

Social Media and School Going Students: A Descriptive Study of Students Media Habits and Relative Influence in Fatehabad District of Haryana

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1. INTRODUCTION

The term "social media" refers to websites and applications that emphasize communication, community-based input, interaction, content sharing and collaboration.

People use social media to stay in touch with friends, family and members of various communities. Businesses use social media to market and promote their products, as well as to track customer concerns.

Globally, social media has enormous traction. These platforms are made more accessible by mobile applications. Instagram, Facebook and LinkedIn are some popular examples of general social media platforms.

There are several popular social media platforms today and teens in India specifically use them for various purposes. The most frequently used application in India during the pandemic, where inactivity has increased by 80%, according to surprising evidence collected from a variety of sources, is Instagram. Indian consumers used social media for, on average, 2.4 hours per day, which is a little less than the 2.5 hours per day average for all users worldwide.

The majority of social networking platforms may now be accessible using cell phones thanks to their rising popularity and rate of sale. 290 million people use social media regularly in India nowadays and most of them are active on numerous social networking sites.

It's noteworthy to observe that teens control the majority of these social networking sites. Teenagers and young adults between the ages of 13 and 19 make up 31% of all social media users in India.

Those between the ages of 18 and 24 in India are the leading users of Facebook and Instagram. This shows that these platforms were created primarily to meet the demands of adolescent and young adults.

2. IMPACT OF EXCESSIVE USE OF SOCIAL MEDIA

Dangerous to mental health: While social media might help us combat the pandemic in productive ways, it can also have a negative impact on our mental health. Teenagers in particular have reported mental problems like low self-esteem, anxiety, sadness, narcissism and a fear of missing out among users.

Increase in unfavorable behavior: Second, it is also resulting in a number of different changes, including:

Bullying, acting antisocially and making small chat are all examples of behaviors that make it difficult to connect with others.

Teenagers' lives are being complicated by a host of other issues as a result, including delayed emotional and physical development, addictive behavior, violence and an overall negative mood.

- **Overexposure to Negative Material / Content:** Young teenagers are also exposed to dark and unpleasant stuff on social media. A generation that has never experienced such a large number of deaths has turned more and more to online counseling and talking to strangers or friends on social media. With teen adults sharing pages of online counseling and professional help of any kind on their accounts, particularly evident on Instagram, this pattern has seen an incredible growth.

Since the use of social media by teenagers increased between 2012 and 2018, it is clear that there are drawbacks. These drawbacks include teen depression, suicide rates and mental health problems such chronic social anxiety, bad eating and sleeping patterns, among others.

Social media, in addition to providing avenues for teens to seek help and support, also provides forums for teens to encourage one another in unhealthy and dangerous behaviors. As a result, teens suffering from eating disorders or who self-harm can connect with others to discuss their destructive habits. Obsessive calorie counting, fasting and over-exercising are accepted and

encouraged in these online forums. As a result, teens may learn to conceal or intensify their behavior, putting them at risk.

A teen social network, on the other hand, can motivate teenagers to develop healthy habits. As a result, seeing peers eat nutritious foods, do creative activities, or spend time outside in nature can inspire other teenagers to do the same.

Social networks can foster peer motivation, inspiring young people to try new things, pursue their dreams and speak out about issues that are important to them. Online, teens can also find positive role models. As a result, the influence of social media on teenagers may result in more unplugged time and increased self-care behaviors.

3. REVIEW OF LITERATURE

Subrahmanyam (2008) in a research paper titled ‘Online and offline social networks: Use of social networking sites by emerging adults’ claims that:

Social networking sites (such as MySpace and Facebook) are popular forms of online communication among adolescents and young adults. According to the findings, participants frequently used the Internet, particularly social networking sites, to connect and reconnect with friends and family members. As a result, there was some overlap between the participants' online and offline networks.

