



A descriptive study to assess the knowledge regarding effect of social media among adolescent at selected school of district Kangra Himachal Pradesh

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DOI: <https://www.doi.org/10.33545/nursing.2025.v8.i2.I.606>

Abstract

Social media platforms influence various dimensions of adolescent development including mental health, self-esteem, social relationships, and overall well-being. Research indicates that excessive use of social media can lead to increased feelings of anxiety, depression, and loneliness, while also affecting sleep patterns and real world social interactions among adolescents.

Methodology: A quantitative research approach and descriptive research design was adopted to conduct study. The non- probability purposive sampling technique was used to select 60 adolescents of selected schools of district Kangra, Himachal Pradesh. A Self- structured knowledge questionnaire was used to assess the level of knowledge. Analysis of collected data was done according to the objectives of the study and data analyzed by using descriptive and inferential statistics.

Results: The study shows that, out of 60 adolescents have 81.7% have good knowledge and 18.3% have average knowledge and 0.0% have poor knowledge regarding effect of social media.

Conclusion: This study concluded that 81.7% subjects have good knowledge, followed by 18.3% subjects had moderate knowledge and 0.0% subjects had poor knowledge. The significant association was present in the type of social media used and there was no significant association in other demographic variables including age, gender, class, residential location, type of social media use, duration, mother's occupation network availability, pre-existing knowledge, if yes, source of information. The conclusion of the recent study is that some adolescents still need more knowledge regarding effect of social media on their health and academics for the betterment of their life.

Keywords: Knowledge, adolescents, effect of social media

Introduction

Aim of the study

To create awareness among adolescents regarding positive and negative effect of social media in selected area of district Kangra.

Social media refers to digital platforms and application that allow users to create, share, and interact with content and with one another online. These platforms, such as Facebook, Instagram, WhatsApp, Twitter have transformed the way people communicate, access information, and build communities. Initially developed for personal communication, social media has evolved into a powerful tool for business, education, entertainment, and social activism. It enables real-time sharing of text, images, videos and live streams, making it an essential part of modern digital life. However, while social media offers many benefits, such as global connectivity and information access, it also raises concerns around privacy, mental health, and the spread of misinformation.

Normal screening time for youth is-2 hours/day Some health problems due to addiction of social media: Mental health condition, poor sleep, depression and anxiety, imposter

syndrome, headache, eye strains, musculoskeletal problem (posture), social isolation, heightened risk of cyber bullying. Adolescence is universally recognised as a critical stage of human development, marked by biological maturation, identity formation, emotional instability, and social exploration. During this sensitive period, adolescents are particularly vulnerable to environmental influences, among which social media has emerged as one of the most powerful. In the last decade, the rapid expansion of digital platforms has transformed how adolescents communicate, learn, entertain themselves, and form relationships. Although social media serves as a tool for self-expression, creativity and global connectivity, its uncontrolled and excessive use has raised significant concerns in relation to mental, physical, social, academic and behavioural health. This makes it essential to investigate the impact of social media specifically among adolescents. In the present digital era, social media has become one of the most influential forces shaping human life and society. What started as a platform for informal social interaction has now evolved into a powerful ecosystem that influences how people communicate, learn, work, socialize, and even perceive

themselves and others. The sheer speed and scale at which social media platforms like Facebook, Instagram, Twitter[X], YouTube, TikTok, and LinkedIn operate have made them not just communication tools. But central drivers of personal identity, cultural trends, political movement, and economic activities. Given this unprecedented influence, it is essential to systematically study the effects of social media on individuals and society at large.

Social media can foster a sense of belonging and community. It allows adolescents to stay connected with friends, share personal experiences, and explore new ideas and cultures. Many young people use social media to engage in activism, raise awareness about social issues and build supportive networks. For marginalized or isolated adolescents, online platforms can provide a safe space to find acceptance and connect with others who share similar experiences.

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Operational Definition

- **Descriptive:** That describes somebody / something, especially in a skilful or interesting way.
- **Assess:** It refers to identify the knowledge of the people.
- **Attitude:** The way in which a person views and evaluates something or someone.
- **Effect:** The outcome of an event or situation that created a change.
- **Social Media:** The websites and apps that allow people to connect, share information, and create content online, like; Facebook, Instagram and twitter etc.
- **Adolescents:** The period following the onset of puberty during which a younger person develops from a child into an adult.

