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"Influence of Social Media in Developing Social Anxiety: A Study of Kurukshetra University Students"

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ABSTRACT

In the present scenario students have modern ways to communicate with one another; they can interact easily through social media platforms. A lot of advantages and disadvantages of social media as one disadvantage is social anxiety. Social anxiety is the reason of hyper depression; it negatively effects physically, psychologically and increase complexity among students. These all causes are interlinked with social media. To study about the social anxiety among students, Social media needs to aware the youth about the harmful effects of it. The Purposive sampling technique was used; students were selected who are totally engaged with social media websites. The total numbers of 50 respondents of Postgraduate regular students of Kurukshetra University were selected for this study. The data collected through survey method. According to the research paper findings, there is no correlation between social media and social anxiety. Which means social media is not playing any crucial role in developing social anxiety among university students. Social anxiety may occur in situations, but in this research, social media don't develop the social anxiety among students. The purpose of this research paper is to find the relationship between social media and social anxiety. This study revealed that there is no connection between social media and social anxiety among the students of Kurukshetra University.

1. INTRODUCTION

The study of social anxiety among students of Kurukshetra University, Social media is a way of representing the ties that bind us in the form of relationships (Coiera .E.

2013). Social media has advantages and disadvantages, now here highlighted the social media disadvantage. Before social media, youth has never opportunities to bring their self-presentation to perfection. With the use of recent technology as they become more socialized. (Valkenburg M. P. 2017). In the case anything shares through media set its motive to aware the people. Most of the students are the target of anxiety.

In the present scenario youth is broad minded and they have several ways to the use of things, either these are negative or positive. The electronic media play a crucial role to develop social anxiety among students. Now we are more connected with the outer world and connect with a lot of people in the society. This communication introduces ourselves with the latest technology, we want to access. Social media are platforms which are socially used. The invention of the computer is to share of resources with others and the data also available in hard copy and take more space to store that is easy to store in soft copy through the computer. Communicate with others is also possible through web. This is stage of modern invention (Enrikson J. 1998). Social media has transformed mass communication from the monopoly of the multi-directional communication average of the customary mass media, e.g. (radio, television and printing press) to multi-directional communication where everyone can participate.

Anxiety is a persistent problem in multiple fields of study (Daniel .M. 2012). In 1980, SAD (social anxiety disorder) was legitimately documented as a psychiatric condition defined by an extreme fear and prevention of social situations, where there is probable for valuation or denial by others (Kashdan B. T. & McKnight, 2010). Depression is common now in youth and it has many reasons and all of those one of them is social media. Hesitate to communicate with others through face to face communication. Abilities are less to judge the people through their expressions. According to Saleem A. (2016)

Social anxiety is the blend of fear, anxiety and concern that people experience when they expect being unable to make a positive impression on others, particularly in meetings with strangers in public settings. Social anxiety is linked with the observation which comes dealing with others face to face interaction. (Donna J. June 2007) Social anxieties are based upon the feelings of vulnerability, restlessness, shyness or fears to interact with others, in this fast era, everybody becomes smart or in touch with others through technology but this technology prevent anxiety among youth. The production of 'social anxiety' between these groups which resulted in a tendency to the use of 'scapegoats' onto which troubling experiences were deep (Parton .N. 2018).

Social anxiety is the reasoning of depression, it effects physically and psychologically both and prevention of complexity, these all is interlinked. When we are not confident to talk everyone directly that have some psychological impacts which is psychologically have fear to talk with others Social interaction is when we meet with people or connect with people on the basis of some social needs.

When we meet with others, day by day our interaction becomes stronger, but when we are mostly involve in electronic media those who are nearest to us these are more far to us. The psychological impact is when a victim physically appears, but can't concentrate on work. Social anxiety refers to obstinate fears of circumstances involving social communication or social performance or situations in which there

is the probable for inspection by others (American Psychiatric Association, 1994). The use of electronic media to communicate with others for the sake of socializing yourself and well-known from the new developing world. Television, Radio and Internet are the examples of electronic media through which we are aware of the outside world. Television is most common device and use of Social media, people is spending most of their time for it. Most of the serials and social websites are playing on it and a huge amount of youth watches it.

Radio is not a later invention as well as Television, many of programs and stories are here through it. The Internet is also a source of Social media, but with the passage of time it is easier to access and the sharing of videos, movies and massages are far from just a click. The mobile phone is that device which is easy to asses for anyone, anywhere and the well known example of Social media, internet, movies each and everything available through it and students are well introduced from it and use it for each purpose.

Hypothesis
 1.How social media websites effects Social anxiety in the students?
 2.Is social anxiety in male more than female?
 3.Influence of Social media may likely develop social anxiety among students.
 4.Social anxiety may vary the lot of social websites use.

