

# Impact of Media on Human Behavior and Attitude

Muhammad Mobeen<sup>1</sup>, Hamza Farooq<sup>2</sup>, Muhammad Usman Shahid<sup>2</sup>, Muhammad Awais Afzal<sup>2</sup>, and Ahmed Rohail Awan<sup>2</sup>

<sup>1</sup>Institute of Space Technology, Islamabad

<sup>2</sup>Affiliation not available

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## Abstract

Living in the 21st century, we may admit that we are progressing day by day or drowning in the darkness of the world. Several things have good and bad impacts on our life so do social media. It affected people in such a way that they do not even know if they are living their life or just want their life to be driven by social media. Excess use of social media has made them lost in the virtual world. The main objective of this research is to examine the impact of social media on the behaviors of human beings. To achieve the aim of the impact of social media, we have reviewed and synthesized available related literature regarding social media. This research will include questions related to the good and bad impacts of media.

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### Abstract

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*Keywords:* social media, social behavior, mass media, human brain, communication

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<sup>1</sup> Computer Science Undergraduate Student, Institute of Space Technology, Islamabad, Pakistan

[contact@muhammadmobeen.com](mailto:contact@muhammadmobeen.com)

<sup>2</sup> Computer Science Undergraduate Student, Institute of Space Technology, Islamabad, Pakistan

[hamzafarooqhf20@gmail.com](mailto:hamzafarooqhf20@gmail.com)

<sup>3</sup> Computer Science Undergraduate Student, Institute of Space Technology, Islamabad, Pakistan

[afzalawais353@gmail.com](mailto:afzalawais353@gmail.com)

<sup>4</sup> Computer Science Undergraduate Student, Institute of Space Technology, Islamabad, Pakistan

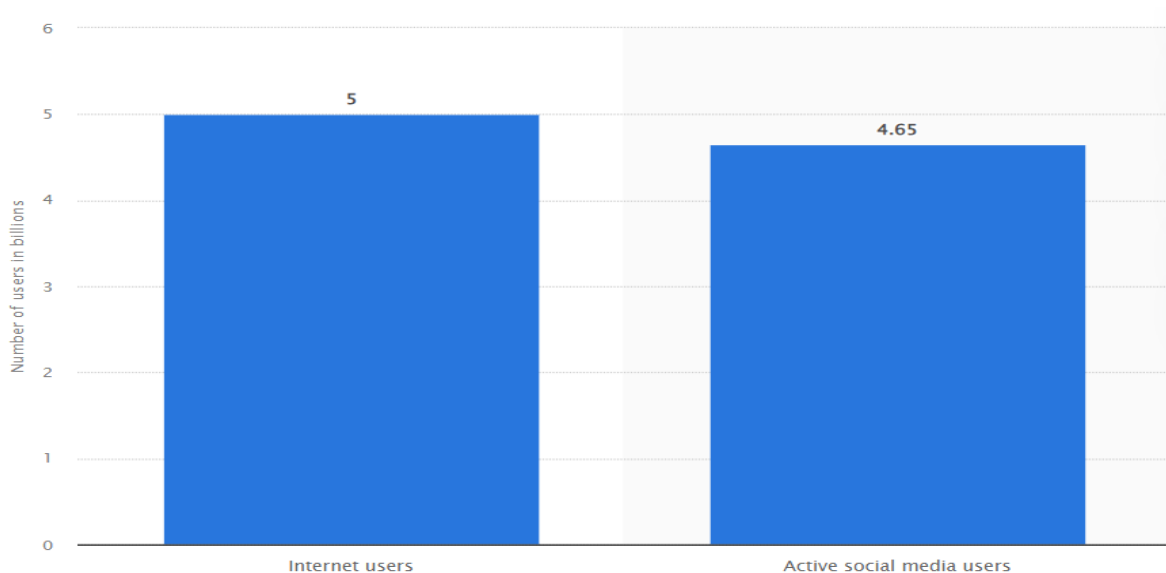
[ahmedrohailawanwaheedyousaf@gmail.com](mailto:ahmedrohailawanwaheedyousaf@gmail.com)

<sup>5</sup> Computer Science Undergraduate Student, Institute of Space Technology, Islamabad, Pakistan

[usmanshahid1342001@gmail.com](mailto:usmanshahid1342001@gmail.com)

### Impact of Media on Human Behavior and Attitude

Living in the 21st century is not like how people used to live in the past. Many advancements in technology have raised due to which we can entertain ourselves with such innovations and begin to take advantage of those technologies' day by day. There are many technologies in the 21st century but the main technology which had a deep effect on the lives of every individual being and every individual is drowned in that technology is social media. Back in 2013, 39% of the world's population, which means about three billion people use the internet. In developing countries, only 31% of the population seemed to be online using the internet as compared with 77 % in developed countries (Zeitel-Bank, 2014). Now in 2022, we have about five billion users of the internet whereas we have about 4.65 billion active users of social media (Statista.com , n.d.).