Research Approach

A quantitative approach with descriptive design was adopted for the study to assess the knowledge on effect of social media among the adolescents at selected schools of district Kangra to achieve the objectives of study.

Research Design

A descriptive research design was considered appropriate for the present study to assess the knowledge on effect of social media among the adolescents at selected schools of district Kangra with selected variables: age, gender, class, residential location, type of social media platform use, duration of social media use, pre-existing knowledge, source of information.

Research Setting: The study was conducted in selected school of district Kangra (H.P.) T.

Research Variable: A research variable of the study was knowledge on effect of social media among the adolescent.

Demographic Variables: Demographic variables under the study are gender, age, class, residential location, type of social media platform use, duration of social media use, pre-existing knowledge.

Target Population

- **Population:** Adolescents
- **Target Population:** 13 - 19 years.
- **Accessible population:** In selected schools of district Kangra
- **Sample Size:** The sample size is 60 Adolescents of selected schools of Kangra.
- **Sampling Technique:** Non-Probability Purposive sampling technique.
- **Sampling Criteria:** The sampling criteria was based on the following inclusion and exclusion criteria
- **Inclusion Criteria:** The study includes:
 - Adolescents who were willing to participate in the study.
 - Both boys and girls between the age group of 13 - 19 years
 - Available at the time of data collection
 - Adolescents who were able to read and understand English.

Exclusion Criteria: The study excludes adolescents

- Those who are not present at the time of data collection.
- Those who were having visual and hearing difficulties.

Method Of Data Collection: Based on the objectives of the study.: - Self - structured knowledge questionnaire was used for assessing the knowledge on effect of social media.

Development of data collection tool: After extensive review of literature and with the help of expert opinion, the tool was prepared having following sections SECTION - A: This part includes Socio demographic variable of the sample and includes 7 items i.e. age, gender, class, residential location, type of social media platform use, duration social media use, pre-existing knowledge, source of information SECTION - B: Self structured knowledge questionnaire for assessing the knowledge on effect of social media. It includes 30 questions. Self-structured questions on effect of social media The knowledge of adolescents was measured in terms of knowledge score of multiple - choice questions. Each questions have 4 options. Correct answer carries 1 mark. Negative marking is not there. Total score obtained by adding individuals, items score.

Content of validity tool: Validity of the tool was established by obtaining the valuable opinions and suggestions from the experts in the fields of Community Health Nursing. Minor modifications were made based 17 on recommendation, suggestions of experts. After consulting guide, co-guide and statistician, the final tool was

formed. It was found to be valid and suitable for adolescents.

Pilot study: Pilot study was conducted in The New Era School of Sciences of district Kangra to ensure the reliability of the tool and feasibility of study. The sample size for pilot study was 6. The written permission was obtained from Head of the School, The Principal for conduction of study. Nonprobability purposive sampling technique was used to select 6 subjects. The whole information regarding the study was given to subjects before participation and written consent was taken from the subjects. It took 15-20 minutes to complete the questionnaire.

Reliability of the tool: Reliability is the degree of consistency or dependability with which instrument measure the attribute it is design to measure. (PILOT and HUNGLER 1999) Reliability of tool was determined by Test - retest method using Karl Pearson's correlation and coefficient formula. The reliability of knowledge questionnaire to assess the knowledge is 0.9 and thus the tool was reliable to conduct the study.

Ethical consideration: The written permission was obtained from the principal, Kangra. The whole information regarding the study was given to subject before participation and a written consent was taken from the subjects. The respondents were assured that their responses would be kept confidential and used for research purpose only.

Data collection procedure: Data collection was done after taking written permission from the head of the school, Kangra for conduction of the study. Non-Probability purposive sampling technique was used to select the sample of 60 adolescents. The researcher personally visited the selected areas and introduced herself to the subjects and explained the purpose of the study and ascertained the willingness of the participants. The respondents were assured anonymity and confidentiality of the information provided by them. A comfortable place was selected for the participant and they were made comfortable and relaxed. After taking written informed consent from the subjects for participation in the study data was collected. Data was collected with the help of self- structured knowledge questionnaires. The data collection process was terminated after thanking participant for their participation and co-operation.

Plan for data analysis

Analysis of data was accordance with the objectives. The data analysis was done by using descriptive and inferential statistics, by calculating the frequency, percentage, mean percentage, standard deviation.

