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TOPIC

Analysis the increase in use of social media among young adults during this pandemic

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INTRODUCTION

In the first few months of 2020, information and news reports about the coronavirus disease (COVID-19) were rapidly published and shared on social media and social networking sites. While the field of infodemiology has studied information patterns on the web and in social media for at least 18 years, the COVID-19 pandemic has been referred to as the first social media infodemic. However, there is limited evidence about whether and how the

social media infodemic (excessive information) has spread panic and affected the mental health of social media users.

The ongoing global pandemic of COVID-19 caused by a novel coronavirus (SARS-CoV-19) has a significant impact on individual lifestyle. Due to policies to limit the spread of the virus, such as the "shelter-in-place" order, people, willing or not, are undergoing a transition from offline to online activities. In addition to remote work or remote learning, many people spent increased time on social media

(SM), such as Facebook and Twitter, which could satisfy their need for disaster-related information, entertainment as well as interpersonal communication. Despite the undeniable advantageous role that SM plays in an emergency like COVID-19, escalations in the use of SM are likely to bring about addictive social media use (SMU). Addictive SMU is defined as excessive and compulsive use of social platforms. As a specific form of Internet addiction, addictive SMU entails six core components of a behavioral addiction model

including being unduly concerned with or spending too much time on SM (salience), using SM to regulate negative emotions or forget personal problems (mood modification), feeling an urge to invest more time on SM to attain the same level of pleasure (tolerance), feeling uncomfortable, restless, and irritable when prohibited from SM for a time (withdrawal), causing harm to work, life and interpersonal relationship due to SMU (conflict), trying to give up SMU but cannot manage it (relapse). It should be noted that additive SMU has not

been formally recognized as a psychiatric disorder, though its definition is in line with diagnostic addiction criteria. Recent studies have suggested the increased tendency of Internet addiction following the pandemic onset. However, little is known about the influence of COVID-19 on the development of addictive SMU as well as the underlying mechanisms. People often resort to media use in response to daily hassles and stressful life events. In their stress and coping theory, Lazarus and Folkman differentiated two types of

coping strategies that people normally adopted to manage stress. One is problem-focused coping (i.e., engage in behaviors that could help solve problems) and the other is emotion-focused coping (i.e., regulate emotional responses to the problem without affecting the actual presence of stress). When confronted with challenges created by COVID-19, people are likely to turn to SM for both problem-focused coping (e.g., browsing health-related information) and emotion-focused coping (e.g., venting emotions for mood management,

joining online communities for social support). SM also promoted collective coping by becoming a venue for survivors to express feelings, document traumatic events, and reconstruct meaning in the aftermath of natural disasters. However, the reliance on SM for coping is not only associated with benefits. For example, recent research described that increased Internet use when coping with stress posed by the COVID-19 pandemic did not effectively enhance well-being among older adults. Although trauma-induced stress could be

temporarily alleviated by certain online activities, it has the potential to lead to excessive SMU (Social Media Use). Both cross-sectional and longitudinal studies have established a positive link between daily stress and addictive Facebook use. So far, however, there has been little discussion about the relationship between disaster-specific stress and addictive SMU. Along with the above theories and findings, it is therefore hypothesized that people who experience greater stress related to COVID-19 are at greater risk of addictive SMU.

Active use is a potential mediator explaining the effect of COVID-19 related stress on addictive SMU. Active use refers to activities that facilitate direct exchanges with others (e.g., commenting on posts of friends, tagging, "liking," posting a status update, sharing pictures or videos), while passive use involves activities, such as browsing news feeds or viewing posts of others without any direct exchanges. By differentiating the two types of SM activities, prior research suggested that active use could be beneficial in terms of enhancing social

connectedness, subjective well-being and reducing loneliness. However, active use could be excessive when it is motivated to compensate for psychosocial problems. Following the theory of basic psychological needs, it might be possible that individuals who experience considerable stress related to COVID-19 (e.g., infection, quarantine) may feel that their basic psychological needs (i.e., autonomy, capacity, and relationships) are not satisfied and thus turn to active use of SM to compensate for their unmet needs. On the other hand, active SMU, such as broadcasting

has been proved to be positively associated with addictive Facebook use. However, there are no studies that directly tested the mediating role of active use in the relationship between COVID-19 stress and addictive SMU.

Flow could be another antecedent of addictive SMU. Flow is a concept of positive psychology, which refers to a state of concentration that is so focused that people find themselves deeply absorbed in that activity. The state of flow is intrinsically self-reinforcing, in which people can experience feelings of joy, pleasure,

and satisfaction and therefore can be motivated to repeat the ongoing activities. Researchers integrated the concept of flow into online activities. In the media context, it has been suggested that flow experience resulted from repetitive behaviours through a desire to maintain positive feelings could raise the frequency and intensity of media consumption, and therefore, results in addictive behaviours. In line with this notion, previous studies proved that flow was a positive predictor of Internet addictive symptoms, Internet gaming disorder, and

addictive Facebook use. Therefore, it seems plausible to hypothesize that flow is positively associated with addictive SMU.

