IMPACT OF SOCIAL MEDIA ON HAPPINESS: AN EMPIRICAL STUDY IN CHANDIGARH, UT.

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Abstract:*Social media has become part and parcel of our daily life that a gargantuan span of precious time is spent ogling opulent, blithesome and seemingly immaculate strangers. It has changed the world in many ways that with just a click of a button, people could communicate with anybody and seek any information over the globe. It has become widely popular among people from different age groups across gendersince it serves as a catalyzing agent promoting advocacy, difference of opinions and an active source of mobilization.*

There is a wide variety of social media avenues among which Facebook, YouTube, Twitter and WhatsApp are the most common being utilized by millions of people over the globe. This utilization of various social media avenues influences the human psychology in such a way that it has direct bearing on their relationships, work patterns and institutional setup, leading to various paradoxes. Therefore in today's world, social media can be utilized as an imperative tool in shaping a person's life but at the same time it leads to conflicts and grudges, which may negatively affect an individual in terms of psycho-social outcomes.

Therefore, this studyhighlights the impact of social media on happiness of individuals. A number of respondents would be analyzed across gender and different age groupsin Chandigarh, UT. Moreover, the study suggests the significant manners to utilize the social media in order to harness the maximum advantage.

Key words:*Social Media, Happiness, Twitter, Facebook, YouTube, WhatsApp.*

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INTRODUCTION

In today's world, social media has become one of the most important aspects of our life. It has changed the world in many ways that with just a click of

a button, people could communicate with anybody and seek any information over the globe. Being widely popular among people from different age groups across gender, it serves as a catalyzing agent promoting advocacy, difference of opinions and an active source of mobilization. The burgeoning field of online social networking has taken the globe by storm in recent years (Chou & Lim, 2010). Social media is an act of engagement as people with common interests associate in unison and build relationships (Cohen, 2009; Hartshorn, 2010). It is difficult to study social media without encountering the phrase "social networking" (Edosomwan, 2011). There is a wide variety of social networking sites like Twitter, Facebook, YouTube, and WhatsApp which serve as a tool for news, journalists and their organizations have performed a hire-wire act. These sites have become a routine for the people nowadays. Due to the modern technology available, people access these social networks anytime and anywhere on gadgets like smartphones, laptops, ipads, etc. This utilization of various social media avenues influences the human psychology in such a way that it has direct bearing on their relationships, work patterns and institutional set up, leading to various paradoxes.

The contentment, peace, joy and prosperity are the main goals of every individual's life. In today's materialistic world, the patterns of relationships and dimensions of content, relief, happiness and satisfaction are also changing. The changing lifestyles demand the change in approach towards the ways and means of attaining satisfaction and relief. Psychological gratification is the sole motive of every individual's life because this is the only way to attain happiness and success. The impact of technology could easily be seen on our social ties that these networking platforms have become part and parcel of our routine lives. There is hardly any corner of life that has remain untouched from the influence of these social network avenues. It is widely known to all that individuals are living on the basis of incessant emotional, social and psychological ties among them in the sodality. Infact, these social networking sites are redefining the relationship goals,which directly or indirectly has impact on the psychology of individuals.

Many studies have been conducted around the globe to investigate how these sites may influence issues of identity, privacy, youth culture, education and inter-personal relationships. Social media has therefore been regarded as the new tool for multicultural networking in India, which has power of connectedness, simulating a new form of dialogue discourse (Chakrabart, 2013;Shanmuga& Shakti, 2015;Das &Sahoo; 2014). Social networks have become much more than a way to connect about personal relationships. Therefore in today's world, social media can be utilized as an imperative tool in shaping a person's life but at the same time it leads to conflicts and grudges as well which may negatively affect an individual in terms of psychosocial outcomes. The present study is an effort to analyze the utilization of social networking sites among individuals and the impact of harnessing these avenues. Moreover, the empirical study reflects the causes for the usage of the social media platforms and the outlook of different segments of male and female stakeholders towards them. The study also suggests some measures to harness these platforms to get the maximum advantages in an appropriate manner.

FORMULATION OF THE PROBLEM:

This paper is an analysis of changing perception of happiness among male and female stakeholders and variations across different gender and age groups.

