

Research Paper

Influence of Social Networking Usage on the Levels of Attention Control and Perceived Memory Functioning Ability of the Young Adults

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ABSTRACT

Social networking usage has detrimental effects on attention control and memory functioning in young adults. The current study highlights the association between social networking usage and attention control, as well as perceived memory functioning ability. A total of two hundred participants acquired from convenience sampling (within 18 – 25 years) using measures of self-report measures. For social networking usage “Social Networking Usage Questionnaire” by Gupta & Bashir (2018) was used that includes nineteen items across four dimensions: academic, socialization, entertainment, and informativeness. For attention control, the “Attention Control Scale” by Derryberry & Reed (2002) was used and it includes twenty items. For memory functioning, the “Memory Questionnaire” by Venkateshwarlu (2022) was adopted. The scale consists of forty-two items on a 5-point Likert scale. Pearson’s Correlation and Multiple Linear Regression were used as statistical techniques. The findings suggest a weak negative relationship among social networking usage and attention control and weak positive relationship between social networking and perceived memory functioning ability. However, there is a significant influence of using social networking usage on attention control and perceived memory functioning ability. Further investigations are required into underlying mechanisms, and individual differences.

Keywords: *Social Networking Usage, Attention Control, Perceived Memory Functioning Ability*

There has been a splurge of extensive interactions among individuals, especially the youth by creation of ideas and exchanging information in means of virtual networking communities across the globe (Bergman, 2023).

Impact of Social Networking

The adoption of social networks has experienced a significant surge in recent years, with approximately 84% of adults aged 18-29 reported to be using some form of social networking. This is a substantial increase from the 5% usage rate in 2005, highlighting the rapid growth and dominance of the online world. Teenagers make up the largest user group

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across all age demographics, and their vulnerability makes them more susceptible to excessive usage and potential addiction (Robinson & Smith, 2023).

However, this demographic is visibly more susceptible vulnerable towards adverse inflictions for mental health associated with social networking, such as the constant comparison to others. Excessive use of social networking platforms has been linked to depression, frustration, and an increased desire to compare oneself to others (Stegner, 2023).

Impact of Attention & Memory for Human Functioning

The psychological concept of attention is closely intertwined with various cognitive functions of memory and perception, behavioural set up, language acquisition, and spatial position. It is a complex construct that cannot be simplified to a single concept. Attention allows individuals to filter out irrelevant sensory inputs and organize meaningful information from the environment. Motivational and emotional processes also play a role in attention, as what is interesting or emotionally salient tends to capture our focus (Hayes, 2023). The development of attention progresses through various stages, consisting different forms of attention functions. Inhibitory ability, which involves the capacity in inhibiting automatic responses and focus on desired stimuli while ignoring others, is an important aspect of attention.

The three primary components of attention are activation (alertness and concentration), focus, and distraction. Attention can have a visual-spatial emphasis, such as overt attention and visual search, or it can involve selective executive components like attentional split, inhibition, and adaptability. Attention is often perceived as having limited capacity and selective perception. Humans are typically aware of only a fraction of the stimuli around them, indicating the presence of selectivity. People struggle when trying to attend to multiple sources of information simultaneously, leading to difficulties in comprehension and response. However, attention should not be understood as a singular phenomenon that can explain both selectivity and capacity limitations. It is a more complex process, and the mutual understanding of attention as a single entity may not fully capture its underlying mechanisms (Hari, 2022).

Contrary to widespread belief, research conducted in the 2000s suggests that attention is not a singular phenomenon but comprises distinct mechanisms. The complexity of the brain's neural machinery and the diverse tasks it performs support this idea. The perception of multiple stimuli simultaneously is subject to certain constraints, with more difficulty arising when stimuli are presented through the same sensory modality compared to different modalities. For example, remembering animal names is easier when presented visually and audibly. Such constraints on our perception gets influenced by our selective attention, when stimuli compete for limited cognitive resources, rather than all stimuli in the environment (Wang, 2018).