As reviewed above, both active use and SM flow are associated with addictive SMU. Moreover, it is suggested that flow appears when people are engaged in SMU activities with characteristics of social interaction, such as communicating with others and receiving instant feedback. Therefore, it is reasonable to posit that SM flow mediates the relationship between active use and addictive SMU (i.e.,

active use → SM flow → addictive
SMU). Previous studies on
narcissistic individuals indicated that
this pathway might possibly exist.

OBJECTIVES

- To find out, the role of social media in the global health crisis.
- To find, how social media played the role of social support and health information.
- To find, how might social media be helpful to young adults during this pandemic.
- To find, how might social media be harmful to young adults during this pandemic.
- To find out, how social media has affected the mental health of young adults during this pandemic.

METHODOLOGY

A scientific methodology is a system of explicit rules and procedures which claims for knowledge and evaluations are evaluated. It generally refers to the philosophy of the research process. This includes the assumptions and values that serve as rational for the research and the standards or criteria the researcher's methodology determines. Such factors as how he or she writes the hypothesis and what level of evidence is necessary to make the decision whether or not to reject a hypothesis.

RATIONALE OF STUDY

The study on " Analysis the increase in use of social media among young adults during this pandemic " focuses on the youth, and present an in-depth scenario into the impact that it portrays on the future of our country. As the youths are the backbone and the leading footsteps of the country, hence it is important to study the most vital part of their life i.e. Social Networking Sites (Facebook). This platform is the golden opportunity for the youths as they can gain and exchange knowledge,

find employment and be well connected to the outer world but on the other hand it becomes a new issue to the society to solve. The question of privacy and safety has been taken off from the people due to over exposure to social media. Participating and discussing the subjects of least importance is killing the creativity and time among the youths. So, this work is an effort to step forward towards understanding the "Increase in use of social media among young adults during this pandemic".

TYPE OF RESEARCH

Descriptive and Explanatory research has been used in this survey. Through descriptive study a brief interview of the respondents with a number of questions has been taken into account. Explanatory study has helped to connect to the ideas and understand the increase in the usage of social media portrays on the young adults during this pandemic.

SAMPLING METHOD

The universe is unknown hence, "snowball" and "convenience" sampling methods have been used for collecting the views of the respondents. Prior to getting access to 27 respondents, a pilot survey was conducted by the researcher to infer the number of people who could be contacted for eliciting opinions.

SAMPLING SIZE

The sample size in this research consisted of 27 respondents belonging within the age group of 16-57 years who are heavy users of social media and also adopters of advanced technological applications.

DATA COLLECTION METHOD

For the present study, method of data collection was the QUANTATIVE STUDY and where the research was conducted on a GOOGLE FORM for individuals who were asked to answer 16 questions. The survey was done using the online mode and the technique were "Questionnaire" was used as a tool of data collection to get a deeper insight and more information regarding the research.

LIMITATIONS OF THE STUDY

- The research work, specially the data collection procedure was required to be completed within a time constraint as a result of which an in-depth study of the topic could not be conducted.
- Due to social distancing constraints the survey was conducted in an online mode through google form. As a result of which an extensive research based on the responses of a greater numbers people in the society could not be conducted.

- The sample size was restricted to 27 respondents due to the time constraints. A greater sample size would help in showing a larger variation in the answer given by the respondents.

