

Why Do People Use Social Media So Often? What are the Contributing Factors? Is Loneliness One of the Major Contributing Factor?

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ABSTRACT

Nearly a decade ago, there were no major social media platforms, but during last 10 years, there has been major increase in the number of social media sites and users. On the other hand, depression, loneliness, anxiety, etc. are also becoming widespread and common among teenagers and youths of our country. According to a WHO report, 36% of the Indian population is suffering from depression, majority of them are between age 6 to 25. So, this research has been carried to find out the contributing factors among youths and teenagers for the frequent usage of mainly three social media apps: WhatsApp, Facebook and Instagram. The data was collected through a questionnaire. The sample population was 100 college going students. Through the study it was found that 65% of the participants use all the three social media apps. 29% of them used it as a tool for the expression of their thoughts, while 27% of them used it to keep in touch with their loved ones.

Keywords: *Social Media, Loneliness, College students, anxiety*

Nowadays social media has become a very integral part of all our lives. It is not only a platform through which people can connect to each other, but it has become a platform for all the means ranging from infotainment, entertainment, education, politics, etc. The world is becoming smaller and smaller through social media. Social media is highly useful for branding and advertisement. It keeps you updated about the people living miles away and makes you feel their virtual presence. It is also very helpful in building big communities. It also helps people to take surveys and conduct research, provides people to express their emotions and makes you meet like-minded people. It is very helpful for mass invitations, building strong networks and marketing of different products through its pages. Social networking sites help a lot in many different fields, but just as it has its multiple advantages, it has some major drawbacks also such as, lack of privacy and threat of personal information leakage, kids also start using it from an early age which results in lower grades, causes health issues such as weak eye sight, obsessiveness, cyber bullying, people spend more time online and less time face to face, narcissism, rumors get spread instantly, trick people by

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making them download malicious software, etc. Since social media has multiple facets, the purpose of usage also varies person to person. According to one statistic, there were total 142.23 million social network users in India and it is expected to reach 258.27 million by 2019. So, day by day people are starting to use social media and spending more and more time on it. So, finding the reasons and its implications on them as a person and at large in society and on national, international and humanitarian level has become important. Some people use it in a very healthy state of mind, whereas some use it because of their personal blocks and insecurities. These days, some of the diseases have started to emerge which did not exist in past. A wide range of disorders, majorly technology related, are likely to harm us. All such diseases come up as an inseparable part of modern lifestyle. Serious psychological as well as physiological diseases will occur in future because of over exposure to the social networking and technology. In such scenarios it becomes extremely necessary to find the fundamental root causes and alternatives to stop the damage which we can clearly foresee.

LITERATURE REVIEW

Dr. R. Mangaleswaran did a research on the topic, “Fulfilling Social Relationship Needs – A Descriptive Study on Users of WhatsApp” from Department of social work, Bharathidasan University, Tiruchirappalli, Tamilnadu on 8th December 2017. The objective of his study was to find if WhatsApp is used a tool to satisfy the belongingness and love needs, and to find the contributing factors to assess usage of WhatsApp and to spread awareness about decreasing the Usage of WhatsApp, using it as a tool to satisfy the needs of belongingness and being saved from getting into the traps of depression and consumption of the addictive’s. The hypothesis was to find the probable connection between urban and rural area people, permanent Residency and gender with the amount of time spent on WhatsApp. The study was done on several students of the Bharathidasan University. It was mainly focussed on 43 students of Master of Social Work Faculty. It was done through the medium of well-structured questions.

Through the results it was found that 30.2% of people used WhatsApp for 1 hour in a day, 20.9% used it for 2 hours a day, 18.6% people used WhatsApp for 3 hours in a day, 4.7% people used it for 4 hours a day, 20.9% people used it for 5 hours a day and 4.7% used it for 6 hours a day. So, the findings were: that people used WhatsApp for 2.79 hours every day on an average basis. 60.5% of the people believed that WhatsApp is beneficial for education and career purposes. 60.5% of them considered WhatsApp as less productive and disadvantageous as it leads us to wastage of time. 76.7% believed that WhatsApp is beneficial for gaining knowledge and+ information, whereas 18.6% considered WhatsApp disadvantageous as it harms academics and career at large. 48% people felt that WhatsApp is advantageous as it leads to building strong relationships. While 41.9% of the believed that access usage of it leads to dependency.

