

Research Paper

Impact of Social Media on Psychological Well-Being and Happiness Among Young Adults of Different Socio-Economic Groups in Delhi

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ABSTRACT

Social media is a very powerful tool in recent times. It can be used as a weapon or a protecting armour, both completely depending upon its usage. More rigorous use of social media can impact one's mental health and emotions. The focus is to bring light upon the proven facts of how social media use can generate some impression of happiness and well-being. The objectives are - 1. To study the relationship between social media usage, happiness, and psychological well-being among young adults of different socio-economic groups; and 2. To assess the impact of social media usage on happiness and psychological well-being among young adults of different socio-economic groups. The sample is 104 young male and female adults of different socio-economic groups based in Delhi and was reached through Google Forms using purposive sampling. The tools used are Social Networking Usage Questionnaire (Gupta & Bashir, 2018), The Subjective Happiness Scale (Lyubomirsky & Lepper, 1999), and Psychological Well-being (Ryff & Keyes, 1995). The sample was assessed on Pearson's correlation and regression analysis. The result reveals that there is a significant positive relationship between social media use, psychological well-being, and happiness. Whereas regression showed that no significant impact was found of social media use on the happiness and psychological well-being of young adults over different socio-economic groups. It is concluded that using social media creates a positive relationship between happiness and psychological well-being. An individual's happiness and well-being tend to increase with the increase in exposure.

Keywords: *Social Media, Happiness, Psychological Well-Being, Socio-Economic Group*

Social media is a powerful source of information. In this generation of multimedia, the traditional source of information is being eliminated. As social media is supported by AI, it makes advancements in providing the best information at the doorstep. The various platforms are Instagram, WhatsApp, Snapchat, Twitter, etc. A large population of our generation uses social media for various reasons like keeping updated on what is happening around us, posting pictures, collaborating with brands as content creators, and using it for educational purposes. Social media has turned out to be a mediator for happiness; it seems as if without using media, people can't be happy (Colak & Dogan,

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2016). Happiness is now subjective to materialistic things and no longer an individual's joy they get from doing something. The current population of GenZ and Millennials is indulged in social media to the extent that they forget having a life outside of it. If their content is not liked much, less number of followers, no party, and no social gathering have made it all dumb and boring for them. But is it really that social media is affecting happiness and well-being, or is it a human-made conception that if there is no life outside the home, then there is no fun? It is necessary to understand whether social media is controlling us or whether an individual has made it a psychological factor to determine one's health (Kross et al., 2021).

The use of social media is prevalent among teenagers. A 2018 Pew Research Centre study of roughly 750 13- to 17-year-olds revealed that 97% of them use social media sites, including YouTube, Facebook, Instagram, and Snapchat, and that 45% of them spend practically all of their time online (Mayo Clinic, 2021). Indian users spend little under the worldwide average of 2.5 hours per day on social media, at 2.4 hours daily on average. 290 million Indians use social media regularly, and the majority of their screen time is spent on various social networking sites. Teenagers in India who are between the ages of 13 and 19 account for 31% of all social media users. Her age group in India, between 18 and 24, primarily uses Facebook and Instagram. This makes it obvious that these platforms were made largely with young adults in mind. 97.2 million teenagers use Facebook in this age group. Instagram has 69 million users, predominantly millennials and Gen Z users, according to a poll conducted just in India (Sahoo S., 2022).

Research has shown that both male and female rural adolescents between the ages of 16 and 25 are increasingly overusing social media. In the chosen sample, young people between the ages of 16 and 20 make up a significant portion (62% for men and 64% for women). Female rural youth use social media mostly for talking (100%) and to browse employment, educational, and shopping websites (94%), whereas male rural youth use social media primarily for site surfing (100%) and enjoyment (95%). The majority of the chosen youngsters spend less than an hour and more than five hours every day on social media (Patwari I., 2020).

Various kinds of research have led us towards the data of social media use and its unhealthy impact on the body through the age of groups of youth and children. Social media harms the body both physically and psychologically, i.e., it affects eyesight, harms posture leads to backbone issues, makes an individual addicted, increases stress, and anxiety, etc. (Domoff et al., 2019). Through various studies, we got data showing the major impact on youth in rural and urban areas and focusing on the broad impact created on an individual psychologically. After the ample study of various perspectives, this study was made to be majorly focused use of social media and its effect on psychological well-being and happiness among the youth through the various socio-economic groups. And this leads us to the following objectives and hypothesis of the study.

Objectives

- To study the relationship between social media usage, happiness, and psychological well-being among young adults of different socio-economic groups.
- To assess the impact of social media usage on happiness and psychological well-being among young adults of different socio-economic groups.
- Assess the difference between males and females on the effect of social media usage on happiness and psychological well-being among young adults.

