

**SOCIAL MEDIA USAGE AND LONELINESS  
AMONG ELDERLY IN SALEM COMMUNITY**

*Submitted for the partial fulfilment of Bachelor of Social Work, 2024*

**Submitted by  
Peter Raldoliana  
Roll No.: 2223BSW008  
BSW V Semester**

**DEPARTMENT OF SOCIAL WORK  
HIGHER AND TECHNICAL INSTITUTE, MIZORAM (HATIM)  
KAWMZAWL, PUKPUI – 796691**

Department of Social Work, HATIM  
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**CERTIFICATE**

This is to certify that the research, ‘Social media usage and loneliness among elderly in Salem community’ submitted by Mr. Peter Raldoliana, for the partial fulfilment of the Bachelor of Social Work is carried out under my guidance and incorporates the student’s bonafide research and this has not been submitted for any award, degree or for any other institution of learning.



(ROSANGLIANA KHIANGTE)

Head

Department of Social Work  
Higher and Technical Institute, Mizoram (HATIM)  
Kawmzawl, Pukpui - 796691



(DR. R. LALLIANZELA)

Fieldwork Supervisor

Department of Social Work  
Higher and Technical Institute, Mizoram (HATIM)  
Kawmzawl, Pukpui - 796691

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(PETER RALDOLIANA)  
Bachelor of Social Work

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## **List of Abbreviations**

AOL	: America Online
ASMU	: Active Social Media Utilization
BBS	: Bulletin Board System
OSS	: Online Social Support
PSMU	: Passive Social Media Usage
SP	: Social Presence
SPSS	: Statistical Package for the Social Science
SMU	: Southern Methodist University
USC	: Upward Social Comparison

# **CHAPTER - I**

## **INTRODUCTION**

The study aims to explore the nature and impact of social media usage among the elderly and its relationship with their levels of loneliness.

### **1.1 The evolution of social media**

Social media has undergone a remarkable transformation since its inception in the early 1990s. The first social media platforms, such as Bulletin Board Systems (BBS) and America Online (AOL), emerged in the late 1990s. These early platforms allowed users to create profiles, connect with others, and share content. However, it was the launch of Friendster in 2002 and MySpace in 2003 that brought social media into the mainstream. These platforms introduced features like profiles, friends, and sharing content, which became the foundation for future social media platforms.

The game-changer was Facebook, launched in 2004, which expanded from a college-only network to a global phenomenon. YouTube, founded in 2005, revolutionized video sharing, while Twitter, launched in 2006, popularized real-time microblogging. Instagram and Snapchat, launched in 2010 and 2011, respectively, focused on visual content and ephemeral sharing.

Today, social media continues to evolve with advancements in technology, changes in user behavior, and the rise of new platforms like TikTok, Discord, and Twitch. Key trends include increased mobile usage, visual-centric platforms, ephemeral content, algorithm-driven feeds, social commerce, and influencer marketing. However, concerns around privacy, security, and online well-being have also grown.

### **1.2 Loneliness and Elderly**

Loneliness among the elderly is a pervasive and complex issue that affects millions of older adults worldwide. As people age, they often experience a decline in social connections, leading to feelings of isolation, disconnection, and loneliness. This emotional state can have severe consequences on their mental and physical health, quality of life, and overall well-being.

The loss of a spouse or partner, decline in physical health, cognitive impairment, and social isolation are common triggers of loneliness in older adults. Limited access to social activities, lack of transportation, and fear of rejection or abandonment can further exacerbate feelings of loneliness. These factors can lead to a sense of disconnection from society, leaving older adults feeling invisible and unheard.

Chronic loneliness can have devastating effects on the elderly, including depression, anxiety, cognitive decline, and a weakened immune system. It also increases the risk of dementia, poor physical health, and decreased quality of life. Moreover, loneliness can lead to premature mortality, making it a critical public health concern.

To combat loneliness among the elderly, it is essential to create a supportive environment that fosters social connections and community engagement. Encouraging older adults to participate in community programs, volunteer work, or hobbies can help them build meaningful

relationships and feel connected to others. Facilitating communication with loved ones and providing access to transportation can also help alleviate loneliness.

Technology can also play a vital role in connecting older adults with others. Video conferencing, social media, and online forums can help bridge the gap between physical distance and social isolation.

### **1.3 Statement of the problem**

The rapid growth of social media has led to increased concerns about its impact on mental health, particularly among the elderly population. Despite the potential benefits of social media in connecting people and reducing feelings of loneliness, research suggests that excessive social media use may actually exacerbate feelings of isolation and loneliness among older adults.

This study aims to investigate the relationship between social media usage and loneliness among the elderly, with a focus on understanding the underlying mechanisms and factors that contribute to this phenomenon.

### **1.4 Operational definitions**

a) **Social media** - social media are forms of digital communication through which users create online communities to share information, ideas, personal messages, and other content.

b) **Elderly** – The United Nations defines an elderly person as someone who is 60 or 65 years or older.

c) **Loneliness** - Loneliness is the state of distress or discomfort that results when one perceives a gap between one's desires for social connection and actual experiences of it.

### **1.5 Objectives of the study**

The objectives of the present study are as follows: -

- 1) To profile the respondents
- 2) To understand the pattern of using social media among the respondents
- 3) To assess the levels of loneliness among the respondents
- 4) To find out the association between the intensity of social media usage and loneliness among the respondents
- 5) To suggest measures for social work intervention

### **1.6 Chapter scheme**

The present study will be organised in the following chapters:

- 1) Introduction
- 2) Review of literature
- 3) Methodology
- 4) Results and discussion
- 5) Conclusion and suggestions



## **CHAPTER - II REVIEW OF LITERATURE**

A theoretical framework is necessary for any kind of social work study in order to fully comprehend the concepts. However, secondary data is the sole source that enables the researcher to gather knowledge and examine the problem's current state within a theoretical framework. An overview of the literature and research gaps found from the perspectives of social policy and social work practice are presented in this section.

According to Ractham, P et al., (2022) in their study titled 'Social media use and older adults' life satisfaction' develops a substantive theory that offers a comprehensive portrayal of older adults' social media use in multiple life domains and explains the linkage between satisfaction from social media use and life satisfaction through domain life satisfaction. Deeper understanding of the reasons and goals older persons create to "support typical routines across the multiple contexts of his or her life" can be gained by examining social media use at the activity level in relation to life domains (Scheepers and Middleton, 2013, p. 382). The fine-grained account of social media use allows us to make a more accurate inference of the meanings and implications of social media use on the lives of older adults than previous research that theorizes technology use based on the amount of time spent on social media or the functionality approach. The domain life satisfaction and overall life satisfaction are relevant for assessing the effects of social media use, but they can also be used to assess the effects of new technologies that people choose to use and incorporate into their lives according to their own needs using their own frames of reference.

According to Jarrar, L (2023) in his study titled "Usage of social media platforms Facebook, WhatsApp, twitter and TikTok" showed that Religion was the most popular topic among older individuals on social media platforms (25.3%), which reflects the religious basis of Jordanian culture and its tendency toward religiousness among its members, particularly the elderly. Social concerns ranked second (24%), since the sense of social isolation is the most challenging thing older persons face. since a result, their need for social interaction causes them to tolerate more social issues. Social issues appear to have taken precedence in Jordanian society if it had not been religious. In terms of disputes and fluctuations and their effects on people's everyday lives, political themes came in third (22.9%), which is consistent with the situation in the Arab world. Of the older persons who use social networking sites, 19.5% were drawn to the entertainment topics.

Cotton, S et al., (2022) in their study titled "Social media use and well-being among older adults" examine the number of older persons using social media is rising. Research on SMU in older adults is projected to rise in tandem with the rise in technology use in general and SMU in particular among this demographic. In the United States, 73% of people between the ages of 50 and 64 who live in communities report using social media, but 45% of people 65 and older report using social media [7]. Only 29% of respondents 65 and older in a typical Swiss survey used social networking sites like Facebook or Twitter, but 81% used the Internet to write and talk with others. Compared to older individuals living in the community, the percentages of

Internet usage and SMU in care facilities like nursing homes and dementia care centres are lower.

Lei, X et al., (2021) in their study titled “The relationship between Social media use and psychosocial out come in older adults” A systematic review analysed studies on social media's impact on older adults' psychosocial outcomes, yielding mixed results but suggesting potential benefits. Social media use was found to enhance community engagement, family connections, social support, and feelings of belonging, thereby improving psychosocial well-being in later life. Social media can positively impact older adults' psychosocial outcomes. Frequent social media use fosters community engagement, family connections, and social support. Social media also promotes feelings of belonging among older adults. Further longitudinal studies are necessary to confirm trends. Interventional studies with strong methodological rigor are required to identify effective strategies. Research should address barriers preventing older adults from benefiting from social media. Findings can inform policies enhancing older adults' quality of life. Practitioners can leverage social media for psychosocial benefits. Community engagement and social support should be encouraged.

According to Yang, S et al., (2021) in their study of “Unravelling the links between active and passive social media usage and seniors’ loneliness” shows that elderly loneliness is decreased by active social media utilization (ASMU), which also greatly improves online social support (OSS). On the other hand, higher upward social comparison (USC) is associated with passive social media usage (PSMU), which heightens feelings of loneliness. Significantly, the correlations between OSS, USC, and loneliness are mediated by social presence (SP), showing that both ASMU and PSMU can promote interpersonal connections. According to the research, PSMU may have a detrimental effect on seniors because of social comparison effects, but ASMU fosters emotional well-being through social support systems. All things considered, the study emphasizes how important active participation is in reducing loneliness and stresses the necessity of policies that promote meaningful social connections among senior citizens.

According to Kusumota, L et al., (2021) in their study titled “Impact of digital social median on the perception of loneliness and social isolation in older adults” This review explores the link between digital social media use and loneliness/isolation in older adults. Findings suggest social media can effectively reduce feelings of loneliness and isolation. Nurses and healthcare providers should recognize signs of loneliness and utilize social media to enhance social connections, improving mental and physical health outcomes. Internet usage helps older adults stay in touch with family, access support, and feel more connected to their community. Addressing barriers to internet access is crucial to reducing isolation. The review supports interprofessional collaboration to implement social media interventions, ultimately enhancing quality of life for older adults.

According to, Zhang, K et al., (2020) in their study titled “Social Media Communication and Loneliness Among Older Adults: The Mediating Roles of Social Support and Social Contact” The findings demonstrated that, after controlling for prior loneliness, regular social media engagement was linked to lower feelings of loneliness. Perceived social support and

social contact acted as mediators in the link between loneliness and social media communication. Therefore, social media communication was linked to lower degrees of loneliness among older persons via increasing perceived social support and social engagement. The results showed that by boosting social support and interaction, social media communication could be viewed as an intervention to lessen loneliness in the elderly.

According to Yu, K et al., (2021) in their study titled “Internet use and loneliness of older adults of overtime: the mediating effect if social effect” This study investigates how social contact affects the connection between older persons' internet use and loneliness. It concludes that using the internet keeps social ties strong and may lessen feelings of loneliness. Although intimate relationships are important to older persons, health issues may restrict their ability to socialize. According to the study, internet connectivity gives older adults—especially those with mobility challenges—valuable opportunities to stay in touch, and technology-based interventions may help reduce loneliness. It does point out, though, that more research should look at the factors influencing internet use and the complexity of online activities. Despite establishing significant associations, the study does not show causation and urges future research to employ more advanced approaches.

