiety, or are part of a marginalized group.
- Find an outlet for your creativity and self-expression.
- Discover (with care) sources of valuable information and learning.

The negative aspects of social media

Since it's a relatively new technology, there's little research to establish the long-term consequences, good or bad, of social media use. However, multiple studies have found a strong link between heavy social media and an increased risk for depression, anxiety, loneliness, self-harm, and even suicidal thoughts.

Social media may promote negative experiences such as:

Inadequacy about your life or appearance. Even if you know that images you're viewing on social media are manipulated, they can still make you feel insecure about how you look or what's going on in your own life. Similarly, we're all aware that other people tend to share just the highlights of their lives, rarely the low points that everyone experiences. But that doesn't lessen those feelings of envy and dissatisfaction when you're scrolling through a friend's airbrushed photos of their tropical beach holiday or reading about their exciting new promotion at work.

Fear of missing out (FOMO). While FOMO has been around far longer than social media, sites such as Facebook and Instagram seem to exacerbate feelings that others are having more fun

or living better lives than you are. The idea that you're missing out on certain things can impact your self-esteem, trigger anxiety, and fuel even greater social media use. FOMO can compel you to pick up your phone every few minutes to check for updates, or compulsively respond to each and every alert—even if that means taking risks while you're driving, missing out on sleep at night, or prioritizing social media interaction over real world relationships.

Isolation. A study at the University of Pennsylvania found that high usage of Facebook, Snapchat, and Instagram *increases* rather decreases feelings of loneliness. Conversely, the study found that reducing social media usage can actually make you feel *less* lonely and isolated and improve your overall wellbeing.

Depression and anxiety. Human beings need face-to-face contact to be mentally healthy. Nothing reduces stress and boosts your mood faster or more effectively than eye-to-eye contact with someone who cares about you. The more you prioritize social media interaction over in-person relationships, the more you're at risk for developing or exacerbating mood disorders such as anxiety and depression.

Cyberbullying. About 10 percent of teens report being bullied on social media and many other users are subjected to offensive comments. Social media platforms such as Twitter can be hotspots for spreading hurtful rumors, lies, and abuse that can leave lasting emotional scars.

Self-absorption. Sharing endless selfies and all your innermost thoughts on social media can create an unhealthy self-centeredness and distance you from real-life connections.

Findings and Conclusions.

The study was conducted to examine the Usage of Social Media Among Post-graduate Students of Kashmir university .The study revealed that majority of the respondents 615(49%) use social media to share information. As a result they visit their social media sites spend on the average more than 2hours spend 934 (74.42%) on their preferred social media platforms . The findings of this study highlight both the positive and negative aspects of social media . The positive effects are that the use of social media makes respondents keen to share information (49%) with anyone. However, the negative aspect is that students 852, (68.89%) stated that their reading periods gets affected by their tendencies to use social media platforms. Social media technologies are used to share information of general nature, academic information/material, and chatting with friends. Since social media has become a vital component of the daily life of the students, the study accordingly concludes that social media should be used prudently, not only to stay in touch with family and friends but must be used reasonably as a vital information source and conducting academic activities. Time spent on social media must also be reduced to enable students to improve their reading culture since it will consequently enhance their general academic performance.

This investigator reviewed and synthesized extensively related literature of social media and some factors of mental health. The relation between usage of social media and depraved mental health determines the significance of the topic. Social media usage have dangerous effects for younger generation because problems related mental health which gets developed during young period can act as an epidemic for any individual throughout the life. The significance of continual enquiry and examination on this construct can't be overstated. Present literature reflects the deprived association between usage of social media and mental health of younger generation and also demonstrates the significance of present topic. It is clear that adverse effects of social media usage obligate propounded consequences for present generation especially for younger ones. The literature reviewed in various section of present paper elucidates the substantial value of association between social media usage and mental health problems of present era; also present paper illuminates the complexity of relationship. Present Paper offers an insight in the complex

connection of social media usage and mental health problems of younger generation. These problems can be identified as online harassment, depression, sexting/texting, stress, fatigue, loneliness, decline in intellectual abilities, cyber bullying, emotion suppression and lack of concentration. These all things directly or indirectly effects on mental health of younger generation. Literature summed so far reveals that younger generation operates susceptibly. As a confronting population of the present era, younger generation is experiencing emerging stage of life and is at higher risk of serious mental health problem. To reduce these risks proper steps should be taken like information and counseling sessions can be structured at schools and colleges. A proper awareness movement can be organized to understand the effects of usage of social media on mental health on younger generation. The social networking sites should be constrained to certain age limit. Any social media application that has not positive effect like discrimination, violence and racism etc. should be dissolved at once completely.