There are many purposes with which people use social media. It might be information seeking or entertainment or any other purpose. Need of social belongingness and affection can be taken as major contributing factors for the usage of WhatsApp, especially among the students. However, the mode and measure of usage lies in our control.

“Social Networking - A Study on Indian Youth” is a research done by Shivani Arora, an assistant professor at Shaheed Bhagat Singh College, Delhi University, New Delhi, which was published in 2014. Through the medium of this paper she has tried to find the effects of

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social media on the youths of India. The research was done on 150 students of Delhi University of an age group ranging from 17-23 years. Facebook and Twitter are the two social networking sites which have been mainly taken into consideration in this research. The objective of the study was to see if the youths were addicted to social networking sites and to recognize the ways of their usage. Social media as a platform for marketing was also one of the aspects of the research. The research was conducted through a detailed questionnaire. Since, students accessed social media through their phones and tablets every now and then, it was difficult for them to measure their usage in hours. So, the data presented in the paper is the approximate calculation given by the students. The main findings were: 38% of the students used social media for the time span of less than 1 hour, 31% of them used it for 1-2 hours, 9% of them used it for 2-3 hours and 7% of them used it for more than 3 hours. Checking the social media immediately after waking up and checking it before going to sleep are the two aspects through which we can get an overview of whether one is addictive to the social media or not. When these questions were asked to the students, the findings were: 25% of them checked social handles as the first thing in the morning and 67% of them checked it before going to sleep. 72% of students agreed that social media is addictive and 12% of them strongly disagreed that social media is addictive. 76% and 75% of the students strongly agreed that it affects physical as well as mental health respectively.

Through the analysis it was found that some of them were addictive to social media usage and some of them were not. Addictiveness towards social media usage affects directly on our physical as well as mental wellbeing which ultimately drains them.

“Probabilistic Measure of Factors Contributing to Social Media Practices among Facebook users” is a study done by Jandryle U. Trondillo, from the College of Governance and Business, University of South-eastern Philippines, Davao Philippines. This research was released on January 15, 2016. This study was done to find the factors of usage among the users of Facebook. The research was conducted with the help of online survey questionnaire which was circulated among 162 Facebook users. Majority of the people who participated in the study were male from the age span of 21 years to 30 years old. The findings were: There were a greater number of male users than the female users in the context of this study. Most users were from the age span of 21 to 30 years. 77.8% people were from this age group while 22% were from the age span of 31 to 40 years, 4.9% from 41 to 60 years age span, 1.2% from below 20 age spans, 51 to 60 years age span, and beyond 60 years age span.

Among all the participants of the survey, 82.7% were employed, 10.5% were unemployed and 6.8% were self-employed. 43.2% people used social media for 1-4 hours a day, 40.1% people used it for minimum 5-8 hours a day, while 8.6% people used social media for 9-12 hours, 6.2% people used it for 13-16 hours and 1.9% people used it for 21-24 hours in a day. The hypothesis was that age, gender, occupation and hours spent on social media are the probabilistic measures of factors contributing to social media practices among Facebook users. Through the research it was found that no other factors affect social media practises except gender.

Efosa Carroll Idemudia, Mahesh S. Raisinghani, Olusola Samuel-Ojo did a study on “The Contributing Factors of Continuance Usage of Social Media: An Empirical Analysis”. They had collected their data from 142 college students from a university located in North

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America. The data collection was done by survey, confirmatory factor analysis and structural equation modelling. The aim of this study was to find the possible factors which contribute to the frequent usage of social media. There were seven hypotheses: the first hypothesis was - One of the major reasons for the frequent usage of social media is the easy of its usage, the second hypothesis was, if social media usage has positive effects, then it's usage would get frequent. The third hypothesis was, the frequent usage of social media can be connected with the satisfaction level of social media, the 4th hypothesis was that the frequent usage of social media is also connected with its relative advantages, 5th was frequent use of social media can be connected with social media compatibility, 6th hypothesis was the quality of information can lead to the frequent usage of social media, and the last was that the risk of social media can be one of the reason for its frequent usage. The findings were: all of them had been exposed to any social media platform. Among all of them, 107 people had used social media as a platform to finish their tasks, assignments or work and 35 of them hadn't used it for such purposes. 140 of them had used social media for texting, pictures, and music, and only two of them hadn't. They spent 11.6 hours a week on social media on an average. 128 of them used social media to stay connected with their close ones, employees and co-workers and 14 of them didn't. The average age of all of them was 21 years. 46% of them were females and 54% were males. All the 142 students were undergraduate students.