*Figure 1: Chart showing increasing trend in social media users*

This massive use of social media shows us how much it has influenced today's generation. Every individual spends his maximum time on social media. In past, people who live far away, talk through emails that took weeks or even months to be delivered to the recipients. Likewise,

people went to the home of their loved ones to meet them but now what we see today is the use of social media in this aspect too. Those who use to meet their loved one's face to face, now contact their loved ones on social media platforms like Facebook, Skype, WhatsApp, Instagram, Snapchat, TikTok, YouTube, and other platforms too. Other than that social media plays a significant role in the health sector as it makes health organizations and health personnel share and interacts with each other, especially during pandemic outbreaks like sudden accidents (Goodness Chinazor, 2021).

It is up to an individual how he makes the use of social media in his daily life. A person can use it to entertain himself with gossip, education, and interaction with someone. But excessive use of social media can also affect his health too. Excessive use of media may cause weakness of eyesight, fatigue, headache, etc. Multiple studies show the impacts of social media that the longer use of social media platforms such as Facebook, Instagram, Snapchat, and YouTube may be symptoms of depression, anxiety, and stress. Moreover, it does not have only these impacts on the people, excess use of social media may also make the people nonsocial and less interact with someone as they continue to have conversations with people on online platforms and did not think that how important is the social or face to face interaction is (Alexander Muacevic).

### **Literature Review**

There are a number of similar studies that have been conducted, some of the prominent research papers include “*SOCIAL MEDIA AND ITS IMPACT ON USER BEHAVIOR*” (Singh, 2020) and “*The Influence of Social Media on Human Behavior in Adolescents (Case Study of Bina Nusantara University Students)*” (Kusumajati, 2020) and “*SOCIAL MEDIA AND ITS EFFECTS*

*ON INDIVIDUALS AND SOCIAL SYSTEMS*” (Zeitel-Bank, 2014) and “*Influence of Social Media on the Social Behavior of Students* (Adegboyega, 2020).

These papers have done a fantastic job in explaining the correlations between social media and human behavior correspondence. The purpose of this paper is to connect the dots and increase the visibility between these valued studies so that to amplify the meaning that these studies imply, respectively.

### **Research Questions**

Questions that will determine the scope of this research paper are as follows.

- How does social media affect human behavior?
- How does it affect human health?
- How bad side of social media affect humans?
- How does social media affect society?

### **Methodology<sup>1</sup>**

This research is quantitative research employing a descriptive survey method and it aims to focus on social media and its effects on human beings. For this, we have conducted research that will allow us to know the behavior and attitude of a person involved in using social media, and the time spent on social media by a person. This research will also allow us to know the bad and advantageous effects of social media on humans and how it affects human education. So, to make progress in the research, we took a population of society who were exposed to enough mass media and ask some questions regarding the effects of social media (Ijeoma & Burke).

We have made a survey to ask the society about the critical questions that will help us visualize the demographics of our research. There are ten questions that we have picked to suffice our needs for data collection and carry our research. We have made it short so that we can get as much of the horizon of data as we can. Following are the discussion of characteristics, methods, and instruments that we have utilized for the completion of our research.

### **Survey Method**

Survey was made with Google Forms, which proved to be great tool that is user-friendly, both for the surveyor and the responders. The detail of the survey will be discussed in the results and discussion section, where details about sampling and characteristics of instruments involved are discussed.

