

A Study to Assess Impact of Social Media Among Adolescents Studying in Selected Colleges of Ahmedabad City with View to Develop Information Booklet

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Abstract—the data regarding the impact of social media among respondents indicates that the majority perceive its effect as moderate. A large proportion of participants (70%) reported an average impact of social media on their lives. This is followed by 22% of respondents who experienced a good impact, suggesting positive benefits such as improved communication, learning opportunities, and social connectivity. However, a smaller percentage (8%) reported a poor impact, indicating negative effects like distraction, reduced academic performance, or mental stress. Overall, the findings suggest that while social media is widely used, its influence is mostly moderate, with relatively fewer respondents experiencing either highly positive or negative effects.

I. INTRODUCTION

Social media has become an important part of adolescents' daily life. It is widely used for communication, entertainment, education, and sharing information. Although social media provides benefits such as improved connectivity and learning opportunities, excessive use can negatively affect academic performance, sleep, behaviour, and mental health. Adolescents are more vulnerable to the effects of social media because of their developing emotional and social skills. Therefore, it is important to assess the impact of social media among adolescents. The present study was conducted to assess the impact of social media among adolescents studying in selected colleges of Ahmedabad city and to develop an information booklet regarding healthy use of social media.

II. PROCEDURE FOR PAPER SUBMISSION

A. Review Stage

Submit your manuscript electronically for review. Prepare it in two-column format, including figures and tables (until it doesn't fit properly and data is not visible).

B. Final Stage

After your paper has been accepted. The authors of the accepted manuscripts will be given a copyright form and the form should accompany your final submission.

C. Figures

As said, to insert images in Word, position the cursor at the insertion point and either use Insert | Picture | From File or copy the image to the Windows clipboard and then Edit | Paste Special | Picture (with Float over text unchecked).

III. MATH

If you are using Word, use either the Microsoft Equation Editor or the MathType add-on (<http://www.mathtype.com>) for equations in your paper (Insert | Object | Create New | Microsoft Equation or MathType Equation). Float over text should not be selected.

IV. UNITS

Use either SI (MKS) or CGS as primary units. (SI units are strongly encouraged.) English units may be used as secondary units (in parentheses). This applies to papers in data storage. For example, write 15 Gb/cm^2 (100 Gb/in^2). An exception is when English units are used as identifiers in trade, such as $3\frac{1}{2} \text{ in}$

disk drive. Avoid combining SI and CGS units, such as current in amperes and magnetic field in oersteds. This often leads to confusion because equations do not balance dimensionally. If you must use mixed units, clearly state the units for each quantity in an equation. The SI unit for magnetic field strength H is A/m. However, if you wish to use units of T, either refer to magnetic flux density B or magnetic field strength symbolized as $\mu_0 H$. Use the center dot to separate compound units, e.g., $\text{—A}\cdot\text{m}^2$.

V. HELPFUL HINTS

A. Figures and Tables

Tables

The tables in this study present the demographic characteristics of adolescents, social media usage patterns, level of impact of social media, mean and standard deviation scores, and association between demographic variables and impact of social media using chi-square analysis. The tables help to organize, summarize, and interpret the collected data systematically.

Figures

The figures in this study include bar diagrams and graphical representations related to age, gender, year of study, type of family, area of residence, daily time spent on social media, devices used, preferred social media platforms, and level of impact of social media. These figures provide a visual understanding of the findings and make interpretation easier. Chapter IV deals with the analysis and interpretation of data collected from 100 adolescents studying in selected colleges of Ahmedabad city. The chapter explains the demographic distribution of respondents, the impact of social media among adolescents, and the association between impact of social media and selected demographic variables. The data were analyzed using descriptive and inferential statistics and presented through tables, graphs, percentages, mean, median, mode, standard deviation, and chi-square test for better understanding of the study findings.

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C. Abbreviations and Acronyms

List of Abbreviations and Acronyms

WHO – World Health Organization

SNS – Social Networking Sites

SD – Standard Deviation

df – Degree of Freedom

χ^2 – Chi-Square

% – Percentage

No. – Number

r – Reliability Coefficient

N – Number of Samples

Fig. – Figure

Govt. – Government

etc. – Et Cetera

i.e. – That is

e.g. – For Example

IQ – Intelligence Quotient

AI – Artificial Intelligence

SPSS – Statistical Package for Social Sciences

COVID-19 – Coronavirus Disease 2019

D. Equations

In the present study, various statistical equations were used for analysis and interpretation of data. Percentage formula was used to calculate the percentage distribution of demographic variables and responses of adolescents. Mean, median, and mode formulas were used to determine the average and central tendency of the scores obtained from the respondents. Standard deviation formula was used to measure the variability and dispersion of scores from the mean value. The chi-square formula (χ^2) was used to determine the association between the impact of social media and selected demographic variables. The reliability of the tool was established using Spearman's rank correlation formula to ensure consistency and accuracy of the questionnaire. These statistical equations helped the investigator to analyze the collected data systematically and interpret the findings effectively.

VI. PUBLICATION PRINCIPLES

The contents of the journal are peer-reviewed and archival. The International Journal of Innovative Research in Technology publishes scholarly articles of archival value as well as tutorial expositions and critical reviews of classical subjects and topics of current interest.

Authors should consider the following points:

- 1) Technical papers submitted for publication must advance the state of knowledge and must cite relevant prior work.
- 2) The length of a submitted paper should be commensurate with the importance or appropriate to the complexity of the work. For example, an obvious extension of previously published work might not be appropriate for publication or might be adequately treated in just a few pages.
- 3) Authors must convince both peer reviewers and the editors of the scientific and technical merit of a paper; the standards of proof are higher when extraordinary or unexpected results are reported.
- 4) Because replication is required for scientific progress,

Papers submitted for publication must provide sufficient information to allow readers to perform similar experiments or calculations and use the

reported results. Although not everything needs to be disclosed, a paper must contain new, usable, and fully described information. For example, a specimen's chemical composition need not be reported if the main purpose of a paper is to introduce a new measurement technique. Authors should expect to be challenged by reviewers if the results are not supported by adequate data and critical details.

VII. CONCLUSION

The present study concluded that social media has a considerable impact on adolescents studying in selected colleges of Ahmedabad city. The findings revealed that the majority of adolescents experienced an average impact of social media, while a smaller number experienced either positive or negative effects. Social media was found to influence academic performance, emotional well-being, social interaction, behavioural patterns, and sleep habits of adolescents. The study also identified that age and year of study had a significant association with the impact of social media, whereas variables such as gender, type of family, area of residence, device used, time spent on social media, and preferred social media platform showed no significant association. Overall, the study highlights the importance of promoting healthy and responsible use of social media among adolescents through awareness and educational interventions to maximize its benefits and reduce harmful effects.

APPENDIX

Appendix includes all permission letters, tool validations, information booklet and many more

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