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Hypothesis

- There will be a positive significant relationship between social media usage, happiness, and psychological well-being among young adults of different socio-economic groups.
- There will be a significant impact of the usage of social media on happiness and psychological well-being among young adults of different socio-economic groups.
- There will be a significant difference between males and females regarding the effect of the usage of social media on happiness and psychological well-being.

METHODOLOGY

Sample and design

The proposed cross-sectional study is exploratory in nature and aims to identify the factors behind the impact of using social media on happiness and psychological well-being. The study used quantitative methods for data collection and analysis. Considering the nature of the study, purposive convenience-based sampling is used for obtaining data from study respondents.

The sample has n= 104 individuals both male and female over an age group of 18-35 years old. The sample has been categorized over high, medium, and low socio-economic status.

Tools used:

- **Social Networking Usage Questionnaire-** It is given by Gupta S. & Bashir L in 2018. The questionnaire has a total of 19 items on a 4-point Likert scale. It has four sub-scales, academic, socialization, entertainment, and informativeness. This is a questionnaire that attempts to measure the social networking usage of an individual. The Cronbach's alpha is 0.830 and the convergent validity of the test is from 0.593 to 0.894.
- **The Subjective Happiness Scale-** It is given by Lyubomirsky S. & Lepper H.S. in 1999. The SHS is a 4-item scale of global subjective happiness. Two items ask respondents to characterize themselves using both absolute ratings and ratings relative to peers, whereas the other two items offer brief descriptions of happy and unhappy individuals and ask respondents the extent to which each characterization describes them. The score ranges from 1 to 7 on a 7-point Likert scale. The test-retest reliability ranges from 0.55 to 0.90 and convergent validity is from 0.52 to 0.72.0020
- **Psychological Well-being-** Its revised version is given by Ryff C.D. & Keyes C.L.M. in 1995. The test has 18 items ranging on a Likert scale from strongly agree to strongly disagree. It is divided into six sub-scales i.e. autonomy, environmental mastery, personal growth, positive relations with others, the purpose of life, and self-acceptance. The test-retest is 0.82.

The analysis of data was done using Statistical Package for Social Science SPSS version 26. The research methods applied were Standard deviation, Independent t-test, Regression, and Pearson r Correlation to carry out further data analysis.

RESULT AND DISCUSSION

The present study aims to measure the relationship between social media usage, psychological well-being, and happiness. And also, the effect that social media use has on an individual's happiness and well-being.

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Table 1: Descriptive statistics

The descriptive statistics, which included mean, standard deviation, skewness, and kurtosis values are presented in Table 1.

	Mean	Std. Deviation	Skewness		Kurtosis	
	Statistics	Statistics	Statistics	Std. Error	Statistics	Std. Error
Social Media	3.30	0.729	-.102	.237	.072	.469
Psychological Well-being	4.90	0.744	-.256	.237	-.267	.469
Happiness	4.87	0.969	-.258	.237	1.039	.469
Valid N						

N= 104

Table 1 shows the values for the descriptive statistics. The data for social media, happiness, and psychological well-being is fairly skewed, as the values lie between -0.5 to 0.5. For kurtosis, the value for happiness is 1.039 which states that it is slightly leptokurtic and the values for social media and psychological well-being are less than -1.0 which states the value is platykurtic. Overall, the data lies in the symmetrical range.

Table 2 Pearson correlation coefficients among social media, well-being, and happiness.

	Pearson Correlation	Social Media	Psychological Well-being	Happiness
Social Media		1	.089	.238*
Psychological Well-being			1	.207*
Happiness				1

*Correlation is significant at the 0.05 level (2-tailed)

Table 2 shows the correlation between social media usage, happiness, and well-being. According to the data in Table 2, social media usage has a positive significant correlation with happiness of 0.238 at a 0.05 significance level. The usage of social media has a positive significant correlation with psychological well-being with $r= 0.089$ at 0.05 significance i.e. when the usage of social media increases the well-being of an individual also increases. The study by Castillo de Mesa et al., 2020 shows that teaching graduates the right educational use of social media will help them broaden their scope of using social networking sites as their study indicates some connection between young adults' well-being and the use of Facebook. Hence, a significant correlation was found i.e. H1 get approved.

Table 3.1 Model summary (psychological well-being)

Model	R	R square	Adjusted square	R	RMSE
1	.201a	.040	.021		.73632

a. Predictors: (constant), social media, socio group

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Table 3.2 ANOVA

	Sum of squares	Df	Mean Square	F	Sig.
Regression	2.297	2	1.148	2.118	.126b
Residual	54.759	101	.542		
Total	57.055	103			

- a. Dependent Variable: psychological well-being
- b. Predictor Variable: social media, socio groups

Table 3.3 Coefficients (psychological well-being)

Model	Unstandardized B	Coefficients Std. Error	Standardized Coefficients Beta	t	Sig.
(constant)	4.426	.349		12.675	.000
Social Media	.077	.100	.076	.774	.441
Socio-Group	0.92	.050	.180	1.842	.068