"Mobile Phone Usage Preferences: The Contributing Factors of Personality, Social Anxiety and Loneliness" is a study done by Suyinn Lee, Cai Lian Tam and Qiu Ting. The research was done on 187 mobile phone users of Malaysia. There were total of 4 questionnaires which these people completed. The data collection was done through the hard copies of questionnaire and also through a web link which was created for it. The aim of this study was to find the connection of mobile phone usage preferences in the context of text messages and voice calling with aspects of personality, social anxiety and loneliness. The findings of the results will help in finding solutions for the people going through extreme loneliness and problems such as social anxiety. The research was done through the correlation method. Through the results, it was found that people who were lonelier, had less voice calling tendency. So, they don't give more preference to the voice calls. Though the research it was found that text messaging frequency is not related to a person's loneliness. It was found that people who were not lonely and were open, showed more tendency of frequent voice calls. Their calling and texting frequency was also high.

"Middle School Student's Social Media Use" is a study done by Florence Martin, Chuang Wang, Teresa Petty, Weichao Wang and Patti Wilkins, from the university of North Carolina, Charlotte, NC, USA. Florence Marting is a corresponding author. 593 middle school students were surveyed in the research project. They were all 6th to 8th grade students and were from the age group of 12 to 16. These students were from two schools of south-eastern region of USA. 300 of them were female and 293 were male. The aim of this research was to find the usage of social media among the students of middle school and to find their opinions about cyber safety. The data collection was done through the medium of questionnaire. It also consisted some multiple-choice questions and open-ended questions. Through the results it was found that 72.85% students used Instagram. Snapchat and YouTube were the next in line. 64.92% people used both these apps. It was found through the studies that girls opened their social media accounts at an early age than that of the boys. It was also found that in comparison to boys, girls tend to accept friend requests of unknown people. 17% people started their social media accounts at the age of 9 or may be before than that. 40% of them befriended strangers online and parents did not have a check on 40% of

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those kids. So, all these calls upon the cyber security and safety. That's why this study was helpful for the teachers, administrators, parents, policy makers, etc.

METHODOLOGY

Objectives of the study

To identify and understand the purposes of teenagers and youths using social media apps majorly- Instagram, WhatsApp and Facebook, to find out if loneliness a person feels is the driving force for frequent social media usage. The solutions to the problems arising because of frequent usage of social media will only be drawn when the contributing factors will be identified. This study focuses on identifying the causes which contribute in the often usage of three social media handles: Facebook, WhatsApp and Instagram.

Hypothesis

The major contributing factor may be loneliness of a person, which ultimately makes them spend major time using different Social media platforms. Hostlers may be more prone to the frequent social media usage than the local students.

Data Collection and Analysis

The participants of the study were all college students from the age span of 18 to 23. The data collection was done through a well-structured questionnaire consisting of 26 questions, both qualitative and quantitative. Some responses were also collected through google forms medium. Quantitative data was interpreted into codes for the ease of calculation and analysis. Qualitative data was analyzed and then the common factors were listed down. The sample size of the data collection was 100 college going students.

Findings

There were 41 males and 59 were females. 60 students of them were 18 years old, 25 of them were 19 years old, 6 of them were 20 years old, 8 of them were of age 21 and 1 student was 23 years old. 56 students were hostlers and 44 of them were locals. 20 students were pursuing engineering, 2 were doing B.com, 1 was doing fine arts, 4 students were pursuing BBA, 26 students were doing medicine, 1 was doing pharmacy, 1 was doing MSc IT, 1 was doing BCA, 3 people were pursuing Law and 40 students were doing Liberal Arts.