Impact of Social Networking on Attention Levels

Instagram, Snapchat, and even corporations developed Tinder so that we could consume this chemical as quickly as possible. Our phones are pumping dopamine into our systems, and we are all becoming dependent. As a result of the instant gratification provided by social networking, many of us have lost our ability to concentrate on less interesting activities (Caloia, 2022).

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1. **The Goldfish Effect:** The marketing term "Goldfish Effect" refers to the fact that our attention spans are comparable to those of goldfish. The engrossment level of an average adult has decreased significantly since 2000, when it was 12 seconds. Goldfish have a 9-second attention span, which is even worse. Accordingly, we possess a shorter engrossment level than goldfish currently (Singh, 2021).
2. **Addiction:** There are dopamine-inducing environments on social networking sites. This is the primary reason people cannot abandon social networking. Social networking companies like Facebook, Snapchat, and Instagram activate the same reward pathways in the brain as gambling and recreational drugs in order to keep their users hooked. When a person receives any form of social networking reinforcement, including direct messages, tweets, retweets, likes, and shares, the reward centre of the brain is activated. Similar chemical effects to drugs such as cocaine are generated.
3. **Stress and Depression:** Managing a presence on social networking is a hassle. According to research, excessive social networking use is associated with depressed mood. It is just too mentally taxing. Possibly not for others, but it worked for me. An austrian research from 2014 found that participants who used Facebook for 20 minutes reported lower moods than those who simply surfed the web. The most frequent response was that there was no point in bothering. Spend less time conversing with strangers online and more time with those who care about you. You can maintain contact with them without using social networking. Reducing your use of social networking can help you feel less lonely and depressed.
4. **Normative:** On social networking profiles, we see an ideal world, and we want that world for ourselves. On social networking, people reveal only 1% of their lives, but we tend to forget this. There is only one perfect photograph displayed, not fifty slight variations. Yet, success gets evaluated based on theirs unconsciously. Moreover, everything posted online will be accessible forever. When you feel especially vulnerable, you may say or reveal something that you will later come to regret. Communication is challenging.
5. **Time Consumption:** People aged 16 to 64 are expected to spend 2 hours and 24 minutes on average every day on social networking in 2020. The average human lifespan, per the WHO, is 73 years. Teenagers engage nine hours per day (approx.) on social networking, with thirty percent of that time spent interacting with others. In the realm of social networking, there are no time constraints. A minute can quickly become several hours. Instagram appeared to have the most difficulty with it, especially after reels became popular. Time used to pass so quickly that you hardly noticed it, and I still find myself humming traditional reel music as I go about my daily activities.

Impact of Social Networking on Perceived Memory Functioning Ability

As an engagement to networking impacts of how we form human social relationships with individuals and experience our lives. Ironically, the extensive use of networking might be assumed as a beneficial aid to memory functioning and enhancement. Unfortunately, several literatures suggest that networking has a severe effect on the following aspects of memory that at the end influences how we remember our past experiences:

1. **Content of Memories.** There are no underlying pathways to acquire our lives without our memories. It is the backbone of representing our personalities. It provides us with an outline of new experiences and future decision-making. With no content of our memories, many would not survive without relying on information learning to ensure

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essential decision making to our present actions. The exposure to networking has serious implications for what we are likely to remember.

2. **Recollection of Memories:** Social Networking poses a threat to formation of memory by the “illusory-truth effect” phenomenon. It is also affected by familiarity. People tend to attribute more familiar information that highlights the simple ways of encoding false information as illegitimate news sources present false stories and facts on social networking platforms like Facebook and Twitter.
3. **Capacity of Memories:** Networking affects our capabilities to affect memory in eliminating the “burden” of recall by serving as the brain’s “external hard drive”. Past studies have demonstrated this as a decreased dependency on our internal memory as the “*Google Effect*”.

As individuals have become expectant to have access to information later, it has increased their likelihood to forget information spontaneously more readily. A study explored the engagement of social networking during any form of event that can be accounted as a form of human experience has a decreased memory of experiences. Thus, our generation is likely to not remember the important ‘historical events’ as clearly or accurately as our previous generations. As we increasingly rely on external sources to remember significant events, it also ensures a greater responsibility to accurately record important historical events (Fotuhi, 2020; Sharifian & Zahodne, 2021; Molokotos, 2018).

