



## Impact of Social Networking Analytics on Anxiety and Distress amongst Youth

Sonakshi Ruhela<sup>1</sup> and Raeesa Bashir<sup>2</sup>

<sup>1</sup>Assistant Professor, Department of HAAS, Amity University, Dubai, UAE.

<sup>2</sup>Assistant Professor, Department of Management and Commerce, Amity University, Dubai, UAE.

(Corresponding author: Sonakshi Ruhela)

(Received 13 November 2019, Revised 31 December 2019, Accepted 05 January 2020)

(Published by Research Trend, Website: [www.researchtrend.net](http://www.researchtrend.net))

**ABSTRACT:** Social Media Analytics (SMA) is a quickly developing platform that furnishes associations with the capacity to investigate and translate a lot of content or data online to decide the demeanors and practices of individuals. The appropriation and effect of SMA by organizations are still to a great extent unexplored. In the meantime getting inseparable to our everyday lives, online web-based activities are accused of expanding emotional wellness issues in more youthful individuals. Keeping this in mind, there are three objectives of the study: (a) To psycho-educate or aware the youth of Social Networking Analytics through focus group discussions, (b) To assess the pre-post level anxiety in youth about Social Networking analytics and (c) To assess the pre-post level distress in youth about Social Networking analytics. For the purpose of the study, the Kessler Psychological Distress Scale (K10) and Sinha's Comprehensive Anxiety Test were used. A paired sample t-test is used for statistical analysis and hence the interpretation of data. The results highlighted that there is a definite increase in anxiety and distress in youth post the orientation on social networking analytics.

**Keywords:** Social networking analytics, psychological distress, anxiety disorder, depression, Paired t-test.

### 1. INTRODUCTION

*"Transparency may be the most disruptive and far-reaching innovation to come out of social media."*

– Paul Gillin

Since an ever-expanding populace utilizes internet based life in their everyday lives, online networking information is being examined in various controls. The social media based data investigation process includes four particular advances, information revelation, assortment, arrangement, and examination. The enormous development and collection of internet based data has been named Social Media Big Data. It offers multiple opportunities of information groups, including literary information, pictures, recordings, sounds and geolocations.

The field of "Social Media Analytics" means to join, expand, and adjust techniques for the examination of internet based life information. It has increased significant consideration and along these lines acknowledgment in scholastic research, however there is as yet an absence of exhaustive conversations of internet based life examination, and of general models and approaches. It is characterized as "a rising interdisciplinary research field that points on consolidating, expanding, and adjusting techniques for investigation of internet based life information [7].

It's foreseen that by 2020, approximately 50 billion gadgets will be related to the web, from vehicles to doorbells. Customary nuclear family dissents dynamically hold the likelihood to advance toward turning out to be, in techno discourse, 'a way to a delta of organizations' [8]

As shared in 2017 by the Royal Society for Public Health, and Young Health Movement; the commonness of tension, feelings of depression and distress has expanded by nearly seventy percent in the last twenty five odd years in youngsters. Desolation and apprehension have unfavorable outcomes on youthful advancement, including school dropouts, weakened social connections, and stretched danger of substance misuse, emotional well-being issues and suicide. The

pace of self-hurt in the United Kingdom in the course of the most recent 10 years has ascended by roughly sixty eight percent in young ladies matured and between the ages of 13 to 16 years. The indicative movement has been impacted by instructive activities to raise emotional wellness mindfulness. Another noteworthy factor is the ease of sharing individual encounters in the computerized data age.

Keeping the dilemma of the outrageous growth of social media, awareness of social network analytics and the growing concerns for mental health in youth; the following objectives of the study were designed:

—To psycho-educate or aware the youth of Social Networking Analytics through focus group discussions.

— To assess the pre-post level anxiety in youth about Social Networking analytics and,

— To assess the pre-post level of distress in youth about Social Networking analytics.

### II. LITERATURE REVIEW

As per the Pew Research Center (2015), at any rate, 92% of young people are dynamic via web-based networking media. The ages between 13 to 17 years as especially vulnerable and overwhelming partakers of online networking clients, with approx. eighty seven percent approaching a personal computer, and approx. fifty eight percent attached to a tablet gadget. Very nearly seventy five percent of teenagers matured 15 to 17 utilize a cell phone, and 68% of those matured 13 to 14 years.

Understanding the effect of social media on teenagers' prosperity has become a need because of synchronous increment in psychological wellness issues. Dangerous practices identified with web use are regularly depicted in mental phrasing, for example, 'addiction'. Be that as it may, some movement in more youthful individuals could be misjudged as unusual. Alarms are raised considering the youthful individuals drawn with the internet based life and a related hindrance to individual and social advancement [5].