OBJECTIVES OF THE STUDY:

This study is an attempt to meet certain objectives:

i. To identify the different kinds of social media avenues used by male and female stakeholders and variations across gender and age groups;

ii. To describe in detail the utilization of popular social media avenues among male and female stakeholders of different age groups;

iii. To examine how far the various social media avenues acts as an imperative tool in shaping a person's life;

iv. To suggest significant measures for utilizing social media in order to harness the maximum advantage.

METHOD OF STUDY:

For the purpose of study, the data is collected from respondents from different age groups across both the gender from some selected sectors in Chandigarh.

a)   Area of Study:

This study was conducted in the region of Union Territory of Chandigarh. All the male and female stakeholders constituted the universe of the study. This area was found to be relevant due to all the feasibilities making the residents hands-on with the technology, devices and environment.

b)   Method of Sampling:

In order to achieve the above-mentioned objectives, data was procured from different male and female stakeholders. However, following Sectors were selected for the proposed study:

➢   Sector 19

➢   Sector 20

➢   Sector 15

➢   Sector 16

The following categories of respondents were approached for relevant information:

S. No.	Respondents	Technique used	Number
1.	Male	Stratified Random Sampling	64
2.	Female	Stratified Random Sampling	64

Stratified Random Sampling was used for selecting respondents across different gender and age groups in the above-mentioned area of study (as per convenience). By using random method, 32

respondents (16 male and 16 female) were selected from each Sector, thus making the total sample of 64 male and 64 female and a final sample of 128 respondents.

c)   *Techniques used for data collection:*

The primary data was collected through questionnaire.Focus group discussions were conducted to obtain in-depth information on social media and happiness. Finally, the data was analyzed and depicted in tabular form. Inferences were drawn and theoretical implications of the study had been specified. As per the final objective of the study, significant measures have been suggested to utilize social media in order to harness the maximum advantage.

FINDINGS OF THE STUDY: The major findings of the study have been highlighted in the forms of tables given below:

Table No. 1

Registration of the respondents on various social networking sites

Age Group (Years)	Social networking sites	Male	Female
20-30	Facebook	16 (100%)	16 (100%)
	WhatsApp	16 (100%)	16 (100%)
	YouTube	15 (94%)	16 (100%)
	Twitter	2 (18.75%)	4 (25%)
	Instagram	14 (87.5%)	13 (81.25%)
30-40	Facebook	12 (75%)	14 (87.5%)
	WhatsApp	16 (100%)	16 (100%)
	YouTube	16 (100%)	12 (75%)
	Twitter	6 (37.5%)	8 (50%)

	Instagram	9 (56%)	8 (50%)
40-50	Facebook	11 (68.7%)	16 (100%)
	WhatsApp	16 (100%)	15 (93.75%)
	YouTube	5 (31.25%)	14 (87.5%)
	Twitter	13 (81.25%)	10 (62.5%)
	Instagram	4 (25%)	6 (37.5%)
Above 50	Facebook	5 (31.25%)	2 (12.5%)
	WhatsApp	11 (68.7%)	7 (43.75%)
	YouTube	6 (37.5%)	4 (25%)
	Twitter	1 (6.25%)	-
	Instagram	2 (12.5%)	1 (6.25%)

Favorite social networking sites among respondents:

• Majority of the respondents from all age groups prefer Facebook and WhatsApp to socialize and get insight of the world. YouTube was second most preferred social networking site especially among the respondents from (20-30) and (30-40) age groups to watch online movies and videos related to their preferred fields. Instagram was most preferred by the respondents from (20-30) age group to post their photos so as to get popular among their fellas.