- a. Dependent variable: psychological well-being

The result in Tables 3.1, 3.2 & 3.3 depicts the regression and ANOVA for the usage of social media and socio-economic group on psychological well-being. The dependent variable psychological well-being was regressed on predicting the variable of social media and socio-economic groups to test the hypothesis. The regression revealed that psychological well-being and social media usage don't satisfy the category. The model indicates that social media usage does not significantly predicts psychological well-being (Sig. 0.441), so it is not supporting the hypothesis, "there will be a significant impact of the usage of social media and socio-economic group on happiness and psychological well-being among young adults." Similarly, the socio-economic group does not significantly predict psychological well-being (Sig. 0.068). Moreover, the R²= 0.040 illustrates that the model explains 4% of the variance in happiness.

Table 4.1 Model summary (happiness)

Model	R	R square	Adjusted R square	RMSE
1	.255	.065	.046	.94702

- a. Predictors: (constant), social media, socio group

Table 4.2 ANOVA

	Sum of squares	Df	Mean Square	F	Sig.
Regression	6.292	2	3.146	3.508	.034
Residual	90.581	101	.897		
Total	96.873	103			

- a. Dependent Variable: happiness
- b. Predictors: (Constant), social media, socio group

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Table 4.3 Coefficient (happiness)

Model	Unstandardized B	Coefficients Std. Error	Standardized Coefficients Beta	t	Sig.
(constant)	3.720	.449		8.283	.000
Social Media	.307	.128	.231	2.392	.019
Socio-Group	.061	.064	.093	.950	.344

a. Dependent variable: happiness

Tables 4.1, 4.2, and 4.3 depicts the regression and ANOVA for the usage of social media and socio-economic group on happiness. The dependent variable happiness was regressed on predicting the variable of social media and socio-economic group to test the hypothesis. The regression revealed that happiness and social media usage satisfies the category. The model indicates that social media usage significantly predicts happiness (Sig. 0.019), so it supports the hypothesis, “there will be a significant impact of social media usage and socio-economic group on happiness and psychological well-being among young adults.” On the other hand, the socio-economic group does not significantly predict happiness (Sig. 0.344). Moreover, the R²= 0.065 illustrates that the model explains 6.5% of the variance in happiness.

In this study, the usage of social media significantly impacts happiness i.e. with an increase or decrease in the use of social media the happiness of an individual also increases or decreases. The findings coincide with Pittman in 2018 which stated that a person is more likely to be happy and feel connected to others if they use social media frequently because they regard it as a nice method to interact with people (perceived closeness).

Hence, no significant impact was found i.e. H2 gets rejected.

Table 5: Independent T-test

Tables 5 depict the t-test for social media, psychological well-being, and happiness among the population of males and females.

	Gender	Df	Mean	Std. Deviation	t	Sig.
Social media	1	48	3.158	.815	-2.081	0.12
	2	55	3.449	.600		
Psychological Well-being	1	48	4.886	.687	-.193	.402
	2	55	4.915	.803		
Happiness	1	48	5.052	.918	1.453	.917
	2	55	4.79	.902		

Male- 1, Female- 2

Table 5 shows the comparison results of males and females on the scale of social media with a t-score of -2.081 was not significant at 0.01 level, males have a mean score of (M= 3.1587) and females (M= 3.449). While with other variables of well-being (t= -.193) and happiness (t= 1.459), there is no significant relation though the compared mean is low. This shows that gender and social media usage are significant to each other, even though it doesn't have any impact. Therefore, H3 gets rejected.

CONCLUSION

As discussed, the current research revolves around studying the impact of social media usage on the happiness and well-being of young adults of socio-economic groups. The results show usage of social media, happiness, and psychological well-being has a significant positive relationship with each other. Social media use and socioeconomic groups have no significant impact on happiness and psychological well-being. Even though gender difference was not significant in social media usage, happiness, and psychological well-being.

This shows that social media use, happiness, and psychological well-being go hand-in-hand i.e. with exposure to social media no disturbance in one's happiness or psychological well-being happened. Social media played a role in enhancing one's emotions and well-being. But no impact of social media use was found on the happiness and well-being of young adults at any socio-economic group level.

Limitations of the study

1. The relevance of the results may have been impacted by the length of the forms as a whole.
2. A limited amount of time was provided.
3. The sample size was too small therefore it becomes difficult to generalize on the whole population.
4. The sample was limited to males only as female data is rare to collect.

Future implication

This study could be used as a base to do further research on the same topic. And a deeper analysis considering the use of social media at different socio-economic levels both rural and urban could also be done. Further, this study has shown the positive relation of social media with happiness and well-being among young adults. This can help counselors and psychologists take social media use as a factor while diagnosing their clients of a given age group.

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Conflict of Interest

The author(s) declared no conflict of interest.

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