



Impact of Digital Networking Media on Day to Day Interpersonal Relationships of Youth

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Abstract. Human interaction with each other at different gathering, events, meeting etc. make them social and connected. With increase of digital platforms most of this interaction transformed to virtual environment, this has a great impact on human life. As such platforms are active in last decade so youth segment is highly influenced. This paper study the impact of these platforms on day to day life of the young ones who are in college. A survey was done on with the help of questionnaire that help to understand the interpersonal relation of youth with family and relatives. Apart from this, study finds the engagement time of youth and its impact on the relations. Paper has proposed a comparing output on the basis of gender, age, etc. for the learning of social media influence. Results shows that use of social platforms are good for limited time only but over use reducing the family bonding and irritation.

Index Terms: Interpersonal Relationship, social media, Youth Engagement.

I Introduction

Social media has evolved into a core information center, comprising two major categories: print and non-print media. Print media refers to information transmitted by tangible materials such as mail, newspapers, magazines, and daily publications in the context of this topic. Non-print media, on the other hand, includes information obtained from sources such as radio, television, and social media platforms such as Twitter. The importance of the media is emphasized as a powerful tool for molding global viewpoints, attitudes, and knowledge. Social media goes beyond information broadcast to provide a way for individuals, particularly students, to interact online or through social contacts. This connection-building include social interactions in which individuals produce, communicate, and exchange information and ideas in a variety of situations such as surroundings, schools, companies, homes, and communities [1]. The effect of social media crosses geographical boundaries, promoting connection through diverse mediums such as photographs, videos, and music.



The increasing popularity of social networking sites is directly related to the widespread usage of smartphones. Smartphones are widely used for a variety of reasons, particularly among students, resulting in a doubling in cellphone ownership over the last year [2]. According to [3,] barely one out of every ten people maintain their social networks only using mobile devices. Parents' concern about their children's possible distraction from academics as a result of excessive time spent on platforms such as Facebook is a common subject, particularly among college students who devote substantial time to social media [4].

Despite the benefits and opportunities provided by social media for young people, such as access to information, expanded social networks, and the opportunity to practice social skills, concerns have arisen about potential addiction and ineffective online presence management among today's youth. As a result, the purpose of this study is to investigate the influence of social networking sites on teenagers and to determine the platforms that they prefer.

Our major goal in this study is to investigate the association between social media use and academic accomplishment. Given the abundance of research on the use of social networking sites in educational settings, it is critical to determine if these platforms have had any discernable influence on students' engagement and academic achievement.

II. Related Work

According to [6,] Mahevish et al. did a study to investigate the relationship between social media use and university students' physical and mental well-being. Gender and academic year were characteristics considered in the study. After removing participants with pre-existing psychiatric problems, 119 answers were analyzed from a pool of 146. The data revealed a significant association between social media use and mental health across all individuals (correlation coefficient = 0.30, $p = 0.001$), showing that greater consumption had a detrimental influence on mental health. When the study was stratified by gender, males had a non-significant connection ($p = 0.21$), but females had a significant correlation (correlation coefficient = 0.32, $p = 0.01$), indicating a deleterious influence on their mental health. Similarly, there was a substantial link between social media usage and physical health among pre-clerkship students (correlation coefficient = 0.34, $p = 0.001$), but not among clerkship students. In summary, the study shows that social media use has a negative impact on the physical and mental health of university students, particularly among females and throughout academic years.

Sharma et al. investigated the influence of social media on academic performance of students with extraversion and introversion personalities in [7]. The research included a comparison of education levels (post-graduate and undergraduate) and gender (male and female). The study tried to discover particular social media characteristics that



influence students' academic performance, demonstrating a considerable gap in the impact of extraversion.

Saloni Gurung began a research in [8] to investigate the association between social media use, academic achievement, and interpersonal interactions among young adults. 102 undergraduate and postgraduate students were chosen using a purposive sample approach. The study looked at social media use as an independent variable, with academic achievement and interpersonal interactions as dependent factors. The results showed a minimal correlation coefficient value (.100 and .018), showing that variables other than social media use, such as attention span, learning material availability, and instructional techniques, may contribute to the observed outcomes.

In [9], Elantheraiyan.P and S. Shankarkumar examined the influence of social media on college students in Chennai, India. The study used a survey of 200 college students to identify four major themes: social media usage habits, impact on academic achievement, impact on mental health, and impact on interpersonal relationships. The findings highlighted both the good and negative effects of social media on students, emphasizing the need for future study and interventions to encourage responsible social media usage.

S. Vanithamani et al. researched the effects of social media on college students in Sullur, Coimbatore, India in [10]. The poll of 100 college students looked at social media usage habits, the impact on academic achievement, the impact on mental health, and the impact on interpersonal relationships. Similar to the Chennai study, the findings highlighted both good and negative consequences, underlining the need for more research and solutions.

Ustin et al. [11] examined and interpreted machine learning models based on Social Network Analysis (SNA) using the explainable artificial intelligence approach SHAP. The study aims to grasp numerous features of social networks and individual nodes on the social network VKontakte. The study looked at the influence of personal profile metrics and markers of interpersonal connection qualities on machine learning model predictions, addressing the difficulty of comprehending and explaining results from "black box" machine learning approaches.