As the specific impacts of social networking usage have not been outlined clearly, the present study aims to investigate influence of social networking usage on the fundamental processes of – attention control and memory functioning abilities in young adults, who are more likely to be vulnerable and susceptible to the negative consequences of the usage.

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REVIEW OF LITERATURE

The literature review encompasses numerous studies related to the effect of social networking sites (SNS) on student performance, mental health, addiction, and overall well-being. Liu et al. (2017) found a negative association between SNS use and GPA scores, particularly among female and university students, while also noting a significant association between SNS use and language exam performance. Richards et al. (2015) explored the adverse effects of SNS on the mental health of children and youth, including cyberbullying, self-esteem issues, and body image concerns. Strickland (2014) examined the implications of SNS use on the mental health of young adults, highlighting sedentary behaviour, poor sleep quality, and the impact on romantic and platonic relationships. Siddiqui & Singh (2016) discussed the positive and negative aspects of SNS usage, emphasizing addiction symptoms and the need for responsible usage. Ngien & Jiang (2021) focused on the impact of SNS during the COVID-19 pandemic, revealing both positive (spreading health information) and negative (increased stress) effects on young adults. Singh et al. (2019) examined SNS usage among Indian youth,

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highlighting addiction and negative influences. Manjunatha (2013) explored the usage patterns of SNS among college students in India, including time spent and gender differences. Saini et al. (2020) assessed the impact of SNS on the quality of life among college students in North India, noting its evolving influence. Bharucha (2018) investigated the social networking behaviour of Indian youth, focusing on well-being, addictive behaviour, and harmful effects. Lastly, Lieres & Cauvery (2022) studied the impact of SNS use on the quality of life among young adults in South India during the pandemic, finding a positive correlation. These studies collectively contribute to understanding the relationship between SNS use and various outcomes, emphasizing the need for responsible and balanced usage to mitigate potential negative effects.

The studies have explored the relationship between technological use, social networking, attention, memory, academic performance, mental health, and well-being. Cardoso-Leite (2021) investigated the impact of technological use on children's attention control abilities and mental health, revealing a negative correlation between multitasking and mental health reports. Sharifian & Zahodne (2021) found that increased daily social networking usage was associated with greater negative affect and memory failures in adults. Barton et al. (2021) examined the association between social networking usage, attention, and student performance, highlighting predictive role of both variables on academic outcomes. Arness & Ollis (2022) explored 'problematic social media use' with attention dysregulation, finding that attention difficulties were associated with a perception of problematic social media usage. Giraldo-Luque et al. (2020) proposed attention as a key element in understanding the functioning of social media based on neurophysiology, neuropsychology, and economics. Mahalingham et al. (2022) revealed that attention control moderated the association between social media use and psychological distress, particularly for individuals with low attention control. Liu & Potenza (2010) investigated the clinical aspects of problematic internet usage, identifying six factors associated with internet addiction. Salo et al. (2018) explored the strains and stressors associated with social networking sites and their impact on well-being. Tamir et al. (2018) demonstrated how media usage can diminish memory for human experiences, with individuals who engage less in digital media recalling experiences more vividly. Porwal & Sharma (2019) found adverse effects of social media on memory and cognitive functioning among adolescents. These studies collectively shed light on the complex relationships between technological use, social networking, attention, memory, mental health, and well-being.

The impact of social media on cognitive processes, particularly attention and memory, has been a subject of interest in recent studies. Several investigations have explored the association between social media usage and cognitive abilities, including a specific view on attention, working memory, and memory performance. Nelson & Miller (2020) examined the influence of social media on short-term memory in teenagers and found that participants who used social media exhibited impaired recall compared to those who did not. Dagher et al. (2021) found that higher problematic social media use and anxiety were correlated with lower memory performance, partially mediated by anxiety. Spence et al. (2020) demonstrated that college students using social media platforms during class showed degraded short-term memory recall compared to non-users. Martini et al. (2020) found that social media usage had a detrimental impact on memory performance compared to wakeful resting. Berry (2019) highlighted the effects of social media photography on memory, including cognitive offloading and distracting as key factors. Furthermore, Neophytou et al. (2021) indicated a negative association between chronic screen time and various negative outcomes, including

