



Role of Social Media Reshaping the Personality and Psychological Effects on Youth

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Abstract

This research study explores social media's impact on students reshaping their personalities and its effects on mental health. The main purpose of this research is to discover how social media affects students' personalities and its psychological effects. And how social media influences an individual's character. Applying the cultivation theory to comprehend today's social media users better is necessary. Cultivation theory was defined as a critical theory by Gerbner. As a powerful influence of the media, this is one of its attitudes. Millions of students use social media and consume comparable stuff. The concept of cultivation helps there to comprehend today's social media users. The researchers used a stratified sample approach and a stratified sampling method to collect data from university students. As a



result, 408 male and female students were selected for the study. Overall, this study found that social media intensely affects students' personalities and has psychological effects. Social media trends are brought to light in this way. The use of social media platforms has skyrocketed in recent years. We'll see how this new medium affects us and as well as students.

Keyword: *Social Media, Psychological Effects, Cultivation Theory, Stratified Sampling, University Students*

Introduction:

Social media platforms like Facebook, Twitter, and others offer many features and traits. Texting, conversing, image and video sharing, rapid publishing, networking, and instant connection are possibilities (Appel et al., 2020). It is gaining popularity worldwide, which is fantastic. It is the most cost-effective way for people of all ages and backgrounds to obtain immediate access to the rest of the world (Pittman & Reich, 2016). People of all ages and demographics are ditching TV and radio for social media. Social media's popularity among young people affects their physical, financial or psychological?" (Peters et al., 2022).

The rise of social media has raised numerous questions about its impact on society, and many have been answered (Sparks et al., 2016). Social media affects people's lives and is considered the truth. Understanding these repercussions in any society or country is a constant effort, especially for adolescents and teens. According to the survey, social media affects young people's lifestyles, fashion trends, educational and political awareness, physical activity, social connections, and learning, among other things (Lobeyko et al., 2018). According to Merriam Webster

Encyclopedia Britannica, students build their personalities during their formative years. Adolescents are young persons who have not achieved



adulthood. Every nation or country must ensure that youngsters play a significant role in advancing and developing their respective countries and civilizations (Hamilton, 2016).

Television's arrival revolutionized meaning-making theory. Television changed reality and judgement. In the 1960s, George Gerbner proposed Cultivation Theory. Gerbner's idea examines how TV impacts social reality perception. Gerbner studies institutional processes, assumptions, images, and policies (Gerbner, 1968). He analyzed prime-time TV violence using his violation index and cultural markers (2012, p. 341). Gerbner's Cultural Indicator study calls TV a "pattern-maker" (Gerbner, 1973, cited in Baran and Davis, 2012, p. 341). Gerbner says TV awareness is founded on facts and morals (Gerbner et al., 1986, p.175, cited in Baran & Davis, 2012, p. 342). Glynn et al. favoured government activism more than others. Gerbner says the TV viewer's world. "Viewers with certain preferences will seek programmes that nourish and preserve their worldviews" (p. 341).

Makeover programmes may impair self-esteem, say Kubic & Chory (2007). Like makeover and plastic surgery shows. Gerbner studied 98% of US TVs (Baran & Davis, 2012, p. 342). 2.2 billion people use Facebook¹. 84% of Facebook users are not US citizens², adding to its impact. Netizens value social networks, relationships, and ideas (Hauben & Hauben, 1997). Millennials are media-hungry. Transformative media 8-18-year-olds spend 7.5 hours daily with media. P. Netizens ditched TV. Everyone can post and speak on social media. Imagined selves are avatars. Millions of people use social media and consume comparable stuff. The cultivation hypothesis helps us comprehend today's social media users. Gerbner categorized cultivation theory as crucial (Baran & Davis, 2012, p. 346). A media-



influenced mentality. Television broadcasts cultural, social, and economic themes... Cultivation investigates TV's societal impact. (346).

Online affects American life. Social networking helps students learn new skills and improve their lives (Merriam Encyclopedia, 2001). Social networking helps university education. Facebook posts establish a personality. So we judge dark or sad posts from a holy person. Facebook affects self-esteem, and It reduces loneliness and sadness. Insecure people enhance their egos online. Low-esteem people use Facebook more. They may be boosting their self-esteem by adding internet friends (Gardiner-McGregor, 2019).

Objectives:

1. To find out the Facebook perception affects in real life.
2. To examine how social media develops a different personality of an individual.

Research Question:

What are the effects of social media reshaping the personality and psychological on university students?