According to Busch, P et al., (2021) in their study titled “Smartphone usage among older adults” the study shows that comparing the use of smartphones by older persons with the material that is currently available, which mostly concentrates on teenagers. According to the research, older persons use cell phones for a variety of social and non-social activities, with the most popular ones being social media and news reading. Interestingly, in this group, smartphone use is linked to a low prevalence of problematic smartphone use (PSU). The study emphasizes the advantages and disadvantages of smartphone use. Positively, social contacts can be improved by smartphones, which may lessen cognitive decline and loneliness. However, future generations of older persons may utilize digital technology more problematically as it gets more ingrained in daily life. The study highlights the importance of taking a balanced view of older persons' smartphone use, including both its advantages and disadvantages.

According to Sean, F, et al., (2022) in their study titled “Digital Social Media Development for Learning to Promote the Power of Mental Health of the Elderly” The study analysed 50 elderly individuals found 96% possessed communication devices, but usage was limited due to frustration with new technology. This highlights the need for simplicity and accessibility in digital design for seniors. Research emphasizes the importance of involving elderly voices in the design process to meet their needs. The Less Lonely digital application was developed using a bottom-up approach, prioritizing simplicity, clarity, and appeal. Results showed significant correlation between social media device use and reduced loneliness. Studies confirm social support's crucial role in psychological and physical health among seniors. Social network participation, including social media, is linked to better mental and physical health outcomes.

According to Ali, R, et al., (2023) in their study “Social Media Use Among Elderly People in Latifabad, Hyderabad, Pakistan” the study states that cross-sectional survey of 100

elderly individuals in Sindh Province, Pakistan, revealed that they actively use social media, primarily Facebook, Twitter, WhatsApp, and YouTube, via mobile devices, with 60-69-year-old married males being the typical users, who access social media daily, mostly at night, to acquire information, understand other cultures, and interact with people, but face negative impacts including a generation gap with teenagers and social media addiction leading to isolation from family and friends, highlighting the need for balanced usage and intergenerational communication to mitigate these effects and promote healthy social media habits among elderly Pakistanis.

According to Bonsaken, T, et al., (2021) in their study “Loneliness and Its Association with Social Media Use During the COVID-19 Outbreak” their study shows that during the COVID-19 pandemic, this study looked at loneliness and how it related to social media use in various age groups. We discovered that the relationships differed by age: younger participants who used social media more regularly reported feeling more emotionally lonely, but middle-aged and older participants who used social media more frequently reported feeling less socially lonely. Therefore, older people may use social media to find joy and opportunities for connection with others during a time when regular social contact is severely limited, while younger people may be encouraged to spend their time differently and/or to be more conscious of how they use social media.

### **Research gap**

From the above review, the following gaps are identified: -

- Studies on elderly and social media usage is few.
- Studies on elderly and their social living conditions pertaining to Mizoram contest is limited.

## **CHAPTER - III METHODOLOGY**

### **3.1 Field of the study**

The study was conducted in Salem Community. Salem Community is a small community in Lunglei District, Salem is a village panchayat located in the Lunglei district of Mizoram state, India. The latitude 22.8774701 and longitude 92.7527027999999 are the geocoordinate of the Salem. The surrounding nearby village of Salem are Lunglawn and Ramthar. The native language of Salem is Mizo and most of the village people speak Mizo. Salem people use Mizo language for communication.

### **3.2 Research design**

This study is exploratory in research design in using quantitative method. Attempt is made to explore influence of social media usage in coping the loneliness among elderly.

### **3.3 Sampling**

For the purpose of this study, stratified proportionate random sampling technique was employed in identifying the respondents for the study from elderly in Salem community.

The sample size consisted of 40 samples including 16 female and 24 males, which represent the overall population of elderly in Salem community.

Thus, the overall sample size comprised of 40 respondents, with 24 male and 16 female who are using social media are selected randomly from the community.

### **3.4 Tools of data collection**

Semi Structured Questionnaire and interview schedule was used for collection of data. The questionnaire is divided into 3 sections. Section I talk about profile of the respondent, Section II talk about pattern of social media usage including Active and passive usage and social media addiction, and Section III talk about loneliness.

The UCLA Loneliness Scale by Russell, 1996 was used to measure the levels of loneliness with reliability test at .909 Cronbach Alpha. The scale is a 20-item instrument consisting of statements. All items are answered using a 4-point Likert scale format ranging from “Never” to “Often”.

Active and passive use scale developed by Gerson, et.al, 2017 was used to measure the intensity of using social networking sites with reliability test at .771 Cronbach Alpha. The scale is a 10-item instrument consisting of five (05) domains each for passive and active use. All items are answered using a 5-point Likert scale format ranging from “never” to “always”.

To measure social media addiction the Bergen Social Media Addiction Scale was used. Social media addiction is operationalized based on six symptoms indicative of addiction (salience, conflict, mood modification, withdrawal, tolerance, and relapse). The scale assesses addiction with 6 items on a 5-point Likert scale ranging from “Very rarely” to “Very often”. The reliability of the scale stands at .920 Cronbach Alpha.

### **3.5 Sources of data**

The primary data was collected through semi structured interview schedule, focus group discussions, and case studies. Online journals represent the secondary method.

### **3.6 Data processing and analysis**

The quantitative data collected through the questionnaire was processed using Microsoft Excel and SPSS. The statistical methods of averages and percentages were utilized to analyse the data sample.

## CHAPTER - IV

### RESULTS AND DISCUSSION

In this chapter, the result of the analysis of the collected data through survey and interview among elderly in Salem Community.

#### **4.1 Demographic profile of the respondents**

It is necessary to know the demographic profile of the respondent in order to know or understand their basic details.

Table 4.1 Represents the demographic profile of the respondents with regards to Age group, Marital status, widow/widower, religion and subtribe and discussed in the table

In this study the age group are classified into 60-65, 66-70, 71-75 and 76-80 a little more than one fifth (30.0%) of the respondents falls in 60-65 years in which a little less than one fifth (17.5%) of the respondents are female and a few (12.5%) of the respondents are male. Two fifth (40.0%) of the respondents are falls in between 66-70 years in which a few more than one fifth (30%) of the respondents are male. One fifth (20.0%) of the respondents falls in 71-75 years in which a few (12.5%) of the respondents are female. A few (10.0%) of the respondents falls in a year between 76-80 in which both (5.0%) of the respondents are male and female.

In this study marital status are classified into married, unmarried, divorced and N/A a few (7.5%) of the respondents falls unmarried in which all (7.5%) of the respondents are male. A little more than half (57.5%) of the respondents fall married in which a little less than three two fifth (35.0%) of the respondents are male and a little more than one fifth (22.5%) of the respondents are female. A little (5.0%) of the respondents falls in divorced in which all (5.0%) of the respondents are male. A little more than one fifth (30.0%) of the respondents falls in widow/widower in which a little less than one fifth (17.5%) of the respondents are female.

In this study year of widowhood are classified into N/A, last one year, last two years, last 5 years and last ten years. A little more than half (55.0%) of the respondents fall in N/A in which a little more than one fifth (35.0%) of the respondents are male and one fifth (20.0%) of the respondents are female. One fifth (20.0%) of the respondents falls in the last 1 years in which a few (15.0%) of the respondents are male. A little few (5.0%) of the respondents falls in last 2 years in which all (5.0%) of the respondents is female. A little (2.5%) of the respondents falls in the last 5 years in which all (2.5%) of the respondents is male. A little less than one fifth (17.5%) of the respondents falls in the last 10 years in which One ten (10.0%) of the respondents are female.

In this study religion are classified into Chrisian and Muslim. Almost all (97.5%) of the respondents fall in Chrisian in which more than half (57.5%) of the respondents are male and four ten (40.0%) of the respondents are female. A little few (2.5%) of the respondents fall in Muslim in which all (2.5%) of the respondents are male.

In this study Sub tribe are classified into Lushai, Paihte and Pawih. A little less than eight ten (77.5%) of the respondents falls in Lushai in which a little less than half (47.5%) of the respondents are male.

**Table 4.1 Demographic profile of the respondents**

S/N	Variables	Gender		Total N=40
		Male n=24	Female n=16	
<b>I</b>	<b>Age group</b>			
	60-65	5	7	12
		(12.5)	(17.5)	(30.0)
	66-70	14	2	16
		(35.0)	(5.0)	(40.0)
	71-75	3	5	8
		(7.5)	(12.5)	(20.0)
	76-80	2	2	4
		(5.0)	(5.0)	(10.0)
	<i>Mean age</i>	<b>68.25</b>	<b>67.75</b>	<b>68.05</b>
<b>II</b>	<b>Marital status</b>			
	Unmarried	3	0	3
		(7.5)	(0.0)	(7.5)
	Married	14	9	23
		(35.0)	(22.5)	(57.5)
	Divorced	2	0	2
		(5.0)	(0.0)	(5.0)
	Widow/widower	5	7	12
		(12.5)	(17.5)	(30.0)
<b>III</b>	<b>Widow/widower</b>			
	N/A	14	8	22
		(35.0)	(20.0)	(55.0)
	Last 1 Years	6	2	8
		(15.0)	(5.0)	(20.0)
	Last 2 Years	0	2	2
		(0.0)	(5.0)	(5.0)
	Last 5 Years	1	0	1
		(2.5)	(0.0)	(2.5)
	Last 10 Years	3	4	7



		(7.5)	(10.0)	(17.5)
<b>IV</b>	<b>Religion</b>			
	Christian	23 (57.5)	16 (40.0)	39 (97.5)
	Muslim	1 (2.5)	0 (0.0)	1 (2.5)
<b>V</b>	<b>Sub Tribe</b>			
	Lushai	19 (47.5)	12 (30.0)	31 (77.5)
	Paihte	1 (2.5)	0 (0.0)	1 (2.5)
	Pawih	4 (10.0)	4 (10.0)	8 (20.0)

Source: Computed Figures in parenthesis are percentages

#### 4.2 Family profile

Table 4.2 represents the profile of family which is grouped into socio economic base, type of family and size of the family.

In this study socio economic base are classified into APL and BPL almost all (92.5%) of the respondents fall in APL in which more than half (55.0%) of the respondents are male and a little less than 4/10 (37.5%) of the respondents are female. A few (7.5%) of the respondents falls in BPL in which a little (5.0%) of the respondents are male.

In this study type of family are classified into Joint family, nuclear family and broken family. A little less than half (42.5%) of the respondents fall in joint family in which a little more than one fifth (22.5%) of the respondents are female and one fifth (20.0%) of the respondents are male a little more than half (55.0%) of the respondents fall in nuclear family in which a little less than four ten (37.5%) of the respondents are male. A little (2.5%) of the respondents falls in broken family in which all (2.5%) of the respondents is male.

In this study the size of family are classified into 1-5 (small) and 6-10 (medium). A little less than half (47.5%) of the respondents falls in small in which a little more than one fifth (27.5%) of the respondents are male. A little more than half (52.5%) of the respondents fall in medium in which A few more than one fifth (32.5%) of the respondents are male.

**Table 4.2 Profile of family**

S/N	Variables	Gender		Total N=40
		Male	Female	
		n=24	n=16	

<b>I</b>	<b>Socio economic base</b>				
	APL	22	15	37	
		(55.00)	(37.50)	(92.50)	
	BPL	2	1	3	
		(5.00)	(2.50)	(7.50)	
<b>II</b>	<b>Type of family</b>				
	Joint Family	8	9	17	
		(20.00)	(22.50)	(42.50)	
	Nuclear Family	15	7	22	
		(37.50)	(17.50)	(55.00)	
	Broken	1	0	1	
		2.50%	0.00%	2.50%	
<b>III</b>	<b>Size of family</b>				
	1-5 (small)	11	8	19	
		(27.5)	(20.0)	(47.5)	
	6-10 (medium)	13	8	21	
		(32.5)	(20.0)	(52.5)	
	<i>Mean</i>		<i>5.62</i>	<i>5.43</i>	<i>5.55</i>

Source: Computed Figures in parenthesis are percentages

#### 4.3 Educational and economic status of the respondents

Table 4.3 represents the educational status of the family with regards to educational qualification, spouse educational qualification, occupation/source of income, average household monthly income.