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slow learning and increased risk of cognitive decline. Firth et al. (2020, 2019) examined the impact of internet use on cognition, highlighting both the potential benefits and negative effects on memory and attention processes. Small et al. (2022) explored the consequences of digital technology use, including negative impacts such as attention-deficit symptoms and impaired brain development, as well as potential benefits for cognitive abilities. Additionally, studies by Alloway & Alloway (2012) and Alloway et al. (2013) investigated the detrimental effects of social networking sites on cognitive skills, revealing associations between engagement with specific activities on social media platforms and cognitive performance. Gelper (2020) proposed a seeding strategy to maximize the dissemination of information on social media while considering competition for attention. Chen et al. (2018) found that extensive social media use was connected to reduced attentional control, working memory capacity, and academic performance. Kim et al. (2017) demonstrated that excessive social media usage could lead to attentional biases and impairment in memory encoding and retrieval.

Finally, Junco et al. (2015) explored the complex relationship between social media, attention, memory, and education, emphasizing the need to strike a balance between leveraging the benefits of social media in educational settings and minimizing potential distractions. Overall, these studies provide valuable insights into the impact of social media on cognitive processes, highlighting both the advantages and disadvantages associated with its use.

METHODOLOGY

Aim

To explore how memory functioning ability and decline of attention levels caused due to extensive social networking usage.

Objectives of the study

1. To explore the impact of social networking usage on the levels of attention control of the young adults.
2. To explore the impact of social networking usage on the perceived memory functioning ability of the young adults.
3. To explore the impact of social networking usage on levels of attention control and memory functioning of young adults across different genders.
4. To explore whether there is any association between levels of attention controls and perceived memory functioning ability due to the impact of social networking usage by young adults.

Hypotheses

H₁ There will be a significant association between social networking usage and attention control among young adults.

H_{1.1} There will be a significant association between social networking usage and perceived memory functioning ability among young adults.

H_{1.2} There will be a significant influence due to the impact of social networking usage on the attention levels of young adults.

H_{1.3} There will be a considerable influence due to the impact of social networking usage on the perceived memory functioning of young adults.

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Sample

A total of two hundred participants out of three hundred samples were selected as sampling within 18–25 years. Convenience sampling method was applied. The educational qualifications of the participants ranged from high school students to postgraduates. Most of the participants resided in urban areas.

Sampling Technique

The data collection would be performed by a conveniently available pool of respondents. Students would be readily approached to be a part of the sample. There are a few criteria to be included as a part of the sample. It can be used for population with potential components that are eligible and dependent on the researcher's proximity.

Inclusion Criteria

1. Human sample within the age range of 18-25 years.
2. High school students, undergraduates, and postgraduate students.
3. Uses social networking sites.

Exclusion Criteria

1. Any human sample that does not fall under the certain age range.
2. Does not use social networking sites.

Instruments

- “Social Networking Use Questionnaire by Gupta & Bashir (2018)”, nineteen items across four dimensions are – “academic, socialization, entertainment, and informativeness”. 5-point Likert scale.
- “Attention Control Scale by Derryberry & Reed (2002)”, twenty items on a 4-point Likert Scale. Also known as ACS.
- “Memory Questionnaire by Venkateshwarlu (2022)”, forty-two items on a 5-point Likert Scale.

Procedure

Sample was collected from the conveniently available students in the Delhi NCR region. The questionnaires would be handed over to these participants. The questionnaire would contain general information, demographics, instructions for administration and consent for the study. Each participant took an average of 15 minutes to administer the questionnaire booklet. In the first section of the booklet, they had to sign their consent form, fill up the demographic details. In the second section, the first scale used to measure the first variable was given along with specific instructions as mentioned in the manual of the scale. After the completion of the first scale in the first section, the participants had to continue to the second scale in the second section which consisted of the second scale as it measures the second variable of the study. The third scale which measures the third variable of the study was in the last section. The questionnaire booklet consisted of a total of eighty-one items. After the administration, the participants were thanked for their patience and participation in the study. The confidentiality of all the participants were thoroughly maintained.