Literature Review:

Social media affects students regardless of age, say Rose and Croft (2015). Teenagers benefit from time limits, but employers may not. Some studies think that social media may be used to engage students. Sometimes, it is OK to use (Bregman & Watkins, 2014; Goodyear et al., 2018; Hays et al., 2013; Madden et al., 2013 & Siddiqui and Singh, 2016). Social media can have a more significant impact than any other instrument despite new technologies. It affects students growing up in an interactive, multimedia, multitasking environment. Businesses that must adjust to new communication technology and practices are also impacted (Latzer, 2009).



A culture that connects youth to elders helps them mature. Tanya Byron of the Byron Review says fear of traffic or "stranger danger" has limited students' socialising outside the home. Social networking is intertwined with many students' lives. Teens and young adults use media and media-related technologies to communicate. Before, students only spoke with their school or neighbourhood peers, but that is changed. Instant messaging, social networking, and online games can target teens. Students use Facebook to belong and project a positive image of themselves, according to Nadkarni and Hofmann. Demographics and culture determine belonging. Neuroticism, narcissism, shyness, self-esteem, and self-worth influence how students present themselves (Nadkarni & Hofmann, 2012).

Emotional and intellectual college adjustment are intertwined. Facebook hinders learning, according to studies. Having many Facebook connections makes college adjustment more difficult, according to Kalpidou, Costin, and Morris. The study concluded that Facebook use reduces academic performance. Facebook can let students take a break from schoolwork. Skues, Williams, and Wise found that students avoid schoolwork by accessing Facebook (Skues, Williams, & Wise, 2012). Social media is famous for raising students' political consciousness. Human Rights Watch says anti-religious social media posts incite hatred. Social media misuse hurts international relations.

Social media is a daily necessity. This study examines how social media impacts teens' beliefs, personalities, hobbies, and behaviours. Early survey questions assessed social media's impact on students. This theory is pertinent to my research because it analyses media audiences. This is the study's hypothesis. Professor George Gerbner suggested the cultivation idea in the mid-1960s while examining how TV affects viewers' perspectives of



the world. To understand how TV affects social views and relationships, define the term. Those who watch more TV develop a perception of reality more like the TV's depiction.

According to a recent study, good organisations have a significant impact on the well-being of their employees and members (e.g., Lopez et al., 2018). A recent study found that adolescents' sense of belonging and relationship with their school affects their life satisfaction and mental discomfort (e.g., Joyce & Early, 2014; Pate et al., 2017). No research has been done to investigate the link between school connectivity and student quality of life. The current study examines how personality traits and positive psychological orientations affect teens' quality of life when not in school. This study's findings may urge a more balanced approach to teen well-being, including school climate changes and student-centric skills and orientations (Kim et al., 2019).

Methodology:

Surveys gather information about young student's personality traits and mental health. According to the study's methodology, social media has been found to have a negative impact on mental health. Students from Lahore are the focus of this study. Many students from Lahore attend the university. The researchers utilised stratified and purposeful sampling to gather information from university students of Lahore. As a result, a sample of 408 students were chosen, equally divided between male and female. The SPSS was used to analyse the data, display the result in table form, and apply the statistical test; for example, a T-test was used on the data.

The formula for the calculation of sample size for the known population;



$$n = \frac{N}{1 + (N \times e^2)}$$

Where,

$$N = 6530$$

$$n = 408$$

$$e = 0.05$$

Analysis

The Statistical Package for the Social Sciences (SPSS) analytical software was used to conduct descriptive statistical analysis of data to analyse and interpret the data. To answer the study questions, additional statistical coefficients were used, and they were (frequency and percentages, the arithmetic mean and the standard deviation) to characterise the sample data were applied to answer. We explored gender inequalities in social identity, differences in the use of gender communication networks, and differences in the degrees of social identification in terms of perceived importance by employing the (T-test) and other statistical methods (achievement - postponement - closure - dispersion).

Table 1

In **Table 1**. Indicated that 42% said that social media waste their time, and also 37.5 % the students use their social media for chatting rather than reading books. Social Media services offer communication among ever-widening circles of relationships, which negatively affects the circles of relationships. Social media have increased cyberbullying, and the ratio of this effect at 23.5%. More than ever, utilizing media entails creating and receiving, with user control going beyond selecting mass-produced content. 19%% of those either strongly agreed with the statement that social media has made them antisocial. Table 1 also shows that the variation between



social media and users of social media is quite significant in that Pearson Chi-square value (20.115).

