

Social Media Symbol of Stress: A Study on West Bengal State University Students In Kolkata

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ABSTRACT

Social media has become a globally popular form of communication. Since social networking sites contain attractive features that has become an important pass time for University students. They prefer to spend a lot of time on social networking sites. Social networking sites are used to establish an ideal persona, updating others activities of self, sharing photos, getting updates on activities by friends, showcasing a large social network, sending messages privately, and posting public testimonials.

Social media has its many benefits, but unfortunately, everything in this world has its negative sides or darker side. There are a number of negative effects caused by its usage. Among the common negative effects of social media use are stress, anxiety, depression, addiction, cyber bullying, hacking, scams, cheating and relationship problems, drug abuse and even in death.

So, main objective of this study is to examine the effects of social media stress on West Bengal State University Students in Kolkata.

Keywords: Social Media, Stress. Education, Students,

INTRODUCTION

21st century world is a global village. Everyone here is connected to a vast network created by the INTERNET. As said by Marshall McLuhan, a philosopher of communication theory, **“The new electronic independence re-creates the world in the image of a global village”**. The electronic independence to which he referred to is entirely dependent on internet. It illuminates the lives of thousands by spreading knowledge internationally, which there by turning us into global citizens. Any Web site that allows social interaction is considered a social media site, including social networking sites such as Facebook, MySpace, and Twitter; gaming sites video sites such as YouTube; and blogs. As of 2015 the world’s largest social networking company FACEBOOK has 1.49 billion active users and the stats are increasing every year. The value of being connected and transparent is so high that the road bumps of privacy issues are much lower in actual experiences than people’s fear as said by Reid Hoffman, founder and executive chairman of LinkedIn. There is an idiom that work should be done in silence to let success make noise. But today’s scenario not only for youngsters but also for people from other groups has been changed. With the introduction of social media in our daily life we are coming out of our private boundaries to be more and more free in an open where which matters is mostly the publicity the grab attention of as much viewer as possible. To be in the lime light of such digital world all we and mostly the youngsters, the students, those who actually need to concentrate on their austerity to achieve something big, somewhere are losing the grip of their concentration of their studies.

Studying on my institute WBSU regarding the already –discussed certain issues , what i came to know is that almost 30-35 percent of stress the students gain from being habituated with social media.

REVIEW OF LITERATURE

It has been identified that the substance use disorders, such as tolerance, withdrawal and mood modification, and impairment in functional areas such as social or academic problems has been associated from uncontrolled use of social networking sites (Marino, Gini, Vieno, & Spada, 2018). Social networking sites addiction is identified with symptoms that include neglecting personal/work life, preoccupation, mood alteration, withdraw, inability to cut down and relapse (Tang & Koh, 2017). Extended use of social

networking sites can cause concern for individuals' physical health (Király, Griths, & Demetrovics, 2015). In certain cases addiction to social networking sites has said to have caused mental health problems in certain users (Kuss and Griffiths, 2011). Social media is now a huge part of daily life for many people, particularly in western countries; "Multi-platform use is on the rise: 52% of online adults now use two or more social media sites, a significant increase from 2013, when it stood at 42% of internet users." (M. Duggan et al, 2015 pp.2). This may be due to the introduction of popular new social media apps such as Snapchat, Instagram and Twitter. The mass appeal of social networks on the Internet could be a cause for concern (Kuss & Griffiths, 2011). This mass attraction to social media is a multi-factor appeal, the low cost, high stimulation means it is readily accessible to anyone with a screen and internet connection.

ABOUT SOCIAL MEDIA STRESS

Stress is such a common issue, that it's on the brink of an epidemic. It creates mental illnesses, which result in health problems and even premature death. Spending an afternoon on Facebook or Twitter seems like a harmless activity, but it could actually be the reason your stress levels have recently increased. **There is a complex relationship between social media use and stress,**" Prof. Hampton says. "There is a great deal of speculation that social media users feel extra pressure to participate and keep up on social media, to avoid the 'fear of missing out' in activities that others share and that they feel anxious after viewing the successful images that friends project on Facebook." High stress levels can develop a number of mental and physical health issues, including chronic depression and heart disease. Thankfully, there are some proven ways to reduce stress levels. Stress levels and social media make up a complex issue, but it's not one that must affect everyone. These scientific "cures" can turn negative social media influence into positive experiences

METHOD

Stress is a way of life because we can't avoid it but there are some activities that increase stress levels. Social media has been found to induce stress in different ways. So a survey method was adopted for this study. A questionnaire was distributed to the respondents who agreed to participate in the study. Data collected from 100 University students (50 male, 50 female) from West Bengal State University was analysed for this present study.

Table1: Membership in Social Networking Websites

Member of SNS	Percentage %
Yes	97
No	3

An exceptional 97% of sample was member of one or more social networking websites which clearly makes a strong statement being a member in one or more social networking websites this University

Table-2: Usage of Social Networking Sites

Hours	Percentage %
Less than 1 Hr.	78
1-2hrs	18
3-5 Hrs	4
7-8 Hr	0

In the above sample, hours were spent on social networking websites was less than 1 hr for 78% of the respondents while there were no respondents using the social networking websites for more than 6 hrs. Moderate responses of about 18% use for 1-2hrs but a very low percentile of 4% uses it for 3-5hrs. Majority of the sample were exposed to social networking sites for shorter duration due to various reasons such as no Internet connectivity at home, residing at hostel with no Internet provisions or low level of interest in social networking sites

Table-3: Effects of Stress Using Social Media

Effects of Stress Using SNS	Percentage %	
	Male	Female
	30	35

In table 3 shows that Effects of Stress Using Social Media the Male member are 30% where as female members are 35%

OVERVIEW

Surveying students from different universities can make the study precise on how social media is generating it's effect, it's stress through various emotional ups and downs like anxiety and all on the learning tenders. Depending upon the socio-cultural, locational and aristocratically existence the universities vary in students with different strengths of stress from getting in social mediation through internet.

While studying on my institution West Bengal State University of Kolkata two basic facts have to be remembered always that most of the students studying here come from the suburban, rural, financially lower or lower middle class and even from marginal social background. In third -world – sub continental countries like India, such backgrounds never leave much time to stay anybody socially isolated or forlorn with closely attached family members, childhood or neighbourhood friends of face to face friendship or job for monetary income .So naturally the psychological stress of the new- Media world of showcasing for these youngsters tend to be far lesser than those who belong to just the opposite lifestyles. Moreover in the universities where these students generally take admission all the top class facilities including high speed WiFi with well maintained campus to spend long time with it and obviously their parents 'urge to allow them to utilise 'campus WiFi' etc are not omnipresent .

CONCLUSION

A certain level of stress is necessary to motivate ourselves to study or perform at our best.

However, there are many ways that we can unintentionally cause ourselves to feel more stressed than necessary. So It can be said that from the above discussion that social media stress can cause problem in their daily functioning. It can cause disruptions within a user's daily life and can cause multi-faceted problems such as anxiety, depression frustration . There could be delay in completion of important tasks, problems in relationships due to the excessive usage. Many members on social networking sites clearly express that they are drawn to these sites and are unable to control the time they spend on these sites. Psychologists, counsellors, and educators have been concerned about this issue. And Effects of Stress Using Social Media the Male member are 30% where as female members are 35%.

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