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# The Negative Effect of Using Social Media Data on Youth in Consuming Societies

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## Abstract

*Information Technology (IT) and Social Media together brought a huge impact to the world, that affect most users in the way they live. This impact could be negative or positive, it can effect everyone but especially young users (students and teenagers). This study investigates the negative impact of the use of the Information Technology (IT) and Social Media among youth in consuming societies. These negative impacts might be sociological, knowledge, (ethical and social), and economical impacts. To study the impact of using the social media and IT, a well-prepared survey was developed and tested in terms of validity and reliability. The selected sample consisted of 200 undergraduate students studying at Al-Balqa Applied University in Jordan, 190 of them answers all of the questions. The SPSS package was used to analyze the survey results using different statistical methods. The results of the analysis revealed different levels of the negative impacts (low, moderate. and high). Regardless the demographic factors of the students, the main factor that affect the results was the students' background and the social media domain use.*

**Keywords:** *Social Media, Information Technology, Youth.*

## 1. Introduction

Only a handful of years after the beginning of the Information Technology (IT) and Social Media revolution, its reflective enhancements, transformative effects, and persistent impacts on global society have become obvious. Currently, Information Technology (IT) and social media, with a particular emphasis on the latter due to its assistance of globalization, have evolved into crucial components of individuals' daily presence[1]. In fact, the application of Information Technology (IT) and social media is not limited to any particular group of users. These users cover a wide range, from individuals and teams to organizations, governments,

and various communities. Moreover, the applications of IT and social media are diverse, including various functionalities such as communication [2]. Activities such as entertainment, research, collaboration, social interaction, and business all fall under the umbrella of Information Technology (IT) and social media. Essentially, predicting a world lacking of social media is challenging. Clearly, the use of social media and IT has accompanied in favourable effects and advantages for a significant share of the population, founding a largely beneficial development for society[3]. Many studies highlight the adverse consequences of excessive Social Media and IT usage, particularly among students and teenagers. Negative outcomes include social media addiction, academic dishonesty, and ethical ruin[4].

In tech societies, especially among the youth, young people are deeply absorbed in a technological world fuelled by global advertising strategies that serve specific interests. This rapid tech progress creates challenges for societies, especially those with traditional values, to manage and guide youth's tech usage. This study examines a group of students influenced by this tech flow, aiming to uncover the negative effects of Social Media and IT use in these tech-driven societies. This research explores negative impacts in areas like sociology, knowledge, ethics, social dynamics, and economics. To achieve this, the paper's structure includes an overview of related prior research in Section II. Section III presents the materials and methods used in this study. Section IV discuss the results of the study and provide some useful recommendations. Finally, Section V concludes the research study. [5]

## **2. Previous Studies**

Recently, Social Media and IT have grown very rapidly. and hence have brought radical change on their uses and users. Consequently, this has created countless positive and negative impacts on societies. Several previous studies have shown the psychological and sociological impacts, either positively or negatively, of the Social Media and IT use, particularly on youth users [6], [7]. The purpose of this paper is to investigate the negative impacts of the Social Media and IT use among youth in the consuming society. Meyer in her study [8] conducted a comparative analysis between traditional learning and the impact of the web and benefits of using the Social Media on student learning. The study has shown that individual differences, instructional design, and skills enhanced by Social Media environments must be taken into account.

Daraha in [9] investigated the impacts of the Social Media use on physical well-being, cognitive and academic skill development, and social well-being of Pattani high school students' developments.

A case study studied the impact of the Social Media on people and society and reported the pros and cons of using the Social media. Children are particularly interesting subjects for studying the Social Media for several reasons

Bassma anwar 2022 [10] studied the correlation between social media and mental health. The study found a strong relation between the anxiety and depression on the people who use social media for long time. Also the Monitoring Editor: Alexander Muacevic and John R Adle reported a strong relation between the anxiety and the time spent on social media.[11].