Table 1: Distribution of students according to their social media usage amongst Facebook, WhatsApp, Instagram

Percentage of respondents(%)	Facebook	WhatsApp	Instagram
3	•	-	-
4	-	•	-
7	-	-	•
5	•	•	-
15	-	•	•
1	•	-	•
65	•	•	•
0	-	-	-

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According to the above distribution of respondents 3%,4% and 7% people use only Facebook, WhatsApp and Instagram respectively. Whereas 5%,15% and 1% people use Facebook and WhatsApp, WhatsApp and Instagram, Facebook and Instagram respectively. 65% of them use all the three social media handles and 0% of them use none of these.

Table 2: Distribution of social media apps according to their preference

Percentage of respondents (%)	Facebook	WhatsApp	Instagram
21%	•	-	-
38%	-	•	-
33%	-	-	•

The above table shows that 21% people prefer Facebook the most, 38% people prefer WhatsApp the most and 33% people prefer Instagram the most.

Table 3: Distribution of respondents according to the approximate time they spend on social media everyday

Time, they spend on social media everyday	1 Hour a day	2 Hour a day	3 Hour a day	4 Hour a day	More than 4 Hour a day	Less than 1 Hour a day	Don't use it regularly
Percentage of respondents (%)	16	23	25	13	12	9	2

Table no. 3 shows that 16% of the respondents spent 1 hour a day, 23%, 25%, 13%,12%,9% respondents spent 2 hour a day, 3 hour a day, 4 hour a day, more than 4 hour a day, less than 1 hour a day respectively on social media every day. 9% of people don't use social media every day.

Table 4: Distribution of respondents according to the time span they have been using different social media handles

Facebook	1 Year	2 years	3 years	4 years	>4 years	<1 year	Not a member
Percentage of respondents (%)	11	9	17	8	41	1	13
WhatsApp	1 Year	2 Years	3 Years	4 Years	>4 Years	<1 Year	Not a member
Percentage of respondents (%)	19	16	22	21	17	2	3
Instagram	1 Year	2 Years	3 Years	4 Years	>4 Years	<1 Year	Not a member
Percentage of respondents (%)	24	21	21	9	11	3	11

The table given above shows that Respondents were exposed to Facebook since an early age compared to other social media handles. 41% of them were the member of Facebook since

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more than 4 years, compared to 17% for WhatsApp and 11% for Instagram. Instagram was found to be relatively new social media handle compared to the other two. 3% respondents were member of Instagram since less than a year compared to Facebook and WhatsApp with 1% and 2% respectively. It was also found that majority of them were member of WhatsApp. As there were only 3% people who were not the member of WhatsApp in comparison with Facebook and Instagram with 13% and 11% respectively.

Table 5: Distribution of respondents according to their purpose of usage for social media

Purpose of usage	Social interaction and keep in touch with people	As a medium of recreation, as it gives joy and relaxation from everyday life	For business or work preferences	To seek information and gain knowledge	Entertainment	To pass time	As a medium to express thoughts
Percentage of respondents (%)	27	16	11	10	15	9	29

The major purpose found was that social media acts as a platform where they can express their internal thought processes or they can just express whatever they feel. 29% respondents used social media majorly for that reason. 27% of them used social media to keep in touch with the people around and to know the whereabouts of their loved ones staying away from them.

Table 6: Distribution of respondents according to their level of addiction with social media handles

Level of Addiction	Not at all	A little bit	To a certain extent	A lot
Percentage of Respondents (%)	20	51	28	1

The table above shows that 51% of the respondents were a little bit addicted to social media sites, whereas 28% of them were addicted to social media apps to a certain extent. 20% of them were not at all addicted to it and 1% of them were addicted a lot.

Table 7: Distribution of respondents according to their frequency of sharing posts and pictures

Frequency of sharing posts	Everyday	About Once a week	Several Times a week	About once a month	Several times a month	About once a year	Several Times a year	Never Post anything
Percentage of Respondent (%)	0	9	5	47	16	3	13	7

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The table above shows that 47% respondents share posts and pictures on Facebook and Instagram, about once a month. 16%, 13%, 9%, 5%, 3%, 0% share pictures several times a month, several times a year, about once a week, Several times a week, about once a year and everyday respectively. 7% people never posts anything.