III. Data Collection

In order to understand the social media impact a survey was conducted on graduate and post graduate students of multiple courses. To increase the survey strength a set of Google questionnaire was shared online by email, social media student groups, etc.

Participants Data

- Name
- Gender
- Course



- Age
- College: Metro/ Urban/ Rural
- Family: Metro/ Urban/ Rural
- Living: Hostel/ Personal/ Family

Questionnaire

1. Social digital profile platforms? (Facebook, LinkedIn, Instagram, X (Twitter), Whatsapp, ALL)
2. What influence to open social media? (Study, Connection, Entertainment, Posting)
3. What do you post? (Blog, Photo, Video)
4. Do you use paid accounts for escaping ads? (Yes / No)
5. Do you purchase any course for learning? (Yes/No)
6. Do you sale or willing to sale any course/service/product on these platforms? (Yes/No)
7. When you feel to open such platforms on mobile? (Alone/ Anytime/ Specific hours)
8. Do you share content with your friends? (Yes/No)
9. Interaction with family members? (Live/ Mobile)
10. How you spend Sunday/holidays (Mostly)? (Family/ Friends/ Outing/ Home)
11. Do you watch web series? (Yes/No)
12. Approximate time (in hours) you engage with phone in a day?
13. Mobile battery storage? (3000mh/ 4000mh/ 5000mh/ 6000mh or more)
14. Approximate talk time on mobile in a day? (2/ 3/ 4/ 5/ 6/ 7 or more)
15. When you sleep at night ? (10/ 11/ 12/ 01/ 02)?
16. How frequently you change digital profile images? (Every day/ week/ month/ events)

Collection of this primary data was done in 35 days from different mediums (Email/posting/friends/etc.). Some of fields were remain blank by the participants some are filled by irrelevant answers. Dataset has total 320 participants from graduation field and 274 participants from post-graduation field. It was found that social group based posting gives us maximum reply.

IV. Results and Analysis

By using association rule [12, 13] some of patterns were extract from the dataset. As dataset has participant data and questionnaire data hence based on that few important patterns were identified.

Table 1 shows that family live interaction of male candidates is lower as compared to female candidates. This might be due to most of female candidates take nearby family colleges. But out of that mobile interaction percentage in both gender is higher. Further table 1 shows that graduate students are more attach with family as compared to



post graduate students. So over time uses of mobile and distance between family reduces the strength of family relations.

Table 1 Gender and course base family interaction percentage.

Participant	Questionnaire	Live	Mobile
Male	Family Interaction	37.33	62.67
Female	Family Interaction	42.4	57.6
Graduate	Family Interaction	55.19	44.81
Post Graduate	Family Interaction	34.68	65.32

Table 2 Course based mobile use pattern and its impact on sleeping habits.

Participant	Questionnaire	Mobile Use Time (hours)		
	Sleep	3	5	7
Graduate	10	7.56	10.08	5.67
	11	4.56	12.61	13.56
	12 and above	5.22	10.45	30.29
Postgraduate	10	5.43	11.79	7.43
	11	2.34	14.48	16.78
	12	2.94	12.34	26.47

Table 2 shows that graduate and post graduate students having late night sleeping habitats have high mobile use time. This late night sleeping directly affects the health and relations. In case of post-graduation students this percentage get increases.

Table 3 Living location based mobile use pattern and its impact on sleeping habits.

Participant	Questionnaire	Mobile Use Time (hours)		
	Sleep	3	5	7
Rural	10	6.78	9.04	10.12
	11	6.12	8.54	12.89
	12 and above	8.44	9.89	28.18
Urban/Metro	10	2.39	8.89	14.37
	11	1.39	9.38	23.06
	12	1.45	7.88	31.19

As per the location of living students table 3 shows sleeping night pattern that has highly impact in urban and metro cities as compared to rural areas. It was found that proposed survey has finds that people in rural area has also late night sleeping pattern just because of mobile uses. So interpersonal relation get affected by over uses of screen time.

Table 4 Gender based mobile platforms opening habits.

Participant	Questionnaire	Mobile Use Time (hours)		
	Sleep	3	5	7
Male	Alone	12.1	17.71	33.04
	Anytime	4.77	8.08	8.99
	Specific Purpose	3.45	5.09	6.77
Female	Alone	14.15	17.68	32.95
	Anytime	5.36	7.34	9.89
	Specific Purpose	2.13	4.61	5.89



Table 4 shows that female candidate uses more mobiles when they are alone without any reasons as compared to male. It was found that specific purpose base mobile users are very less in both cases. So mobile feel to open and check status is very common on all set of people. This reduces the physical presence.

V. Conclusion

Human is a social animal that is depends on the relations and for that connection is very important either verbal or text or visual. Social sites is good medium to build and maintain the connection, but now it turns to addiction platforms. So this study reveals impact of social media platforms on college students interpersonal relations. Paper has done a survey with an objective to finds the interaction time of student with mobile and its uses pattern. It was found that most of scholars are addicting attached with mobile from graduation to post graduation age. Further metro/urban students are badly using these that directly affects their bonding with others and health. In future scholar can do survey with working professional, house wife, etc. As these studies help government to start some policy on the use of such platforms.

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