In this study educational qualification is classified into Below HSLC, HSLC, graduate, Post graduate. Eight ten (80.0%) of the respondents fall in below HSL in which a little less than half (42.5%) respondents are male. A little more than one ten (12.5%) of the respondents fall in HSLC in which all the respondents are male. A little few (5.0%) of the respondents fall in graduate in which all the respondents are male. A little few (2.5%) of the respondents fall in Post Graduate in which the respondent was female.

In this study spouse educational qualification are classified into Below HSLC, HSLC, HSSLC, Graduate and Post graduate. A little more than seven ten (75.0%) of the respondents are male and a little more than one fifth (30.0%) of the respondents are female. A few (12.5%) of the respondents falls in HSLC in which a few (7.5%) of the respondents are male. A little (5.0%) of the respondents fall in HSSLC in which both the respondents (2.5%) are male and female. A little (5.0%) of the respondents falls graduate in which all the respondents are male. A little (2.5%) of the respondents fall in post graduate in which the respondents are male.

In this study the occupation/source of income are classified into N/A, Government servant, Pension, business and others. A few (10.0%) of the respondents falls in N/A in which all the respondents are female. A few (7.5%) of the respondents falls in Government servant in which all the respondents are male. A little more than three ten (32.5%) of the respondents falls in Pension in which (25.0%) of the respondents are male a few (7.5%) of the respondents are female. A little more than one fifth (30.0%) of the respondents falls in Business in which a little less than two ten ( ) of the respondents are male and a little more than one ten (12.5%) of the respondents are female. Two ten (20.0%) of the respondents fall in others in which male respondents (10.0%) and female respondents (10.0%) are equal.

In this study Spouse occupation/source of income are classified into N/A, Pension, Business, and others. A little more than half (62.5%) of the respondents fall in N/A in which a little less than half (45.0%) of the respondents are male. A little more than one ten (15.0%) of the respondents fall in Pension in which one ten (10.0%) of the respondents are male and a few (5.0%) of the respondents are female. A little less than one fifth (17.5%) of the respondents falls in Business in which a little more than one ten (15.0%) of the respondents are female. A little (5.0%) of the respondents fall in others in which a little few (2.5%) of the respondents which are equal to female respondents.

In this study the average household monthly income is classified into Rs. 12445, Rs. 37224, Rs. 37325-Rs. 622724, Rs. 62273- Rs. 93380, above Rs. 55000, above Rs. 249044. A few (10.0%) of the respondents falls in Rs.12445-Rs.37224 in which a few (7.5%) of the respondents are female. A little more than half (55.0%) of the respondents fall in Rs.37325Rs.622724 in which a little less than two fifth (37.5%) of the respondents are male. A little less than three ten (27.5%) of the respondents falls in Rs.62273-Rs.93380 in which a little less than two ten (17.5%) of the respondents are male. A few (2.5%) of the respondents falls in Above Rs.55000 in which all the respondents are male. A little (5.0%) of the respondents fall in above Rs.249044 in which all the respondents are female.

**Table 4.3 Education & economic status of the respondents**

S/N	Variables	Gender		Total N=40
		Male n=24	Female n=16	
<b>I</b>	<b>Educational qualification</b>			
	Below HSLC	17 (42.5)	15 (37.5)	32 (80.0)
	HSLC	5 (12.5)	0 (0.0)	5 (12.5)
	Graduate	2 (5.0)	0 (0.0)	2 (5.0)
	Post Graduate	0	1	1

		(0.0)	(2.5)	(2.5)
<b>II</b>	<b>Spouse educational qualification</b>			
	Below HSLC	18	12	30
		(45.0)	(30.0)	(75.0)
	HSLC	3	2	5
		(7.5)	(5.0)	(12.5)
	HSSLC	1	1	2
		(2.5)	(2.5)	(5.0)
Graduate	2	0	2	
	(5.0)	(0.0)	(5.0)	
Post Graduate	0	1	1	
	(0.0)	(2.5)	(2.5)	
<b>III</b>	<b>Occupation/ source of income</b>			
	N/A	0	4	4
		(0.0)	(10.0)	(10.0)
	Government Servant	3	0	3
		(7.5)	(0.0)	(7.5)
	Pension	10	3	13
		(25.0)	(7.5)	(32.5)
Business	7	5	12	
	(17.5)	(12.5)	(30.0)	
Others	4	4	8	
	(10.0)	(10.0)	(20.0)	
<b>IV</b>	<b>Spouse occupation/source of income</b>			
	N/A	18	7	25
		(45.0)	(17.5)	(62.5)
	Pension	4	2	6
		(10.0)	(5.0)	(15.0)
	Business	1	6	7
		(2.5)	(15.0)	(17.5)
Others	1	1	2	
	(2.5)	(2.5)	(5.0)	
<b>V</b>	<b>Average household monthly income</b>			
	₹12445 - ₹37224	1	3	4
		(2.5)	(7.5)	(10.0)

₹37325 - ₹622724	15	7	22
	(37.5)	(17.5)	(55.0)
₹62273 - ₹93380	7	4	11
	(17.5)	(10.0)	(27.5)
Above ₹55000	1	0	1
	(2.5)	(0.0)	(2.5)
Above ₹249044	0	2	2
	(0.0)	(5.0)	(5.0)

Source: Computed      Figures in parenthesis are percentages

#### 4.4 Access to social media

Table 4.4 represents the nature of access to social media by respondents with regards to having account on social media, device used for accessing social media, brand of device, who bought the gadget and how.

In this study do you have account on social media are classified into yes, no, and N/A a little less than nine ten (87.5%) of the respondents falls in having account on social media in which a little more than half (52.5%) of the respondents are male.

In this study all (100.0%) of the respondents are accessing social media on phone.

In this study the brand of device is classified into Redmi, vivo, Oppo and Samsung. A little more than four ten (42.5%) of the respondents falls in Redmi in which a little more than two ten (25.0%) of the respondents are male. A few more than (32.5%) of the respondents falls in Vivo in which a little less than two ten (17.5%) of the respondents are female. A little more than one ten (15.0%) of the respondents falls in Oppo in which one ten (10.0%) of the respondents are male and a few (5.0%) of the respondents are female. One ten (10.0%) of the respondents falls in Samsung in which all the respondents (10.0%) are male.

In this study who bought the gadget are classified into N/A, family and self. A little (2.5%) of the respondents falls in N/A. A little more than eight ten (82.5%) of the respondents falls in family in which a few less than half (47.5%) of the respondents are male. A few more than one ten (15.0%) of the respondents falls in self in which one ten of the respondents are male.

In this study how they bought the device are classified into N/A and own salary. A little more than one ten (15.0%) of the respondents falls in own salary in which one ten (10.0%) of the respondents are male.

**Table 4.4 Access to Social Media**

S/N	Variables	Gender		Total N=40
		Male n=24	Female n=16	
<b>I</b>	<b>Do you have account on social media?</b>			

	Yes	21	14	35	
		(52.5)	(35.0)	(87.5)	
	No	3	1	4	
		(7.5)	(2.5)	(10.0)	
	N/A	0	1	1	
		(0.0)	(2.5)	(2.5)	
<b>II</b>	<b>Device used for accessing social media</b>				
	Phone	24	16	40	
		(60.0)	(40.0)	(100.0)	
<b>III</b>	<b>Brand of device</b>				
	Redmi	10	7	17	
		(25.0)	(17.5)	(42.5)	
	Vivo	6	7	13	
		(15.0)	(17.5)	(32.5)	
	Oppo	4	2	6	
		(10.0)	(5.0)	(15.0)	
	Samsung	4	0	4	
		(10.0)	(0.0)	(10.0)	
	<b>IV</b>	<b>Who bought you the gadget?</b>			
		N/A	1	0	1
			(2.5)	(0.0)	(2.5)
		Family	19	14	33
(47.5)			(35.0)	(82.5)	
Self		4	2	6	
		(10.0)	(5.0)	(15.0)	
<b>V</b>	<b>If self how?</b>				
	N/A	20	14	34	
		(50.0)	(35.0)	(85.0)	
	Own Salary	4	2	6	
		(10.0)	(5.0)	(15.0)	

Source: Computed      Figures in parenthesis are percentages

#### 4.5 Internet usage

Table 4.5 represents the internet usage of the respondents with regards to types of internet service, do you have Wi-Fi internet connection at home, average spend for internet bill per months, and who pays the bill.

In this study the types of internet services are classified into Airtel and Jio. A little more than six ten (62.5%) of the respondents falls in airtel in which a few less than four ten (37.5%) of the respondents are male. A little less than four ten (37.5%) of e respondents falls in Jio in which a little more than two ten (22.5%) of the respondents are male.

In this study Do you have Wi-Fi internet connection are classified into yes, no, and N/A. A little more than six ten (65.0%) of the respondents falls in yes in which a little less than one fifth (35.0%) of the respondents are male and three ten (30.0%) of the respondents are female. A few more than three ten (32.5%) of the respondents falls in No in which a few more than two ten (22.5%) of the respondents are male. A little (2.5%) of the respondents falls in N/A in which all the respondents (2.5%) is male.

In this study average spend for internet bill per month are classified into N/A, below Rs.200, Rs.200-400, Rs.400-600, and Rs.600-800. A little more than three ten (30.8%) of the respondents falls in N/A in which two ten (20.5%) of the respondents are male. A little (2.6%) of the respondents falls in below Rs.200 in which the respondents (2.6%) is male. Three ten of the respondents falls in Rs.200-400 in which a few less than two ten (17.9%) of the respondents are male. A little more than three ten (33.3%) of the respondents falls in Rs.400-600 in which a few less has two ten (17.9%) of the respondents are male. A little few (2.6%) of the respondents falls in Rs.600-800 in which all (2.6%) of the respondents are female.

In this study who pays the bills are classified into N/A, parents, and self. A little more than one fifth (27.5%) of the respondents falls in N/A in which one fifth (20.0%) of the respondents are male. A little more than half (52.5%) of respondents falls in Parents in which a few less than three ten (27.5%) of the respondents are male. One fifth (20.0%) of the respondents falls in self in which a few (12.5%) of the respondents are male and a few (7.5%) of the respondents are female.

**Table 4.5 Internet usage**

S/N	Variables	Gender		Total
		Male	Female	
		n=24	n=16	N=40
<b>I</b>	<b>What types of internet service you are using?</b>			
	Airtel	15 (37.5)	10 (25.0)	25 (62.5)
	Jio	9 (22.5)	6 (15.0)	15 (37.5)
<b>II</b>	<b>Do you have Wi-Fi internet connection at home?</b>			
	Yes	14 (35.0)	12 (30.0)	26 (65.0)
	No	9	4	13

		(22.5)	(10.0)	(32.5)
	N/A	1	0	1
		(2.5)	(0.0)	(2.5)
<b>III</b>	<b>Average spends for internet bill per month (in rupees)</b>			
	N/A	8	4	12
		(20.5)	(10.3)	(30.8)
	Below ₹200	1	0	1
		(2.6)	(0.0)	(2.6)
	₹200 – ₹400	7	5	12
		(17.9)	(12.8)	(30.8)
	₹400 – ₹600	7	6	13
		(17.9)	(15.4)	(33.3)
	₹600 – ₹800	0	1	1
		(0.0)	(2.6)	(2.6)
<b>IV</b>	<b>Who pays the bill?</b>			
	N/A	8	3	11
		(20.0)	(7.5)	(27.5)
	Family	11	10	21
		(27.5)	(25.0)	(52.5)
	Self	5	3	8
		(12.5)	(7.5)	(20.0)

Source: Computed Figures in parenthesis are percentages

#### 4.6 Nature of social media usage

Table 4.6 represents the nature of using social media of the respondents with regards to motive/purpose of using social media per day, favorite social media platform, average hour spends on social media platform, do you take your phone / gadget everywhere you go.