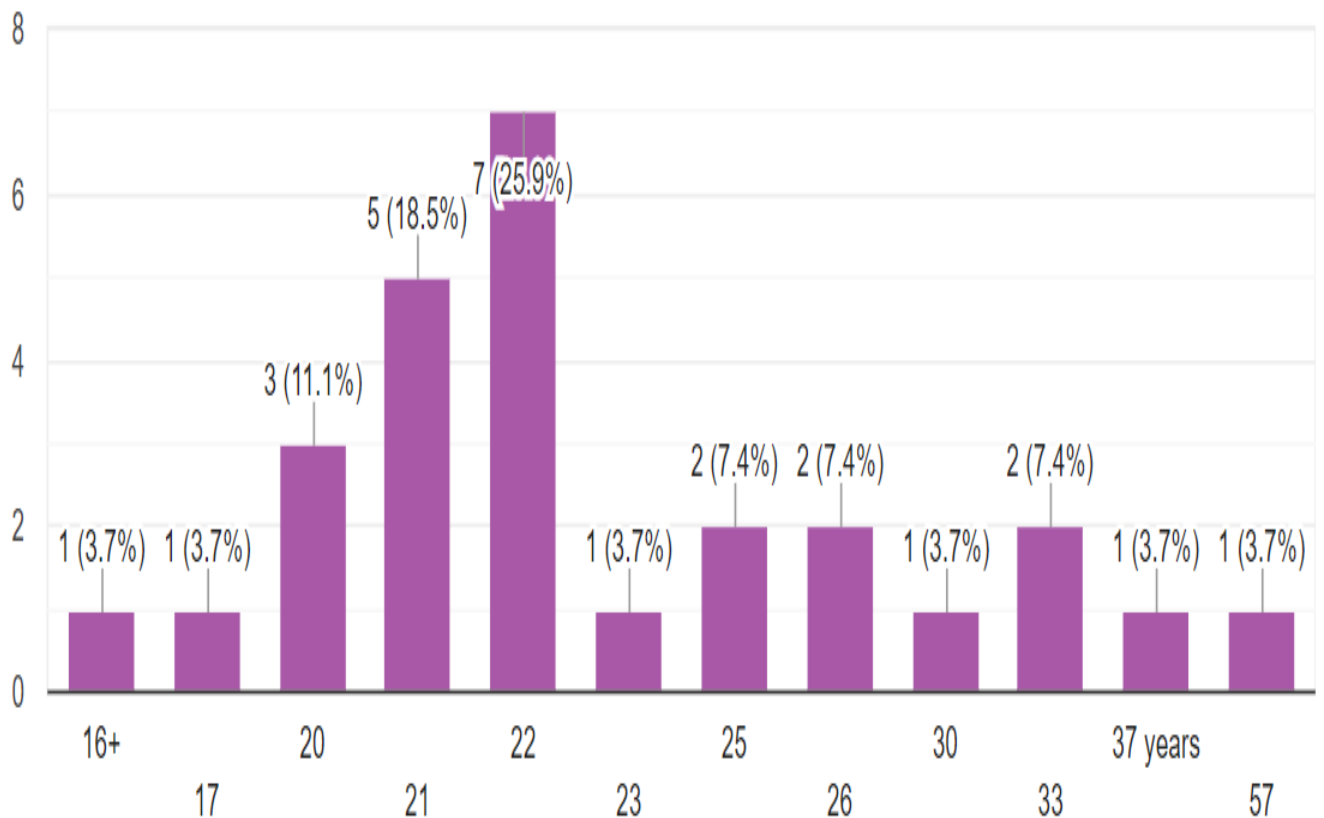
DATA ANALYSIS

In my research work, I have used questionnaire pattern, where my first question was about the "age". The age of my respondents were 16-57 years.

1. What is your age?



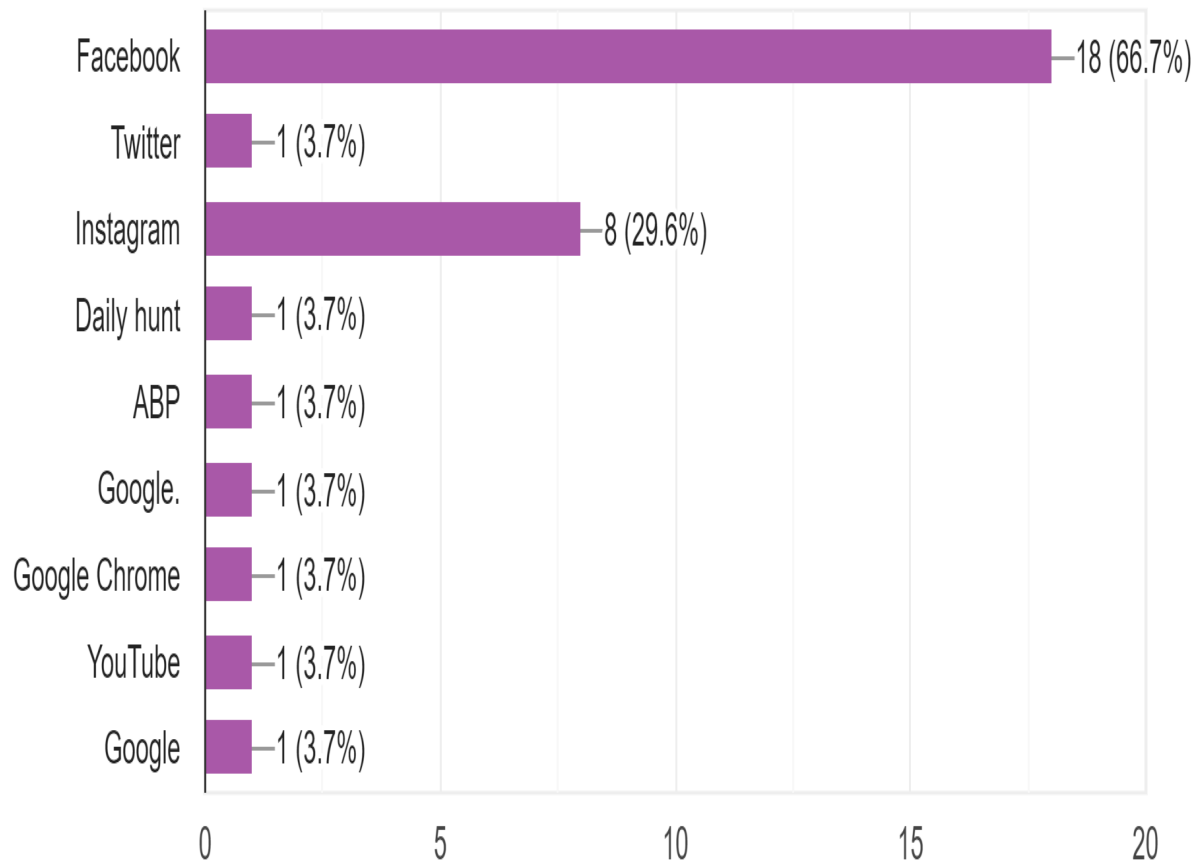
27 responses



My second question was "Which social media platform do you use to get news and information about COVID-19 during pandemic?", 66.7% of the total respondents has used Facebook and 29.6% of the respondents has used Instagram while the rest of them has used different social media such as ABP, Google Chrome, Daily Hunt & Youtube to get the news and information about COVID-19 during the pandemic.