Social Media Analytics has become an unavoidable device for the thriving of present day progress. In another research study, a class contextual analysis of a task that requested that understudies utilize a Twitter supporter report to plan a Twitter publicizing effort. The motivation behind this contextual analysis is to drench understudies in a genuine online networking condition and assist them with getting comfortable with investigating internet based life information to create promoting efforts. The discoveries additionally propose that understudies want to work with auxiliary information in structuring internet based life promoting efforts. The benefits of information examination ought to be additionally investigated in promoting effort classes to assist understudies with turning out to be fruitful crusade fashioners [6].

Another study showing the online social networks, self-esteem, and self-control, this research has implications for policy makers as self-control is an important aspect for maintaining social order and wellbeing [9]. The rising of online life stages gives astoundingly strong effects on the arrangement of techniques made for mining charts and social frameworks. Online life stages are set up in various wellsprings of data and at different scales. Right now mining gives skilled way to deal with execute and make usage of database. These days individuals sum up being progressively invigorated by and trusting upon such stages for information, news and deliberations of various customers on different topics. The significant reliance on these social stages makes them produce tremendous data portrayed by three computational issues specifically; volume, speed and dynamism. These issues much of the time make casual association data especially complex to separate truly, realizing the related usage of computational technique for dismembering them. Data mining gives a broad assortment of systems for perceiving significant data from colossal datasets like examples, models and norms. These frameworks for the most part do a kind of pre-preparing of data, performs the information examination and data [1].

In another study highlighting the side-effects of social media and its deep rooted connection in the mental health of youngsters; Dejection or perceived loneliness amongst the youth is generally a constituent of superficial fellowship schemes. In the present day, social media channels such as Facebook and Twitter are relatively huge supporters of the fellowship systems of youngsters. The generally current marvel of web based life and its related innovation adds another measurement to uneasiness by offering the youngster a method for forthrightly evaluating affinities and giving a quick data about get-togethers. So it's anything but difficult to perceive how innovation use can replace gradually conformist social collaboration and give a measuring stick to one's prevalence of sentiments of forlornness and disaffection. Social uneasiness and the need for validation from society are furthermore connected with precarious utilization of Facebook; up to the point where excessive use of Facebook can turn into a serious addiction and can effect in similar proportions to the cerebrum regions as addictive drugs like cocaine. This major dependence thus represents a danger to the somatic and mental prosperity. Avoiding Facebook is seen by clients as a healthy demonstration of 'generosity' or a 'detoxification' process. Nonetheless, even with a decent estimated interpersonal organization on locales, for example, Facebook and Twitter, there come included stressors and sentiments of

disconnectedness, nerves that can cause physical medical issues and contrarily influence scholarly execution in the youthful [4].

When Posting About Products in Social Media Backfires: The Negative Effects of Consumer Identity-Signaling on Product Interest

### III. RESEARCH METHODOLOGY

In this section, research methodology for the current study is discussed:

#### A. Data Collection Method

The idea of exploration was quantitative and the investigation was directed in Dubai with a sample size (n) of 60 young adults in the age category of 18 to 25 years. The tools used for assessment in pre testing and post testing are Sinha's Comprehensive Anxiety Test (developed in 1955) and The Kessler Psychological Distress Scale (K10- developed in 1994). The criteria was college students in the age range of 18 to 25 years and with no prior knowledge of Social Networking analytics. The college students were asked to fill the questionnaires (pre-testing), followed by 8 hours (2 hours x 4 days) orientation session was given about the Social Networking analytics (reliable and well-sourced data) and lastly, the students were asked to fill the questionnaires the same questionnaires (post testing) again. The data was collected after the informed consent was taken.

#### B. Research Question

— Does young adults comprehend the concept Social Networking Analytics in totality?

— Does susceptibility to Social Networking analytics increase anxiety and distress in youth?

#### C. Statistical Procedures

The paired sample t-test is a statistical procedure used to determine the impact of social networking analytics on anxiety and distress in youth. In paired t-test, the sample observations  $(u_1, u_2, u_3 \dots u_n)$  and  $(v_1, v_2, v_3 \dots v_n)$  are dependent on each other but they are dependent in pairs i.e. the pairs of observations  $(u_1, v_1), (u_2, v_2), (u_3, v_3) \dots (u_n, v_n)$  corresponds to the 1<sup>st</sup>, 2<sup>nd</sup>, 3<sup>rd</sup> ... n<sup>th</sup> unit respectively.