In this study the motive/ purpose of using social media per day are classified into entertainment, communication, and news updates. One ten (10.0%) of the respondents falls in entertainment in which a little few (5.0%) of the respondents are male. A little more than eight ten (82.5%) of the respondents falls in communication in which half of the respondents (50.0%) are male. A little less than one ten (7.5%) of the respondents falls in News updates in which a few (5.0%) of the respondents are male and a little few (2.5%) of the respondents are female.

In this study the favorite social media platform is classified into YouTube, WhatsApp, and Facebook. A few less than two fifth (37.5%) of the respondents falls in YouTube in which a little more than one fifth (22.5%) of the respondents are female. A little more than half (60.0%) of the respondents fall in WhatsApp in which a little more than four ten (45.0%) of the



respondents are male and a little less than one fifth (15.0%) of the respondents are female. A little (2.5%) of the respondents falls in Facebook in which all (2.5%) of the respondents are female.

In this study average hours spend on social media per day are classified into Less than 1 hour, 1-2 hours, 2-3 hours, 3-4 hours, and more than 6 hours. A little more than one fifth (22.5%) of the respondents falls in less than 1 hour in which a few (12.5%) of the respondents are female. A little more than half (60.0%) of the respondents fall in 1-2 hours in which a little less than four ten (37.5%) of the respondents are male. A few (12.5%) of the respondents falls in 2-3 hours in which a few (10.0%) of the respondents are male. A little (2.5%) of the respondents falls in 3-4 hours in which a little (2.5%) of the respondents are female. A little few (2.5%) of the respondents falls in more than 6 hours in which a few (2.5%) of the respondents are male.

In this study do you take your phone/ gadget everywhere you go are classified into Yes and No. a little more than one fifth (22.5%) of the respondents falls in yes in which a few (12.5%) of the respondents are female. A little less than four fifth (77.5%) of the respondents falls in No in which half (50.0%) of the respondents are male.

**Table 4.6 Nature of Social media usage**

S/N	Variables	Gender		Total N=40
		Male n=24	Female n=16	
<b>I</b>	<b>What is the motive/purpose of using social media per day?</b>			
	Entertainment	2	2	4
		(5.0)	(5.0)	(10.0)
	Communication	20	13	33
		(50.0)	(32.5)	(82.5)
	News updates	2	1	3
		(5.0)	(2.5)	(7.5)
<b>II</b>	<b>What is your favourite Social Media platform?</b>			
	YouTube	6	9	15
		(15.0)	(22.5)	(37.5)
	WhatsApp	18	6	24
		(45.0)	(15.0)	(60.0)
	Facebook	0	1	1
		(0.0)	(2.5)	(2.5)
<b>III</b>	<b>Average hours spend on social media per day?</b>			
	Less than 1 hour	4	5	9

		(10.0)	(12.5)	(22.5)
	1-2 hours	15 (37.5)	9 (22.5)	24 (60.0)
	2-3 hours	4 (10.0)	1 (2.5)	5 (12.5)
	3-4 hours	0 (0.0)	1 (2.5)	1 (2.5)
	More than 6 hours	1 (2.5)	0 (0.0)	1 (2.5)
<b>IV</b>	<b>Do you take your phone/ gadget everywhere you go?</b>			
	Yes	4 (10.0)	5 (12.5)	9 (22.5)
	No	20 (50.0)	11 (27.5)	31 (77.5)

Source: Computed      Figures in parenthesis are percentages

#### 4.7 Problems relating to social media usage

Table 4.7 represents the problems related to social media usage of the respondents with regards to are there any restrictions from your family on using our device, have you ever come across online scam, If yes, what are they.

In this study are the restriction on using social media from family are classified into Yes, No, and N/A. A few (7.5%) of the respondents falls in Yes in which a little (5.0%) of the respondents are female. Majority (87.5%) of the respondents falls in No in which a little more than half (55.0%) of the respondents are male and a little more than one tenth (32.5%) of the respondents are female. A little few (5.0%) of the respondents falls in N/A in which A little (2.5%) of the respondents are male which is equivalent to female.

**Table 4.7 Restriction and online scam**

S/N	Variables	Gender		Total N=40
		Male n=24	Female n=16	
<b>I</b>	<b>Are there any restrictions from your family on using our device?</b>			
	Yes	1 (2.5)	2 (5.0)	3 (7.5)
	No	22 (55.0)	13 (32.5)	35 (87.5)
	N/A	1 (2.5)	1 (2.5)	2 (5.0)
<b>II</b>	<b>Have you ever come across online scam?</b>			

	Yes	1	0	1
		(2.5)	(0.0%)	(2.5)
	No	23	16	39
		(57.5)	(40.0)	(97.5)
<b>III</b>	<b>If yes, what are they?</b>			
	N/A	24	16	40
		(60.0)	(40.0)	(100.0)

Source: Computed Figures in parenthesis are percentages

#### 4.8 Activities online

Table 4.8 represents the activities of the respondents online with regards to Do you play online games, types of game played, average hour spend per day on online gaming, average monthly expenditure on online games.

In this study online games played are classified into Yes and No. A few (7.5%) of the respondents falls in yes in which all (7.5%) of the respondents are male.

In this study types of game played are classified into N/A and carom. Almost all (92.5%) of the respondents fall in N/A in which a little less than half (45.0%) of the respondents are male. A few (7.5%) of the respondents falls in carom in which all (7.5%) of the respondents are male

In this study average hours spend on online game per day are classified into N/A, less than 1 hour, and 1-2 hours. Majority (82.5%) of the respondents falls in N/A in which a little less than half (45.0%) of the respondents are male. A little few (5.0%) of the respondents falls in less than 1 hour in which all (5.0%) of the respondents are male. A little more than one ten of the respondents falls in 1-2 hours in which a few (10.0%) of the respondents are male.

In this study average monthly expenditure on online games are classified into N/A and Rs.200-400. Almost all (95.0%) of the respondents fall in N/A in which more than half (57.5%) of the respondents are male and a little less than two tenth ten (37.5%) of the respondents are female. A little (5.0%) of the respondents falls in Rs.200-400 in which both respondents (2.5%) are male and female.

**Table 4.8 Online activities**

S/N	Variables	Gender		Total N=40
		Male n=24	Female n=16	
<b>I</b>	<b>Did you play online games?</b>			
	Yes	3	0	3
		(7.5)	(0.0)	(7.5)
	No	21	16	37
		(52.5)	(40.0)	(92.5)

<b>II</b>	<b>Types of games played</b>			
	N/A	21	16	37
		(52.5)	(40.0)	(92.5)
	Carom	3	0	3
		(7.5)	(0.0)	(7.5)
<b>III</b>	<b>Average hour spends per day on online gaming</b>			
	N/A	18	15	33
		(45.0)	37.5)	(82.5)
	Less than 1 hour	2	0	2
		(5.0)	(0.0)	(5.0)
	1-2 hours	4	1	5
		(10.0)	(2.5)	(12.5)
<b>IV</b>	<b>Average monthly expenditure on online games? (in rupees)</b>			
	N/A	23	15	38
		(57.5)	(37.5)	(95.0)
	200 – 400	1	1	2
		(2.5)	(2.5)	(5.0)

Source: Computed      Figures in parenthesis are percentages

#### **4.9 Impact of social media usage**

Table 4.9 represents the effects of using social media with regards to negative effects of social media, positive changes that brought to life by social media, technical or physical challenges that are face in using social media, who assisted or taught in handling social media.

In this study negative effects of social media are classified into N/A, too much rely on social media, too much screentime and necklet surroundings. A few (7.5%) of the respondents falls in N/A in which a little (5.0%) of the respondents are male. A little more than seven ten (72.5%) of the respondents falls in too much rely on social media in which two tenth (40.0%) of the respondents are male. One fifth (20.0%) of the respondents fall in too much screen time and necklet surroundings in which a little more than one tenth (15.0%) of the respondents are male.

In this study positive changes that brought to life by social media are classified into News and entertainment. A little more than one fifth (22.5%) of the respondents falls in news in which a little more than one ten (12.5%) of the respondents are male and a few (10.0%) of the respondents are female. A few less than four fifth (77.5%) of the respondents falls in entertainment in which a little less than half (47.5%) of the respondents are male.

In this study technical or physical challenges that are face in using social media are classified into Eye problem and Sleeping problem. A few more than half (57.5%) of the respondents fall in eye problem in which two fifth (40.0%) of the respondents are male. A little

less than half (42.5%) of the respondents fall in sleeping problem in which a little more than two ten (22.5%) of the respondents are female.

In this study who taught to handling social media are classified into family members and self. A little more than four fifth (82.5%) of the respondents falls in family members in which a little less than half (45.0%) of the respondents are male. A little less than two ten (17.5%) of the respondents falls in self in which a little more than one tenth (15.0%) of the respondents are male and a few (2.5%) of the respondents are female.

**Table 4.9 Impact of social media usage**

S/N	Variables	Gender		Total N=40
		Male n=24	Female n=16	
<b>I</b>	<b>Negative effects of social media</b>			
	N/A	2 (5.0)	1 (2.5)	3 (7.5)
	Too much Rely on social media	16 (40.0)	13 (32.5)	29 (72.5)
	Too much Screentime & necklet Surroundings	6 (15.0)	2 (5.0)	8 (20.0)
<b>II</b>	<b>Positive changes that brought to life by social media</b>			
	News	5 (12.5)	4 (10.0)	9 (22.5)
	Entertainment	19 (47.5)	12 (30.0)	31 (77.5)
<b>III</b>	<b>Technical or physical challenges that you face in using social media</b>			
	Eye problem	16 (40.0)	7 (17.5)	23 (57.5)
	Sleeping problem	8 (20.0)	9 (22.5)	17 (42.5)
<b>IV</b>	<b>Who assisted or taught you in handling social media</b>			
	Family members	18 (45.0)	15 (37.5)	33 (82.5)

	Self	6	1	7
		(15.0)	(2.5)	(17.5)

Source: Computed      Figures in parenthesis are percentages

#### 4.10 Active Usage

Table 4.10 represents the descriptive statistics of active users with regards to checking to see what someone else is up to, commenting in other's photos, sending direct messages to other users, tagging other user in videos and browsing newsfeed actively.

In this study checking to see what someone else is up to is classified into Never, rarely and sometimes. Majority (85.0%) of the respondents fall never in which a little more than half (52.5%) of the respondents are male. A few (10.0%) of the respondents fall in rarely. A little (5.0%) of the respondents fall in sometimes

In this study commenting on other user's photos are classified into never and rarely. Almost all (95.0%) of the respondents fall in never in which a little more than half (57.5%) of the respondents are male. A little (5.0%) of the respondents falls in rarely.

In this study sending direct messages to other users are classified into never, rarely, sometimes, frequently and always. Two fifth (40.0%) of the respondents fall in never. A little (10.0%) of the respondents fall in rarely in which a few (7.5%) of the respondents are male. Two fifth (40.0%) of the respondents fall in sometimes in which a little more than one fifth (25.0%) of the respondents are male. A few (7.5%) of the respondents fall in frequently in which a little (5.0%) of the respondents are male. A little (2.5%) of the respondents fall in always.

