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KNOWLEDGE REGARDING IMPACT OF SOCIAL MEDIA AMONG ADOLESCENTS

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ABSTRACT

Background: The widespread adoption of social media among adolescents has raised concerns about its impact on their mental health, social relationships and overall well-being. Research's suggests that excessive social media use can lead to increased stress, anxiety and depression, as well as decreased self-esteem and body satisfaction. Despite these potential risks, many adolescents are active social media users, often without fully understanding the potential consequences. **Aims and objective:** The present study was carried out to assess the knowledge regarding impact of social media among adolescents. **Methods:** The study was conducted in Selected College of Nursing Madurai. Hundred nursing students were selected and a 12 -item likert scale with 5 -point response format was used to collect the data. The collected data was reviewed to ensure accuracy and consistency. Descriptive statistics were used to analyze the findings; results were reported in frequency, percentage and mean. Statistical tests were conducted to analyze the relationship between variables. The results were interpreted in the context of the research objectives. **Results:** The results showed that the highest mean score is 41.5 with SD 4.5226 and mean percentage of 75.63 was obtained for knowledge level regarding impact of social media. **Conclusion:** The results of the present study indicate that adolescents had high knowledge regarding impact of social media.

KEYWORDS

Knowledge, Impact, Social Media and Adolescence.

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INTRODUCTION

India has the second largest online market in the world and one of the major age groups for the use of social media sites are adolescents. Adolescents like to track the life of their friends, one of many reasons where they are prove to be much addicted. As reported by (Saini *et al*, 2020) the negative aspect of social media was misspending time (31%) and

hacking (20%) whereas the positive aspect was that one can connect with friends (67%) and get vital information (48%). Online sexual abuse, extortion, cyber bullying, revenge porn, harassment, humiliation are faced by the children. Posture related problems and headache were noted among the social media users (Silva *et al*, 2018).

Adolescents skip their meals and may not eat on time, lacks proper rest as they lean on social networking concluded that increased involvement in social networking media affects the health of the adolescents (Shabnoor and Tajinder 2016).

This study aims to investigate the knowledge and perceptions of adolescents regarding the impact of social media on their lives, with a focus on identifying areas for education and intervention. By exploring the perspectives of adolescents themselves, this study can provide valuable insights into the complex and multifaceted nature of social media use among young people.

Need for the study

Adolescents increasingly find it difficult to picture their lives without social media. Practitioners need to be able to assess risk, and social media may be a new component to consider. Although there is limited empirical evidence to support the claim, the perception of the link between social media and mental health is heavily influenced by teenage and professional perspectives. Adolescents rely more on internet friends rather than making true relationships or friends in real time. Social media influences the lives of adolescents and it has both positive and negative impacts. Hence, to understand how well adolescents perceive the potential positive and negative effects of social media on their lives, allowing for targeted interventions to promote healthy digital habits and address potential concerns. The present study was carried out in Velammal College of Nursing, Madurai.

Statement of the problem

A study to assess the knowledge regarding impact of social media among adolescents in Velammal College of Nursing, Madurai.

Objectives of the study

To assess the knowledge regarding impact of social media among adolescents.

To find out the association between the impact of social media and selected demographic variables among adolescents

MATERIAL AND METHODS

A descriptive research design was used to conduct the study. The study sample comprised of 100 adolescents in Velammal nursing college at Madurai by using Non-probability convenient sampling techniques. The researcher used the following instruments for collecting the data.

Tool

The tool comprised of two parts

Part A: Demographic Variables

Part B: Standardized 12-item 5- point likert scale was used to assess the knowledge towards social media.

For ensuring the content validity the instruments were given to different experts from field of nursing .Modification was made according to the opinion and suggestion of the experts and the reliability of the tool were determined.

Data Analysis

Descriptive analysis for demographic variables was performed and results were reported as numbers with frequency and percentage. Chi square was used to find the association of knowledge level of adolescents regarding impact of social media with selected demographic variables.

Section A: Frequency and percentage distribution of demographic variables

Table No.1 Reveals that among 93adolescents, the majority of the participants (62.36%) belong to the age group of 18years, 92.47% of them are female, 52% of the participants are residing in rural area, 32.25% graduate parents 92% of them has no physical complaints 48% of them using Whatsapp. Majority of the participant 59.13s using social media weekly once only. 38% of participants using social media to seek information and sharing.

Section B: knowledge level of adolescents regarding impact of social media

Table No.2 depicts that the level of knowledge of adolescents in which 6% (6) had low knowledge, 22% (21) had moderate knowledge and 71% (66)

had high knowledge regarding impact of social media.

