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A Descriptive Study to Assess the Usage of Social Media and Its Impact on Lifestyle Among Adolescents at Selected Schools of Bagalkot

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Abstract	Original Research Article

Background: There is a Saying that "focus on how to be social, not how to do social." Its means focusing on genuine connection, empathy, and meaningful interaction, rather than just "doing social" activities like attending parties or small talk, which often focus on performance or obligation. Usage of social media impact on people mentally and physically that drain their activity of day-to-day life. ***Methods:*** Non experimental approach with descriptive correlation survey research design was used for the study to accomplice the objectives. Social networking usage questionaries scale and social networking addiction scale on lifestyle. A sample of 120 adolescents as selected by stratified proportionate random sampling technique. The data collected and analyzed using descriptive and inferential statistics. ***Results:*** Assessment of usage of social media among adolescents reveals that the majority (85%) of the adolescents had a moderate usage, (15%) of adolescents who had a high usage and no any adolescents had a low usage of social media. Assessment of the social media impact of the adolescents revels that majority (70.83%) have moderate impact, (25%) of adolescents who had higher impact and (4.16%) of adolescents had a low impact of social media. A negative correlation (-0.235) found between usage of social media and its impact on lifestyle. The finding regarding association between usage of social media of adolescents with their selected socio demographic variables shows that significant association was found between social media usage and sex, father of occupation (X^2=0.0434), (X^2=0.0358). Their is no significant association was found between social networking addiction scale on lifestyle and social networking usage questionarie with their socio demographic variables. ***Conclusion:*** The overall findings of the study revealed that there was a negative correlation found between social media usage and its impact on lifestyle among adolescents.
Keywords: Adolescents, assess, lifestyle, social media usage, socio demographic variables.

INTRODUCTION

"India is the third biggest country in the world with the high social media website is common among the activity of today's children and adolescents. Any website that social interaction is considered as social media that includes face book, twitter, Skype, and video sites like YouTube and blogs. Social networking sites like Facebook, twitter etc are diverting the students from their studies and bring different lifestyle among adolescents [1].

Social media is defined as "online platforms used by people to share their ideas, opinions, experiences, and perspectives through various messages or images and to communicate with each other" (Eraslan, 2018; Üstündağ, 2022). The social media environment not only enables online communication but also allows individuals to create and share content for information and entertainment purposes (Infante & Mardikaningsih, 2022) [2].

Many adolescents now own devices with internet access (such as iPads, Smartphones, and video game consoles) which enable them to go online from anywhere and at any time. Social media has become one of the main forms of communication among teens and it now plays an integral role in their lives. Social media refers to any websites that allow for social interaction and the exchange of ideas (O'Keefe & Clarke-Pearson, 2011) [3].

OBJECTIVES OF THE STUDY:
1. To assess the usage of social media.
2. To assess the usage of social media and its impact on lifestyle.
3. To find out the correlation between the usage of social media and its impact on lifestyle.
4. To find out the association between the usage of social media and its impact on lifestyle with their selected socio-demographic variables.

MATERIALS AND METHODS:
Non experimental approach with descriptive correlation survey research design was used for the study to accomplice the objectives. Social networking usage questionaries scale and social networking addiction scale on lifestyle

Participants: Sample consist 120 students studying in BVVS higher secondary school of Bagalkot.

Sampling technique:
The stratified proportionate random sample technique was used to select the sample. There were 120 students' adolescents with 13 to 17 years who are in the school.

DESCRIPTION OF DATA COLLECTION:
SECTION 1: SOCIO DEMOGRAPHIC FACTORS:
The socio-demographic data consists of information about people; age, sex, religion, year of education, father's educational status, mother's educational status, father's occupation, mother's occupation, family income, type of family and area of residence.

SECTION 2:
It consists of social networking usage questionnaire with 19 items to assess the usage of social media and its impact among adolescents

SECTION 3:
It consists of social networking addiction scale on lifestyle with 21 items to assess the impact of social media usage on lifestyle among adolescents.

Data Collection:
Data collection was done for 15 days 20/8/25 to 4/9/25 at selected schools of Bagalkot. A formal permission was obtained from the principal of shri BVVS institute of nursing sciences Bagalkot. Then permission was obtained from the headmaster of Bagalkot high school.

Variables of the study
Three types of variables were identified in the study. They are as follows.

STUDY VARIABLE 1: Usage of social media among adolescents.

STUDY VARIABLE 2: Impact of social media onlifestyle among adolescents.

SOCIO-DEMOGRAPHICAL VARIABLES:
Socio-demographic variables in this study includes age, sex, religion, year of the education, father's education, mother's education, father's occupation, mother's occupation, family income, type of family and area of residence.