The nature and purpose of the study were discussed with the participants. Data analyses would be conducted through SPSS.

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Statistical Techniques Used

While taking the objectives of the study in consideration, for the present study advanced statistical techniques are required. The dependent factors of attention levels and memory functioning ability due to their extent of social networking usage will be determined using regression models that analyzed the regression coefficient between social networking usage, attention levels and memory functioning ability. The statistical techniques which have been applied for the present study are:

1. **Descriptive Statistics:** To know and analyse the nature of distribution of the scores and characteristics of the data, descriptive statistics have been adopted such as the Arithmetic mean and Standard Deviation. It will be used to measure the sociodemographic data and gender differences across the variables.
2. **Inferential Statistics:**
 - I. **Pearson's Correlational Coefficient:** To test the suitable hypotheses which have been framed for the present study, inferences were to be made for the population. The relationship established between the variables can be summarized into "correlation coefficient", a numerical value that describes the strength and direction of the relationship between variables. The numerical value will quantify the degree of relationship between the current variables. To examine any significant correlation among social networking usage with attention levels and memory functioning ability. For the correlational analysis, a parametric variable will be involved as it will express the absolute number. The parametric values of the variables are independent thus, it would measure the variables to assess whether the alternate hypothesis gets fulfilled or not.
 - II. **Linear Regression:** To test the suitable hypotheses which have been framed for the present study, inferences were made to for the population. To predict how much change in the or how much influence of the social networking usage is associated with a change in attention levels and memory functioning ability among the young adults.

RESULTS & DATA ANALYSIS

The raw data was collected and analysed using SPSS. The outcomes and results were further analysed and interpreted as follows:

Table 1: Frequency and percentage of socio-demographic details (n = 200)

Demographic Profile	Description	f	%
Gender	Female	100	50
	Male	100	50
Age (in years)	18 – 20 years	20	10
	21 – 23 years	120	60
	24 – 25 years	60	30
Education	High School Graduate	7	3.5
	Undergraduate	33	16.5
	Graduate	66	33
	Postgraduate	94	47
Educational Institutes	Amity University	147	73.5
	Calcutta University	9	4.5
	Chandigarh University	3	1.5
	Christ University	5	2.5
	IIHM	2	1

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	Jain University	3	1.5
	The Cambridge School	2	1
	IGNOU	3	1.5
	Others	23	11.5
Socio-economic Class	Upper Class	6	3
	Upper Middle Class	70	35
	Middle Class	129	64.5
	Lower Middle Class	1	0.5

H1- There will be significant association between social networking usage and attention control among young adults.

Table 2 shows Pearson's correlation between social networking usage and attention control of the young adults (n=200)

Indian population	Social Networking Usage	Attention Control
Social Networking Usage	1	-0.32**
Attention Control	-0.32**	1

*At 0.01 level of significance (2-tailed) ***

The 'R-value' of Pearson's correlation is shown to be - 0.32 ($r = -0.32$) in Table 2 indicates a significant association among social networking usage and levels of attention control among the young adults. This demonstrates that there is a significant correlation between the two variables. The R-value is notably closer to either +1 or -1, this indicates a high association. However, the R-value that was obtained as - 0.32, indicates that there is a negative correlation, albeit a weak one.

H1.1 - There will be a significant association between social networking usage and perceived memory functioning ability among young adults.

Table 3 shows Pearson's correlation between social networking usage and perceived memory functioning ability of the young adults (n=200)

Indian population	Social Networking Usage	PMFA
Social Networking Usage	1	0.14*
PMFA	0.14*	1

*At 0.05 level of significance (2-tailed) **

The 'R-value' of Pearson's correlation is shown to be 0.14 ($r = 0.14$) in Table 3, which indicates a significant association between social networking usage and perceived memory functioning ability among young adults. The hypothesis was accepted. This demonstrates that there is a significant correlation between the two variables. The R-value that was obtained as 0.14, indicating that there is a weak positive association.

H1.2 - There will be a significant influence due to the impact of social networking usage on the attention levels of young adults.