Woods (2016) in a research paper titled ‘Sleepy teens: Social media use in adolescence is associated with poor sleep quality, anxiety, depression and low self-esteem’ states that:

This study looked at how 467 Scottish adolescents' use of social media affected their sleep quality, self-esteem, anxiety and depression. We looked at overall social media use, nighttime social media use, emotional investment in social media, sleep quality, self-esteem and anxiety and depression levels. Greater overall social media use, nighttime-specific social media use and emotional investment in social media were all associated with lower sleep quality and higher levels of anxiety and depression, as expected.

Siddiqui , Singh (2016) in a research paper titled ‘Social Media its Impact with Positive and Negative Aspects’ states that:

Students' collaboration quality and rate have increased as a result of social media. Businesses use social media to improve their performance various ways, such as achieving business objectives and increasing the organization's annual sales. Every day, children are seen interacting with the media. Social media has many benefits, but it also has some drawbacks that negatively impact people. Use of social media is beneficial but should be used in a limited way without getting addicted.

Diwakar (2016) in a research paper titled 'It's Complicated': The Construction of Indian Middle-class Teens in Social Media' claims that:

According to this article, new social media platforms allow young people (13-17 years old) to be a part of the global world while remaining true to their roots and middle-class morals. This article highlights the role of social networking sites in globalizing power and helping teens in communicating the conflict between being world-class citizens and torch bearers of Indian middle-class morality.

Masthi (2016) in a research paper titled 'A Comparative Study on Social Media Usage and Health Status among Students' justifies that:

Social media use is a "global consumer phenomenon" that has grown at an exponential rate in recent years. The use of social media websites is a common activity for today's adolescents; however, they are sometimes overused/misused, which can lead to social media addiction.

Social media addiction was found in more than one-third of the subjects, with the majority suffering from mild addiction.

Yadav & Rai (2016) in a research paper titled 'The Generation Z and their Social Media Usage: A Review and a Research Outline' states that:

The purpose of this paper is to raise awareness of how today's Generation Z uses social media, as well as to examine the consequences for them as individuals, organisations and society as a whole. It describes their social media usage and intra-generational differences caused by environmental and personal factors. Personal factors are classified as either constant or driving. The paper discusses how Generation Z's use of social media affects them as individuals, organizations and societies in the future. It also attempts to bring forward certain managerial ramifications and a research outline.

Ballikaya et al.(2017) in a research paper titled ‘High School Students’ Social Media Usage Habits’ justifies that:

According to the findings, the most popular social media platform among the students who took the survey is "YouTube," with "Facebook" coming in second. The least used social media sites are "MySpace" and "LinkedIn." Students' top reasons for using social media are document sharing, information and opinion sharing and entertainment. It was discovered that students do not use social media as a tool for presenting themselves by overusing other people's profiles. Gender differences in social media usage are significant. Students primarily access and use social media through their smart phones. Students spend 1-3 hours per day on social media.

Bashir, Gupta (2018) in a research paper titled ‘Social Networking Usage Questionnaire: Development and Validation in an Indian Higher Education Context’ states that:

Over the past ten years in India, academia has given the idea of social networking a lot of attention. Social networking has been the subject of much research, almost all of which were conceptual or case study-based. The research found that social networking use may be broken down into four categories: educational, social, entertaining and instructive.

Rodgers (2020) in a research paper titled ‘Development and Validation of the Motivations for Social Media Use Scale (MSMU) Among Adolescents’ claims that:

Theories of the connection between teenage social media use and body image have emphasized the significance of motivations. However, little attention has been paid to social media use incentives in the body image literature that has already been published. With absorption of appearance ideals, self-esteem and social media use, all subscales showed good internal reliability and convergent validity. The MSMU is a good tool for analyzing how teenage girls' and boys' reasons for using social media relate to beauty.