On the other study Kelly Burch [12] studied the negative effect of social media on the teenagers and reported a strong relation between the time spent on the social and mental health. Where most of teenage that used social media for long time losing sleep and became in a risk of developing mental health issue. [13], [14]

From the previous works we found that the social media has a negative impact on the heavy users. In this paper we will shed the light on the negative effect of social media on the youth in Jordan. [15]. [16]

### **3. Material and Methods**

In this study, a questionnaire was used as a study tool. The questionnaire consists of two parts selected based on the previous studies. The first part includes students' personal information, such as student gender, age, undergraduate program, ownership of a personal computer or not, and the average number of hours spent on computers and the Social media. This piece of information was considered as independent variables for the study. The second part covers the four domains used in this study to assess the negative impacts of the use of Social Media and IT among youth in the consuming society. These domains are sociological negative impacts, intellectual and cognitive (knowledge) negative impacts, ethical and social negative impacts, and economical negative impacts. These domains were considered as dependent variables for the study. [17]

The study targeted undergraduate Diploma and Bachelor students (18-25 years old). The population of the study was about 6000 students from several faculties at Al-Balga Applied University in Jordan between 2016-2017, A random sample of 200 male and female students was selected and the questionnaires were distributed among them. Of the selected sample, 190 valid samples were returned and used in statistical analysis phase. [18]

To assess the strength and robustness of the study tool, nine experts in the same field evaluated the content of the questionnaire based on of the following aspects:

- I- Language review
- 2- Does the questionnaire cover study domains?
- 3- Are the questions in the questionnaire suitable for the study population?

Based on the reviewers' comments, the questionnaire was updated taking into consideration these comments. Then, 30 students were selected as a testing sample to test the strength of

the questionnaire structure. The person correlation between each section and the output of tool were collected, and we found the correlation values were in the range [0.35-0.70]. [19], [20]

With respect to the statistical methods used in this study, we computed Mean, Standard Deviation (STD), and frequencies of each feature of determined study features in questionnaire for the purposes of identifying the opinions of students in relation to the study features. Furthermore, we used One-Way ANOVA test to identify the impact of the demographic data of the students on their opinions in relation to the negative impacts of using Social Media and IT among youth in the technology consuming societies. [21], [22]

#### **4. Study Results: Discussion , Recommendations**

This section presents and discusses the study results obtained from the answers of questions in the developed questionnaire. The questions aimed to identify the negative impacts of the use of Social Media and IT among youth in the technology consuming societies on the following four domains: sociological, knowledge, ethical and social, and economical. [23], The study used five levels of impact of study features and dimensions (very high frequency, high frequency, medium frequency, low frequency, and very low frequency). We used a statistical standard for these levels shown in Table 1.

Table 1: The statistical standard for the levels of impact of Means of the study features and dimensions

Means		The level of impact
From	To	
1	1.8	Very low
1.81	2.6	Low
2.61	3.4	Neutral
3.41	4.2	High
4.21	5	Very high

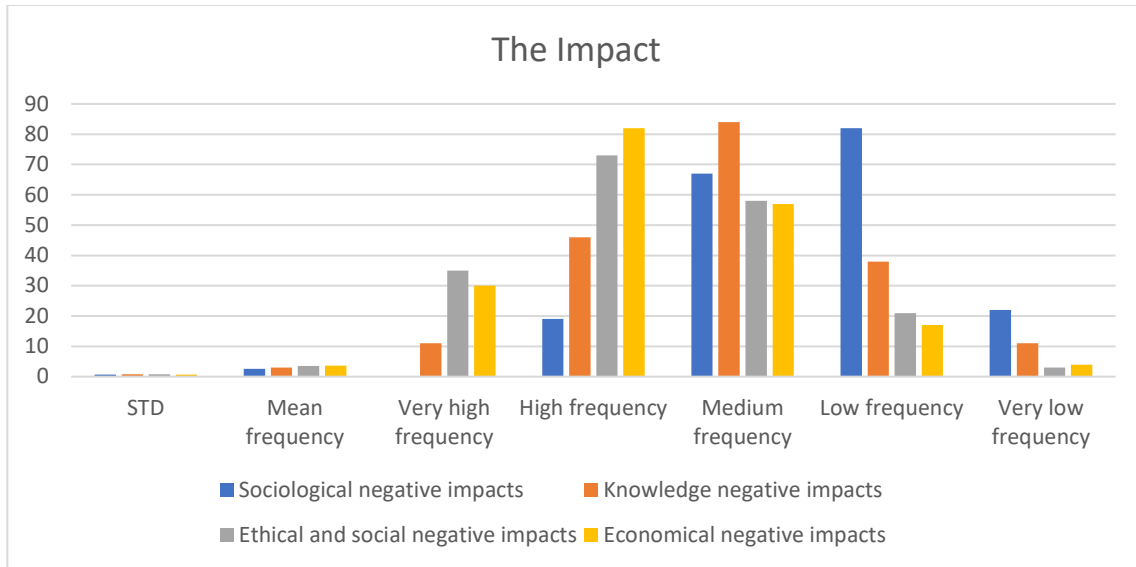
We computed the Means, STDs, and frequencies of each level of impact of each study domains to assess the negative impacts on those domains. Table 2 summarizes the study results. As shown from Table 2, the *Mean* of the sociological negative impacts domain of using Social Media and IT among youth in the technology consuming societies is 2.53. This indicates a low level of sociological negative impacts according to the study statistical standard. It is worth mentioning here that the questionnaire included several important sociological negative impacts to be discussed. such as addiction, weakness of self-reliance, alienation and isolation, adhering to the perceptions of others, and shake self-confidence. Regarding to these sociological negative impacts, the table shows that the maximum