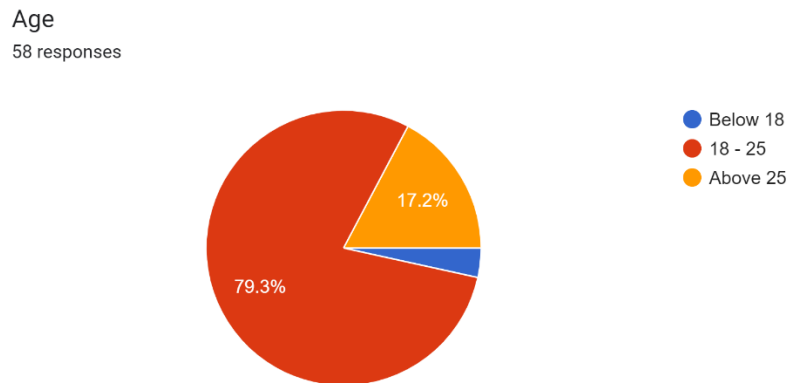
### **Results and Discussion<sup>2</sup>**

Following we will discuss the survey results and their corresponding point of actions and conclusions.

#### **Sampling.**

It is important to note that this survey was spread among our fellow peers and family members. We have received almost *sixty responses*, which consisted of age group of mostly 18-25.

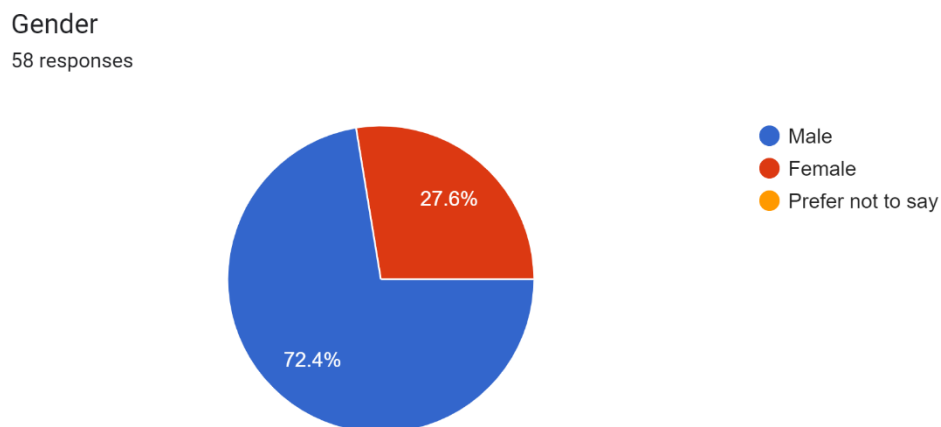
Following pie chart shows the age group percentages.



*Figure 2: Pie chart representing age group of the responders.*

We can see that there is an overwhelming majority of individuals that are above 18 and below 25. This may be beneficial for us because the aim of the research is also to synchronize with today and future, and these statistics will help track the behaviors of new generation.

Other major sampling characteristic that must be mentioned for the course of our research is the ratio of male/female responders. Following pie chart shows the percentages of responders, respectively.



*Figure 3: Pie chart representing male/female ratio of responders.*

### Characteristics of Survey

Our survey consisted of questions that are crucial to our research. Following are the detailed descriptions of these questions.

#### 1. *Which form/s of mass media creates a greater impact on you?*

This question was to recognize that what are the major means of media in our society and on which media people like to adhere with. Following chart show the results of this question.