2. Which social media platform do you use to get news and information about COVID-19 during pandemic?

27 responses



The third question in my research work was "What news topics have you mostly heard / seen / read on social media during the pandemic break?". Most of the respondents wrote about the fatal

COVID-19 disease, acute miseries and sheer distress hovering around every nook and corner of the country whilst sweeping away people to their graves obnoxiously. Some respondents mentioned that they have seen news topics like Death rate of the effected people, mostly about COVID cases and rising cost of essential things in our daily life.

3. What news topics have you mostly heard / seen / read on social media during the pandemic break?

27 responses

Covid 19

Covid-19

Mostly about Covid-19

COVID -19

Death

Covid cases

Covid, health

Death of peoples

Rising cost of essential things in our daily life

3. What news topics have you mostly heard / seen / read on social media during the pandemic break?

27 responses

24 ghonta

Acute miseries and sheer distress hovering around every nook and corner of the country whilst sweeping away people to their graves obnoxiously.

Politics

About Covid-19 disease

COVID-19

Regarding covid .

Death news

Covid 19 related news

KPop

3. What news topics have you mostly heard / seen / read on social media during the pandemic break?

27 responses

Death news

Covid 19 related news

KPop

Death troll

Seen

Topics like-hiw to wear proper mask, use os sanitizer, social distancing and so on.

Lockdown

Covid

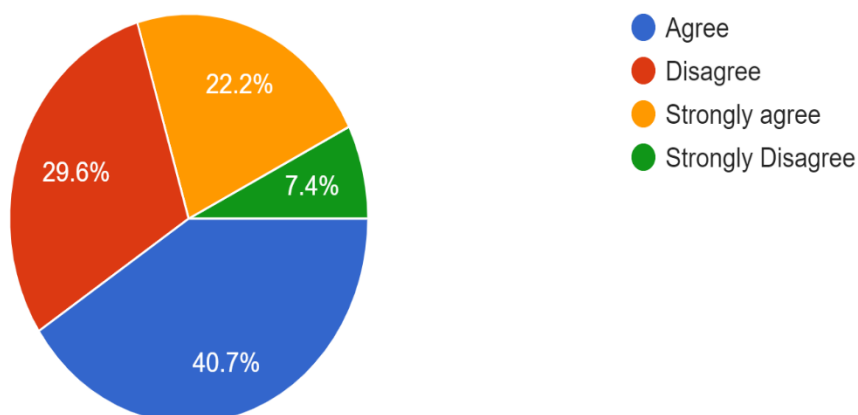
The increase in number of COVID cases and spread of Delta variant

My fourth question was "Do you think that publishing more news related to COVID-19 on social media has spread fear and panic among the people?".

40.7% of the respondents were AGREE, 29.6% were DISAGREE, 22.2% were STRONGLY AGREE and the rest 7.4% were STRONGLY DISAGREE.

4. Do you think that publishing more news related to COVID-19 on social media has spread fear and panic among the people?

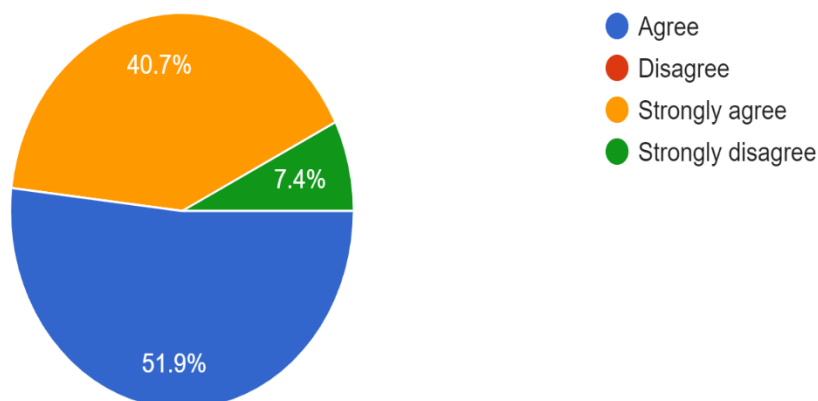
27 responses



My fifth question was "Do you think that publishing news related to COVID-19 on social media has been helpful among the people?". 51.9% of the respondents were AGREE, 0% were DISAGREE, 40.7% were STRONGLY AGREE and the rest 7.4% were STRONGLY DISAGREE.

