

# AWARENESS OF THE EFFECTS OF SOCIAL MEDIA AMONG ELDERLY POPULATION

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**ABSTRACT--***A social media is an internet platform which individuals use to create social networks or social relations with others who share similar personal interests and career interests or real life connections. The social media allows the elderly to face more easily the difficulties of modern life, trespassing the limits of their social and emotional isolation. The aim of the study is to determine the awareness on the effects of social media among elderly population. Self-administered questionnaire was designed and distributed through an online survey planet link based on the effects of social media. Study population included the elderly population belonging to age group between 50-60 years. Data was collected and statistically analysed. It was observed that elders were aware of the effects of social media. 83% of elders agreed social media affected mental health. 71% of them agreed that sleep was affected by usage of social media. 67% of participants thought there are more positive effects than negative effects. 46% of elders felt that mental health was majorly affected by means of thought process. 81% of participants feel that social media is influential on academics. 65% of them feel social media is a boon and 35% of the elders social media is a bane. The study may conclude that elders were aware of the effects of social media and felt that social media improved their knowledge on global scenario.*

**Keywords--** awareness of the effects of social media among elderly population

## I. INTRODUCTION

A social media is an internet platform which individuals use to create social networks or social relations with others who share similar personal interests and career interests or real life connections[1]. Billions of people around the world use social media on regular basis[1]. Technology has changed the way people interact and has brought about the emergence of an open platform. Social media should not take a toll on an individual's creativity or personality. Over the years, there has been a drastic improvement in technology[2]. People from all walks of life can now easily share information[2]. Social media is an innovative idea with a very brilliant opportunity with additional scope of advancements. Social media being it a boon or bane by itself, it depends upon an individual's limits of using it. There are two types of social media users; digital natives and digital immigrants[3]. Literature analysed that the social networking sites are not designed for negative impacts[4]. Social media has altered our sense of reality such that in priding the global connectivity it offers, we forget to connect with the people around us and grow emotionally distant. While eliminating social media from our lives is out of question, its usage can be

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moderated by limiting our time on it. With the explosive growth in the number and use of social media everyday communication method for individuals and organisation [5].

It has held an addiction to the youth wherein making them difficult to concentrate on their work[6]. The pros is its availability being the fundamental standpoint for network. It provides considerable measure of advantages for the students and instructors. It has been used for updates and worldwide happenings. Social media has been mainly defined as the 'the many relatively inexpensive and widely accessible electronic tools that facilitate anyone to publish and access information, collaborate on a common effort or build relationship[7]. The cons is that youth rate is very much to shifting into social media so its influences are much on youth[8]. Cyberbullying and hacking are the most important cons of all. Cyber criminals and fraudsters are prevailing in the social networking[9]. What makes social networking websites unique is not that they allow individuals to meet strangers, but rather that they enable users to articulate and make visible their social media[10]. The social media allows the elderly to face more easily the difficulties of modern life, trespassing the limits of their social and emotional isolation.

In previous studies, the population of interest were school students, college students, teens and adolescents. The aim of those studies was to determine social behaviour, level of addiction, anxiety levels and so on. The impact of social media was determined on lifestyle was also reported based on different parameters.

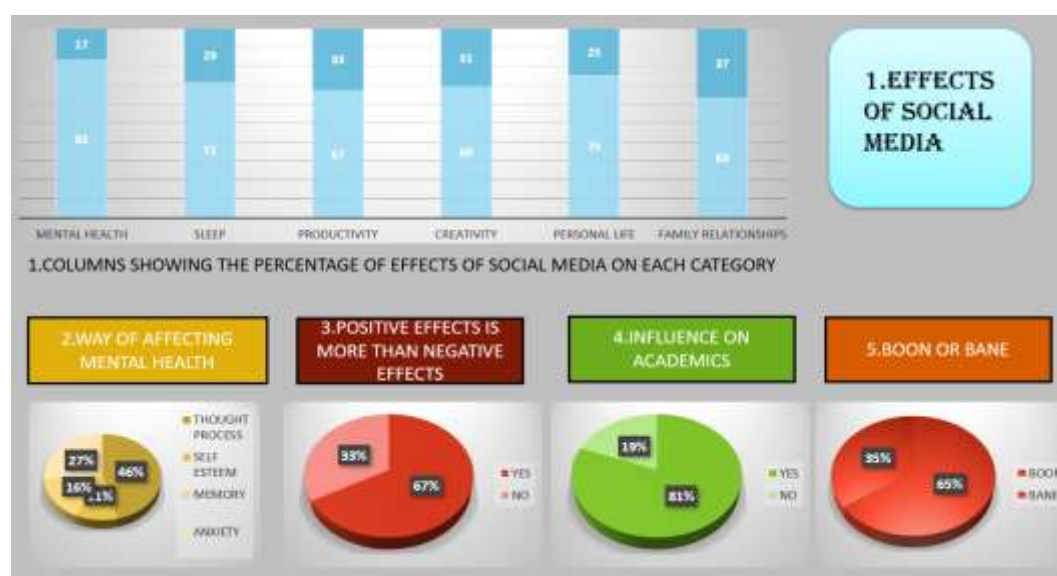
The primary aim of this study is to determine the awareness of the effects of social media among elderly population.

## **II. MATERIALS AND METHODS**

Self administered questionnaire was designed and distributed through an online survey planet link based on the effects of social media. Study population included the elderly population belonging to age group between 50-60 years. The participants were explained about the purpose of study in detail. Data was collected and statistically analysed.

## **III. RESULTS AND DISCUSSION:**

From the survey, it is observed that awareness of effects of social media is much prevalent among elderly population. About 99% of them own cell phones and are aware of social media networks like Instagram, Facebook, Twitter etc. 82% of the elders think that social media is addictive. From Fig (1), we can infer the awareness based on categories where 83% of participants feel social media affects mental health, 71% feel it affects sleep, 67% of elders feel it affects productivity, 69% of them feel social media affects creativity, 75% of them feel that it affects personal life and 63% of them think it affects family relationships. From Figure 2, it is noted that 46% elders assume that social media affects mental health majorly by means of thought process and least of 11% of elders assume that it affects by means of anxiety. Figure 3 gives the information that 67% of elders believe that there are more positive effects than negative effects. From Figure 4, 81% of elders felt social media was influential on academics on both positive and negative aspects. Finally Figure showed that 65% and 35% of elders felt that social media was both boon and bane to the society.



**Figure 1:** showed that 65% and 35% of elders felt that social media was both boon and bane to the society.

In previous studies, it was found that youths were addictive using social media everyday and internet has improved the efforts and progression of students[8].

In the study by Ankita Labh et al, 55.8% of them have tried to keep themselves away the technology and remaining people have not tried and they do not want themselves to be away from technology world. The elderly population felt that over usage of technology is harmful for the younger minds and how it has its effect on social and mental well being of the younger generation.

## IV. CONCLUSION

The study concluded that awareness on effects of social media among elderly population was good. It was also inferred from the study that most of the elders use social networking sites. From the study, it was concluded that elders consider social media as a boon. The study may conclude that elders were aware of the effects of social media and felt that social media improved their knowledge on global scenario.

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