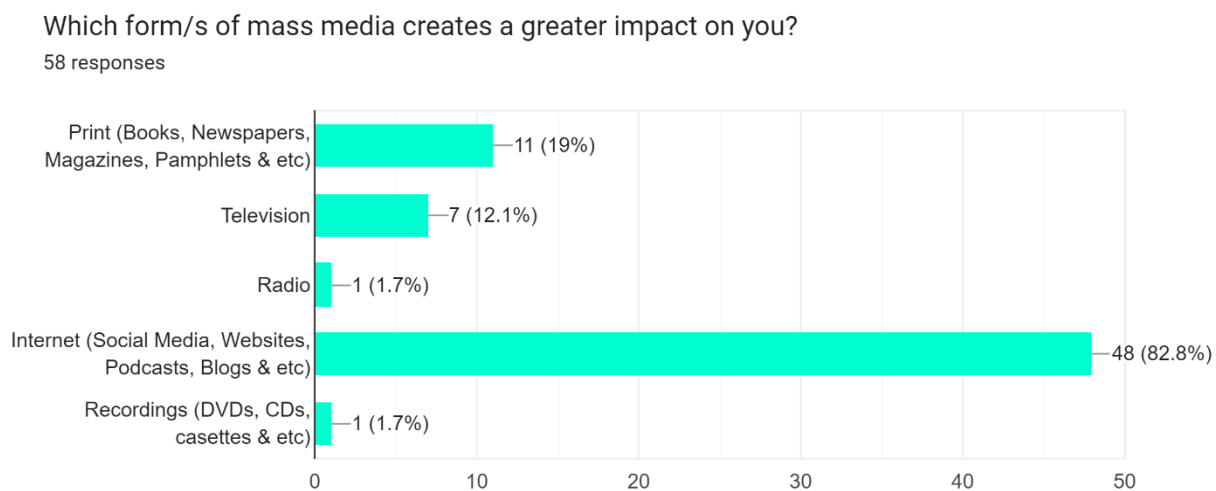


Figure 4: Bar chart showing most impactful media

These results show that there is a clear distinction among the given options, *Internet* is by far the most influential media, which comes by no surprise as the state of the society. The surprising fact is that 19% of people chose Print Media and it may be a positive thing as our survey had youth majority and if print media is impacting their lives than it may be a positive thing for the society.

#### 2. *How much time do you spend on your favorite means of media?*

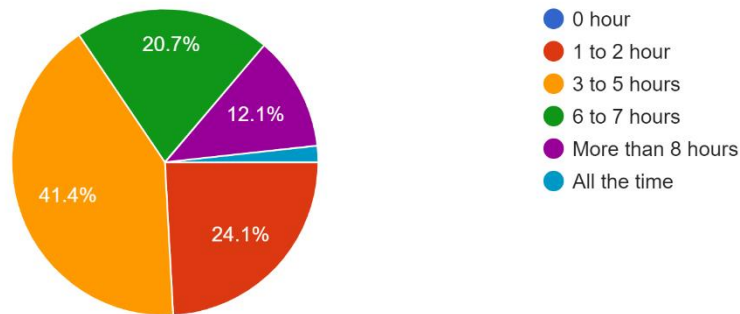
This question was to recognize that how much time people are giving to media technologies.



Following pie chart shows the results.

How much time do you spend on your favorite means of media?

58 responses



*Figure 5: Pie chart showing time expenditure by responders*

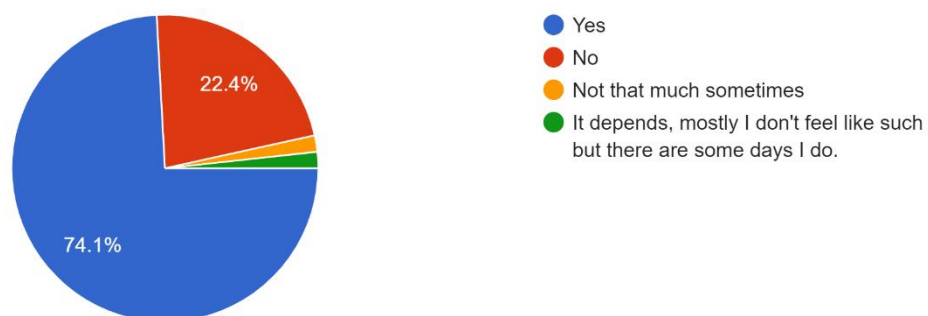
This data shows that majority of the people serve three to five hours on media but there is almost equal amount of people who serve one to two hours and six to seven hours, respectively. There are also outliers in eight plus hours media consumers.

### ***3. Do you feel like you spend too much time on social media?***

This question was to recognize that if the people are happy in giving that much time to media technologies. Following pie chart shows the results.

Do you feel like you spend too much time on social media?

58 responses



*Figure 6: Pie chart showing what responders feel about their time on social media*

74.1% of the people think that they are giving too much time to social media and perhaps they may or may not want to reduce the time period.

**4. If your answer is "Yes" then how much time you would like to spend??**

This question is the sequel to the previous question and its aim was to recognize that how much time people are willing to give to media technologies if they think they are already giving it too much of it. Following pie chart shows these results.

If your answer is "Yes" then how much time you would like to spend?