In this study tagging other users in video are classified into never, rarely, sometimes and frequently. Majority (90.0%) of the respondents fall in never in which half (50.0%) of the respondents are male. A few (5.0%) of the respondents fall in sometimes. A little (2.5%) of the respondents fall in sometimes. A little (2.5%) of the respondents fall in frequently.

In this study browsing newsfeed actively are classified into never, rarely and sometimes. Majority (87.5%) of the respondents fall in never in which a little more than half (52.5%) of the respondents are male. A little (2.5%) of the respondents fall in rarely. A few (10.0%) of the respondents fall in sometimes in which a few (7.5%) of the respondents are male.

**Table 4.10 Descriptive statistics for Active usage**

S/N	Domains	Gender		Total N=40
		Male	Female	
		n=24	n=16	
I	Checking to see what someone else is up to			
	Never	21 (52.5)	13 (32.5)	34 (85.0)
	Rarely	2 (5.0)	2 (5.0)	4 (10.0)
	Sometimes	1	1	2

		(2.5)	(2.5)	(5.0)
II	Commenting on other user's photos			
	Never	23	15	38
		(57.5)	(37.5)	(95.0)
	Rarely	1	1	2
		(2.5)	(2.5)	(5.0)
III	Sending direct messages to other users			
	Never	8	8	16
		(20.0)	(20.0)	(40.0)
	Rarely	3	1	4
		(7.5)	(2.5)	(10.0)
	Sometimes	10	6	16
		(25.0)	(15.0)	(40.0)
	Frequently	2	1	3
		(5.0)	(2.5)	(7.5)
	Always	1	0	1
		(2.5)	(0.0)	(2.5)
IV	Tagging other users in videos			
	Never	20	16	36
		(50.0)	(40.0)	(90.0)
	Rarely	2	0	2
		(5.0)	(0.0)	(5.0)
	Sometimes	1	0	1
		(2.5)	(0.0)	(2.5)
	Frequently	1	0	1
		(2.5)	(0.0)	(2.5)
V	Browsing the newsfeed actively (liking or commenting on anything)			
	Never	21	14	35
		(52.5)	(35.0)	(87.5)
	Rarely	0	1	1
		0.0%	2.5%	2.5%
	Sometimes	3	1	4
		7.5%	2.5%	10.0%

Source: Computed      Figures in parenthesis are percentages

#### 4.11 Levels of Active Usage

Table 4.11 represents the levels of active users is distributed as very low and low with regards to total score. Almost all (92.5%) of the respondents fall in very low in which male

respondents (55.0%) are more than female respondents (37.5%). A few (7.5%) of the respondents fits in low in which male (5.0%) is slightly more than female (2.5%)

**Table 4.11 Levels of Active Usage**

Variables	Gender		Total N=40
	Male n=24	Female n=16	
Very low (5-10)	22	15	37
	(55.0)	(37.5)	(92.5)
Low (11-15)	2	1	3
	(5.0)	(2.5)	(7.5)

Source: Computed Figures in parenthesis are percentages

#### 4.12 Passive Usage

Table 4.12 represents the descriptive statistics for passive usage with regards to checking to see what someone else is up to, viewing photos, viewing videos, browsing the newsfeed passively, looking through my friend's posts

In this study checking to see what someone else is up to are classified into never, rarely, sometimes, frequently. Majority (72.5%) of the respondents fall in never in which two fifth (40.0%) of the respondents are male. A few (7.5%) of the respondents fall in rarely. A few (15.0%) of the respondents fall in sometimes in which a little (10.0%) of the respondents are male. A little (5.0%) of the respondents fall in frequently.

In this study viewing photos are classified into never, rarely, sometimes and frequently. A little more than one fifth (22.5%) of the respondents fall in never in which (12.5%) of the respondents are male. A few (15.0%) of the respondents fall in rarely in which a few (10.0%) of the respondents are female. Half (50.0%) of the respondents fall in sometimes in which (35.5%) of the respondents are male. A few (12.5%) of the respondents fall in frequently in which a little (7.5%) of the respondents are male.

In this study viewing videos are classified into never, rarely, sometimes and frequently. A few (7.5%) of the respondents fall in never in which a little (5.0%) of the respondents are male. A little (2.5%) of the respondents fall in rarely. A little more than half (57.5%) of the respondents fall in sometimes in which (37.5%) of the respondents are male. A little less than two fifth (32.5%) of the respondents fall in frequently in which (17.5%) of the respondents are female.

In this study browsing newsfeed the newsfeed passively are classified into never, rarely, sometimes, frequently and always. A little more than half (60.0%) of the respondents fall in never in which a little less than half (42.5%) of the respondents are male. A few (10.0%) of the respondents fall in rarely in which (7.5%) of the respondents are female. One fifth (20.0%) of the respondents fall in sometimes in which a few (10.0%) of the respondents are male. A few



(7.5%) of the respondents fall in frequently in which a little (5.0%) of the respondents are male. A little (2.5%) of the respondents fall in always.

In this study looking through my friend's post are classified into never, rarely, sometimes and frequently. Majority (82.5%) of the respondents falls in never in which a little less than half (47.5%) of the respondents are male. A few (7.5%) of the respondents falls in rarely in which (7.5%) of the respondents are male. A little (5.0%) of the respondents fall in sometimes in which a little (2.5%) of the respondents are male. A little (5.0%) of the respondents fall in frequently.

**Table 4.12 Descriptive statistics for Passive usage**

S/N	Domains	Gender		Total N=40
		Male	Female	
		n=24	n=16	
I	Checking to see what someone else is up to			
	Never	16 (40.0)	13 (32.5)	29 (72.5)
	Rarely	3 (7.5)	0 (0.0)	3 (7.5)
	Sometimes	4 (10.0)	2 (5.0)	6 (15.0)
	Frequently	1 (2.5)	1 (2.5)	2 (5.0)
II	Viewing photos			
	Never	5 (12.5)	4 (10.0)	9 (22.5)
	Rarely	2 (5.0)	4 (10.0)	6 (15.0)
	Sometimes	14 (35.0)	6 (15.0)	20 (50.0)
	Frequently	3 (7.5)	2 (5.0)	5 (12.5)
III	Viewing videos			
	Never	2 (5.0)	1 (2.5)	3 (7.5)
	Rarely	1 (2.5)	0 (0.0)	1 (2.5)
	Sometimes	15 (37.5)	8 (20.0)	23 (57.5)
	Frequently	6 (15.0)	7 (17.5)	13 (32.5)

IV	Browsing the newsfeed passively (without liking or commenting on anything)			
	Never	17	7	24
		(42.5)	(17.5)	(60.0)
	Rarely	1	3	4
	Sometimes	(2.5)	(7.5)	(10.0)
		4	4	8
		(10.0)	(10.0)	(20.0)
	Frequently	2	1	3
		(5.0)	(2.5)	(7.5)
	Always	0	1	1
		(0.0)	(2.5)	(2.5)
V	Looking through my friend's posts			
	Never	19	14	33
		(47.5)	(35.0)	(82.5)
	Rarely	3	0	3
	Sometimes	(7.5)	(0.0)	(7.5)
		1	1	2
		(2.5)	(2.5)	(5.0)
	Frequently	1	1	2
		(2.5)	(2.5)	(5.0)

Source: Computed Figures in parenthesis are percentages

#### 4.13 Levels of Passive Usage

Table 4.13 represents the levels of passive usage in which the levels are distributed as very low, low and high with regards to total score. A little more than half (57.5%) of the respondents fall in low in which a little less than half (35.0%) of the male respondents are slightly more than female.

**Table 4.13 Levels of Passive Usage**

Variables	Gender		Total N=40
	Male n=24	Female n=16	
Very low (5-10)	14	9	23
	(35.0)	(22.5)	(57.5)
Low (11-15)	9	5	14
	(22.5)	(12.5)	(35.0)
High (16-20)	1	2	3
	(2.5)	(5.0)	(7.5)

Source: Computed Figures in parenthesis are percentages

**4.14 Social Media Addiction**

Table 4.14 represents SMAS with regards to Salience, conflict, mood modification, withdrawal, tolerance and relapse.

In this study salience are classified into very rarely, rarely and sometimes. A little less than four fifth (77.5%) of the respondents fall in very rarely in which a little less than half (47.5%) of the respondent are male. A few (12.5%) of the respondents fall in rarely in which a few (7.5%) of the respondents are male. A few (10.0%) of the respondents fall in sometimes in which a little (5.0%) of the respondents are female.

In this study conflict are classified into very rarely, rarely, sometimes and often. Little less than four fifth (75.0%) of the respondents fall in very rarely in which a little less than half (45.0%) of the respondents are male. A few (10.0%) of the respondents fall in rarely in which a little (5.0%) of the respondents are male. A few (12.5%) of the respondents fall in sometimes in which a little (7.5%) of the respondents are male. A little (2.5%) of the respondents fall in often.

In this study mood modification are classified into very rarely and sometimes. Majority (85.0%) of the respondents fall in very rarely in which a little more than half (52.5%) of the respondents are male. A few (15.0%) of the respondents fall in sometimes in which a little (7.5%) of the respondents are female.

In this study withdrawal are classified into very rarely, rarely and sometimes. Almost all (90.0%) of the respondents fall in very rarely in which a little more than half (55.0%) of the respondents are male. A little (5.0%) of the respondents fall in rarely in which a little (2.5%) of the respondents are male. A little (5.0%) of the respondents fall in sometimes.

In this study tolerance are classified into very rarely, rarely and sometimes. Almost all (90%) of the respondents fall in very rarely in which a little more than half (55.0%) of the respondents are male. A little (5.0%) of the respondents fall in rarely in which both (2.5%) of the respondents are male and female. A little (5.0%) of the respondents fall in sometimes in which a little (2.5%) of the respondents are male.

In this study relapse are classified into very rarely, rarely, sometimes and often. Almost all (92.5%) of the respondents fall in very rarely in which a little more than half (55.0%) of the respondents are male. A little (2.5%) of the respondents fall in rarely in which the respondents are male. A little (2.5%) of the respondents fall in sometimes in which (2.5%) of the respondents are male. A little (2.5%) of the respondents fall in often in which (2.5%) of the respondents are female.

**Table 4.14 Descriptive for social media addiction**

S/N	Domains	Gender		Total N=40
		Male	Female	
		n=24	n=16	
I	Salience			
	Very Rarely	19	12	31

		(47.5)	(30.0)	(77.5)
	Rarely	3	2	5
		(7.5)	(5.0)	(12.5)
	Sometimes	2	2	4
		(5.0)	(5.0)	(10.0)
II	Conflict			
	Very Rarely	18	12	30
		(45.0)	(30.0)	(75.0)
	Rarely	2	2	4
		(5.0)	(5.0)	(10.0)
	Sometimes	3	2	5
		(7.5)	(5.0)	(12.5)
	Often	1	0	1
		(2.5)	(0.0)	(2.5)
III	Mood modification			
	Very Rarely	21	13	34
		(52.5)	(32.5)	(85.0)
	Sometimes	3	3	6
		(7.5)	(7.5)	(15.0)
IV	Withdrawal			
	Very Rarely	22	14	36
		(55.0)	(35.0)	(90.0)
	Rarely	1	1	2
		(2.5)	(2.5)	(5.0)
	Often	1	1	2
		(2.5)	(2.5)	(5.0)
V	Tolerance			
	Very Rarely	22	14	36
		(55.0)	(35.0)	(90.0)
	Rarely	1	1	2
		(2.5)	(2.5)	(5.0)
	Often	1	1	2
		(2.5)	(2.5)	(5.0)
VI	Relapse			
	Very Rarely	22	15	37
		(55.0)	(37.5)	(92.5)

	Rarely	1	0	1
		(2.5)	(0.0)	(2.5)
	Sometimes	1	0	1
		(2.5)	(0.0)	(2.5)
	Often	0	1	1
		(0.0)	(2.5)	(2.5)

Source: Computed Figures in parenthesis are percentages

#### 4.15 Social Media Addiction Level

Table 4.15 represents SMAS level the level of social media addiction which are distributed as very low, low and high with regards to the total scores. Almost all (92.5%) of the respondents fall in very low 6-12 level in which male are more (55.0%). A little (5.0%) fits in low level which is compose of male. only a remaining 2.5 percent scores high which are female.