Table 8: Distribution of respondents according to their likeliness towards posting stuff that appeal people

Likelihood of respondents towards posting stuff that appeal people	Always	Sometimes	Rarely	Never
Percentage of respondents (%)	5	51	27	17

The above table shows that 51% sometimes share pictures and content which appeal people. 5% of them always share content which appeal people, this shows that people might feel insecure or hesitant towards the pictures or the content they post. So, when the respondents asked said that some of them ask their friends for the opinion whether to post something or not.

Table 9: Distribution of respondents according to likeliness towards the happiness they feel through using social media handles

Likelihood of respondents towards the happiness they feel through using social media handles	Always	Sometimes	Rarely	Never
Percentage of respondents (%)	11	68	13	8

Table 9: shows that 68% respondents agreed that using different social handles and sharing posts and comments make them happy sometimes. So maybe one of the contributing factors why college going students use social media frequently can be to seek happiness.

Table 10: Distribution of respondents according to their tendency towards good comments and more likes making them feel good about themselves

tendency towards good comments and more likes making them feel good about themselves	Always	Sometimes	Rarely	Never
Percentage of respondents (%)	31	39	15	15

The table shows that 39% people sometimes feel that getting good comments and more likes make them feel good about their selves. Whereas 31%, 15% and 15% believe that it Always, Rarely, never respectively makes them feel like that.

Table 11: How often do they change profile pictures on Facebook, WhatsApp and Instagram

	Facebook	Everyday	Once a week	Several times a week	Once a month	Several times a month	Once a year	Several times a year	Never post anything
Percentage of respondents (%)	7	4	9	3	31	25	9	12	
WhatsApp	Everyday	Once a week	Several times a week	Once a month	Several times a month	Once a year	Several times a year	Never post	

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Facebook	Everyday	Once a week	Several times a week	Once a month	Several times a month	Once a year	Several times a year	Never post anything
			week	month	month		year	anything
Percentage of respondents (%)	12	9	36	12	8	16	3	4
Instagram	Everyday	Once a week	Several times a week	Once a month	Several times a month	Once a year	Several times a year	Never post anything
Percentage of respondents (%)	6	6	30	10	19	15	5	9

The above table shows that 7% of people change their profile pictures or post something every day. 4% people, 9% people, 3% people, 31% people, 25% people, 9% people, 12% people post Once a week, several times a week, once a month, several times a month, once a year, several times a year and Never post anything respectively.

Table 12: If they feel social networking sites helps them to get connected with people around

If helps them to get connected with people around	Fully agree	Partly agree	Partly disagree	Fully disagree
Percentage of Respondents (%)	38	55	5	2

The above table shows that 38% of people strongly agreed that social media helps them get connected with people around. 55% partly agreed, 5% people partly disagreed and 2% people fully disagreed.

Table 13: If surfing social networking sites makes them feel good when they feel lonely

If Surfing social networking Sites makes them feel happy when they feel lonely	Fully agree	Partly agree	Partly disagree	Fully disagree
Percentage of Respondents (%)	19	49	16	16

Table no 13 shows that 19% people fully agreed that they surf social networking sites when they feel lonely. As surfing the sites makes them feel good about themselves and makes them happy. 49% people partly agreed, 16% and 16% people partly and fully disagreed respectively.

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Table 14: If getting negative comments and having a smaller number of followers, in comparison with others, makes them feel insecure and less confident.

If getting negative comments and having less number of followers in comparison with others makes them feel insecure and less confident	Fully agree	Partly agree	Partly disagree	Fully disagree
Percentage of Respondents (%)	2	15	30	53

Table no 14 shows that 2% people fully agreed that having a smaller number of followers in comparison with others makes them feel insecure and less confident. 15% people partly agreed, 30% and 53% people partly and fully disagreed respectively.

Table 15: If they use social networking sites because it keeps them busy and helps them do better with anxiety, tension and depression.