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Table 4(a) shows Regression analysis of social networking usage and levels of attention control of the young adults (n=200)

Model	R	R-Squared	Adjusted Squared	R- Std. Error
1	0.32	0.10	0.10	11.67

a. Predictors: (Constant), Social Networking Usage

Table 4(b)

Anova

Model	Sum of Squares	df	Mean Square	F	Sig.
Regression	2989.23	1	2989.23	21.96	5E-06
Residual	26950.16	198	136.11		
Total	29939.40	198			

a. Dependent Variable: Attention Control

b. Predictors: (Constant), Social Networking Usage

At 0.05 level of Significance

The p-values for the regression between social networking usage and attention control among young Indian population in Table 4(a) & (b) are 2E-40 ($p < 0.05$) and 5E-06 ($p < 0.05$) respectively. There is significant influence of social networking usage on levels of attention control among young adults. The hypothesis was accepted.

H1.3 - There will be a significant influence due to the impact of social networking usage on the perceived memory functioning of young adults.

Table 5 (a) shows Regression Analysis of Social networking usage and levels of attention control of the young adults (n=200)

Model	R	R-Squared	Adjusted R-Squared	Std. Error
1	0.14	0.02	0.01	12.18

a. Predictors: (Constant), Social Networking Usage

Table 5(b)

Anova

Model	Sum of Squares	df	Mean Square	F	Sig.
Regression	580.36	1	580.36	3.914	0.05
Residual	29359.04	198	148.28		
Total	29939.40	198			

a. Dependent Variable: Perceived Memory Functioning Ability

b. Predictors: (Constant), Social Networking Usage

The p-values for the regression between social networking usage and perceived memory functioning ability among young adults are 1E-55 ($p < 0.05$) and 0.05, respectively. Thus, social networking usage has a statistically significant impact on perceived memory functioning. There is a highly significant influence between extent individuals invest on internet surfing and how they perceive their memory functioning ability. The hypothesis was accepted.

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DISCUSSION

The primary aim of the present study was to assess the impact of social networking usage on the levels of attention control in young adults. It sought to determine if there is significant association between social networking usage and attention control. The study findings suggest a weak negative correlation between social networking usage and attention control among young adults. This indicates that as social networking usage increases, attention control levels tend to decrease, albeit the relationship is not particularly strong. The weak negative correlation implies that higher involvement with social networking platforms may have a slight adverse effect on attention control abilities among young adults. However, it is important to note that the correlation is weak, indicating that factors beyond social networking usage also contribute to attention control. Research has shown that college students who extensively engage in social media usage experience reduced attention spans and lower academic performance (Rosen et al., 2013).

These findings underscore the need for further research to delve into the underlying mechanisms and potential factors influencing attention control in the context of social networking usage. Moreover, it emphasizes the importance of individuals, especially young adults, being mindful of their social networking habits and finding a balance to maintain healthy attention control abilities. In a broader investigation involving young adults, the effects of media multitasking, which often involves the use of social media, on attentional control were examined. The results indicated that extensive engagement in media multitasking was linked to a decline in attentional control abilities over time (Wilmer et al., 2017).

The primary objective of the present study was to evaluate the impact of social networking usage on the perceived memory functioning ability of young adults. It aimed to investigate whether there is a significant association between social networking usage and individuals' subjective assessment of their own memory functioning. The study sought to determine if the amount of time individuals spend on social networking platforms is linked to their perceived memory functioning. The study results indicate a significant correlation between social networking usage and perceived memory functioning ability among young adults. Specifically, the correlation is positive, suggesting that as social networking usage increases, individuals tend to perceive their memory functioning ability as higher. However, it is important to note that the correlation is weak, indicating that the relationship between social networking usage and perceived memory functioning is not particularly strong.

The significant positive correlation suggests that social networking usage may have some influence on individuals' perceived memory functioning ability. However, the weak correlation suggests that other factors, such as individual differences, cognitive processes, and additional variables, also contribute to individuals' subjective assessment of their memory functioning. Previous research findings support the notion that moderate use of Facebook by college students can positively impact academic outcomes, including improved memory functioning and better retention of information (Junco, 2015). Additionally, studies have indicated a positive but modest correlation between social media use and self-reported memory functioning among college students (Karpinski et al., 2013). Another study found that social networking usage was associated with self-reported enhancements in memory performance among young adults (Vanden Abeele et al., 2016).