percentage of the opinions of the samples (82/190, 43.1%) indicates a low negative impact of using Social Media and IT. (22/190, 11.6%) of samples indicates a very low negative impact, (67/190, 35.3%) indicates a medium negative impact, (19/190, 10%) indicates a high negative impact and finally there is no very high negative impact of using Social Media and IT.



Table 2: The negative impacts of using the Social Media on the four domains (sociological, knowledge, ethical and social, and economical)

Domain of impacts	STD	Mean frequency	Very high frequency	High frequency	Medium frequency	Low frequency	Very low frequency
Sociological negative impacts	0.65	2.53	0	19	67	82	22
Knowledge negative impacts	0.77	3.02	11	46	84	38	11
Ethical and social negative impacts	0.77	3.48	35	73	58	21	3
Economical negative impacts	0.71	3.59	30	82	57	17	4



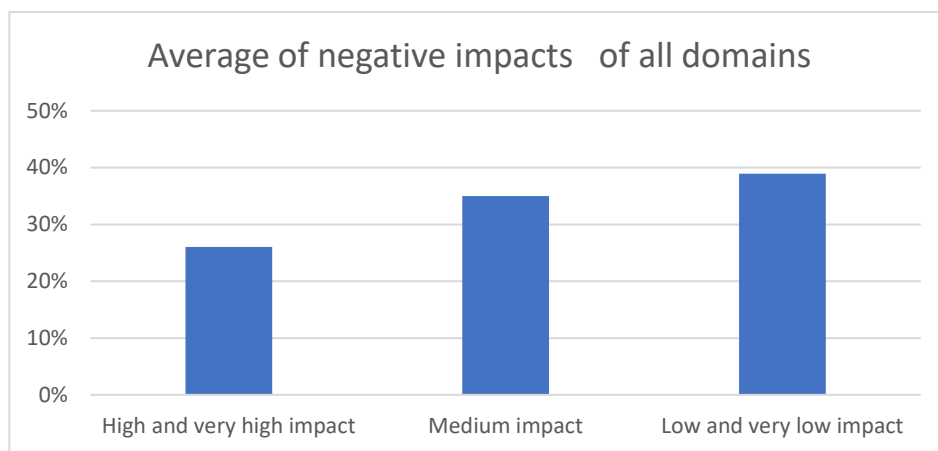
The intellectual, cognitive and cultural negative impacts, or what we call them knowledge impact discussed in the questionnaire are: mixing of cultures, build a fragile knowledge, conflict with other civilizations, idle and kill creativity, and an imbalance in the criticism and analysis of information, Regarding to these knowledge negative impacts domain, the results show that the Mean of this domain is 3.02, which is an indicator of the existence of medium knowledge negative impacts of using Social Media and IT among youth in the technology consuming societies. The results also show that the maximum number of sample opinions in this domain (84/190, 44.2 %) is located in the medium negative impact of using Social Media and IT. In addition, (46/190, 24.2 %) and (38/190, 20 %) percentages of the sample indicate that there is a high impact and a low impact of using Social Media and IT, respectively. Both a very low and a very high knowledge negative impacts of using Social Media and IT' get a ratio of (11, 5.8 %) of the samples.