Statistical analysis:
The obtained data were statistically examined in terms of the objectives of the study using descriptive and inferential statistics. A master sheet was prepared with responses given by the study participants. Frequencies and Percentage was used for the analysis of demographic data, and Karl-Pearsons correlational coefficient was used to determine significance of correlation between perceived usage of social media and its impact on lifestyle among adolescents. The Chi square(x^2) test to find out the association between socio demographic variables andof social media and its impact on lifestyle among adolescents.

RESULTS:
Part 1. Description of Socio- demographic variables
It Depicts that the majority (55%) of adolescents were in the age group of 15-16 years, 13-14 years followed by this 45% of adolescents, null of adolescents were in the age group of 17 years. Depicts that the majority 62.5% of adolescents were male, followed by this 37.5% of adolescents were female involved in this study null of adolescents in the transgender. Depicts that the majority 67.5% of were Hindu, followed by this 32.5% of adolescents where Muslims are involved in this study, null of adolescents were in the Cristian and other religion. Depicts that majority 40.83% of adolescents were in the 9th standard followed by this 34.17% were in the 7th standard and 25% were in the 8th standard involved in this study. Depicts that the majority 36.67% of father's primary education followed by 35.83% were in the secondary education and 14.17% and 13.33 were in the no formal education and graduation and above respectively. Depicts that the majority 39.17% were in the mother's primary education and 25.83% were no formal education and 22.5% and 12.5% were in the secondary education and graduation and above respective. Depicts that the majority 28.33% were in the agriculture and private employee, 21.67% were in the government employee, 13.33% and 8.33% were in the labour worker and business respective. Depicts that the majority 62.5% were in thehousewife,11.67% were in the labour worker, 10.83% were in the government employee, 8.33% and 6.67% were in the private employee and agriculture respectively. Depicts that the majority 40.83% were in

the Rs. 10001- Rs.20000, 31.67% were in the Rs. 20001 and above and 27.5% were in the below Rs. 10000. Depicts that the majority 63.33% were in the nuclear family, 36.67% were in the joint family and null of adolescents were in the extended family. Depicts that the majority 53.33% were in the rural area and 46.67% were in the urban area.

Part-2

Assessment of usage of social media and its impact on lifestyle among adolescents at selected schools of Bagalkot.

Section A: assessment of usage of social media and its impact on lifestyle among adolescents.

Table 2.1: assess the usage of social media and its impact on lifestyle among adolescents at selected schools of Bagalkot based on social networking usage questionaries.

Category	Range of score	Number of respondents	Percentage %
High	64-95	18	15%
Moderate	32-64	102	85%
Low	0-32	0	0
Total		120	100%

Assessment of usage of social media of adolescents reveals that the majority 85% of the adolescents had a moderate usage, 15% of adolescents who had a high usage and no any adolescents had a low usage of social media.

Section B: Table 2.2; Mean, SD and Mean percentage of usage of social media score.

SI. No	Usage of social media variables	Max score	Mean average	SD	Mean%
1	Assessment of usage social media	95	56.20	1.29	59.16%

Section A: assessment of usage of social media and its impact on lifestyle among adolescents.

Table 2.3: assess the usage of social media and its impact on lifestyle among adolescents at selected schools of Bagalkot based on social networking addiction scale on lifestyle.

Category	Range of score	Number of respondents	Percentage %
High	99-147	30	25%
Moderate	50-98	85	70.83%
Low	1-49	5	4.16%
Total		120	100%

Assessment of the social media impact of the adolescents reveals that majority 70.83% have moderate impact, 25% of adolescents who had a higher impact and 4.16% of adolescents had a low impact of social media.

Section B: Table 2.4; Mean, SD and Mean percentage of social media impact on lifestyle score.

SI. No	Usage of social media variables	Max score	Mean average	SD	Mean%
1	Assessment of social media impact on lifestyle among adolescents	147	84.56	1.88	57.52%

PART:3 Correlation between usage of social media and its impact on lifestyle among adolescents.

Parameter	Value
Pearson correlation coefficient (r)	-0.235
r2	0.05522
P- value	0.009778
Covariance	-31.8316
Sample size	120
Statistic	-2.6263

In this study the outcome of the Pearson correlation suggested that there exists a non- significant negative relationship between the usage of social media and its impact on lifestyle. R= -0.235, P= 0.009778

PART -4:

Table 4.1: Association between usage of social media and its impact on lifestyle among adolescents of social networking usage questionaries and socio-demographic variables.

SI no	Sociodemographic	Chi square	d/f	P Value	Significance
1	Age	3.3	4	0.5089	Not significant
2	Sex	9.83	4	**0.0434**	Significant
3	Religion	1.22	6	0.9759	Not significant
4	Year of education	17.9	6	0.0065	Not significant
5	Father education	11.72	6	0.0685	Not Significant
6	Mother education	8.27	6	0.219	Not significant
7	Father occupation	16.5	8	**0.0358**	Significant
8	Mother occupation	6.79	8	0.5595	Not significant
9	Family income	4.2	4	0.3796	Not significant
10	Type of family	1.43	4	0.839	Not significant
11	Area of residence	0.42	2	0.8106	Not significant

*P<0.05 {significant

Table 4.2: association between the usage of social media and its impact on lifestyle among adolescents at selected schools of Bagalkot based social networking addiction scale on lifestyle and socio demographic variables.