Section C: Association of knowledge level of adolescents regarding impact of social media with selected demographic variables

The Table No.3 depicts that There is a significant association between knowledge level among adolescents and demographic variables such as how often social media is used ($\chi^2=9.501$) and is significant at 0.05 level of significance. Whereas no significant association between knowledge level of adolescents and demographic variables such as age group, gender, habitat, education of mother, education of father, present complaints, language known.

RESULTS AND DISCUSSION

The investigator found that 6% (6) had low knowledge, 22% (21) had moderate knowledge and 71% (66) had high knowledge regarding impact of social media and There is a significant association between knowledge level among adolescents and demographic variables such as how often social media is used ($\chi^2=9.501$) and it is significant at 0.05 level of significance. A similar study conducted by O'Reily. M, Dogra and N. Hughes (2019) findings revealed that 71% of participants exhibited high knowledge, with a mean score of 41.5(SD=4.5226, 75.63%) and identified significant association between knowledge level and frequency of social media use.

Table No.1: Section A: Frequency and percentage distribution of demographic variables (N=93)

S.No	Demographic Profile	Frequency (n=100)	Percentage (%)
1	Age group		
	17	58	62.36
	18	30	32.25
	>19	5	6.37
2	Gender		
	Male	7	7.52
	Female	86	92.47
3	Habitat		
	Rural	52	56
	Urban	41	44.08
4	Education of mother		
	10th	20	22
	12th	43	46.23
	Any degree	30	32.25
5	Education of father		
	10th	19	20.43
	12th	39	42
	Any degree	25	27
6	Any present complaints		
	Yes	7	8
	No	86	92.47
7	Language Known		
	Tamil	78	84
	English	08	7
	Malayalam	07	7.52

	Other	-	-
8	Type of social media platform used frequently		
	Facebook	9	10
	Instagram	15	16.12
	Whatsapp	48	52
	Youtube	15	16.12
	Sharechat	6	6.45
9	How often do you use social media		
	Daily	27	29.03
	Weekly	55	59.13
	Monthly	11	12
10	Reasons for using social media		
	Socializing and connecting	7	8
	Information seeking and sharing	35	38
	Entertainment and leisure	12	13
	Professional and educational	39	42
	Personal expression and identity	-	

Table No.2: Knowledge level of adolescents regarding impact of social media (n=93)

S.No	Level of knowledge	Frequency	Percentage
1	Low knowledge	6	6
2	Moderate knowledge	21	22
3	High knowledge	66	71
4	Total	93	99

Table No.3: Association of knowledge level of adolescents regarding impact of social media with selected demographic variables (n=93)

S.No	Variables	Poor Knowledge	Moderate knowledge	High knowledge	Chi square χ^2	df	p value (0.05)	Inference
Age group								
1	17	1	9	29	5.444	4	0.244	NS
2	18	5	10	36				
3	>19	0	2	1				
Gender								
4	Male	0	2	2	1.920	2	0.382	NS
5	Female	6	19	64				
Habitat								
6	Rural	3	8	39	2.861	2	0.239	NS
7	Urban	3	13	27				
Education of mother								
8	<10 th	4	13	36	1.745	4	0.782	NS
9	12 th	1	2	14				
10	Any degree	1	6	16				
Education of father								
11	<10 th	2	12	34	1.256	4	0.868	NS
12	12 th	2	4	17				

13	Any degree	2	5	15				
Any physical complaints								
14	Yes	0	0	2	0.836	2	0.650	NS
15	No	6	21	64				
Language known								
16	Tamil	6	20	57	2.469	4	0.650	NS
17	English	0	1	5				
18	Malayalam	0	0	4				
19	Other	0	0	0				
Type of social media used frequently								
20	Facebook	0	0	0	0.692	4	0.952	NS
21	Instagram	4	10	34				
22	Whatsapp	1	5	15				
23	Telegram	0	0	0				
24	Youtube	1	6	17				
How often do you use social media?								
25	Daily	1	6	10	9.501	4	0.04	S
26	Monthly	0	2	0				
27	Weekly	5	13	56				
Reasons for using social media								
28	Socializing and connecting	0	2	3	11.586	8	0.170	NS
29	Information seeking and sharing	1	8	15				
30	Entertainment and leisure	2	10	39				
31	Professional and educational	3	1	8				
32	Personal expression and identity	0	0	1				

*at P<0.0

CONCLUSION

Findings revealed that majority of adolescents had high knowledge regarding impact of social media. The research on the impact of social media on mental health is still in its early stages and more research is needed before we can make definitive recommendations for parents, educators, or institutions. Reaching young people during times of need and when assistance is required is crucial for their health. The availability of various friendships and services may improve the well-being of teenagers.

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CONFLICT OF INTREST

The authors declare that there is no conflict of interest.

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