2. Literature review
Communication is possible through social websites those are connect us to the well known and unknown people. In 21st century is easy to access way to communicate with people. Social media gives us the path to communicate. (Yousfzai .A. 2016) In 2016 South Asia, including Pakistan has included in developing countries and the use of social media is becoming faster towards youth.

Facebook has 3 billion connections per day, goggle 2.5 billion connections per day. Now people owner of their own personal devices like mobile phone, laptops, tabs etc. (Tamyra .P. 2009) Social anxiety is changeable sometime it happening with the changes of moods, but social anxiety results become more extreme. Symptoms of social anxiety occur in social situations, those students faced the social anxiety they don't play any abnormal actions. It's happening in different situations.

According to **Lenhart** et al., **(2010)**, about 57% of social network users are 18-29 years old and have a personal profile on multiple social media websites. In a study by Pempek, Yermolayeva, and Calvert (2009), the amount of time spent daily on social network sites varied greatly. However, an analysis of the data indicated most participants spent approximately thirty minutes a day socializing, mostly during the evening hours between 9 p.m to 12 a.m students spent an average of forty seven minutes a day on Facebook. More than 50% of college students go on a social networking sites several times a day (Sheldon, 2008). Quan-Haase and Young (2010), found that 82% of college students reported logging into Facebook several times a day. Younger students tended to use Facebook more frequently than older students to keep in touch with friends from high school or from their hometown (Pempek et al., 2009).

Karpinski (2009) stated that social media has a negative association with students' academic performance which is much greater than the advantages derived through

the use of social media platforms. People around the globe have been addicted to the internet which has given rise to more students using social media more often than before. Nalwa & Anand (2003) advised and recommended that those who are addicted users love to use the internet to set back their personal and professional responsibilities in which the final outcome is poor academic performance. It was highlighted in the finding of Karpinski (2009) that social media platforms (Facebook, watzapp etc) users usually devote lesser time to their studies has to compared to nonusers did and subsequently has lower GPAs. It was also mentioned by Karpinski, & Duberstein (2009), that among the major distraction of current generation that social media platform (such Facebook, Watzapp etc.) remains a major distractions. According to Kubey, Lavin, and Barrows (2001), there is a correlation between academic performance and the dependency on social media platforms.

According to **Junco** al et (2010), social media are a collection of internet websites, services, and practices that support collaboration, community building, participation, and sharing". The growing dimension of the use of social media among the youth of today cannot be over emphasized. Over the years, social networking among second cycle students has become more and more popular. It is a way to make connection not only on campus, but with friends outside of school. Social networking is a way that helps many people feels as though they belong to a community. Due to the increased popularity of it, economists and professors are questioning whether grades of students are not being affected by how much time is spend on these sites (Choney, 2010).

San Miguel (2009), focused on the relationship between time spent on Facebook and the academic performance of students. The overall findings indicated "more time on Facebook equals slightly lower grades". In his study, the average facebook user had a GPA of 3.0 to 3.5, while the non facebook user had a GPA of 3.5 - 4.0. Also, the average facebook user study for 1 – 5 hours per week, while the non facebook user would study 11 – 15 hours per week Enriquez (2010), revealed that students who multi-task between social networking sites and home work are likely to have 20% lower grades than a student who does not have a social networking site.

He believes that even running a social networking site on the background on a student's PC while studying or doing homework could lower a student's grade. He believes that "the problem is that most people have Facebook or other social networking sites, their e-mails and may be instant messaging constantly running in the background while they are carrying out their tasks" Choney (2010), in looking at the time spend on facebook and its effect on academic performance said a user of Facebook has an average "GPA of 3.06, while non users have an average GPA of 3.82".

According to (**Fuchs .C. 2017**) a human is social according to social theory, for living in a society human need to be social now in modern time connected through modern technology, internet. If anybody connected electronic devices without internet, connectivity is not possible they have ideas but its sharing with others is not possible. The process of perceiving is a social activity and these activities develop social relations. There are several ways of information as likely several ways of social networking. People say that all media is not social such those which

through connect with others is social media. Ray Tomlinson sent the first email one to another computer in 1971. Media is social but all types of media is not social, example: if anyone plays a game alone (use of media but not social), if play an online game with someone else (that is social activity). Communication is a necessary part of our life.

Jeong (2005) observed that internet addiction is significantly and negatively related to students' academic growth, as well as emotional attributes. Seo (2004) confirms Jeong statement when he opined that the negative influence of internet is only on excessive users and not on all users. Rather (2013, p. 69) avers that: the social platforms which are being used today with great desire and enthusism have altered the way of using internets in this modern age by defining online tools and utilities which allow users for communication, participation and collaboration of information online.