**Table 4.15 Social Media Addiction Level**

Variables	Gender		Total N=40
	Male n=24	Female n=16	
Very low (6-12)	22	15	37
	(55.0)	(37.5)	(92.5)
Low (13-18)	2	0	2
	(5.0)	(0.0)	(5.0)
High (19-24)	0	1	1
	(0.0)	(2.5)	(2.5)

Source: Computed Figures in parenthesis are percentages

#### 4.16 Social Media Addiction

Table 4.16 represents the mean score for social media addiction by gender. The domains include Salience, conflict, mood modification, withdrawal, tolerance and relapse. Among the domains the highest mean score conflict scores the highest (1.43) in which male are more (1.46). Meanwhile the domains least score relapse (1.15) in which male are more (1.13).

**Table 4.16 Social Media Addiction Scale Mean**

Domains	Male		Female		Total	
	n=24		n=16		N=40	
	Mean	SD	Mean	SD	Mean	SD
Salience	1.29	0.62	1.38	0.72	1.33	0.66
Conflict	<b>1.46</b>	0.88	<b>1.38</b>	0.72	<b>1.43</b>	0.81
Mood modification	1.25	0.68	1.38	0.81	1.30	0.72

Withdrawal	1.21	0.66	1.25	0.77	1.23	0.70
Tolerance	1.17	0.64	1.25	0.77	1.20	0.69
Relapse	1.13	0.45	1.19	0.75	1.15	0.58

Source: Computed      Figures in parenthesis are percentages

#### 4.17 Loneliness

Table 4.17 represents the statistics for loneliness with regards to I am unhappy doing so many things alone, I have nobody to talk to, I cannot tolerate being so alone, I lack companionship, I feel as if nobody really understand me, I find myself waiting for people to call or write, there is no one I can turn to, I am no longer close to anyone, my interests and ideas are not shared by those around me, I feel left out, I feel completely alone, I am unable to reach out and communicate with those around me, my social relationships are superficial, I feel starved for company, no one really knows me well, I feel isolated from others, I am unhappy being so withdrawn, it is difficult for me to make friends, I feel shut out and excluded by others and people are around me but not with me.

In this study I am unhappy doing so many things alone are classified into never, rarely, sometimes and often. Little more than half (55.0%) of the respondents fall in never in which to fifth (40.0%) of the respondents are male and a few (15.0%) of the respondents are female. A few (15.0%) of the respondents fall in rarely in which a little (10.0%) of the respondents are male. A little more than one fifth (27.5%) of the respondents fall in sometimes in which one fifth (20.0%) of the respondents are female. A little (2.5%) of the respondents fall in often in which the (2.5%) of the respondents are male.

In this study I have nobody to talk to are classified into rarely, sometimes and often. A few (15.0%) of the respondents fall in rarely in which a little (7.5%) of the respondents are male. One fifth (20.0%) of the respondents fall in sometimes in which a few (15.0%) of the respondents are male. A few more than half (65.0%) of the respondents fall in often in which a little less than two fifth (37.5%) of the respondents are male.

In this study I cannot tolerate being so alone are classified into rarely, often and sometimes. One fifth (20.0%) of the respondents fall in rarely in which A few (10.0%) of the respondents are male. A little more than one fifth (22.5%) of the respondents fall in often in which a few (15.0%) of the respondents are female. A little more than half (57.5%) of the respondents fall in sometimes in which a little less than half (42.5%) of the respondents are male

In this study I lack companionship are classified into rarely, sometimes and often. A few (15.0%) of the respondents fall in rarely in which a few (10.0%) of the respondents are female. A little more than one fifth (30.0%) of the respondents fall in sometimes in which a little less than one fifth (17.5%) of the respondents are male. A little more than half (55.0%) of the respondents fall in sometimes in which a little less than two fifth (37.5%) of the respondents are male

In this study I feel as if nobody really understands me are classified into rarely, sometimes and often. A few (12.5%) of the respondents fall in rarely in which a little (7.5%) of the respondents are male. A few (10.0%) of the respondents fall in sometimes in which a little (7.5%) of the respondents are male. A little less than four fifth (77.5%) of the respondents fall in often in which half (50.0%) of the respondents are male.

In this study I find myself waiting for people to call or write are classified into rarely, sometimes and often. A few (7.5%) of the respondents fall in rarely in which a little (5.0%) of the respondents are female. A few (15.0%) of the respondents fall in sometimes in which a few (10.0%) of the respondents are female. A little less than four fifth (77.5%) of respondents fall in often in which a little more than half (52.5%) of the respondents are male.

In this study there is no one I can turn to are classified into rarely, sometimes and often. A little (2.5%) of the respondents fall in rarely in which a little (2.5%) of the respondents are female. A few (10.0%) of the respondents fall in sometimes in which a little (5.0%) of the respondents are male. Majority (87.5%) of the respondents fall in often in which a little more than half (55.0%) of the respondents are male.

In this study I am no longer close to anyone are classified into rarely, sometimes and often. A few (7.5%) of the respondents fall in rarely in which a little (5.0%) of the respondents are male. A little (2.5%) of the respondents fall in sometimes in which (2.5%) of the respondents are female. Almost all (90.0%) of the respondents fall in often in which a little more than half (55.0%) of the respondents are male.

In this study my interest and ideas are not shared by those around me are classified into rarely, sometimes and often. A few (10.0%) of the respondents falls in rarely in which a little (5.0%) of the respondents are male. A few (12.5%) of the respondents fall in sometimes in which a little (7.5%) of the respondents are male. A little less than four fifth (77.5%) of the respondents fall in often in which a little less than half (47.5%) of the respondents are male.

In this study I feel left out are classified into rarely, sometimes and often. A little (5.0%) of the respondents fall in rarely in which (5.0%) of the respondents are male. A few (7.5%) of the respondents fall in sometimes in which (7.5%) of the respondents are female. Majority (87.5%) of the respondents fall in often in which Almost half (47.5%) of the respondents are male.

In this study I feel completely alone are classified into rarely, sometimes and often. A little (5.0%) of the respondents fall in rarely in which (2.5%) of the respondents are male. One fifth (20.0%) of the respondents fall in sometimes in which a few (15.0%) of the respondents are female. A little less than four fifth (75.0%) of the respondents fall in often in which a little more than half (52.5%) of the respondents are male.

In this study I am unable to reach out and communicate with those around me are classified into rarely, sometimes and often. A few (12.2%) of the respondents fall in rarely in which a little (7.5%) of the respondents are male. A few (7.5%) of the respondents fall in

sometimes in which a little (5.0%) of the respondents are male. Majority (80.0%) of the respondents fall in often in which almost half (47.5%) of the respondents are male.

In this study my social relationships are superficial are classified into rarely, sometimes and often. A little more than one fifth (22.5%) of the respondents fall in rarely in which a few (12.5%) of the respondents are male. A little more than three fifth (70.0%) of the respondents fall in sometimes in which a little less than half (40.0%) of the respondents are male. A few (7.5%) of the respondents fall in often in which (7.5%) of the respondents are male.

In this study I feel starved for company are classified into rarely, sometimes and often. A few (12.5%) of the respondents fall in rarely in which a few (7.5%) of the respondents are male. A few (15.0%) of the respondents fall in sometimes in which a few (10.0%) of the respondents are female. A little less than four fifth (72.5%) of the respondents fall in often in which almost half (47.5%) of the respondents are male.

In this study no one really knows me well are classified into rarely, sometimes and often. A few (7.5%) of the respondents fall in rarely in which a little (5.0%) of the respondents are male. A little (5.0%) of the respondents fall in sometimes in which (2.5) of the respondents are male. Majority (87.5%) of the respondents fall in often in which a little more than half (52.5%) of the respondents are male.

In this study I feel isolated from others are classified into rarely, sometimes and often. A little (5.0%) of the respondents fall in rarely in which (2.5%) of the respondents are male. A few (7.5%) of the respondents fall in sometimes in which a little (5.0%) of the respondents are female. Majority (87.5%) of the respondents fall in often in which a little more than half (52.5%) of the respondents are male.

In this study I am unhappy being so withdrawn are classified into rarely, sometimes and often. A few (7.5%) of the respondents fall in rarely in which (7.5%) of the respondents are male. A little (5.0%) of the respondents fall in sometimes in which (5.0%) of the respondents are female. Majority (87.5%) of the respondents fall in often in which a little more than half (55.0%) of the respondents are male.

In this study it is difficult for me to make friends are classified into rarely, sometimes and often. A little (5.0%) of the respondents fall in rarely in which a little (2.5%) of the respondents are male. A few (7.5%) of the respondents fall in sometimes in which a little (5.0%) of the respondents are female. Majority (87.5%) of the respondents fall in often in which a little more than half (55.0%) of the respondents are male.

In this study I feel shut out and excluded by others are classified into rarely, sometimes and often. A little (5.0%) of the respondents fall in rarely in which a little (2.5%) of the respondents are male. A little (5.0%) of the respondents fall in sometimes in which (5.0%) of the respondents are female. Almost all (90.0%) of the respondents fall in often in which a little more than half (57.5%) of the respondents are male.

In this study people are around me but not with me are classified into rarely, sometimes and often. A little (5.0%) of the respondents fall in rarely in which (5.0%) of the respondents



are female. A few (12.5%) of the respondents fall in sometimes in which a little (7.5%) of the respondents are male. Majority (82.5%) of the respondents fall in often in which a little more than half (52.5%) of the respondents are male.

**Table 4.17 Descriptive statistics for Loneliness**

S/N	Statements	Gender		Total N=40
		Male	Female	
		n=24	n=16	
1	I am unhappy doing so many things alone			
	Never	16 (40.0)	6 (15.0)	22 (55.0)
	Rarely	4 (10.0)	2 (5.0)	6 (15.0)
	Sometimes	3 (7.5)	8 (20.0)	11 (27.5)
	Often	1 (2.5)	0 (0.0%)	1 (2.5%)
2	I have nobody to talk to			
	Rarely	3 (7.5)	3 (7.5)	6 (15.0)
	Sometimes	6 (15.0)	2 (5.0)	8 (20.0)
	Often	15 (37.5)	11 (27.5)	26 (65.0)
3	I cannot tolerate being so alone			
	Rarely	4 (10.0)	4 (10.0)	8 (20.0)
	Sometimes	3 (7.5)	6 (15.0)	9 (22.5)
	Often	17 (42.5)	6 (15.0)	23 (57.5)
4	I lack companionship			
	Rarely	2 (5.0)	4 (10.0)	6 (15.0)
	Sometimes	7 (17.5)	5 (12.5)	12 (30.0)
	Often	15 (37.5)	7 (17.5)	22 (55.0)