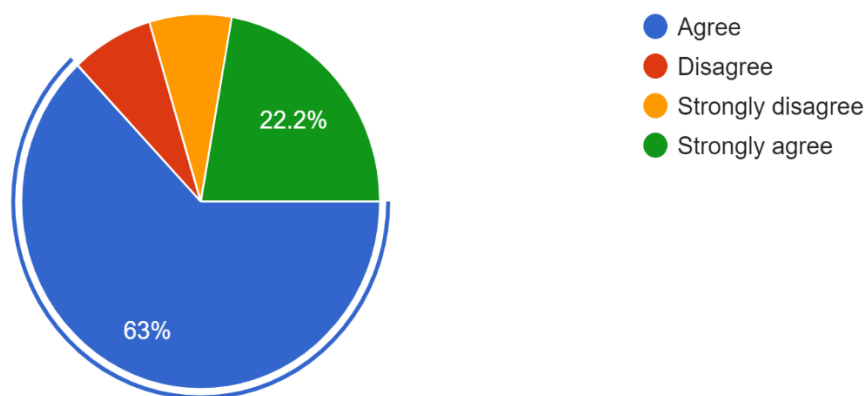
5. Do you think that publishing news related to COVID-19 on social media has been helpful among the people?

27 responses



My sixth question was "Do you think social media has played the role of social support during this pandemic break?". 63% of the respondents were AGREE, 7.4% were DISAGREE, 22.2% were STRONGLY AGREE and the rest 7.4% were STRONGLY DISAGREE.

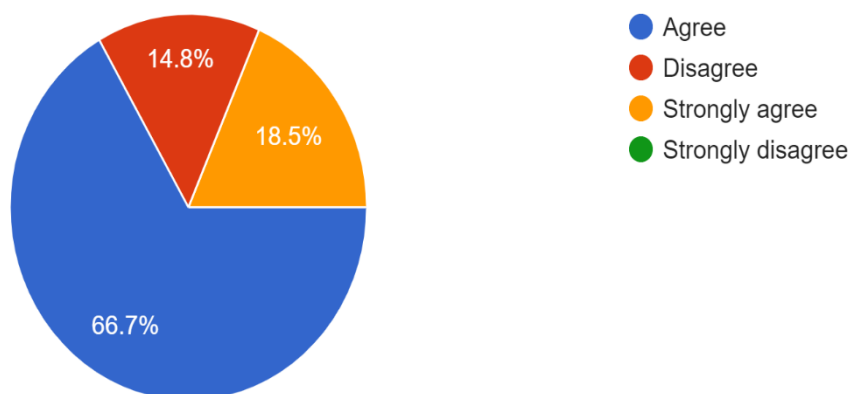
6. Do you think social media has played the role of social support during this pandemic break?
27 responses



My seventh question was "Do you think the Indian newsfeeds has increased the level of COVID-19 content during this pandemic break?". 66.7% of the respondents were AGREE, 14.8% were DISAGREE, 18.5% were STRONGLY AGREE and the rest 0% were STRONGLY DISAGREE.

7. Do you think the Indian newsfeeds has increased the level of COVID-19 content during this pandemic break?

27 responses



My eighth question was "What do you think that how social media played its role in the online classes during this pandemic break?". In this question, every respondent has given their different views. Some of the respondents have written that social media has played its role of helpfulness in the online classes while Some has written that social media has got no role in online classes conducted by the educational or vocational institutions other than being the only marketing platform for private organisations and other according to some respondents, social media (E-learning tools) have played a crucial role by helping students of schools and universities with the

facilitate learning during the closure of the education schools & universities, Whatsapp has been used a lot for posting study material of online class links to the students from the school end.

Without social media platforms like Google meet, Microsoft team app or any kind of video calling apps helped to continue the education through online classes though it becomes too difficult to understand the classes yet we know that something is better than nothing. Some of the respondents were not satisfied with the accommodation of online based education system in India.

8. What do you think that how social media played its role in the online classes during this pandemic break?

27 responses

Good

Help full

Yes,social media is helping every children for study purpose but it is like too much pressure for kids.

Good

All over fine

Entertainment

Helpful

Very well they helped us in many things.

..

8. What do you think that how social media played its role in the online classes during this pandemic break?

27 responses

According to my point of view social media has got no role in online classes conducted by educational or vocational institutions other than being the only marketing platform for private organisations.

Not satisfied with the accomodation of online based education system in India.

Without social media platforms like google meet, Microsoft teams app, or any kind of video calling apps help to continue the education through online classes

yes it play an important role for the students to continue there classes in online mode though it becomes very difficult to understand the classes but we know that something is better than nothing.

Due to internet connection , we have communicated with others during pandemic situation.

By providing enriching content

Great benefit

I have no social media, so I don't have any idea.

8. What do you think that how social media played its role in the online classes during this pandemic break?

27 responses

I have no social media, so I don't have any idea.

-

Yes

The E-learning tools have played a crucial role during this pandemic, helping the students of schools and universities with the facilitate Learning during the closure of schools and university.