The following ethical and social negative impacts were involved in questionnaire for discussion: the bad orientation of individual behavior, marketing unethical principles, loss of the nation identity, spreading porn and corruption, and dismantling family ties. The Mean of the ethical and social negative impacts domain is 3.48. This indicates a high level impact of this domain on youth as a result of the use the Social Media and IT. As shown from Table 2, the results show that 56.8 % of sample opinions views a high ethical and social negative impact resulting from (73/190, 38.4 %) high frequency and (35/190, 18.4%) very high frequency. The results also show that (58/190, 30.53%) of sample opinions views a medium ethical and social negative impacts of using Social Media and IT. On the other side, only 12.6 % of sample opinions - (21/190, 11.1 %) low frequency. (3/190, 1.6 %) very low frequency - do not agree with an existence of a high ethical and social negative impact of using Social Media and IT.

Greed of money, amplify profits regardless of the means and results, the emergence of a new global economy. and eliminating the economy of developing countries are the negative economical impacts put forward for discussion in questionnaire. As can be seen from Table 2, the statistical results of the economical negative impacts domain is approximately similar to those of the ethical and social negative impacts domain. The Mean of the economical negative impacts domain is 3.59, which indicates a high level negative impact of this domain on youth when using the Social Media and IT. On one hand, the result turn out that 58.95 % of sample opinions views a high economical negative impact resulting from (82/190, 43.16 %) high frequency and (33/190, 15.79 %) very high frequency. On the other hand. the sample opinions who do not support the existence of the high economical negative impact is only 11,05 % coming from (17/190, 8.95 %) low frequency and (4/190, 2.1 %) very low frequency. The results also show that (57/190, 30 %) of sample opinions views a medium economical negative impacts of using Social Media and IT.

The above discussion of study results reflects that the youth have positive trends and awareness toward the existence of risks and negative impacts of using Social Media and IT. This is clearly evident from the analysis of statistical ratio discussed above and summarized in Table 3 below Accordingly, the authors propose some useful recommendations to mitigate the negative impacts discussed in this research study of using Social Media and IT among youth in the technology consuming societies.

Level of impact	High and very high impact	Medium impact	Low and very low impact
Average of negative impacts of all domains	26.05 %	35%	38.95 %



Indeed. Mitigating the negative impacts of using the Social Media and IT revolves around two main axes: *prevention* and *treatment*. It is well known that prevention is better than treatment. Prevention can be formed through various aspects, such as self-prevention, prevention through parental intervention, and prevention through educational and awareness programs. With respect to self prevention. we recommend strengthening the conviction of the negative impacts of using Social Media and IT and promoting self-censorship. For the role of prevention through parental intervention, we strongly advice the parents to monitor their children behavior and make them aware of the negative impacts of using Social Media and IT that may hurt them. We also emphasize the role of the educational and awareness programs and the role of different media in spreading awareness among the members of the community about the existence of these negative impacts and their impact on the individual and society as well

The role of treatment in mitigating negative impacts of using Social Media and IT is also represented several aspects. First, we emphasize the role of the external-censorship by using appropriate techniques such as *Firewall*. *Proxy Server*. and so on. Second, we recommend reinforcing laws and regulations that are issued by the government to organize the information exchange and control the negative impacts of the use of the Social Media and IT. Finally, we recommend also broadcasting treatment awareness programs specializing in negative impacts of using Social Media and IT directed to all members of the society, particularly the youth

## **5. Conclusion**

The primary objective of this study is to address the following inquiry: What are the repercussions of Social Media and IT usage on young individuals in technology-consuming nations, specifically in terms of sociological, knowledge-related, ethical, social, and economic impacts? To achieve this, a meticulously designed and reviewed questionnaire was distributed to a carefully chosen sample group comprising 200 students from AL-BALQA Applied University in Jordan. Out of this group, 190 students provided responses to the questionnaire, which were subsequently analyzed using appropriate statistical methodologies. The analysis revealed that, for the most part, there were low levels of sociological impact, moderate levels of knowledge impact, and high levels of ethical, social, and economic impact. Additionally, a One-Way ANOVA test was employed to examine the influence of students' demographic data on their responses, and it was determined that no significant effect existed. In conclusion, this research provides valuable recommendations aimed at mitigating the negative consequences highlighted in the study.

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