Table No. 2

Purpose of using social networking sites

Purpose	(20-30) Yrs.		(30-40) Yrs.		(40-50) Yrs.		Above 50Yrs	
	M	F	M	F	M	F	M	F
a) Socialize with friends	16 (100%	16 (100%)	16 (62.5%)	16 (100%)	10 (63%)	16 (100%)	1 (6.25%)	3 (19%)
b) Prevent boredom	16 (100%)	14 (87.5%)	13 (81%)	16 (100%)	2 (12.5%)	10 (63%)		1 (6.25%)
c) Promote business		2 (12.5%)	6 (38%)	5 (31.2%)	16 (100%)	2 (12.5%)		3 (19%)
d) To check new updates	16 (100%)	16 (100%)	4 (25%)	16 (100%)	16 (100%)			
e) Any Other			2 (12.5%)				13 (81%)	3 (19%)

The researcher found that, three female respondents from (above 50 years) age group although had their account on social networking sites, but they did not use these avenues. It was further found that a few male respondents from (above 50 years) age group used thesenetworking sites to have access of the various political agendas.The majority of the respondents, both male and female, used the social networking sites to socialize.

Table No. 3

Time devoted to utilize social networking sites

Time period	(20-30) Yrs.		(30-40) Yrs.		(40-50) Yrs.		Above 50Yrs	
	M	F	M	F	M	F	M	F
a) Less than 1 hour				2 (18.7%)		9 (56%)	10 (62.5%)	12 (75%)	8 (50%)
b) 1-2 hours			6(37.5%)		6 (37.5%)	5 (31.2%)	4 (25%)	3 (18.7%)
c) 2-4 hours	14 (87.5%)	9 (56%)	4 (25%)	9 (56%)	1 (6.2%)	1 (6.2%)		2 (12.5%)
d) Above 4 hours	2 (12.5%)	7 (43.7%)	4 (25%)	7 (43.7%)				

Table no. 3 depicts that young respondents; both male and female; have a lot of tendency to spend hours in social networking sites.The respondents above (40-50) and (above 50) age group, devoted lesser time on these social networking sites. The researcher found thata few among them (above 50), spend more time harnessing these sites for business relatedpurposes.

Table No. 4

The Frequency of logging onto Social Networking Sites (in a day)

Frequency	(20-30) Yrs.		(30-40) Yrs.		(40-50) Yrs.		Above 50Yrs	
	M	F	M	F	M	F	M	F
a) 24 Hours logged in	14 (87.5%)	12 (75%)	10 (62.5%)	16 (100%)	6 (37.5%)	2 (12.5%)	5 (31.25%)	2 (12.5%)
b) Several times a day	2 (12.5%)	2 (12.5%)	3 (18.7%)		4 (25%)	4 (25%)	9 (56.25%)	6 (37.5%)
c) One or Twice in a day		2 (12.5%)	2 (12.5%)		4 (25%)	7 (43.7%)	1 (6.25%)	5 (31.25%)
d) Once a week			1 (6.25%)		2 (12.5)	3 (18.7%)		
e) Any Other								

Table no. 4 clearly highlights that Facebook was logged in by majority of the respondents (except for the above 50 age group). WhatsApp was used several times a day [except the 3 female respondents (from the above 50 yrs. age group)]. Instagram was used multiple times in a day by (20-30) and (30-40) age groups.

Table No. 5

Mode of accessing social networking sites

Mode	(20-30) Yrs.		(30-40) Yrs.		(40-50) Yrs.		Above 50Yrs	
	M	F	M	F	M	F	M	F
a)Computer	1 (6.25%)		5 (37.5%)	4 (25%)				
b) Laptop	2 (12.5%)	1 (6.25%)	3 (18.7%)		4 (25%)	2 (12.5%)	2 (12.5%)	
c) Mobiles/ Smartphone	13 (81.25%)	14 (88%)	8 (50%)	9 (56.25%)	9 (25%)	10 (62.5%)	12 (75%)	7 (43.75%)
d) Tab/I pads		1 (12.5%)		3 (18.75%)	1 (12.5%)	2 (12.5%)		2 (12.5%)
e) Any Other (Some one else's mobile phone)					2 (12.5%)	2 (12.5%)	2 (12.5%)	4 (25%)

Table no. 5 depicts that WhatsApp is accessed by all the respondents with their smart phones. Majority of the respondents are hands-on with their cell phones.Laptops and computers are used

by some respondents who have these devices during their office premises.One female respondent from (30-40) age group used it on her mother-in-law's cell phoneas she was not given any device to use social networking sites.