Mohapatra, Mishra (2022) in a research paper titled ‘Insights: Indian Adolescents’ Social Media Usage and Life Satisfaction’ states that:

Social contact now requires having an online social presence. Due to the absence of face-to-face interaction, online friendship behavior has improved and self-consciousness has decreased. Users are drawn in by the appealing characteristics of social media platforms, which encourage involvement. Teenagers in India now have more options for online social

engagement thanks to the availability of high-speed internet connectivity. Teenage SNS users make up the sample. The study provides the following observations regarding image-based and image- and text-based SNS users: SNS use is positively correlated with happiness, but negatively correlated with loneliness; happiness increases life satisfaction; and loneliness decreases life satisfaction.

The text above claims that social networking sites are widely used for communication and connection, both online and offline. However, excessive use of social media has been associated with negative outcomes such as poor sleep quality, anxiety, depression and low self-esteem. This means that social media usage in excess can have detrimental effects on mental and physical wellbeing of the people. Despite the benefits of social media in the context of increased collaboration and global connectivity, there are concerns about social media addiction and its consequences. The texts further highlights that the social media usage can influence body image and life satisfaction related issues.

Technology is one of humanity's greatest inventions and it is especially information technology that has brought the world closer together, dubbed the "Global Village." While this has accelerated growth, development and progress, a unique bonding is taking place. Technology is one of humanity's greatest inventions and it is especially information technology that has brought the world closer together, dubbed the "Global Village." While this has accelerated growth, development and progress, a unique bonding is taking place between two people.

This is accomplished through social networking. Many social networking sites, such as Facebook and Twitter, are available on the internet.

Exposure to the internet in general and social media in particular, is skyrocketing. As a result, there is a proper justification for investigating the influence of such social media on teenagers. But here's the big question: is social networking a boon or a curse? Teenagers in India are rapidly adopting social networking sites. Social media networks are known to have a wide range of consequences, both positive and negative, particularly among Indian teenagers. With India being absorbed by COVID-19, it becomes increasingly important to observe and critically analyze the action on social media on a daily basis.

In the first five months of the pandemic, social media consumption increased by 70% and the number of postings on various platforms such as Instagram, Facebook and Twitter increased

by 45%. As a result, it is clear that dependency has increased massively in such a short period of time.

4. OBJECTIVES AND METHOD

4.1.Objectives

This essay aims to comprehend both the usage patterns and attitudes of social networking sites among users. The following are the goals of this report:

- To recognize the motivations behind teen social media usage
- To determine if teens believe the information they receive from social networking sites
- To determine whether social media is leading to addiction or not
- To examine how Social networking sites affecting teenagers

This research uses the qualitative research method with quantitative analysis to gain a thorough understanding of SNS usage patterns among teenagers and the consequences of their behavior.

4.2.Research method

Research method employed is survey method. Non-probability sampling is used wherein snowball sampling method is used for sampling survey.

4.3.Sample Size

225 School going students from different schools of Fatehabad

5. DATA TABULATION AND ANALYSIS

Table 1

GENDER	Frequency	%
Female	127	56.44%
Male	98	43.56%

GENDER	Frequency	%
Total	225	100%
Invalid	0	0%
Total	225	100%

The table presents the gender distribution among respondents, totaling 225 individuals. Of these, 56.44% identified as female, while 43.56% identified as male. There were no invalid responses recorded. This indicates a slightly higher representation of females in the sample compared to males. The table provides a clear breakdown of gender frequencies within the surveyed population, allowing for analysis and comparison based on gender demographics.

Table 2

PREFERRED PLATFORM	Frequency	%
Facebook	74	32.89%
Instagram	66	29.33%
Snapchat	31	13.78%
WhatsApp	19	8.44%
Male	18	8%
Twitter	17	7.56%
Total	225	100%

PREFERRED PLATFORM	Frequency	%
Invalid	0	0%
Total	225	100%

The table displays the frequency distribution of preferred social media platforms among 225 respondents. Facebook emerges as the most favored platform, with 32.89% of respondents choosing it. Following closely is Instagram, preferred by 29.33% of participants. Snapchat and WhatsApp are also popular, with 13.78% and 8.44% of respondents selecting them, respectively. Twitter, chosen by 7.56% of participants and other platforms collectively make up the remainder. No invalid responses were recorded. The data indicates a diverse range of preferred platforms among the surveyed individuals, with Facebook and Instagram being the top choices. Snapchat and WhatsApp also hold significant user bases. These findings offer insights into the social media landscape and can inform marketing strategies, content creation and platform-specific engagement approaches for businesses and organizations aiming to connect with this demographic.

