



The Impact of Social Media on Health and Lifestyle: A Questionnaire Study

1.Renuka Nagarale , 2.Mandar Todkar, 3.Ammar Haideri, 4.Nikita Ghare,
5.Anam Mukadam, 6.Omar Siddiqui

Professor & Head of Department, Department of Public Health Dentistry, M.A. Rangoonwala College College of Dental Sciences and Research Centre , Pune , Maharashtra, India.

Assistant Professor, Department of Public Health Dentistry, M.A. Rangoonwala College College of Dental Sciences and Research Centre , Pune , Maharashtra, India.

Undergraduate Student , Department of Public Health Dentistry, M.A. Rangoonwala College College of Dental Sciences and Research Centre , Pune , Maharashtra, India.

Undergraduate Student , Department of Public Health Dentistry, M.A. Rangoonwala College College of Dental Sciences and Research Centre , Pune , Maharashtra, India.

Undergraduate Student , Department of Public Health Dentistry, M.A. Rangoonwala College College of Dental Sciences and Research Centre , Pune , Maharashtra, India.

Undergraduate Student , Department of Public Health Dentistry, M.A. Rangoonwala College College of Dental Sciences and Research Centre , Pune , Maharashtra, India.

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ABSTRACT

Introduction: As one can agree internet came as a boom and changed the course of the world .It brought the world closer, platforms increased, people now had a place to show skills, receive education ,get jobs ,connect worldwide and made the world a smaller place .However social media came with its benefits as well as adversities and as one would have never imagined, it changed the course of personal as well as professional lives forever. This survey draws a conclusion on how social media has influenced lifestyle in how one thinks, behaves, wears ,eats as well as communicates. **Materials and Methods:** A questionnaire study was conducted amongst the general population of Pune, a Metropolitan city of Maharashtra. A structured questionnaire consisting of thirty one questions was designed to evaluate the knowledge , attitude and practice, social media has on the health and lifestyle of individuals. The reliability statistics were calculated and the Cronbach Alpha was 0.652.The statistical analysis was done using descriptive analysis. **Results:**A total of 320 individuals participated in the study. Around 40% individuals believe that social media is a cause for eye strain, about 5% individuals consider social media to be a cause for insomnia and anorexia and a majority of the participants i.e. around 50% believe that social media is responsible for all the three adverse effects on health.**Conclusion:**The study thus concluded that social media has become an integral part of almost everyone's life. Even though its harmful effects are known it still draws

millions to the evolving platform irrespective of the outcome of its use.

KEYWORDS: Health, Internet, Lifestyle, social Media

I. INTRODUCTION

Ever since the new era has begun where machines have taken over the world, it has changed the course of life forever. The world has become a much smaller place all thanks to the revolution of internet or the world wide web, social media is now the connecting link between the entire world.Everyone was taken by a storm with the concept of talking to someone miles apart as though they were right there, posting thoughts, making friends became easier and life was much simpler, but as far as the good are concerned there are also downhills to social media.

Every life was impacted due to the wild rise in social media applications like Facebook, Instagram , or even Snapchat and emailing and calling suddenly became ancient¹.There is now a platform where people can grow their community, their business and also their personalities. It became a platform to meet new people to understand different lifestyles and to take part in something bigger than themselves. For example: a person sitting on a countryside in the west coast of America can influence a rural Indian thousands of miles apart. Since there are upsides as well as downsides to this, the social media storm has left no stone unturned, life is much more complicated



as it is simpler due to vast competition created by this platform

There is an unnerving need of everyone to portray their best version of lifestyle on social media however a small camera and screen can never show you the bigger picture, the sugarcoating of how fabulous one's life is far more likely to instill jealousy and hatred among peers of a community. Comparison started and everyone's indefinite need to be the perfect version of themselves on social media has created a pit for everyone who falls for it thinking life is only what people portray it to be and causes them to spiral into mental health issues like depression and chronic anxiety, whereas the reality is far away from what is shown.^{2,3,4} There was also a positive impact on the minds that comprehended it in a more logical and fruitful way, people are now more aware than ever of the whereabouts of the entire world, people can get positive inspiration and work harder looking at others achieving heights besides the conundrums they have been through.