5	I feel as if nobody really understands me			
	Rarely	3	2	5
		(7.5)	(5.0)	(12.5)
	Sometimes	1	3	4
		(2.5)	(7.5)	(10.0)
	Often	20	11	31
		(50.0)	(27.5)	(77.5)
6	I find myself waiting for people to call or write			
	Rarely	1	2	3
		(2.5)	(5.0)	(7.5)
	Sometimes	2	4	6
		(5.0)	(10.0)	(15.0)
	Often	21	10	31
		(52.5)	(25.0)	(77.5)
7	There is no one i can turn to			
	Rarely	0	1	1
		(0.0)	(2.5)	(2.5)
	Sometimes	2	2	4
		(5.0)	(5.0)	(10.0)
	Often	22	13	35
		(55.0)	(32.5)	(87.5)
8	I am no longer close to anyone			
	Rarely	2	1	3
		(5.0)	(2.5)	(7.5)
	Sometimes	0	1	1
		(0.0)	(2.5)	(2.5)
	Often	22	14	36
		(55.0)	(35.0)	(90.0)
9	My interests and ideas are not shared by those around me			
	Rarely	2	2	4
		(5.0)	(5.0)	(10.0)
	Sometimes	3	2	5
		(7.5)	(5.0)	(12.5)
	Often	19	12	31
		(47.5)	(30.0)	(77.5)
10	I feel left out			

	Rarely	2	0	2
		(5.0)	(0.0)	(5.0)
	Sometimes	0	3	3
		(0.0)	(7.5)	(7.5)
Often	22	13	35	
	(55.0)	(32.5)	(87.5)	
11	I feel completely alone			
	Rarely	1	1	2
		(2.5)	(2.5)	(5.0)
	Sometimes	2	6	8
		(5.0)	(15.0)	(20.0)
Often	21	9	30	
	(52.5)	(22.5)	(75.0)	
12	I am unable to reach out and communicate with those around me			
	Rarely	3	2	5
		(7.5)	(5.0)	(12.5)
	Sometimes	2	1	3
		(5.0)	(2.5)	(7.5)
Often	19	13	32	
	(47.5)	(32.5)	(80.0)	
13	My social relationships are superficial			
	Rarely	5	4	9
		(12.5)	(10.0)	(22.5)
	Sometimes	16	12	28
		(40.0)	(30.0)	(70.0)
Often	3	0	3	
	(7.5)	(0.0)	(7.5)	
14	I feel starved for company			
	Rarely	3	2	5
		(7.5)	(5.0)	(12.5)
	Sometimes	2	4	6
		(5.0)	(10.0)	(15.0)
Often	19	10	29	
	(47.5)	(25.0)	(72.5)	
15	No one really knows me well			
	Rarely	2	1	3

		(5.0)	(2.5)	(7.5)
	Sometimes	1	1	2
		(2.5)	(2.5)	(5.0)
	Often	21	14	35
		(52.5)	(35.0)	(87.5)
16	I feel isolated from others			
	Rarely	1	1	2
		(2.5)	(2.5)	(5.0)
	Sometimes	1	2	3
		(2.5)	(5.0)	(7.5)
	Often	22	13	35
		(55.0)	(32.5)	(87.5)
17	I am unhappy being so withdrawn			
	Rarely	3	0	3
		(7.5)	(0.0)	(7.5)
	Sometimes	0	2	2
		(0.0)	(5.0)	(5.0)
	Often	21	14	35
		(52.5)	(35.0)	(87.5)
18	It is difficult for me to make friends			
	Rarely	1	1	2
		(2.5)	(2.5)	(5.0)
	Sometimes	1	2	3
		(2.5)	(5.0)	(7.5)
	Often	22	13	35
		(55.0)	(32.5)	(87.5)
19	I feel shut out and excluded by others			
	Rarely	1	1	2
		(2.5)	(2.5)	(5.0)
	Sometimes	0	2	2
		(0.0)	(5.0)	(5.0)
	Often	23	13	36
		(57.5)	(32.5)	(90.0)
20	People are around me but not with me			
	Rarely	0	2	2
		(0.0)	(5.0)	(5.0)

	Sometimes	3	2	5
		(7.5)	(5.0)	(12.5)
	Often	21	12	33
		(52.5)	(30.0)	(82.5)

Source: Computed      Figures in parenthesis are percentages

#### 4.18 Levels of loneliness

Table 4.18 shows that a little (7.5%) of the respondents fall in low in which male respondents (5.0%) are slightly more than Female respondents (2.5%). A little (12.5%) of the respondents fall in moderate in which A few (7.5%) of the respondents are female. Majority (80.0%) of the respondents fall moderately high in which Half (50.0%) of the respondents are male and a little less than half (30.0%) of the respondents are female.

**Table 4.18 Levels of loneliness**

Levels of Loneliness	Gender		Total N=40
	Male n=24	Female n=16	
Low (20-34)	2	1	3
	(5.0)	(2.5)	(7.5)
Moderate (35-49)	2	3	5
	(5.0)	(7.5)	(12.5)
Moderately high (50-64)	20	12	32
	(50.0)	(30.0)	(80.0)

Source: Computed      Figures in parenthesis are percentages

#### 4.19 Pearson's Inter correlation matrix of gender, marital status, screentime and loneliness.

Table 4.12 shows Pearson's Inter correlation matrix of gender, marital status, screentime and loneliness.

The correlation and coefficient between screentime and loneliness has a p value with .498\*\* which indicates that there is a moderate relationship between screentime and loneliness. This shows that there is a significance relationship between screentime and loneliness whereas gender and marital status does not affect screen time and loneliness.

**Table 4.19 Inter correlation matrix of gender, marital status, screentime and loneliness**

<b>Variables</b>	<b>Gender</b>	<b>Marital status</b>	<b>Screen time</b>	<b>Loneliness</b>
<b>Gender</b>	1			
<b>Marital status</b>	.042	1		
<b>Screen time</b>	-.158	.004	1	
<b>Loneliness</b>	-.052	-.067	<b>-.498**</b>	1

Source: Computed      Figures in parenthesis are percentages

#### **4.2 Case study**

A case study is a detailed study of a specific subject, such as a person, group, place, event, organization, or phenomenon. Case studies are commonly used in social, educational, clinical, and business research.

A case study was conducted on two respondents from Salem community with different gender.

##### **Case 1:**

Name: Mr. Rosangzela (fictious name)

Sex : Male

Age : 61

Mr. Rosangzela, was a retired Government servant form Salem community. He was a widower since 2011, he now lives with his two sons. His family's monthly income is around ₹50000/- ₹70000/-.

According to the information provided, it seems like the person has been actively using social media to cope with loneliness, with YouTube and WhatsApp being their favourite platform. They reportedly spend around 3-4 hours on the internet every day and have a particular interest in online games such as carom. However, despite spending more time on the internet, it doesn't seem to have any negative impact on his life.

##### **Case 2:**

Name: Mrs. Romawii(fictious name)

Sex: Female

Age: 67

Mrs. Romawii is a wife of Mr. Liandala (fictious name). She was born in Ngharchhip and later settled in Lunglawn and after divided and become Salem veng, Lunglei, she's now living wit0h her husband, her son, wife and children with a total 6 family members, Mrs. Sairinpuii spend barely 1 hour on social media, with WhatsApp is her favourite platform. Social media doesn't affect her life but instead it has positive impact such as easy communication.

**Findings:**

The case study findings suggest that the use of the social media by elderly has a positive effect in coping loneliness. It was revealed that elderly in Salem community are using social media to cope with loneliness and communication. The study further indicates that the elderly internet usage is primarily related to communication, news and entertainment purposes

**4.3 Focus Group Discussion**

Venue: UPA RUN

Member present: 4

Male: 2

Female: 2

Date: 14/08/2024

Time: 7:00 pm – 7:30 pm

A focus group discussion was conducted among elderly individuals to explore their experiences with social media, addiction, loneliness, and emotional well-being. Participants reported using various social media platforms, with WhatsApp being the most frequently used. Notably, all participants claimed they did not spend too much time on social media, stating it did not significantly impact their daily routines.

Regarding loneliness and social connection, participants believed social media helped reduce feelings of loneliness, enabling them to stay in touch with distant friends and family. They attributed their low loneliness levels to increased screen time.

Fortunately, none of the participants had experienced online harassment, bullying, or negativity on social media.

In terms of balance and boundaries, participants stated that social media did not significantly impact their daily lives, eliminating the need to set boundaries or disconnect.

**Findings:**

These findings suggest that elderly individuals in this focus group use social media responsibly, leveraging its benefits for social connection without experiencing significant drawbacks.

## **CHAPTER -V CONCLUSION AND SUGGESTIONS**

This chapter discusses the findings and suggestions of the research, which are presented in sections and sub-sections.

### **5.1.1 Demographic profile of the respondents**

The findings reveal that a little less than half (40.0%) of the respondents are aged between 66-70 because the study focus on elderly who are using social media. A little more than half (57.5%) of the respondents are married, with a little more than half (55.5%) are still married and almost all (97.5%) are Christian since the community was run by Christian religion. Regarding subtribe, almost all of the respondents (77.5%) belong to the Lushai tribe because the study of the universe belongs to Mizo.

### **5.1.2 Socio economic base**

The study shows that majority (92.5%) of the respondents falls in APL. A little more than half (55.5%) of the respondents fall in nuclear family where three ten (30.0%) of the respondents fall in 6 family members and A little more than half (55.5%) do not have children.

### **5.1.3 Respondent educational qualification and source of income**

Based on the studies eight ten (80.0%) of the respondent are lies below HSLC because school education was difficult to acquire back then. A little more than seven ten (70.5%) of the respondent spouse falls in below HSLC. A little more than three ten (32.5%) of the respondents are falls in pension since all the respondents are over for service. A little more than six ten (62.5%) of the respondent spouse falls in N/A. A little more than half (55.5%) of the respondents fall between ₹.37325-₹s.622724.

### **5.1. Social media and device**

The findings reveal that majority (87.5%) of the respondents are having account on social media because information is given in the community by social media. All of them (100.0%) of the respondents are acquiring phone because it is easy to access and affordable. A little more than four ten (42.5%) of the respondents are using Redmi device because Redmi device are cheaper than another device. Majority (82.5%) of the respondents are getting their phones from their family since they don't know the detail about the device that are suitable for them. A little more than eight ten (85.0%) of the respondents falls in N/A on how they acquire the device.

### **5.1.5 Types of internet and bills**

The study shows that a little more than six ten (62.5%) of the respondents are falls in Airtel connection. A little more than six ten (65.0%) of the respondents has Wi-Fi internet connection at their home because Wi-Fi has become a basic necessity. A little more than three ten (33.3%) of the respondents are falls in between Rs.400-Rs.600 of Wi-Fi connection bill per



month. A little more than half (52.5%) of the respondents wifi internet connection bills are paid by their family.

#### **5.1.6 Purpose of using social media and hour spend**

Based on the study majority (82.5%) of the respondent's purpose of using social media is communication since it is easy to communicate from social media platform. Six ten (60.0%) of the respondents are favouring WhatsApp the most because it is the most common platform use in Mizoram. Six ten (60.0%) of the respondents spends 1-2 hours per day in social media. A little less than eight ten (77.5%) of the respondents are not taking their gadget everywhere they went.

#### **5.1.7 Restriction of using social media and online scam**

The study reveals that majority (87.5%) of the respondents are not restricted in using social media by their parent. Almost all (97.0%) of the respondents has not come across Online scam. All (100.0%) of the respondents who came across online scam are N/A.

#### **5.1.8 Online games and average hours spend on gaming per day**

The study shows that almost all (92.5%) of the respondents do not play online games this is because they thought it was immature of adults especially Elder. Majority (92.5%) of the respondents falls in N/A. A little more than eight ten (82.5%) of the respondents' average hour spend on online games are N/A. Almost all (95.0%) of the respondents do not spend anything on online games.

#### **5.1.9 Positive/Negative effects of social media and challenges**

Based on the study a little more than seven ten (72.5%) of the respondents rely too much in social media this is to fill their leisure time. A little less than eight ten (77.5%) of the respondents falls in entertainment. A few more than half (57.5%) of the respondents faced physical problems in their eye on using social media since they have a weak eye due to old age. Majority (82.5%) of the respondents are taught or assist using social media by their family because they don't know how to use on their own.