The preference for Facebook and Instagram, as indicated by the higher frequencies in the table, could be attributed to several factors. Firstly, both platforms offer a wide range of features, including photo and video sharing, messaging and news updates, appealing to users' diverse interests and communication needs. Secondly, Facebook's longer-standing presence in the social media landscape might contribute to its continued popularity, as users may have established networks and habits on the platform. Instagram's visually-centric nature, focusing on images and short videos, may attract users seeking a visually engaging experience. Additionally, the platforms' user-friendly interfaces and mobile accessibility make them convenient choices for staying connected and sharing content on the go. Furthermore, social norms and peer influence could also play a role, with users gravitating towards platforms where their friends and social circles are active, reinforcing the popularity of Facebook and Instagram.

Table 3

DURATION SPENT ON SM IN A DAY	Frequency	%
More than 5 Hours	116	51.56%
4-5 Hours	74	32.89%
2-3 Hours	14	6.22%
1-2 Hours	14	6.22%
3-4 Hours	7	3.11%
Total	225	100%
Invalid	0	0%
Total	225	100%

The table illustrates the duration spent on social media (SM) platforms per day among 225 respondents. Remarkably, a significant portion, 51.56%, reported spending more than five hours daily on social media. Another substantial group, comprising 32.89% of respondents, indicated spending between four to five hours on social media. Smaller percentages were distributed across other time ranges, with 6.22% each for 2-3 hours and 1-2 hours and 3.11% for 3-4 hours. No invalid responses were recorded. The data reveals a considerable portion of respondents dedicating extensive time to social media engagement, with over 84% spending more than four hours daily. Probable reasons for this trend may include increased accessibility to smartphones and internet connectivity, leading to frequent usage throughout the day. Additionally, the addictive nature of social media platforms, coupled with the desire for social interaction, entertainment and information consumption, likely contributes to prolonged usage durations among respondents.

MOTIVE TO USE SOCIAL MEDIA	Frequency	%
To Socialize	146	64.89%
Entertainment and Time Pass	35	15.56%
Content Creation	24	10.67%
Other	20	8.89%
Total	225	100%
Invalid	0	0%
Total	225	100%

The table presents the motives behind social media (SM) usage among 225 respondents, categorized into four main groups. A majority, 64.89% of participants, reported using SM primarily to socialize. This reflects the fundamental role of social media platforms in facilitating communication and connection with friends, family and acquaintances, transcending geographical barriers. Additionally, 15.56% cited entertainment and time pass as their motive for SM usage, highlighting the platforms' role in providing recreational content and alleviating boredom. Content creation emerged as another significant motive, with 10.67% of respondents engaging in activities such as sharing photos, videos and creative expressions on SM platforms. A smaller proportion, 8.89%, mentioned other motives not covered in the predefined categories.

The probable reasons for these motives vary but are likely influenced by several factors. Firstly, the intrinsic human need for social interaction and belonging drives individuals to utilize SM as a means of maintaining relationships and staying connected in an increasingly digital society. Secondly, the abundance of entertaining and engaging content on SM platforms caters to users' leisure preferences, attracting them for recreational purposes. Furthermore, the rise of influencer culture and digital entrepreneurship encourages individuals to engage in content creation as a means of self-expression, creativity and potential monetization opportunities.

Overall, the motives for SM usage reflect the multifaceted nature of human behavior and the diverse functionalities offered by social media platforms in fulfilling various social, entertainment and self-expression needs.