There are various ways in which social media has affected lifestyles and although for some it may have made them more healthier and better versions of themselves for some it was just a way to distract themselves from the real world by hiding behind the screens. However one can successfully say that there is no going back now as it has definitely changed every person's life forever.

Thus, the purpose of this study was to evaluate the impact social media has had positive as well as negative on the health and lifestyle of people.

II. MATERIALS AND METHODS

A questionnaire study was conducted amongst the general population of Pune, a metropolitan city of Western Maharashtra. The aim of the study was to assess the impact social media has on the health and lifestyle of people in general. The participants were selected based on the following inclusion criteria: a) Age group above 16 years, b) Individuals who were willing to participate at the time of the study. c) Residents of Pune. However, physically and mentally challenged people were excluded from the study. The input parameters for sample size calculation used were as follows: 80% power of the study, alpha error 0.05, effect size 0.7 and degree of freedom as 5. The calculated sample size calculation was 320 using G*power software version 3.1.9.2. The sample size calculated for the study was around 320. The convenient sampling technique was used in study. The questionnaire was prepared in English language. A structured, self-

administered, close ended questionnaire was pretested and validated among 20 subjects to assess their knowledge, clarity and responsiveness. The Performa was designed to collect data and consisted of different sections with 30 questions regarding knowledge, attitude and practices. Section one included the demographic data of the subjects such as name, age, gender, education, etc. The second section included questions related to access the knowledge of the participants. And third section had questions related to attitude whereas final section included practice based questions. The reliability statistics were calculated and the Cronbach Alpha value was 0.652. The questionnaire was designed on Google form (Google LLC, Mountain View, California United States) and the link was distributed among study population via email, WhatsApp and other social media platforms. The statistical analysis was done using the descriptive statistics. Data collected was entered in spreadsheet (Microsoft Excel). The statistical analysis was done using descriptive analysis.

III. RESULTS

Table 1, assess the knowledge participants have about the subject of study. Around 58% individuals spend 3-4 hours daily on social media. The population mostly affected by social media usage is that of young adults which is approximately 80%. Cosmetic surgery and teeth whitening (approx. 40%) are the treatment options mostly preferred by individuals. Awareness regarding dental treatments and smile design has increased with social media influence which can be seen by 64% individuals opting for smile design as a treatment option and 50% individuals preferring dental implants.

Even though social media has had an optimistic influence on the lifestyle of individuals, it has somehow declined the mental and physical health of many. About 68% individuals agree to be suffering from inferiority complex. Eye strain, insomnia and anorexia are the leading ill-effects of social media usage to which around 52% individuals agree to have been suffering.

The positive aspect of social media trends can be seen with approx. 43% individuals accepting to have introduced exercise or a hobby of their choice in their lifestyle changes.

An increase in body piercings and tattoos is seen with 43% individuals opting for tattoos and 35% of them preferring piercings.

The detrimental effects of social media include smoking and alcohol addiction. About 52% individuals have started smoking and 7% agree to have been addicted to alcohol consumption.



Table 2 ,summarises the attitude of the participants towards the subject of study. About 53% individuals agree that social media has influenced their lifestyle in some or the other way. Aesthetics is taken more seriously with the rising social media trends which is seen with 46% individuals accepting the importance of aesthetic smile. An approximately 42% individuals admit to social media affecting their mental health.

Table 3, shows the individuals' practices with respect to subject of study. Around 85% individuals accept oftenly spending time on social media.About 45% agree to have their decisions being influenced due to social media influence.Social media influence affects your mood as well as disturbs your sleep cycle to which 71% and 50% individuals agree respectively.

IV. DISCUSSION

This study has attempted to analyze the impact of social media on the general population. Through this study we have been able to find an association of social media on various aspects of mental, social and physical health.