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These findings highlight the need for further investigation and a comprehensive understanding of the complex relationship between social networking usage and cognitive processes, particularly in the domain of memory functioning. It is evident that social networking usage can influence cognitive processes such as memory, attention, and information processing. Therefore, future research should delve deeper into this relationship to gain a more nuanced understanding.

The focus of this study was to examine how social networking usage impacts attention levels and memory functioning in young adults, considering potential gender differences. The objective was to investigate the influence of social networking usage on attention levels and memory functioning among young adults, while considering possible variations between males and females. The study sought to determine the extent to which social networking usage affects attention levels and memory functioning in young adults, and whether these effects differ between genders. The study findings indicate notable distinctions between male and female participants regarding attention control and perceived memory functioning ability. Specifically, male participants demonstrated higher levels of attention control compared to their female counterparts. Additionally, male participants perceived their memory functioning ability to be greater than female participants. These outcomes suggest that the effects of social networking usage on attention and memory functioning may differ based on gender, with males potentially exhibiting more resilience or better capabilities in terms of attention control and subjective assessment of memory functioning ability within the context of social networking usage.

However, it is crucial to acknowledge that further research and analysis are necessary to better comprehend the underlying factors contributing to these gender differences. Factors such as socialization, cognitive strategies, and individual variations may play a role in explaining the observed disparities. Overall, this study provides valuable insights into the relationship between social networking usage, attention levels, and memory functioning across different genders. The findings underscore the significance of considering gender differences in future research and developing gender-specific approaches to promote healthy social media habits and optimize cognitive functioning among young adults.

The primary aim of this study was to investigate the potential impact of social networking usage on attention control and perceived memory functioning ability among young adults in India. The objective was to determine if there is a notable association between the extent of social networking usage and levels of attention control and perceived memory functioning ability in this population. The study findings revealed a significant influence of social networking usage on both attention control and perceived memory functioning ability among young adults. This implies that the time spent on social networking platforms can affect individuals' capacity to regulate attention and their subjective evaluation of their memory performance.

These findings underscore the importance of considering the implications of social networking usage on cognitive processes, particularly attention control and memory functioning, in the young adult population of India. The observed significant influence suggests that addressing attention and memory-related issues among young adults should consider their social networking habits. Further research is required to gain a deeper understanding of the underlying mechanisms through which social networking usage influences attention control and perceived memory functioning ability. Additionally, it would

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be beneficial to explore potential moderating factors and develop interventions or strategies aimed at promoting healthy social media habits and optimizing cognitive well-being among young adults in India.

CONCLUSION

The current study sheds light on the impact of social networking usage on attention control and perceived memory functioning ability among young adults. The findings reveal a significant but weak correlation, indicating that increased engagement with social networking platforms is associated with decreased attention control and heightened subjective assessment of memory functioning. Moreover, the study highlights notable gender differences, with males exhibiting higher levels of attention control and perceived memory functioning compared to females. These findings emphasize the need for further exploration into the underlying mechanisms and the development of gender-specific interventions to cultivate healthy social media habits and enhance cognitive well-being in young adults. Such research is crucial in understanding and addressing the complex relationship between social networking usage and cognitive processes. By gaining a deeper understanding of these dynamics, we can formulate strategies to optimize attention control, memory functioning, and overall cognitive health in today's digital age.

Implications

Increased social networking usage among young adults is linked to reduced attention control and memory functioning. Gender disparities exist, with males exhibiting better cognitive abilities. Future investigations are required to explore the mechanisms at play and develop required interventions. Promoting responsible social media use and optimizing cognitive well-being is crucial. Future research should explore long-term effects and develop comprehensive strategies for the digital era.

Limitations

The current study experienced limited applicability due to a small sample size. There might have been potential biases due to self-reported measures. The cross-sectional design of the study is likely to hinder in establishing causal relationships, and recall bias for “perceived memory functioning” may affect data accuracy. The confounding variables of the study were likely to be fully controlled.

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