Helpfull

In a Good Way

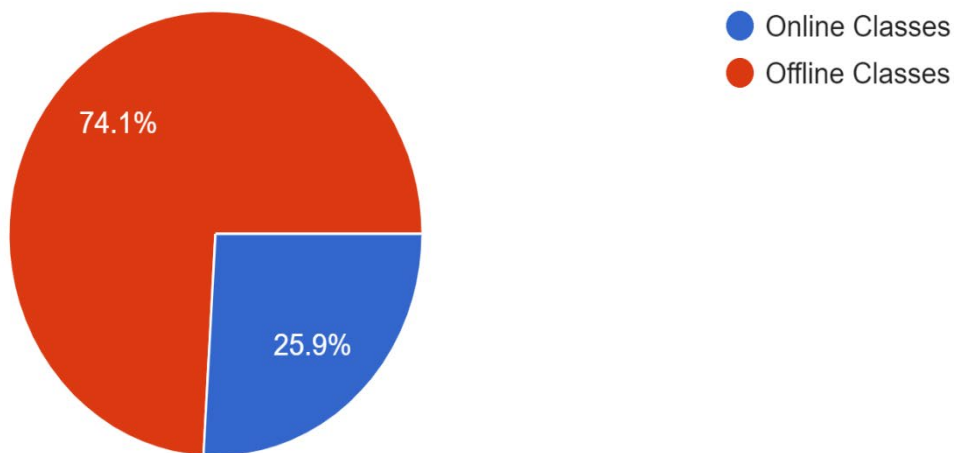
Too much

Whatsapp has been used a lot for posting of study materials and online class links to the students from the school end.

My ninth question was "What do you prefer more effective online classes or offline classes?" 74.1% agreed to the offline class and 25.9% agreed to the online class.

9. What do you prefer more effective online classes or offline classes?

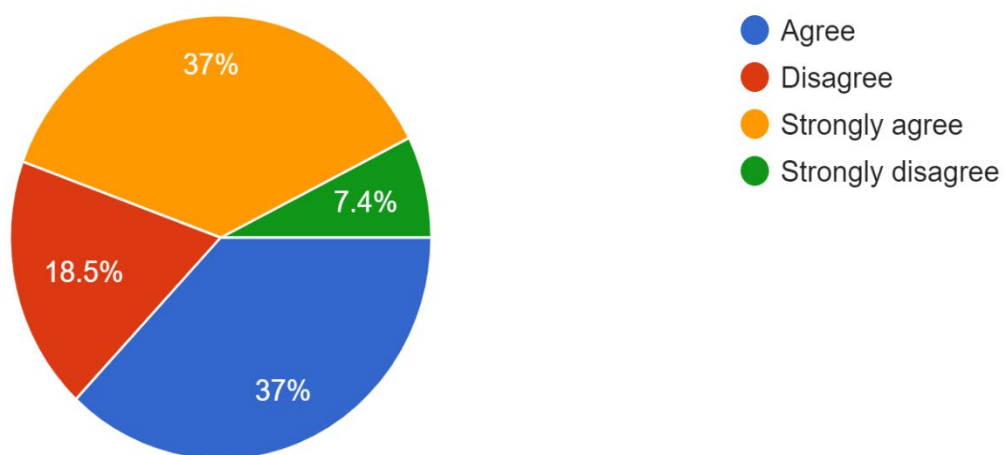
27 responses



My tenth question was "Do you think the online examinations are shattering the education system?". 37% of the respondents were AGREE, 18.5% were DISAGREE, 37% were STRONGLY AGREE and the rest 7.4% were STRONGLY DISAGREE.

10. Do you think the online examinations are shattering the education system?

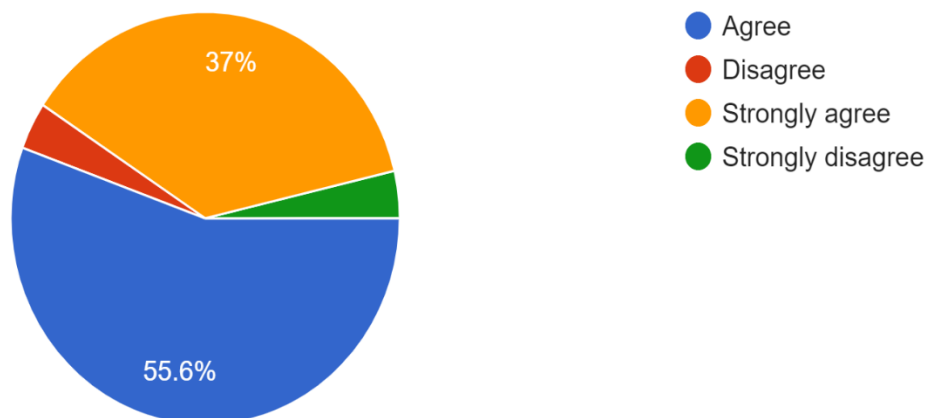
27 responses



My eleventh question was "During this pandemic have you increased in the usage of social media?". 55.6% of the respondents were AGREE, 3.7% were DISAGREE, 37% were STRONGLY AGREE and the rest 3.7% were STRONGLY DISAGREE.