#### **5.1.10 Active usage**

The study shows that almost all (92.5%) of the respondents fall in low because the respondents are having more quality time with the family.

#### **5.1.11 Passive usage**

Based on the study a little more than half (57.5%) of the respondents fall in very low since they don't have an intention on commenting or liking the posts.

#### **5.1.12 Correlation-loneliness**

This shows that there is a significance relationship between screentime and loneliness whereas gender and marital status does not affect screen time and loneliness. Regular social media engagement was linked to lower feelings of loneliness (Zhang, K et al., 2022)

### **5.1.13 Social media addiction level**

The reveals that majority (92.5%) of the respondents fall in very low as the respondents doesn't rely much on social media.

### **5.1.14 Social media addiction mean**

Based on the study the highest mean score in among the domains are conflict which is (1.43) because they feel an urge to use social media more and more.

### **5.1.15 Loneliness level**

The study reveals that Majority (80.0%) of the respondents fall moderately this is because most of the elder have too much leisure time and don't have time to spend with often.

## **5.2 CONCLUSION**

The study indicates that male respondents felt more lonely than female respondents. Moreover, the screen time on social media has an impact upon loneliness, where screentime is high loneliness level is low. However, the respondents don't see to face any major problem in social media usage and coping loneliness.

## **5.3 SUGGESTIONS**

Certainly, addressing social media usage and loneliness among elderly requires a multi-level approach:

### **1) Micro Level:**

- a) Personalized Support: Pair elderly individuals with a social worker or volunteer who can assist them in setting up and using social media platforms, such as Facebook or WhatsApp, to connect with friends and family.
- b) Simple and Intuitive Platforms: Recommend user-friendly platforms like Facebook or WhatsApp, which have simple interfaces and are widely used by older adults.
- c) Regular Check-ins: Schedule regular video or phone calls with the social worker or volunteer to ensure the elderly individual is comfortable and confident using social media.

### **2) Mezzo Level:**

- a) Group Programs: Develop group programs for older adults, focusing on social media skills and online communication. This can include workshops, classes, or online courses.
- b) Peer-to-Peer Support: Encourage peer-to-peer support by pairing older adults with similar interests or experiences, fostering connections and reducing feelings of loneliness.
- c) Community Engagement: Collaborate with local community centers, senior living facilities, or churches to integrate social media training and online communication into existing programs and services.

### **3) Macro Level:**

- a) Accessible and User-Friendly Platforms: Encourage the development of social media platforms specifically designed for older adults, with intuitive interfaces, large font sizes, and simple navigation.

- b) Motive-Oriented Content: Offer content that caters to the elderly's motives for social media use, such as maintaining relationships, sharing experiences, and seeking support. This can include features like video calls, messaging, and sharing of photos and stories.
- c) Social Support Networks: Foster online communities and forums where older adults can connect with others who share similar interests, experiences, or challenges. This can help them feel less isolated and more supported.

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**SOCIAL MEDIA USAGE AND LONELINESS  
AMONG ELDERLY IN SALEM COMMUNITY**

Researcher  
Peter Raldoliana  
5<sup>th</sup> Semester, BSW  
Department of Social Work  
HATIM

Research Supervisor  
Dr. R. Lallianzela  
Assistant Professor  
Department of Social Work  
HATIM

**Section 1: Profile of the Respondents**

***Personal details***

1) Gender	: 1. Male <input type="checkbox"/> 2. Female <input type="checkbox"/>
2) Age	: _____
3) Marital status	: 1. Unmarried <input type="checkbox"/> 2. Married <input type="checkbox"/> 3. Divorced <input type="checkbox"/> 4. Widow/Widower <input type="checkbox"/>
4) If widow/widower, since when:	_____
5) Religion	: 1. Christian <input type="checkbox"/> 2. Muslim <input type="checkbox"/> 3. Hindu <input type="checkbox"/> 4 Others <input type="checkbox"/>
6) Denomination	: 1. Baptist <input type="checkbox"/> 2. Presbyterian <input type="checkbox"/> 3. UPC (MZ) <input type="checkbox"/> 4. UPC (NEI) <input type="checkbox"/> 5. Seventh Day Adventist <input type="checkbox"/> 6. Salvation Army <input type="checkbox"/> 7. Others <input type="checkbox"/>
7) Sub tribe	: _____

***Family details***

1) Socio economic base	: 1. APL <input type="checkbox"/> 2. BPL <input type="checkbox"/> 3. AAY <input type="checkbox"/>
2) Type of family	: 1. Joint family <input type="checkbox"/> 2. Nuclear family <input type="checkbox"/>
3) Form of family	: 1. Stable <input type="checkbox"/> 2. Broken <input type="checkbox"/> :
4) Educational qualification	: 1. Below HSLC <input type="checkbox"/> 2. HSLC 3. HSSLC <input type="checkbox"/> 4. Graduate <input type="checkbox"/> 5. Post Graduate <input type="checkbox"/>
5) Spouse' educational qualification	: 1. Below HSLC <input type="checkbox"/> 2. HSLC <input type="checkbox"/> 3. HSSLC <input type="checkbox"/> 4. Graduate <input type="checkbox"/> 5. Post Graduate <input type="checkbox"/>
6) Occupation/source of income	: _____
7) Spouse' occupation/source of income	: _____
8) Average household monthly income	: 1. Below ₹12,444 <input type="checkbox"/> 2. ₹12,445 – ₹37,324 <input type="checkbox"/> 3. ₹37,325 – ₹62,272 <input type="checkbox"/> 4. ₹62,273 - ₹93,380 <input type="checkbox"/> 5. ₹93,381 – ₹1,24,488 <input type="checkbox"/> 6. Above Rs 55000 <input type="checkbox"/> 7. ₹1,24,489 - ₹2,49,043 <input type="checkbox"/> 8. Above ₹2,49,044 <input type="checkbox"/>
9) Number of family members	: _____

- 10) No. of children : \_\_\_\_\_  
 11) Number of dependents : \_\_\_\_\_  
 12) Number of earners : \_\_\_\_\_

### Section 2: Pattern of Social Media Usage

- 1) Do you have account on Social Media?  
 1. Yes  2. No
- 2) If Yes, what is the device used for accessing Social Media?  
 1. Phone  2. PC  3. Laptop  4. Others
- 3) What is the brand of your device?  
 \_\_\_\_\_
- 4) Who bought you the gadget?  
 1. Family  2. Self
- 5) If Self, how?  
 \_\_\_\_\_
- 6) How do you get it?  
 \_\_\_\_\_
- 7) What are the types of internet service you are using?  
 1. Airtel  2. Vodafone  3. Jio  4. BSNL  5. Others
- 8) Do you have Wifi internet connection at home?  
 1. Yes  2. No
- 9) On average, how much do you spend for internet bill per month ( in rupees)?  
 1. Below 200  2. 200-400  3. 400-600  4. 600-800  5. 800-1000   
 6. 1000-1200  7. 1200-1400  8. Above 1400
- 10) Who pays the bills?  
 1. Parents  2. Self
- 11) If Self, how?  
 \_\_\_\_\_
- 12) What is the motive/purpose of using Social Media?  
 1. Entertainment  2. Communication  3. Time pass  4. News updates   
 5. Keeping in pace with others  6. Knowledge and creativity  7. Others
- 13) What is your favorite Social Media platform?  
 1. Youtube  2. Whatsapp  3. Facebook  4. Instagram   
 5. Twitter  6. Google+  7. Snapchat  8. Others
- 14) Why?  
 \_\_\_\_\_
- 15) What is the average hours spend on Social Media per day?  
 1. Less than 1 hour  2. 1-2 hours  3. 2-3 hours  4. 3-4 hours   
 5. 4-5 hours  6. 5-6 hours  7. More than 6 hours
- 16) Are there any restrictions from your family on using your device?  
 1. Yes  2. No
- 17) Do you take your phone/gadget everywhere you go?

1. Yes  2. No

18) Have you ever come across online scam?  
1. Yes  2. No

19) If Yes, what are they?  
\_\_\_\_\_

20) Did you play online games?  
1. Yes  2. No

22) If Yes, what types of games did you play?  
\_\_\_\_\_

23) What is the average hour you spend per day on online gaming?  
1. Less than 1 hour  2. 1-2 hours  3. 2-3 hours  4. 3-4 hours   
5. 4-5 hours  6. More than 5 hours

24) What is your average monthly expenditure on online games (in rupees)?  
1) Below 200  2) 200-400  3) 400-600  4) 600-800  5) 800-1000   
6) 1000-1200  7) 1200-1400  8) Above 1400

25) What are the negative effects of using social media upon you?  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

26) What are the positive changes that brought to your life by social media?  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

27) What are the technical or physical challenges that you face in using social media?  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

28) Who assisted or taught you in handling social media and mobile phones?  
\_\_\_\_\_

### Active and Passive Usage

Please rate your social media usage frequency by putting tick (√) mark in the following statements that suits you most.

S/N	Statements	Never	Rarely	Sometimes	Frequently	Always
1	Posting photos to your profile	1	2	3	4	5
2	Commenting on other user's photos	1	2	3	4	5
3	Sending direct messages to other users	1	2	3	4	5

4	Checking to see what someone else is up to	1	2	3	4	5
5	Viewing photos	1	2	3	4	5
6	Viewing videos	1	2	3	4	5
7	Tagging other users in videos	1	2	3	4	5
8	Browsing the newsfeed passively (without liking or commenting on anything)	1	2	3	4	5
9	Browsing the newsfeed actively (liking or commenting on anything)	1	2	3	4	5
10	Looking through my friend's posts	1	2	3	4	5

### Social Media Addiction

Please rate your status in reference to the impact of social media in your day-to-day life by putting tick (✓) mark in the following statements that suits you most.

S/N	Statements	Very rarely	Rarely	Sometimes	Often	Very often
1	You spend a lot of time thinking about social media or planning how to use it?	1	2	3	4	5
2	You feel an urge to use social media more and more	1	2	3	4	5
3	You use social media in order to forget about personal problems	1	2	3	4	5
4	You have tried to cut down on the use of social media without success	1	2	3	4	5
5	You become restless or troubled if you are prohibited from using social media	1	2	3	4	5
6	You use social media so much that it has had a negative impact on your job/studies	1	2	3	4	5



### **Section 3: Loneliness**

*Please rate your level of loneliness in your day-to-day life by putting tick (✓) mark in the following statements that suits you most.*

<b>S/N</b>	<b>Statements</b>	<b>Often</b>	<b>Sometimes</b>	<b>Never</b>	<b>Rarely</b>
1	I am unhappy doing so many things alone	1	2	3	4
2	I have nobody to talk to	1	2	3	4
3	I cannot tolerate being so alone	1	2	3	4
4	I lack companionship	1	2	3	4
5	I feel as if nobody really understands me	1	2	3	4
6	I find myself waiting for people to call or write	1	2	3	4
7	There is no one I can turn to	1	2	3	4
8	I am no longer close to anyone	1	2	3	4
9	My interests and ideas are not shared by those around me	1	2	3	4
10	I feel left out	1	2	3	4
11	I feel completely alone	1	2	3	4
12	I am unable to reach out and communicate with those around me	1	2	3	4
13	My social relationships are superficial	1	2	3	4
14	I feel starved for company	1	2	3	4
15	No one really knows me well	1	2	3	4
16	I feel isolated from others	1	2	3	4
17	I am unhappy being so withdrawn	1	2	3	4
18	It is difficult for me to make friends	1	2	3	4
19	I feel shut out and excluded by others	1	2	3	4
20	People are around me but not with me	1	2	3	4

**THANK YOU**