Table 4

PREFERRED TIME FOR ACCESSING	Frequency	%
Not Fixed	101	44.89%
During Free Time	67	29.78%
Fixed Time for SM Consumption	57	25.33%
Total	225	100%
Invalid	0	0%
Total	225	100%

The table delineates the preferred time for accessing social media (SM) platforms among 225 respondents, revealing varied patterns of usage. A notable portion, 44.89% of participants, indicated that their access to SM was not fixed, suggesting flexibility in usage patterns throughout the day. This group likely accesses SM opportunistically, whenever they have brief intervals of free time or during breaks in their daily activities.

Conversely, 29.78% of respondents reported accessing SM during their free time, suggesting a more intentional approach to usage, where they allocate specific periods for social media engagement amidst other leisure activities. In contrast, 25.33% of participants indicated a fixed time for SM consumption, implying a structured routine or schedule dedicated solely to social media usage.

The probable reasons for these diverse preferences stem from individual lifestyle choices, work or study commitments and personal preferences regarding time management and digital habits. Those with flexible access may prioritize spontaneity and adaptability in their SM usage, while

others may prefer more structured approaches to balance their online activities with other responsibilities. Additionally, factors such as the nature of employment or educational commitments, social influences and technological affordances may also influence preferred times for accessing SM platforms. Overall, the data highlights the variability in users' approaches to managing their SM usage and the importance of understanding individual preferences and contexts in studying digital behaviors.

Table 5

CHAT APPS USAGE FREQUENCY	Frequency	%
Very Often	99	44%
Sometimes	41	18.22%
Not Very Often	33	14.67%
Often	27	12%
Rarely	25	11.11%
Total	225	100%
Invalid	0	0%
Total	225	100%

The table illustrates the frequency of usage for chat applications among 225 respondents, offering insights into their communication habits. Notably, a significant portion, comprising 44% of participants, reported using chat apps very often, indicating a high frequency of engagement with these platforms. This group likely relies heavily on chat apps for communication, both for personal and professional interactions and may prioritize instant messaging as their primary mode of communication.

Following closely, 18.22% of respondents reported using chat apps sometimes, suggesting a moderate level of usage that may vary depending on situational factors such as availability, convenience and the urgency of communication needs.

Conversely, smaller percentages of participants reported using chat apps not very often (14.67%), often (12%) and rarely (11.11%). These groups likely represent varying degrees of reliance on chat apps, influenced by factors such as personal preferences, communication habits and the availability of alternative communication channels.

The probable reasons for these usage patterns are multifaceted. Firstly, the widespread adoption of smartphones and the convenience of instant messaging have made chat apps a ubiquitous and accessible means of communication for individuals of all ages. Additionally, the integration of additional features such as voice and video calling, file sharing and group chats enhances the versatility and appeal of chat apps for diverse communication needs. Furthermore, societal norms and peer influence may also play a role in shaping individuals' usage habits, as chat apps become ingrained in social and professional interactions. Overall, the data underscores the central role of chat apps in contemporary communication practices and highlights the nuanced nature of users' engagement with these platforms.

Table 6

DO YOU SEE SOCIAL MEDIA AFFECTING YOU	Frequency	%
Yes	130	57.78%
No	95	42.22%
Total	225	100%
Invalid	0	0%
Total	225	100%

The table indicates that 57.78% of respondents perceive social media as affecting them, while 42.22% do not. This suggests that a majority of individuals feel impacted by social media in some way, whether positively or negatively. Possible reasons for this perception could include the influence of social media on emotions, self-esteem, relationships, productivity and overall well-being. Factors such as excessive time spent on social media, comparison with others, exposure to unrealistic standards and the spread of misinformation may contribute to individuals feeling affected by their social media usage. Additionally, the desire for validation, connection and information may also influence how individuals perceive the impact of social media on their lives.