Influence of social media in developing social anxiety
The Social media plays significance part in the development of society. The use of social media is reason of less confidentiality among youth. Social anxiety fended off personality development towards social development. Both Male and female, experience the social anxiety through online communication social websites. The social media play a part to moderate the society.

Social media also pay a part in prevention of social anxiety. Most of students engage with electronic devices. They are interacted with each other through the use of Social media. The face to face or verbal communication is rare now they are connected with lots of people through video calling. Social media is helping to provide the information another hand it discloses those things which are not good for youth, young minds. It develops less confident in them. They can't interact with each other through facial expressions and they can't judge the people.

We communicated more than two people or a group of people at the time with other hand, we become far from our close relationships. Those who are nearest to us these are more far more us now. The student spends a lot of their time on mobile. Reactions and interaction directly with others often induce anxiety in people distress from social anxiety. By using social media, social anxious youngsters can avoid direct reactions of others and thereby reduce or prevent occurring anxiety.

3. Research Methodology
Kurukshetra University is one of the reputed university of India. It established in 1956, the University is providing higher education to over half a million students on the campus and its affiliated colleges. By virtue of its commitment to excellence, the University has been awarded A+ Grade by NAAC. For our research purpose a sample student selected from the Kurukshetra University. The Total numbers of questions were 16 and they were depending on these:
1. To know about how many students use social media for communication.
2. How much time spends on social media?
3. How socialize, they are through social media.
4. If they are facing any social anxieties with the use of social media?
5. Is confidence level lower with the social media?
6. Is there hesitation to communicate with others?

Sampling

A purposive sampling technique was used to collect the data and students were selected those engage with social media. All students were engaged with social media. The total numbers of respondents were 50 and all from different department of Kurukshetra University. The 26 respondents were male and 24 were female in the age group of 21 to 25.

Research Tool

Interview schedule was prepared for the purposes of data collection. All of the questions were closed ended. The closed ended questions reduced the possibility of failure and ambiguity to understand the questions. A tool for data entry and its analysis was SPSS and all results from the data entry and of analysis came from there.

4. Results

Table 1 Independent sample t-test applies. Is social media developing social anxiety?

Independent Samples Test								
		Levene's Test for Equality of Variances		t-test for Equality of Means				
		F	Sig.	T	Df	Sig. (2tailed)	Mean Diff.	Std Error Diff
Social Anxiety	**Equal variance Assumed**	.254	.602	-1.879	49	.066	-1.51	.808
	Equal Variance Not assumed			-1.881	45.794	.066	-1.51	.808

Table 1, assumed that male and female have non-significant differences in Social anxiety

Table 2: Correlation between Social Media and Social Anxiety

Correlations		Social Anxiety	Social Media
Social Anxiety	**Pearson Correlation**	**1**	**-.094**
	Sig. (2tailed)		**.514**
	N	**50**	**50**
Social Media	**Pearson Correlation**	**-.094**	**1**
	Sig. (2tailed)	**.514**	
	N	**50**	**50**

Table 2, indicates that there is no relationship between Social media and Social anxiety

Table 3 Mean and standard deviation value of male and female in social anxiety

Group Statistics					
Social Anxiety	**Gender**	**N**	**Mean**	**Standard deviation**	**Standard error mean**
	Male	**26**	**16.7308**	**2.878**	**.5640**
	Female	**24**	**18.2500**	**2.842**	**.5791**

Table 3:
Mean value of male 17.73 and female 19.25 on social anxiety do no different significantly.

4. Findings
In this research paper the researchers found that the use of social media positively correlated with social anxiety. In this research paper there is no correlation between social media and social anxiety. Which means social media is not play any part to developing social anxiety among students.

5. Conclusion
Social media now is a part of our daily lives, and fact is that it also effects on us. This study is helpful to find out level of social anxiety exist in students of Kurukshetra University. It depends social anxiety exist on higher level or minimum. This study is conducting to know either social media influence student's lives. It found that less confidentiality is also a reason of social media. Social websites through which youth interact to known or unknown people may raise social anxiety. The aim of this study to know about the impacts of social media on students. Social anxiety may occur in different situations but this research paper shows that social media is not developing any social anxiety among students. There are many reasons behind this research but on the basis of results we conclude that social media is in approach of every student either it is for the purpose of study or for the purpose of other social networking. Social anxiety also exists in society but they both are not interlinked according to this study.

6. Recommendations
The given sample shows there is no relationship between social anxiety and social media, if the sample size increases the results might be changed. Social websites provide us ever type of data. University is providing the facilities of internet they must ban the social networking sites.

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