The findings of this research with respect to mental health are consistent with previous studies in the field, mainly those that highlight the impact of heightened use of social media on mental health.⁵In a previous study conducted by California State University, over one-third of participants mentioned that individuals that engage in high levels of social media use, tend to have lower self-esteem. Participants identified low self-esteem as: individuals comparing their lives to others on social media, increased levels of body shame, unrealistic expectations for one's life, and not feeling adequate enough. Additionally, participants included the idea of seeking approval by frequently checking their social media posts and desiring a certain number of likes/responses to posts in order to feel validated.⁶

In this study a strong co-relation has been found with social media and under confident personality traits, this is primarily due to the increased availability of constant information of the successes and achievements of others, causing one to develop an inferiority complex, which has also been found in this study with 67.1% correspondents admitting to develop an inferiority complex and 52.5% correspondents claiming to be under confident.In addition, this study has also attempted to focus on the lifestyle changes and paradigm shift in personality traits due to the impact of social media. There were several respondents that identified being positively impacted by social media use, with the main theme being confidence and adaptation of positive

lifestyle modifications. 8.7% responded to being more confident, and 42.4% have picked on positive lifestyle changes such as exercising or working out.

Previous studies conducted by Western New England University, have shown an increased incidence of tattooing and piercings in the population through social medias influence.⁷According to studies conducted by Ohio state university,tattoos are being positively portrayed as a personal art to be seen by the world.This visibility characteristic of tattoos is what likens people to social media.⁸ According to another study, it was concluded that tattooing has become the 6th fastest growing American industry and is expected to grow by about 8% annually over the next ten years. It was also observed that 36% of US citizens aged 18-29 have at least one tattoo.⁹In this study, 42.8% of respondents within the same age group considered tattooing as an aesthetic change they would likely get done.

Social media has contributed to the awareness about aesthetic dentistry. In a previous study conducted in Saudi Arabia, 47.3% of the dentists in Riyadh confirmed that social media provided their patients with enough information about the options of aesthetic procedures.¹⁰This study also showed an increase in the acceptance of aesthetic procedures such as smile design, teeth whitening and teeth straightening; with smile design being the most popular amongst the respondents.

Many studies have been conducted to investigate the impact of social media on food consumption and obesity. A study in the United States (US) that was conducted on a large cohort of grade eight and eleven of students reported that adolescents who used media for longer hours were associated with higher odds of unhealthy food and inadequate sleep.¹¹Previous articles have shown that obese individuals are more likely to follow food bloggers than healthy individuals.¹²In this study, a correlation has been made to unhealthy food being more easily available through social media with 75.3% correspondents claiming to be enticed with tempting advertisements being a primary cause to the surging unhealthy dietary culture.Other articles have dealt with an increased tendency to make dietary changes based on social media, this study has been consistent with its findings, with 69.1% individuals claiming to have tried a dietary modification through social media, in which intermittent fasting diet has been the most popular one.

Through this study, it has been inferred that 57.8% individuals spend more than 3-4 hours on social media in a day, which shows how much



of a role social media has been playing in our day-to-day life.

Our study has several strong points, with co-relation being established between social media and health – physical and mental, and to the best of our knowledge this is the first study to investigate social media's role on dental aesthetics and its impact on the decision making of the population.

It has also touched upon the attitude changes and lifestyle modifications brought about by social media and portrays how it can change one towards a positive modification.

However, this study also has its limitations, since this study was conducted through a self-administered questionnaire, the chance of bias elimination was hampered. This study also cannot confirm the increased incidence of depression and mental health conditions as a result of social media due to the absence of professional evaluation-based diagnosis to confirm these disorders.

V. CONCLUSION

Despite the varying trends in social media in the last few years, this survey was able to discover the positive and negative impacts of social media of various age groups in the community. The Findings highlight how social media has the power to influence minds and cause them to either soar higher in life if used for the right purposes, it created a platform for every person and created opportunities and raised awareness but came with it negative effects.