Here we consider the increments,

$$d_j = u_j - v_j, (j = 1, 2, 3 \dots n)$$

where n = 60 (sample size)

Under Null hypothesis,  $H_0$  that there is no significant impact of social networking analytics on anxiety and distress among youth, against, Alternate Hypothesis,  $H_1$  that increments are due to sampling fluctuation i.e. social networking analytics increases anxiety and distress in youth.

The test Statistics is

$$t = \frac{\bar{d}}{\frac{s}{\sqrt{n}}} = \frac{\bar{d}}{\sqrt{\frac{s^2}{n}}} \sim t_{n-1}$$

Where

$$\bar{d} = \frac{1}{n} \sum_{j=1}^n d_j$$

$$s^2 = \frac{1}{n} \sum_{j=1}^n (d_j - \bar{d})^2$$

### IV. DATA ANALYSIS, RESULTS AND DISCUSSIONS

The statistical analysis based on the samples collected from the respondents for assessment of pre and post anxiety and distress is studied to observe the response from the youth and to examine the impact social networking analytics on anxiety and distress amongst youth.

**Table 1: Descriptive Statistical Analysis of the Sinha's Comprehensive Pre and Post Anxiety Test and the Kessler Psychological Pre and Post Distress.**

Data Summary: Summary Statistics of Scat-Pre and Post-test and K10- Pre and Post-test				
Samples				
	SCAT-PRE TEST	SCAT-POST TEST	K10-PRE TEST	K10-POST TEST
Mean	56.53	81.13	24.78	36.50
Standard Error	2.93	0.46	1.65	0.63
Median	45	82	22	38
Mode	78	82	12	42
Standard Deviation	22.69	3.58	12.82	4.86
Sample Variance	514.76	12.79	164.27	23.71
Kurtosis	-1.86	6.01	-1.75	-1-14
Skewness	0.0697	-2.1789	0.1759	-0.2059
Range	67	19	35	18
Sum	3392	4868	1487	2190
Count	60	60	60	60

**Table 2: To analyze the impact of social networking analytics on pre and post anxiety disorder among youth.**

Data Summary: Paired Sample t-test		
	SCAT-PRE TEST	SCAT-POST TEST
Mean	56.5333	81.1333
Variance	514.7616	12.7954
Observation	60	60
Pearson Correlation	0.05466	
Degrees of freedom	59	
t Stat	-8.3667	
P value (one tail)	<0.0001	
t critical (one tail)	1.6711	
P value (two tail)	<0.0001	
t critical (two tail)	2.0009	

The table infers the pre and post anxiety test on the respondents and their impact on youth. It is analyzed that the  $|t|$  calculated which is 8.3367 is greater than the t-critical for both one tail (1.6771) and two-tail test (2.009). Further, it is observed that P-value is <0.0001 which is less than the level of significance 0.05. Hence, we fail to reject the alternate hypothesis and conclude that there is a significant impact of social networking analytics on anxiety among youth.

**Table 3: To analyze the impact of social networking analytics on pre and post distress among youth.**

Data Summary: Paired Sample t-test		
	K10-PRE TEST	K10-POST TEST
Mean	24.6166	38.2
Variance	158.5793	32.9762
Observation	60	60
Pearson Correlation	0.5727	—
Degrees of freedom	59	—
t Stat	-10.0907	—
P value (one tail)	<0.0001	—
t critical (one tail)	1.6711	—
P value (two tail)	<0.0001	—
t critical (two tail)	2.0009	—

It is analyzed that there is a substantial transformation seen while conducting pre and post distress test. From the above table, it is observed that the  $|t|$  calculated which is 10.0907 is greater than t Critical for both one tail (1.6711) and two-tail test (2.0009) having 59 degrees of freedom. Also, the value of P for both one tail test (<0.0001) and two-tail test (0.0001) is less than the level of significance which is 0.05. Therefore, we reject our hypothesis and conclude that social networking analytics increases distress among youth. Hence the outcome of the analysis inferred that there is a significant increase in anxiety and distress in youth post the orientation on social networking analytics.

## V. CONCLUSION

The results of the study highlight that orientation to Social Networking Analytics increases the anxiety and distress in youth. The business of Big Data manages a lot of information that arrive at petabytes. Huge applications have the capacity to decipher huge measures of information into data that can be translated and read by individuals. This is the information that should be gotten. Numerous applications concerning Big Data have extraordinary manifestations to bode well to organizations and associations. Consequently, firms can utilize these devices to decide the effect created from each tweet, registration, tag, or stick on their image. Internet-based life destinations utilize the put away information to create modified news sources so that they can serve their clients with the substance the like seeing. The power move for purchasers implies that the never again depend on agents as the data attendants concerning the specific brand. Buyers see web-based life and the web to be the most fair-minded and supportive wellspring of data. In an exchange, purchasers will lead research to get together with enough data about the firm, its other options, and contributions. In times today for anyone to comprehend what purchasers think and feel about the brand and friends, Big Data examination is basic [3].

