

Social Media and Psychology: An Analytical Study of Social Media Usage and its Association to Depression among Under Graduate Students

Pradeep Singh Chahar

Banaras Hindu University, Varanasi

Tanveer Ahemad Hundekari

MGM University, Aurangabad

The dynamically interactive Indian society is challenged by the new methods of communication and the well-being of the adolescents is negatively affected by the use of social media primarily depression which is associated somewhat with increased morbidity and mortality. Therefore, the objective of this study was to compare and analyse the association of social media usage and depression among under graduate students. A total of 98 under graduate students of Manipal University Jaipur, aged between 16 to 21 years were randomly selected for this cross-sectional study. The data of age, gender, source of accessing social media, most used social media platform, average length of each visit to social media and usage of social media in a day were used as independent variables. Depression among subjects had been considered as dependent variable which was further classified into depressed and not-depressed category. Kruskal-Wallis Test was applied and the result shows significant difference in the depression score between the different social media usage group and average length of each visit to social media. However, chi-square results revealed that depression was significantly associated with age, daily usage of social media and average length of each visit of the subjects.

Keywords: Social Media, Psychology, Depression, Chi Square, Kruskal-Wallis Test.

Indian society is a dynamically interactive society, with people communicating with each other on different social forums like tea stalls, corner gathering, festivals, marriages, fairs and many other venues, but the gen next of India is shying away from these venues and is more engaged with the modern technological methods of communication viz. Social Media. It is interesting to study the rise of depression among Indian youth as India accounts for most number of suicide cases [Ignatius Pereira, 2016]. The current study tries to explore the association of social media with the phenomena of Depression among Indian undergraduate students.

Social Media: "Social media is a collection of online platforms and tools that people use to share content, profiles, opinions, insights, experiences, perspectives and media itself, facilitating conversations and interactions online between groups of people." The term new media and Social Media have been used interchangeably during the research (Boyd D. & Ellison N., 2007).

Undergraduate Students: In this study the

students pursuing undergraduate studies in the age group of 17-24 years is considered for sample.

Depression: "Depression is a common mental disorder, characterized by persistent sadness and a loss of interest in activities that one normally enjoys, accompanied by an inability to carry out daily activities, for at least two weeks".

Depression is the leading cause for suicides globally and important contributor of total disability worldwide and nearly 270 million suffer from depression, "an increase of more than 18% between 2005 and 2015" [WHO, 2017] and for United States, current estimates suggested the frequency of major depressive disorders between "13.3% and 17.1% and a yearly cross-sectional prevalence ranging from 2.3%-4.9%" [Fava and Cassano, 2008]. According to National Mental Health Survey 2015-16 of India, "nearly 15% Indian adults need active intervention for one or more mental health issues and one in 20 Indians suffers from depression". "It is estimated that in 2012, India