Data analysis

The analysis was made based on the objectives and hypothesis. Both descriptive and inferential statistics were used for the data analysis such as:

Descriptive statistics: the statistical analysis includes frequency, percentage, mean, median and standard

deviation.

Inferential statistics

- Paired t-test will be used to find out the significant difference between pre- test and post- post.
- Chi square test will be used to find out the association of post-test knowledge scores of mothers of under five children with their selected socio demographic variables.

Probability p-value of less than 0.05 was considered as statistically significant. SPSS (Statistical Package For Social System) version-18 software was used for analysis of data.

Analysis and interpretation of data

Organization of data for analysis: The data are organized and presented in following selections:

Section-I: Description of Demographic variables. The present study used non-probability purposive sampling technique. The size of the sample was 60 Adolescents. Demographic variables included, Age, Gender, Class, Residential Location, Mother's Occupation, Type of social media platform, Duration of social media, Network availability, Pre-existing knowledge, Source of information. Baseline data containing sample characteristics was analysed by using frequency and percentage.

Age: Most participants were in the 15-16 years age group (71.7%), while a smaller proportion were 17-18 years old (26.7%). This shows that the sample was dominated by mid-adolescents. **Gender:** The majority of participants were males (60%), while females accounted for 40%, indicating a male predominance in the study. **Class of Study:** Two-thirds of the participants were from 11th standard (66.7%), while the remaining one-third were from 12th standard (33.3%). **Residential Location:** A large majority of participants belonged to rural areas (81.7%), whereas only 18.3% were from urban settings, showing rural predominance in the study group. **Mother's Occupation:** Most participants' mothers were housewives (78.3%), while 20% were working women, and only 1.7% were business women, indicating limited representation of mothers engaged in business. **Type of Social Media Platform:** The most frequently used platform was Instagram (60%), followed by WhatsApp (28.3%) and YouTube (11.7%). None of the participants reported using Facebook. **Duration of Social Media Use:** More than half of the participants used social media for about 1 hour daily (58.3%), while 25% used it for less than 30 minutes. A smaller group used it for 2-3 hours (13.3%), and only 3.3% spent more than 4 hours. **Network Availability:** The majority accessed social media via cellular data (73.3%), while 26.7% used Wi-Fi. **Pre-existing Knowledge:** About 63.3% of participants had pre-existing knowledge, while 36.7% did not. **Source of Information:** The main sources of knowledge were teachers (50%), followed by peer groups (28.3%), and parents (21.7%), suggesting that teachers were the most important influencers in this group.

Section 2: Assessment of the knowledge on effect of social media among adolescents: Out of 60 participants,

the majority (81.7%, $n = 49$) demonstrated adequate knowledge (15-20). A smaller proportion (18.3%, $n = 11$) had moderate knowledge (5-15), while none of the participants (0.0%) were in the inadequate knowledge (0-5) category. This shows that overall, the participants possessed a satisfactory to high level of knowledge, with most falling in the adequate range.

The mean knowledge score of the participants was 18.13 ± 3.43 , with a median score of 18. The scores ranged from a minimum of 10 to a maximum of 26, giving a total range of 16. The mean percentage score was 90.67%, which indicates that overall, participants demonstrated a high level of knowledge.

Section 3: Association of knowledge on effect of social media among adolescents. By using chi square test