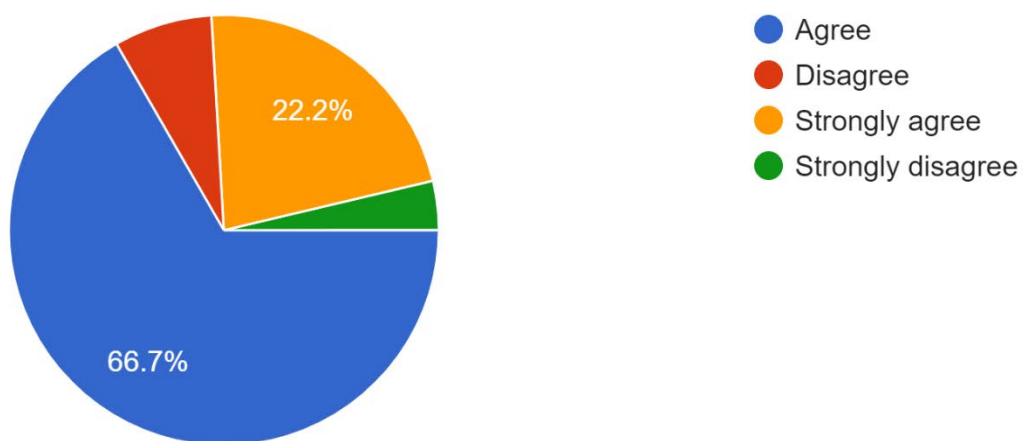
11. During this pandemic have you increased in the usage of social media?

27 responses



My twelvth question was "Do you think social media has entertained you to an extent during this lockdown". 66.7% of the respondents were AGREE, 7.4% were DISAGREE, 22.2% were STRONGLY AGREE and the rest 7.4% were STRONGLY DISAGREE.

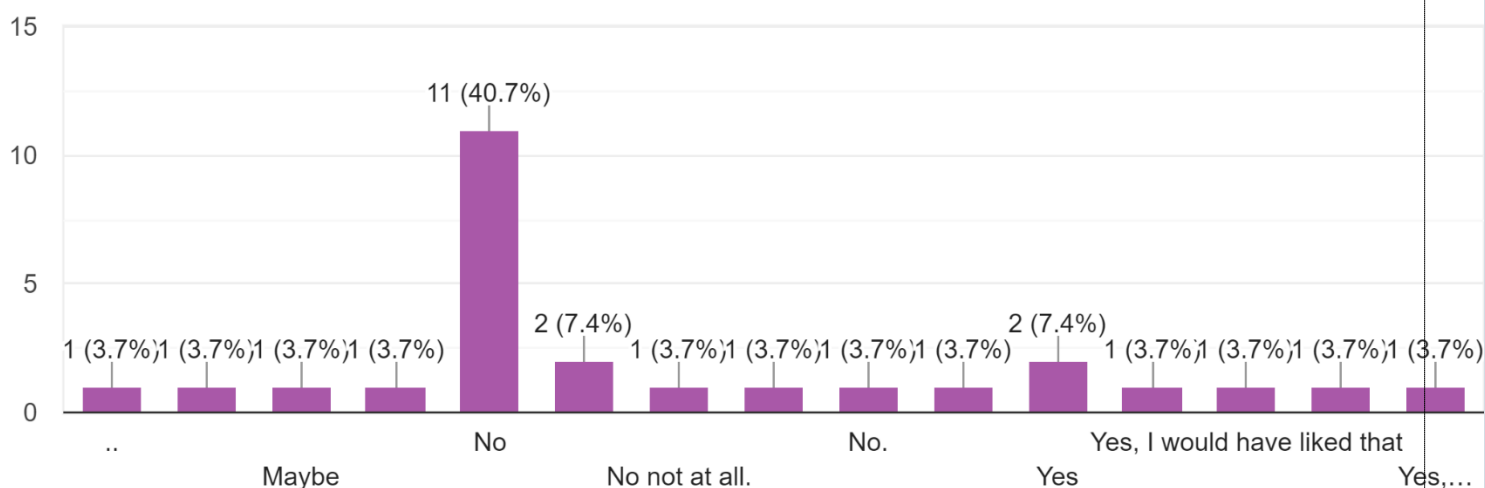
12. Do you think social media has entertained you to an extent during this lockdown
27 responses



My thirteenth question was "Can you imagine yourself in the lockdown without social media". 14.8% responded MAYBE, 62.9% responded NO and 22.2% responded YES to the fact that they can imagine their life in the lockdown without social media.

13. Can you imagine yourself in the lockdown without social media?

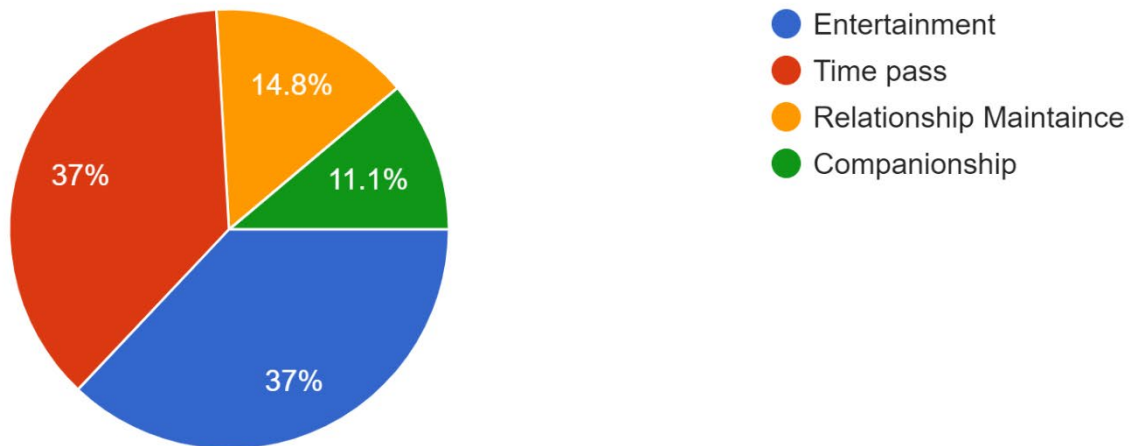
27 responses



My fourteenth question was "What are your common motives for social media use, particularly Facebook?". 37% of the respondents were Entertainment, 37% were Time pass, 14.8% were Relationship Maintenance and the rest 11.1% were Companionship.