Social Media is certainly perceived as a 'twofold edged sword' whereby studies show the advantages of empowering individuals to express their considerations and sentiments, and to get social help and also at the same time, Research has demonstrated a connection between internet based life use and mental issues. A meta-examination of twenty three investigations indicated the connection of dangerous Facebook use and mental misery in youth. Other orderly audits have additionally discovered a significant connection between internet based life use and sadness.

The precise survey inspected the proof for a putative connection between web based life use and emotional well-being issues in young people. In the 13 investigations, sadness was the most usually estimated result. The noticeable hazard factors for misery, tension and mental trouble rising up out of this survey contained time spent via web-based networking media, exercises, for example, continued checking for messages, individual venture, and addictive or tricky use. In spite of the fact that aftereffects of the investigations were not so much predictable, this survey found a general connection between internet based life use and psychological well-being problems. Insomnia and other rest related elements were most as often as possible detailed as middle people of the connection between web based life use and discouraged state of mind [5].

As person to person communication destinations are a huge segment of the social circle in young people's everyday lives, all things considered, teenagers with tension issue will utilize these locales regardless of whether this strain to be 'connected in' compounds their sentiments of nervousness. The specialists revealed that uneasiness about not checking in with Facebook anticipated an assortment of symptomology, including three character issue, explicitly narcissism, withdrawn, and urgent character issue [2].

## VI. FUTURE SCOPE

Web-based social networking is relatively very new and so, we are currently dealing with a situation of what possibly are the number of genuine online life specialists or What might be the dangers of out of nowhere disposing of strategies that have served us well for such a long time for an elective that has not yet stood the trial of time? One can foresee it as an imperative and comprehensive source of innovation and increasingly essential necessity that is surrounded with various challenges.

We feature three subjects that have surfaced in the present condition that we accept will keep on molding the web based life scene in reference to the future. These subjects are omni-social presence, the ascent of influencers and trust and security concerns that mirror the ever-changing computerized and internet based life scene that we directly face. We accept that these various

regions will impact various partners, for example firms and brands that use internet based life, and open policymakers (e.g., governments, controllers). Taking everything into account, this investigation represents that social media and knowledge of social networking analytics and its widespread reach adds to uneasiness and nervousness in youth. At the same time, it also is a man-made necessity.

## REFERENCES

- [1]. Alzahrani, H. (2016). Social Media Analytics using Data Mining, *Global Journal of Computer Science and Technology: C Software & Data Engineering*, 16(4), 16-19.
- [2]. Chung, T. S., Wedel, M., & Rust, R. T. (2016). Adaptive personalization using social networks. *Journal of the Academy of Marketing Science*, 44, 66–87.
- [3]. Delgado, R. (2019). The Impact of Big Data on Social Media. <https://datafloq.com/read/impact-big-data-social-media/3548>.
- [4]. Gonzales, A. L., & Hancock, J. T. (2011). Mirror, mirror on my Facebook wall: Effects of exposure to Facebook on self-esteem. *Cyberpsychology, behavior, and social networking*, 14(1-2), 79-83.
- [5]. Keles, B., McCrae, N., & Grealish, A. (2019). A systematic review: the influence of social media on depression, anxiety and psychological distress in adolescents. *International Journal of Adolescence and Youth*, 25(1), 79-93.
- [6]. Lou, S. (2017). Applying data analytics to social media advertising: A twitter advertising campaign case study. *Journal of Advertising Education*, 21(1), 26-32.
- [7]. Stieglitz, S., Mirbabaie, M., Ross, B., & Neuberger, C. (2018). Social media analytics—Challenges in topic discovery, data collection, and data preparation. *International journal of information management*, 39, 156-168.
- [8]. Tur-Porcar, A. (2017). Parenting styles and Internet use. *Psychology & Marketing*, 34(11), 1016-1022.
- [9]. Wilcox, K., & Stephen, A. T. (2012). Are close friends the enemy? Online social networks, self-esteem, and self-control. *Journal of Consumer research*, 40(1), 90-103.

**How to cite this article:** Ruhela, Sonakshi and Bashir, Raeesa (2020). Impact of Social Networking Analytics on Anxiety and Distress amongst Youth. *International Journal on Emerging Technologies*, 11(1): 392–395.