Age The analysis revealed that age did not show a significant association with knowledge scores ($\chi^2 = 1.011$, $p = 0.315$). Among 15-16 years old participants, 37 had adequate knowledge and 6 had moderate knowledge, while in the 17-18 years group, 12 had adequate and 4 had moderate knowledge. This indicates that although younger adolescents slightly outperformed older ones, the difference was not statistically significant. **Gender** Gender was not significantly associated with knowledge levels ($\chi^2 = 0.074$, $p = 0.785$). Out of the males, 29 demonstrated adequate knowledge and 7 moderate knowledge, while among females, 20 showed adequate and 4 moderate knowledge. This shows that both male and female students had comparable levels of knowledge, with no meaningful gender differences. **Class** The class of study (11th vs. 12th standard) also did not significantly influence knowledge ($\chi^2 = 0.056$, $p = 0.813$). In the 11th standard, 33 students had adequate knowledge and 7 had moderate knowledge, while in the 12th standard, 16 were adequate and 4 moderate. This implies that progression from 11th to 12th class did not have a major impact on knowledge levels. **Residential Location** Residential location (urban vs. rural) was not significantly related to knowledge scores ($\chi^2 = 0.768$, $p = 0.381$). In rural areas, 39 had adequate knowledge and 10 moderate, whereas in urban areas, 10 were adequate and 1 moderate. This suggests that both rural and urban students had similar knowledge, though rural students were numerically higher due to larger representation. **Mother's Occupation** Mother's occupation showed no significant association with knowledge ($\chi^2 = 0.268$, $p = 0.875$). Children of housewives recorded 38 with adequate and 9 with moderate knowledge. For working women, 10 had adequate and 2 had moderate, while for business women, only 1 participant had adequate knowledge. This indicates that maternal occupation did not substantially affect students' knowledge. **Type of Social Media Platform** The type of social media platform used showed a significant association with knowledge levels ($\chi^2 = 8.869$, $p = 0.012$). Students using WhatsApp (16 adequate, 1 moderate) and Instagram (30 adequate, 6 moderate) had higher knowledge levels, whereas YouTube users (3 adequate, 4 moderate) had comparatively lower knowledge. This demonstrates that the choice of platform plays a critical role in influencing knowledge acquisition. **Duration of Social Media Use** 41 The duration of social media use was not significantly associated with knowledge ($\chi^2 = 0.724$, $p = 0.868$). Students who used social media for less than 30

minutes (12 adequate, 3 moderate), 1 hour (28 adequate, 7 moderate), 2-3 hours (7 adequate, 1 moderate), or more than 4 hours (2 adequate, 0 moderate) had similar knowledge levels. Thus, the length of usage did not affect knowledge significantly. **Network Availability** Network availability (cellular data vs. Wi-Fi) was not significantly associated with knowledge ($\chi^2 = 0.003$, $p = 0.960$). Among cellular data users, 36 had adequate and 8 moderate knowledge, while Wi-Fi users included 13 adequate and 3 moderate. Hence, the type of internet connectivity did not make a significant difference in knowledge levels. **Pre-existing Knowledge** Pre-existing knowledge did not show a significant relationship with knowledge levels ($\chi^2 = 0.448$, $p = 0.503$). Those with prior knowledge (32 adequate, 6 moderate) and those without (17 adequate, 5 moderate) demonstrated nearly similar levels of performance. This suggests that previous exposure had no major influence on current knowledge scores. **Source of Information** The source of information also did not show a significant association with knowledge ($\chi^2 = 3.159$, $p = 0.206$). Among those informed by parents, 9 had adequate and 4 moderate knowledge; peer group information resulted in 16 adequate and 1 moderate; while teacher based information accounted for 24 adequate and 6 moderate. Although peers and teachers seemed to contribute positively, the association was not statistically significant. **Overall Summary:** Only the type of social media platform showed a significant association with knowledge scores, while all other demographic and background variables such as age, gender, class, residence, mother's occupation, duration of social media, network availability, pre-existing knowledge, and source of information did not significantly affect knowledge levels.

Conclusion

This study concluded that 81.7% subjects have good knowledge, followed by 18.3% subjects had moderate knowledge and 0.0% subjects had poor knowledge. The significant association was present in the type of social media used and there was no significant association in other demographic variables including age, gender, class, residential location, type of social media use, duration, mother's occupation network availability, pre-existing knowledge, if yes, source of information. The conclusion of the recent study is that some adolescents still need more knowledge regarding effect of social media on their health and academics for the betterment of their life.

Limitation

The study was limited to

- The sample size was only 60.
- The data collection period was limited to one month.
- The study was conducted only among adolescents.

Recommendation

Keeping in view of the present research study findings, the following recommendations have been made:

- A similar study can be replicated on a large- scale basis.
- A pre-experimental study can be conducted to assess the effectiveness of video teaching programme on knowledge regarding effects of social media among mothers of under five children.
- A longitudinal study can be conducted to assess the

vulnerability of knowledge regarding effects of social media among adolescents.

Conflict of Interest

Not available.

Financial Support

Not available.

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How to Cite This Article

Himani, Kumari MSI, Janvi MS, Kanika MS, Koushal MSK, Khushboo MS, *et al.* A descriptive study to assess the knowledge regarding effect of social media among adolescent at selected school of district Kangra Himachal Pradesh. *International Journal of Advance Research in Nursing.* 2025;8(2):1008-1012.

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