Table No. 6

Place of utilizing the social media avenues

Place	(20-30) Yrs.		(30-40) Yrs.		(40-50) Yrs.		Above 50Yrs	
	M	F	M	F	M	F	M	F
a) Office	1 (6.25%)	2 (12.5%)	3 (18.75%)	2 (6.25%)	2 (6.52%)	3 (18.75%)	5 (31.25%)	1 (6.25%)
b) Home	1 (6.25%)	4 (25%)	2 (12.5%)	2 (12.5%)	6 (37.5%)	6 (37.5%)	9 (56.25%)	10 (62.5%)
c) Educational Institution (Library)				1 (6.25%)				
d) Cyber Café		1 (6.25%)						
e) Any Other *	14 (87.5%)	9 (56.25%)	11 (68.7%)	9 (56.25%)	8 (50%)	7 (43.75%)	2 (12.5%)	3 (18.75%)

Table no. 6 clearly shows that majority of the respondents preferredto use social media anywhere (where ever they want) and there were 2 male respondents from (30-40) age group who utilized these avenues at their relatives or friend's place.Cyber Cafes have been replaced with the availability of smart phones. There was only one respondent found who visited cyber café to access Facebook and YouTube.

Table No. 7

Social networking sites are replacing the other channels of communication

Options	(20-30) Years		(30-40) Years		(40-50) Years		Above 50 Years	
	M	F	M	F	M	F	M	F
Yes	16 (100%)	16 (100%)	16 (100%)	16 (100%)	16 (100%)	16 (100%)	16 (100%)	16 (100%)
No	-	-	-	-	-	-	-	-

The above table clearly depicts that social networking sites are replacing the different channels of communication among stakeholders across different gender and age groups.

Further, the researcher found the following positive as well negative impacts of using social media avenues across male and female stakeholders of different gender and age groups.

Positive impacts of social networking sites:

- The respondents from (20-30) and (30-40) age groups,use these networking sites for promoting their business (especially the female respondents who work from home such as boutique and online sale of goods), feel happy with these sites.
- The respondents especially from (20-30) age group who are college going, socialize with friends, get updates about the Bollywood celebrities and fashion world as well as watch movies on YouTube.

- The female respondents from (above 50 years) age groupgot maximum satisfaction from various social networking sites as they used these sites to communicate with their distant descendants and relatives. On the contrary, the male respondents from (30-40) age group utilized social media to prevent boredom and the male from (above 50 years) age group utilized it to get insight of the political agendas and socialize with friend.

Apart from the above-mentioned positive impacts, a few impacts were also found when the study was conducted. The table given below (Table no. 8) shows how these social media avenues have affected lives of male as well as female stakeholders in a negative manner.

Table No. 8

Negative impacts of social networking sites

Options	(20-30) Yrs.		(30-40) Yrs.		(40-50) Yrs.		Above 50Yrs	
	M	F	M	F	M	F	M	F
a) Wastage of time				1 (6.25%)		2 (12.5%)	1 (6.25%)	5 (31.25%)
b)Family disorganization					2 (12.5%)	2 (12.5%)	4 (25%)	
c) Lack of real sentiments							1 (6.25%)	
d) Fake world of ephemeral ties						3 (18.75%)		3 (18.75%)
e) Affect the health	1 (6.25%)						1 (6.25%)	7 (6.25%)
f) Any other	-	-	-	-	-	-	-	-

The above table depicts thatfemale respondents (from above 50) age group who don't use social media, consider it to be a mere wastage of time. They call social media a "fake world", apart it has a negative impact on the health of individuals.On the contrary, the male respondents (from above 50) age group considered these social media avenues as a major reason leading to disorganization, at both personal and familial level.Among (20-30) age group, one male respondent was found who considered that the use of social media has a negative consequence on the health of individuals.

IMPLICATIONS OF THE STUDY:

The study illuminates that the emergence of social networking sites have changed the patterns and dimensions of relationships among individuals.

1.   Facebook and WhatsApp dominate as social networking platforms among respondents across male and female stakeholders ofdifferent gender and age groups.

2.   Mobiles and Smartphones are used by a majority of respondents to access the social media avenues, wherever and whenever they desire.