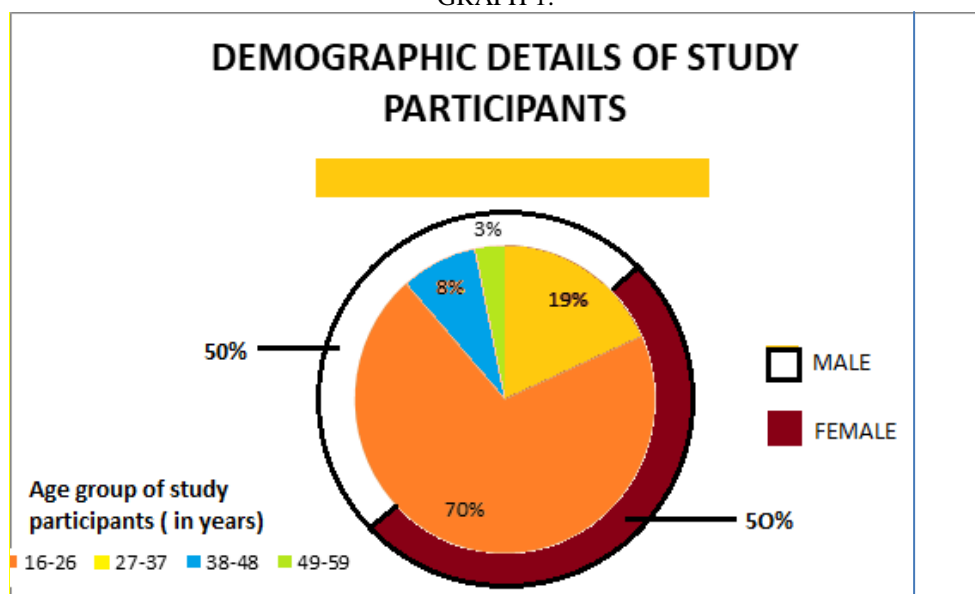
Social media has changed the course of lifestyle in ways of food, health, clothing and even fitness. Social Media has now refined the way people perceive a lot of things, think and communicate in the real world.

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RESULTS
GRAPH 1:



TABLES:

Table 1: Knowledge QUESTIONS	RESPONSES	NUMBER	PERCENTAGE
SOCIAL MEDIA AFFECT YOU	MENTALLY	101	31.5%
	PHYSICALLY	20	6.5%
	SOCIALLY	30	9.3%
	ALL OF THE ABOVE	167	52.2%
SPEND TIME ON SOCIAL MEDIA IN A DAY	1-2 HOURS	42	13.1%
	2-3 HOURS	54	16.8%
	3-4 HOURS	185	57.8%
	4>HOURS	39	12.2%
AGE GROUP AFFECTED BY SOCIAL MEDIA	CHILDHOOD	3	0.9%
	ADOLESCENCE	49	15.3%
	YOUNG ADULTS	257	80.3%
	ADULTS	11	3.4%
HARMFUL AFFECTS ON YOUR HEALTH	EYE STRAIN	108	33.7%
	INSOMNIA	24	7.5%
	ANOREXIA	24	7.5%
	ALL OF THE ABOVE	164	51.2%
TREATMENT UNDER THE INFLUENCE OF SOCIAL MEDIA	TEETH WHITENING	125	39.1%
	LIPOSUCTION	19	15.9%
	COSMETIC SURGERY	125	39.1%
	NONE OF THE ABOVE	51	15.9%
IMPACT ON DIET	INTERMITTENT FASTING	114	35.6%
	KETO DIET	46	14.3%
	VEGANISM	61	19.1%
	NONE OF THE ABOVE	99	30.9%
AESTHETIC CHANGES LIKELY TO MAKE	DENTAL JEWELLERY	17	5.3%
	TATTOOS	137	42.8%
	PIERCINGS	113	35.3%