Table 7

WHAT DOES IT AFFECT MORE	Frequency	%
Mental Health	132	58.67%
Physical Health	93	41.33%
Total	225	100%
Invalid	0	0%
Total	225	100%

The table reveals that 58.67% of respondents believe social media affects their mental health, while 41.33% perceive it impacting their physical health. This suggests a greater concern among individuals regarding the influence of social media on their mental well-being compared to their physical well-being. Probable reasons for this could include the psychological effects of social media use, such as increased feelings of anxiety, stress, depression and loneliness stemming from factors like social comparison, cyberbullying and fear of missing out. Conversely, while social media may also affect physical health through sedentary behavior or sleep disturbances, its impact on mental health appears to be more salient and pronounced among respondents.

Table 8

HAVE YOU DONE ANYTHING TO LOWER ITS IMPACT	Frequency	%
No	153	68%
Yes	72	32%
Total	225	100%
Invalid	0	0%
Total	225	100%

The table indicates that 68% of respondents have not taken any measures to lower the impact of social media, while 32% have. This suggests that a majority of individuals have not actively sought to mitigate the effects of social media on their lives. Possible reasons for this could include a lack of awareness or understanding of the potential negative impacts of social media, difficulty in changing established habits, or a sense of dependence on social media for communication, entertainment, or validation. Additionally, individuals may perceive addressing social media's impact as challenging or unnecessary, further contributing to the higher percentage of respondents who have not taken action.

Table 9

	Chi²	df	p	Interpretation
GENDER - PREFERRED PLATFORM	0.6	5	.988	There is no association
GENDER - DURATION SPENT ON SM IN A DAY	3.5	4	.478	There is no association
GENDER - MOTIVE TO USE SM	1.61	3	.658	There is no association

	Chi²	df	p	Interpretation
GENDER - PREFERRED TIME FOR ACCESSING	5.04	2	.08	There is no association
GENDER - CHAT APPS USAGE FREQUENCY	8.23	4	.083	There is no association
GENDER - DO YOU SEE SOCIAL MEDIA AFFECTING YOU	0.03	1	.865	There is no association
GENDER - WHAT DOES IT AFFECT MORE	0.17	1	.683	There is no association
GENDER - HAVE YOU DONE ANYTHING TO LOWER ITS IMPACT	0.94	1	.333	There is no association

5.1.Summary of Chi-squared Test for Association

1. Boys and girls don't have a specific pattern in choosing their favorite social media platforms.
2. Whether a child is a boy or a girl doesn't determine how much time they spend on social media each day.
3. Boys and girls have similar reasons for using social media, like talking to friends or having fun.
4. Boys and girls don't have a specific time they prefer to use social media.
5. Boys and girls use chat apps like WhatsApp or Snapchat at similar rates.
6. Boys and girls both feel social media doesn't affect them differently.

7. Boys and girls think social media affects their mental and physical health equally.
8. Boys and girls are equally likely to take actions to reduce the impact of social media on their lives.

6. CONCLUSION

The data presented in the chat thread offers valuable insights into various aspects of social media usage and its impact on individuals, particularly adolescents and young adults. Firstly, it highlights the widespread popularity of social networking sites like Facebook and Instagram among this demographic, indicating their significance as platforms for communication and connection. Additionally, the data sheds light on the diverse motives behind social media usage, ranging from socializing and entertainment to content creation.

Moreover, the findings regarding the duration and frequency of social media usage underscore the pervasive nature of these platforms in users' daily lives, with a considerable proportion spending significant amounts of time online. Concerns about the potential negative effects of social media, particularly on mental health, are also evident, with many respondents acknowledging its impact and the need for measures to mitigate it. Furthermore, the association between gender and social media usage patterns reveals no significant differences, emphasizing the universality of these behaviors across genders.

However, despite the recognition of social media's influence, the data indicates a lack of proactive action among respondents to address its impact, suggesting a gap between awareness and behavioral change. Overall, the findings underscore the complex interplay between social media usage, individual well-being and the need for informed strategies to promote healthier digital habits among adolescents and young adults. Further research and interventions focusing on understanding motivations, addressing negative consequences and fostering digital literacy are crucial for fostering positive experiences and outcomes in the digital age.

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