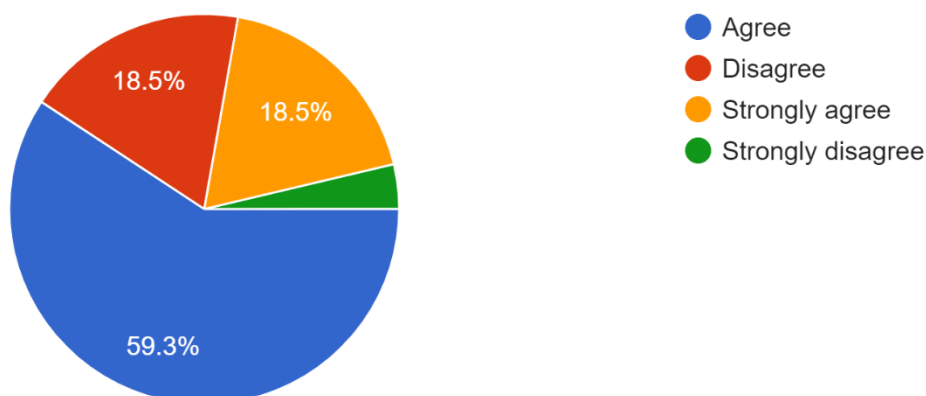
14. What are your common motives for social media use, particularly Facebook?

27 responses



My fifteenth question was "Do you think social media not only reshapes your mind but it also reshapes your relationships?". 59.3% of the respondents were AGREE, 18.5% were DISAGREE, 18.5% were STRONGLY AGREE and the rest 3.7% were STRONGLY DISAGREE.

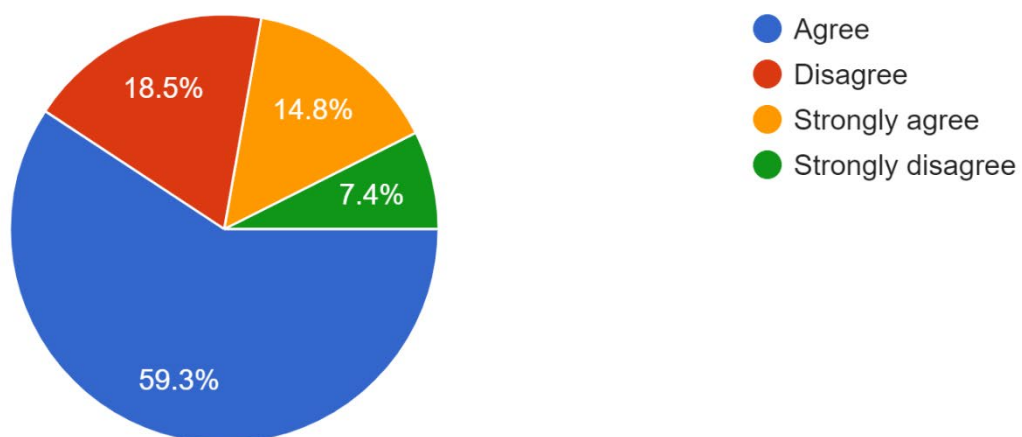
15. Do you think social media not only reshapes your mind but it also reshapes your relationships?
27 responses



My sixteenth question was "During this pandemic, do you think social media has become an addition to you?". 59.3% of the respondents were AGREE, 18.5% were DISAGREE, 14.8% were STRONGLY AGREE and the rest 7.4% were STRONGLY DISAGREE.

16. During this pandemic, do you think social media has become an addition to you?

27 responses



CONCLUSION

In sum, the study showed that COVID-19 stress was positively correlated with addictive social media use. Moreover, relationship between COVID-19 stress and addictive Social media use was significantly mediated by active use and social media flows both individually and combined. Individuals who experienced higher level of Covid-19 stress were at a higher risk of developing addictive Social media use as a result of active use and social media flow.

This research identifies that the excessive usage of social media content in the appearance of a global health crisis might be rewarding and useful to

obtain emotional, informational and peer-support. However, at the same time, it increases the toll on mental health.

The COVID-19 pandemic presents unique challenges for people in India and worldwide. Social media provides essential tools for the youths and young adults, access to COVID-19 et related resources autonomy and identity exploration, creative expression and social connection. Adolescence is a developmental stage in which these tasks particularly important. Thus, it is important to recognise the critical role that social media may have for young adults and the youths during physical distancing practice.

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