	NONE OF THE ABOVE	53	16.5%
IMPACT ON MENTAL HEALTH	INFERIORITY COMPLEX	215	67.1%
	DEPRESSION	40	12.5%
	RELAXATION	41	12.8%
	NO IMPACT	24	7.5%
INFLUENCED BEHAVIOUR/PERSONALITY	UNDER CONFIDENT	168	52.5%
	CHRONIC PROCRASTINATOR	99	30.9%
	CONFIDENT	28	8.7%
	NO IMPACT	25	7.8%
POSITIVE LIFESTYLE CHANGES MADE	EXERCISE/WORKING OUT	136	42.5%
	PICKED UP A SPORT	43	13.4%
	PICKED UP A HOBBY	120	37.5%
	NO IMPACT	21	6.5%
DENTAL TREATMENT UNDERGO	TEETH WHITENING	40	12.5%
	SMILE DESIGN	204	63.7%
	TEETH STRAIGHTENING	42	13.2%
	NONE OF THE ABOVE	34	10.6%
UNHEALTHY DIETARY CULTURE	EASY ACCESS TO UNHEALTHY FOOD	65	20.3%
	TEMPTING ADVERTISEMENTS ON SOCIAL MEDIA	241	75.3%
	NO IMPACT	14	4.3%
VOCATIONAL SKILLS	IMPROVED ONE ON ONE COMMUNICATION	144	45%
	DETERIORATED ONE ON ONE COMMUNICATION	156	48.7%
	NO IMPACT	20	6.2%
HABITS PICKED UP DUE TO INFLUENCE OF SOCIAL MEDIA	SMOKING	167	52.2%
	ALCOHOLISM	23	7.1%
	DRUG ABUSE	7	2.1%
	NONE OF THE ABOVE	123	38.4%
NEWER DENTAL TREATMENTS AWARE BECAUSE OF SOCIAL MEDIA	DENTAL IMPLANTS	155	48.4%
	VENEERS	35	10.9%
	DENTAL BLEACHING	26	8.1%
	INVISALIGN	104	32.5%

Table 2: Attitude Based questions

SOCIAL MEDIA	STRONGLY AGREE n(%)	AGREE n(%)	STRONGLY DISAGREE n(%)	DISAGREE n(%)	NEUTRAL n(%)
INFLUENCES LIFESTYLE	169(52.81%)	131(40.93%)	2(0.62%)	1(0.31%)	17(5.31%)
AESTHETICS	169(52.81%)	127(39.68%)	2(0.62%)	0(0%)	22(6.87%)



IS TAKEN MORE SERIOUSLY					
INFLUNCED EATING HABBITS	45(14.06%)	234(73.12%)	4(1.25%)	3(0.93%)	34(10.62%)
INCREASED IMPORTANC E OF AN AESTHETIC SMILE	146(45.62%)	146(45.62%)	2(0.62%)	2(0.62%)	24(7.5%)
ADS INFLUENCE	156(48.75%)	142(44.37%)	0(0%)	1(0.31%)	21(6.56%)
CHANGED THE WAY WE LOOK AT FOOD	121(37.81%)	151(47.18%)	1(0.31%)	7(2.18%)	40(12.5%)
PEOPLE VENTURING INTO MORE TATTOOS,PI ERCING	141(44.06%)	149(46.56%)	2(0.62%)	3(0.93%)	25(7.81%)
AFFECTS MENTAL HEALTH	133(41.56%)	162(50.62%)	4(1.25%)	1(0.31%)	20(6.25%)

Table 3: Practice based questions

SOCIAL MEDIA	ALWAYS n(%)	OFTEN n(%)	RARELY n(%)	NEVER n(%)
SPEND TIME	26(8.12%)	273(85.31%)	19(5.93%)	2(0.62%)
DECISIONS INFLUENCED	16(5%)	144(45%)	143(44.68%)	17(5.31%)
AFFECT YOUR MOOD	25(7.81%)	229(71.56%)	58(18.12%)	8(2.5%)
MAKE YOU ENVIOUS	153(47.81%)	99(30.93%)	43(13.43%)	25(7.81%)
AFFECT YOUR SLEEP CYCLE	117(36.56%)	161(50.31%)	28(8.75%)	14(4.37%)
AFFECT YOUR MENTAL HEALTH	163(50.93%)	103(32.18%)	37(11.56%)	17(5.31%)



SOCIAL MEDIA TRENDS NOT KNOWING ITS CONSEQUENCES	71(22.18%)	227(70.93%)	18(5.62%)	4(1.25%)
PRESSURIZES PERFECTION	161(50.31%)	100(31.25%)	35(10.93%)	24(7.5%)