If they use social networking sites because it keeps them busy and helps them do better with anxiety, tension and depression	Fully agree	Partly agree	Partly disagree	Fully disagree
Percentage of Respondents (%)	7	32	21	40

Table no 15 shows that 7% people fully agreed that having a smaller number of followers in comparison with others makes them feel insecure and less confident. 32% people partly agreed, 21% and 40% people partly and fully disagreed respectively.

Table 16: If they accept friend/follow request of strangers who try to befriend them online

If they accept request of strangers who try to befriend them online	Always	Sometimes	Rarely	Never
Percentage of Respondents (%)	2	19	31	48

Table no 16 shows that 2% people always accept requests of the strangers who try to befriend them online. 19% people Sometimes accepts the request. 31% people Rarely accept the request and 48% people never accept the requests.

Table 17: If they feel that many people use social media to escape from their everyday problems

If they feel that many people use social media to escape from their everyday problems	Always	Sometimes	Rarely	Never
Percentage of Respondents (%)	11	64	15	10

Table no 17 shows that 11% people feel that many people always use social media to escape from their everyday life problems.

Table 18: If they feel social media helps them do better with their insecurities about themselves

If they feel social media helps them do better with their insecurities about themselves	Always	Sometimes	Rarely	Never
Percentage of Respondents (%)	3	26	34	37

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Table no 18 shows that 3% people always feel that social media helps them do better with their insecurities about themselves. 26% people sometimes feel that. 34% people rarely feel that. 37% people responded that social media never helps them do better with their insecurities about themselves.

Table 19: If they prefer communicating with their virtual friends than physical ones, as they cannot judge them by their outlook

If they prefer communicating with their virtual friends than physical ones	Always	Sometimes	Rarely	Never
Percentage of Respondents (%)	3	12	21	64

Table no.19 shows that 3% people always prefer communicating with their virtual friends than physical ones as the bias of making judgements because of body structure and color (Outer appearance) doesn't come into picture.

Table 20: If they started to use social networking sites in order to not be the only one left alone.

If they started using social media in order to not be the only one left	Fully agree	Partly agree	Partly disagree	Fully disagree
Percentage of Respondents (%)	3	20	25	52

Table no 20 shows that 3% people fully agreed that they started using social networking sites in order to not be the only one left alone. 20% people partly agreed, 25% and 52% people partly and fully disagreed respectively.

Table 21: If they feel they don't get enough warmth, trust, and respect by their parents and closed ones.

If they feel they don't get enough warmth, trust, respect from their parents and closed ones	Fully agree	Partly agree	Partly disagree	Fully disagree
Percentage of Respondents (%)	5	5	13	77

Table no 21 shows that 5% people fully agreed that they feel they don't get enough warmth, trust and respect by their parents and closed ones. 5% people partly agreed, 13% and 77% people partly and fully disagreed respectively.

Table 22: If they feel people around them don't understand them

If they feel people around them don't understand them	Fully agreed	Partly agree	Partly disagree	Fully disagree
Percentage of Respondents (%)	5	32	29	34

Table no.22 shows that 5% people fully agreed that people around them don't understand them. 32% people partly agreed, 29% and 34% people partly and fully disagreed respectively.

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Table 23: When they post something, it reflects their happiness, but in reality, it is not the same

When they post something, it reflects their happiness, but in reality, it is not the same	Always	Sometimes	Rarely	Never
Percentage of Respondents (%)	2	27	34	37

Table no.23 shows that 2% people responded that the reality and the emotions they show in the post, always differ from each other.

Table 24: If they edit their feed on social media, as they feel people will appreciate them as a person, if they will have a good feed

If they edit their social media feed according to other people's likings	Always	Sometimes	Rarely	Never
Percentage of Respondents (%)	7	28	31	34

Table no.24 shows that 2% people responded that they always edit their feed according to other people's liking, as they feel by doing so, other people will appreciate them as a person.