3.   Social networking sites are replacing the other channels of communication.

4.   Young respondents spend a lot of time accessing the trends over the globe for the sake of ostentation. Besides, the social networking sites are favorite among the entrepreneurs; especially the females who get the golden opportunity to promote and proliferate their business relationships while working from their homes.

5.   The usage of the social networking sites has positive consequences on some respondents in term of their psychological satisfaction and prevention of boredom. Some young respondents get gratification due to the global information and acquaintance with umpteen individuals from different cultures and backgrounds, whereas the mature respondents and geriatrics find immense pleasure with these sites as they get the opportunity to confabulate with their distant relatives. The sight of their descendants gives them ambrosial experiences since it satisfiestheir goading hanker to meet them.

6.   Many respondents who don't have access to these social networking sites considered them to be a mere wastage of time since it is the "fake world" having the ephemeral ties.These sites are useless according to them because online relationships have negative impact on the face- to- face and offline social ties. Apart, they said that these sites are weakening their social

and emotional ties because social media has enslaved the psychology of adults. They are detaching themselves from their families due to the maximum time spend gazing through their devices and neglecting the live relations and responsibilities thus leading to family disorganization as a result.

7.   The most important negative consequence found in the study was the guilt among the respondents due to the wastage of their precious time spent on these sites. They call these sites as 'habit forming substances', which have equal annihilating consequences on physical, psychological and social well being on the individuals.

CONCLUSION

To conclude, we can say that as the technology is growing, social media has become as a routine for majority of the people. Within different spheres, it has multiple impacts on people. Social media has many positive impacts but at the same time it has some demerits as well that affect the people negatively. Now-a-days, social media has changed the dimensions of social ties and sentiments. Social networking sites can abuse the society by invading on person's privacy. Apart, it has also become a major reason for spoiling relationships in the family leading to familial disorganization as well as personal disorganization. Moreover, social media also brings social comparison among individuals, which has a negative impact on their happiness. Thus, to sum up we can say that the use of Social Networking Sites is beneficial but should be utilized in a manner without having a negative consequence on psychology of an individual and its social ties. The study suggests that if these social networking sites are used up to a certain limit or in a right manner then they are likely to have positive consequences on the human psychology and the social ties among them. It is substantial to withstand the shackles of ephemeral, fake and chimerical ties, which hamper the capability to sense and analyze the real relationships as well as the precise manners to reciprocate them.

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QUESTIONNAIRE

I. Personal Information:

1)   Name: _____

2)   Age (in years): _____

3)   Marital Status: _____

4)   Educational qualification: _____

5)   Occupation: _____

6)   Designation: _____

II. Utilization of Social Networking Sites:

7)   Which are the social networking sites that you have registered?

a)   Twitter

b)   Facebook

c)   YouTube

d)   WhatsApp

e)   Instagram

f)   Any other. Please specify. _____

8)   Which are your favorite social media avenues/social networking sites? Please specify.

a) _____

b) _____

c) _____

d) _____

9)   For what all purposes do you use social networking sites?

a)   To socialize

b)   To prevent boredom

c)   To promote your business

d)   To check new updates

e)   Any Other. Please explain. _____

10)   How much time do you devote to social networking avenues (per day):

a)   Less than 1 hour

b)   1-2 hours

c)   3-4 hours

d)   Above 4 hours

11)   How frequently do you log onto social networking sites (in a day):

a)   24 hours logged in

b)   Several times a day

c)   Once or twice in a day

d)   Once a week

12)   How do you access social media sites?

a)   Computer

b)   Laptop

c)   Mobiles/Smart phones

d)   Tab

e)   Any other. Please mention. _____

13)   Where do you use internet for social media?

a)   Office

b)   Home

c)   Educational Institution (Library)

d)   Cyber cafe

e)   Any other. Please specify. _____

14)   How many friends do you have on social networking sites? _____

15) Are Social Networking Sites replacing the others channels of communication?

a)   Yes

b)   No

If yes, please explain.   _____

16) How does Social Networking Sites affect your life positively?

_____

17)   What according to you are the negative impacts of social networking sites?

a)   Wastage of time

b)   Family disorganization

c)   Lack of real sentiments

d)   Fake world of ephemeral ties

e)   Affect the health

f)   Any other, please mention. _____