SI no	Sociodemographic	Chi square	d/f	P Value	Significance
1	Age	0.68	1	0.4096	Not significant
2	Sex	1.68	4	0.7943	Not significant
3	Religion	0.54	6	0.604	Not significant
4	Year of education	0.62	6	0.9961	Not significant
5	Father education	4.55	6	0.6027	Not significant
6	Mother education	7.97	6	0.2403	Not significant
7	Father occupation	4.95	8	0.7629	Not significant
8	Mother occupation	0.36	8	1	Not significant
9	Family income	2.66	4	0.6162	Not significant
10	Type of family	1.91	4	0.7523	Not significant
11	Area of residence	3.39	2	0.1836	Not significant

*P<0.05 {significant}
D/f = degree of freedom α = 0.0
*=significant
NS = not significant "P" is <0.05

DISCUSSION:

This chapter discusses the major findings of the study and reviews them in relation to findings from the results of other studies.

The present study was conducted to evaluate the effectiveness of descriptive on usage of social media and its impact on lifestyle among adolescents. To achieve the objectives of the study with an evaluative approach was adopted. The sample was selected by simple random sampling technique. The small comprised of 120 adolescents and the data were collected from them before and after the administration of descriptive.

The percentage wise distribution of adolescents' students studying in BVVS school of Bagalkot scores reveals that out of 120 students, highest percentage (85%) were found with moderate usage of social media. The moderate percentage (15%) were found with high usage of social media. Then the 0% were found with the low usage of social media. The overall usage of social media score mean was 50.20 with mean percentage 59.16% and SD=1.29 The percentage wise distribution of adolescents' students studying in BVVS school of Bagalkot scores reveals that out pf 120 students, highest percentage (70.83%) were found with moderate impact of social media. Moderate percentage (25%) were found with high impact of social media. Then lowest percentage (4.16%) were found with the low impact of social media, respondents (5). The overall impact of social media on lifestyle score mean was 84.56 with mean percentage 57.52% and SD= 1.88.

The findings of the present study are consistent with the study conducted by M Kavita, P Lokesh, B Shridevi, D Deepika, C Muthu Laxmi a descriptive study to assess the impact of social media platforms on mental wellbeing among collage at selected collage in Chennai. The result shows that, with regards to the

demographic characteristics were in the age group 17-18 years while 21.6% (65) of the participants were in the age group 19-20 years, 20% (60) of the participants were in the age group 21-22 years and 28% (86) of the participants were in age group 22-23 years. Most of the respondents have been male students 57.6% (173) and female were 42.3% (127). Level of educate 33.3% (100) were 1st year, 15% (45) were 2nd year, 29% (87) were 3rd year and 22.6% (68) were 4th year. Money spends on internet 32.6% (68) were Less than 500 rupees, 40.6% (122) were 500-1000 rupees and 26.6% (80) were More than 1000 rupees. Types of phones used 46.3% (130) were android, 21.3% (64) were IOS 2% (6) were button phone and 33.3% (100) were windows.

The findings regarding association between usage of social media among adolescents with their socio demographic variables shows that, sex of the adolescent students ($x2 = 9.83$, $P > 0.05$) and father's occupation ($x2 = 16.5$, $P > 0.05$) of adolescent students were found to be significant.

Finding of the present study are consistent with the study conducted by Gonul Gokcay, Saliha Esra Eryilmaz, Feyza Kucuk, the impact of social media addiction on healthy lifestyle beliefs in adolescents' part of turkey. The result showsthat, the mean age of adolescents was 14.44 ± 2.62 and their body mass index was 20.16 ± 3.72. Adolescents scored 14.43 ± 2.63 on the social media addiction scale and 55.23 ± 16.80 on the healthy lifestyle belief scale. Social media addiction explains 8.9% of the total variance in healthy lifestyle beliefs. An increase in social media addiction was found to have a statistically significant effect on healthy lifestyle beliefs. The model established for the impact of age, weight, height, and BMI added to social media addiction on healthy lifestyle beliefs was significant, and the explanatory power of the model was 11.6%.

Limitations:
The study was confined to adolescent students in specific selected schools of Bagalkot which imposes limits on generalizations. The study is limited to 120 sample only. The structured questionnaire was used to collect the data, which restricted the respondents in providing adequate information on usage of social media and its impact on lifestyle.

CONCLUSION:
The study concludes that most of students were moderate usage of social media, but the impact of social media will be higher among adolescents. Hence, it is important to create awareness regarding social media usage and its impact on lifestyle and improve the quality of life among adolescents.

Conflict of Interest: The authors declare no conflict of interest.

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