The findings received through the qualitative data was analyzed and common factors were shortlisted. The first question was: For what reasons they use social media and what attracts them the most about it. 28 people responded that they use social media for entertainment. As Memes and posts from different pages make them laugh and feel lighter. 78 people said they use social media majorly, to stay connected with family and friends. They wrote that it helps them to know what's going on in their closed one's lives. 3 of them wrote that they use social media to stalk people and get gossips about people around them. 53 of them said that they see it as a source of knowledge through which they can know about what's going on around the world, they can get to know about the latest trends, explore different places, to get some study material, to get to know about university related day to day announcements, to understand the lifestyle of role models. 6 of them use it to publicize their personal work. 5 of them use it to share their experiences by posts or pictures, or to increase their reach, or to make new friends, to express and create their own ideology. 22 of them use social media for time pass, or use it when they feel too much bored, or sometimes to avoid people and situations, to avoid boring lectures in college, or just to freshen up mind in the evenings. Many of them are hostellers, so they cannot visit their home frequently. Thus, they wrote that they use social media when they miss their home, as it helps them stay connected with their family members. 5 of them said they use social media to make new fans and reach fandom pages. 7 of them said they use it to avoid loneliness. They also said it helps them know things about people without even talking face to face with them. The other question was: What they feel when they uses social media. 33 of them feel happiness while they use social media. It makes them feel much lighter, and gives them positivity, makes them feel relaxed and rejuvenated, it relieves their stress, it diverts their mind from tension, and let them escape from reality. 11 of them feel jealous when they see more likes or better profiles of other people, some feel FOMO (Fear of missing out), irritating, over think about some stuff, makes them go in a negative zone etc. One of them also responded that when the bridge between a social media posting and reality of someone is different, they feel shocked. 6 of them said that when they spend too much time online, they feel unproductive, also distracted sometimes. 2 of them said that particularly Instagram makes them anxious, depressed and negative.

RESULTS AND DISCUSSION

Dr. R. Mangleshwaran in his study had found that 60.5% people feel that WhatsApp is disadvantageous. From this research study, it is found that 51% people believe that they are addicted towards social networking sites (Facebook, WhatsApp, Instagram). This shows that the often usage of social media can affect their academic performances, mental as well as physical health, etc. Shivani Arora, in one of her research also found that excessive social media usage drains a person and affects them mentally and physically. Thus, it puts them in the disadvantageous position. 65% of the users used all the three social networking sites, which shows the wide spreadness of social media among teenagers and youths of India. Trondill in his study found that many other factors other than gender play an important role in determining social media usage. Through this study, his argument is supported as, gender, study discipline, the place of residence, hostler-local aspects also impact on the social media usage. Different factors help in determining whether loneliness affects a person's social media usage. For example, 51% people post stuff to appeal people, 68% of them somewhat feel happy when they use social media, 39% of them seek for good comments and likes, 55% of them agreed that social media help them get connected with people around, 49% of them said that they use social media when they feel lonely; as it helps them feel good, 32% people feel that people around them sometimes don't understand them, 64% of them sometimes use social media to escape from everyday life problems. Seeking good comments show lack of self-confidence and self-worth, which slightly contributes to feeling bad about oneself and then becoming lonely. Same way when we feel that people don't understand us, we isolate ourselves and which ends in making a person feel lonely. Escaping from problems, basing our actions on appealing others, etc. don't show the completely healthy state of mind. Thus, all these in some ways are connected to a person's loneliness. Though these factors differ according to situations. So, according to the hypothesis, it cannot be concluded that loneliness is the biggest factors fostering excessive social media usage. Though, loneliness is one of the contributing factors. So, if not drawn attention to this aspect, the deterioration of mental health day by day, will foster more and more social media users, because social media acts as a defense mechanism for the people going through hard times in their life. So, in order to save the youth, it becomes very necessary to find other ways to deal with social anxiety, loneliness, depression, etc. in order to save the further damage that comes with the excessive social media usage.

Limitations

The connection between loneliness and social media usage is found, but male-female, hostler- local connection could not be found. In some of the questions. Also, the sample size of the research was 100 college going students. So, the impact on school going teenagers could not be found.

Scope

Excessive social media usage in youths is a major challenge today, and it is going to increase day by day. So, the relevance of this research is contemporary, and it can be further used in determining other measures to keep a person away from excessive social media usage, by finding other alternatives to make them feel good. This can also help in spreading awareness about the extent to which social media can harm a person, and to make them understand why they use it so often and how it can harm them.

Why Do People Use Social Media So Often? What are the Contributing Factors? Is Loneliness One of the Major Contributing Factor?

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