Effects of Social Media		Very much	Much	Somewhat	Rarely	Not at all
Time Waste	Count	9	9	23	25	35
		42.9%	28.1%	33.8%	29.1%	31.0%
Spend Time on Chatting rather than reading books	Count	3	12	13	19	24
	Per%	37.5%	14.3%	19.1%	22.1%	21.2%
Social media have increased cyber bullying	Count	20	5	10	3	17
	Per%	23.3%	15.6%	14.7%	14.3%	15.0%
Cyber bullying increased due to Social Media	Count	17	3	10	9	2
	Per%	15.0%	9.4%	14.7%	10.5%	9.5%
Antisocial because of Social Media	Count	4	3	12	13	20
	Per%	19.0%	9.4%	17.6%	15.1%	17.7%
		Value	df	Asymp. Sig. (2-sided)		
Pearson Chi-Square		20.115 ^a	4	.000		
N	Valid	408	408			
	Missing	0	0			
Mean		1.48	3.74			
Median		1.00	4.00			
Mode		1	5			
Std. Deviation		.501	1.223			
Variance		.251	1.495			



Table 2

Variable	N	Mean	DF	t-value	P-value	Alpha
Low						
Influenced	144	66.74	406	-8.348	0.00	0.05
Highly						
Influenced	264	92				

***Significant at $p < 0.05$**

According to the data in Table 2, 264 students are negatively affected, whereas only 76 students are not negatively affected, according to the data in Table 1. Suppose we use the 0.05 level of significance. In that case, we can see that at the 408 degrees of freedom level of significance, the p-value is less significant (0.00) than the alpha value (0.05), showing that the p-value is less significant (0.00) than the alpha value (0.05). Therefore, the null hypothesis can no longer be considered a possibility. According to the findings, this study discovered that social media sites have a significant impact on the type of posts shared on social media reflecting the personal life of students.

Table 3

Variable	N	Mean	DF	t-value	P-value	Alpha
Low						
Influenced	144	38.53	408	7.546	0.00	0.05



Highly

Influenced 264 24.47

***Significant at $p < 0.05$**

As shown in Table 3, the obtained p-value of 0.00 is less than the alpha-value of 0.05 level of significance and has a degree of freedom of 408; based on the influence of social media usage on the academic performance of students, 264 students are highly influenced, with a mean of 24.47 as compared to students who use social media for publicity activities are different, with a standard of 38.53; as a result, the null hypothesis is rejected; and as a result of these.

Discussion

It has been shown that the vast majority of university students' psychological behaviour is influenced by their usage of social media, according to recent research. The outcome is that students become mentally hooked to online networking due to spending most of their time doing so, resulting in less attention to other activities and areas of their lives that are important to them. In the long run, this has the potential to have detrimental consequences. A study found that social networking sites affect students' personalities and are compatible with this finding because social networking sites are where most students spend most of their time. This frequently results in the necessity to perform many tasks simultaneously. Student communication and connection through social media can be an excellent tool. Still, it can also encourage cyberbullying and glamorise drug use to become unhappy because they are afraid of missing out on new opportunities. Not to mention that it can be an extremely stressful and upsetting experience. Social media users frequently report encountering



unpleasant words, images, and videos. Apuke and Ezeah (2017) performed a survey and determined that students's most common obstacles when using social media are hateful statements, photos, and videos. As time has progressed, it has become increasingly evident that university students' social media usage has become a popular topic of discussion. Observations have been made that university students are continuously under pressure to meet expectations of perfection in all areas, including appearance and behaviour, as well as to have the perfect circle of friends, have the optimal number of likes and followership, and to do all other tasks. Aside from that, students are constantly under pressure to achieve achievement. Students who do not complete the absurd levels suffer severe psychological and educational implications due to failure.

In recent years, the widespread use of social media platforms has attracted many users, particularly teenagers and university students, due to their widespread acceptance. As well as other areas of psychological well-being and psychosocial development, social media has impacted topics such as self-esteem and the acquisition of social abilities, among other things. Another study discovered that engaging in media consumption can positively impact an individual's emotional coping mechanism, such as when grieving after the death of a loved one or while dealing with depression (Händchen et al., 2012). Aside from the numerous positive aspects of social media use among students and young adults, there is a slew of negative concerns associated with the help of such gadgets, which are nearly as numerous and significant in number as the countless positive aspects of using such devices among students and young adults. These negative concerns are almost as numerous and significant in number as the.



Conclusion

The study looked at how social media affects young students' personalities. Social media use evolves with technology. Psychic and evocative this new media has reshaped the media. Social media is liked. However, as it is used more, so does a student's personality. This was proven via a poll. So social media can educate. It facilitates access to a wide range of data. Many individuals rely on social media. Everyone accepts fake news and stuff on social media. Most students judge others by their online accounts. We look at a person's Facebook history. Students are judged by their social media posts. Social media use lowers teen self-esteem. Blogging about one's joyful, successful life affects one's self-esteem. We also encounter multi-account owners. A poll shows they are immature. Students' self-esteem is another. A perfect body fascinates children. They go into a coma when they see photographs of models. Overall, social media shaped the youth. It makes students aware of social media trends. Facebook is booming. We shall see the effects of this new medium.

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