References

- Pedrero-Esteban LM. Social networks' engagement during the COVID-19 pandemic in Spain: health media vs. healthcare professionals. *Int J Environ Res Public Health* 2020; **17**: 5261.
- Jordan SE, Hovet SE, Fung IC, Liang H, Fu K, Tse ZTH. Using Twitter for public health surveillance from monitoring and prediction to public response. *Data (Basel)* 2019; **4**: 6.
- Shah Z, Surian D, Dyda A, Coiera E, Mandl KD, Dunn AG. Automatically appraising the credibility of vaccine-related web pages shared on social media: a Twitter surveillance study. *J Med Internet Res* 2019; **21**: e14007.
- Sinnenberg L, Buttenheim AM, Padrez K, Mancheno C, Ungar L, Merchant RM. Twitter as a tool for health research: a systematic review. *Am J Public Health* 2017; **107**: e1–8.
- Steffens MS, Dunn AG, Wiley KE, Leask J. How organisations promoting vaccination respond to misinformation on social media: a qualitative investigation. *BMC Public Health* 2019;
- Baker, L., Wagner, T. H., Singer, S., & Bundorf, M. K. (2003). Use of the Internet and e-mail for health care information: Results from a national survey. *Journal of the American Medical Association*, *289*(18), 2400–2406. doi:10.1001/jama.289.18.2400 PMID:12746364
- Harris, J. M. Jr, Novalis-Marine, C., & Harris, R. B. (2003). Women physicians are early adopters of on-line continuing medical education. *The Journal of Continuing Education in the Health Professions*, *23*(4), 221–228. doi:10.1002/chp.1340230505 PMID:14730792
- Powell, J. A., Darvell, M., & Gray, J. A. M. (2003). The doctor, the patient and the world-wide web: How the internet is changing healthcare. *Journal of the Royal Society of Medicine*, *96*(2), 74–76. doi:10.1177/014107680309600206 PMID:12562977

Patt, M. R., Houston, T. K., Jenckes, M. W., Sands, D. Z., & Ford, D. E. (2003). Doctors Who Are Using E-mail With Their Patients: A Qualitative Exploration. *Journal of Medical Internet Research*, 5(2), e9. doi:10.2196/jmir.5.2.e9 PMID:12857665

Murray, E., Bernard, L., Pollack, L., Donelan, K., Catania, J., Lee, K., & Turner, R. (2003). The Impact of Health Information on the Internet on Health Care and the Physician-Patient Relationship: National U.S. Survey among 1,050 U.S. Physicians. *Journal of Medical Internet Research*, 5(3), e17. doi:10.2196/jmir.5.3.e17 PMID:14517108

Arroll, B., & (2002). Use of information sources among New Zealand family physicians with high access to computers. *The Journal of Family Practice*, 51(8), 706.

Kumar Anil & Kumar Rajinder. (2013). Use of Social Networking Sites (SNSs): A study of Maharishi Dayanand University, Rohtak, India. *Library Philosophy and Practice*. Retrieved from <http://digitalcommons.unl.edu/libphilprac/1000>

Mansour, E. (2012). The role of social networking sites (SNSs) in the January 25th revolution in Egypt. *Library Review*, 61(2), 128–159. doi:10.1108/00242531211220753

Thanuskodi, S. (2011). Reading Habits among Library and Information Science Students of Annamalai University: A Survey. *International Journal of Educational Sciences*, 3(2), 79–83 doi:10.1080/09751122.2011.11890011