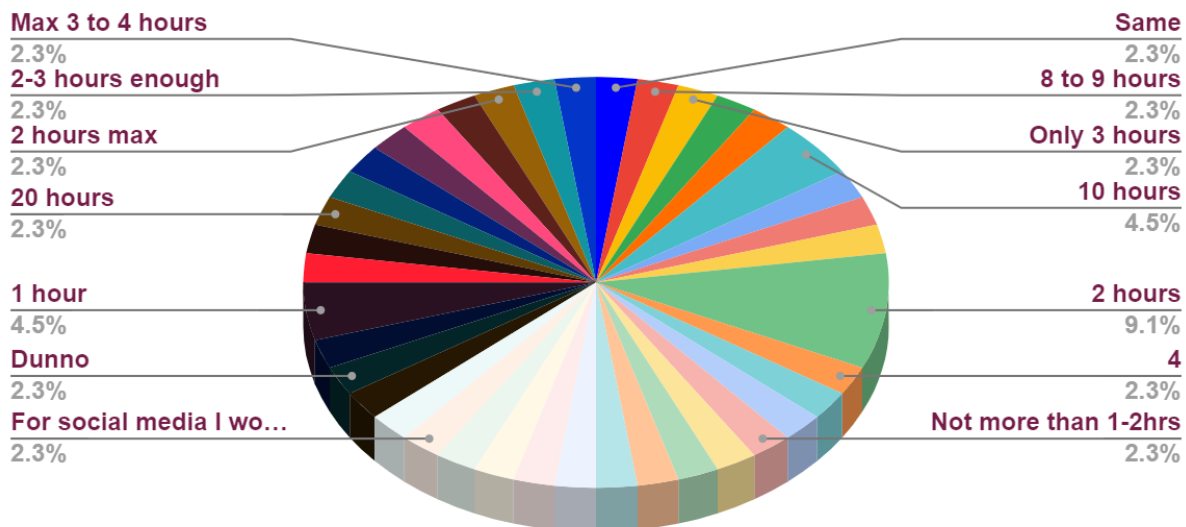


Figure 7: Pie chart showing time expenditure preferences by responders.

These results show that majority of the people want to restrict the time they spend on media to one to two hours only on daily basis.

**5. How do you feel when you are without social media for a prolonged period?**

This question was to recognize that what is the impact of social media on human behavior if it is not exposed to a prolonged period.

Following pie chart shows the results.

How do you feel when you are without social media for a long period of time?

58 responses

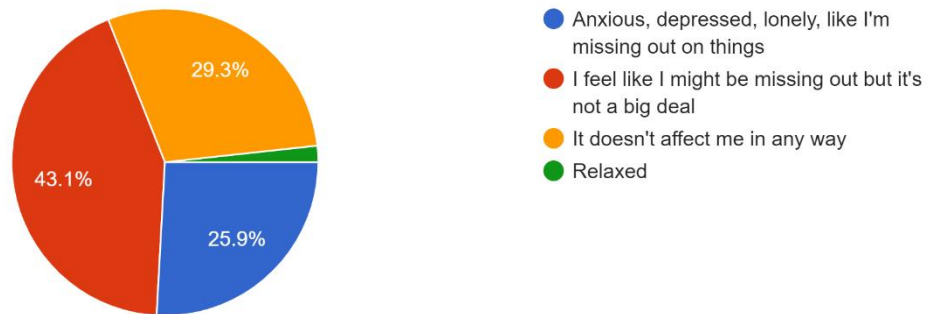


Figure 8: Pie chart representing what responders feel without social media for prolonged period.

This result show that almost all the people feel something irregular but majority of them ignore that feeling, but some may feel anxious and depressed, while others may not feel anything at all.

#### 6. *Have you ever been subjected to cyberbullying while on social media?*

We also took the opportunity to conduct a demographic about how many of these people were subjected to cyber bullying events. Following pie chart shows the results.

Have you ever been subjected to cyberbullying while on social media?

58 responses

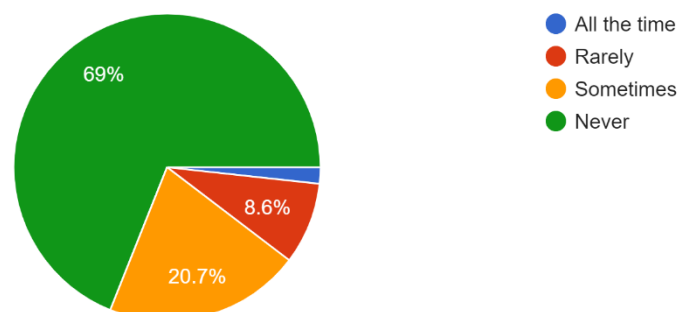


Figure 9: Pie chart showing response to cyberbullying.

These result shows that majority of 69% among them they were not subjected to any means of cyberbullying.

**7. What type of impact has media in your life? Describe in single words separated by commas.**

This question was to recognize that how much time people are giving to media technologies.

Count of What type of impact has media in your life? Describe in single words separated by commas.

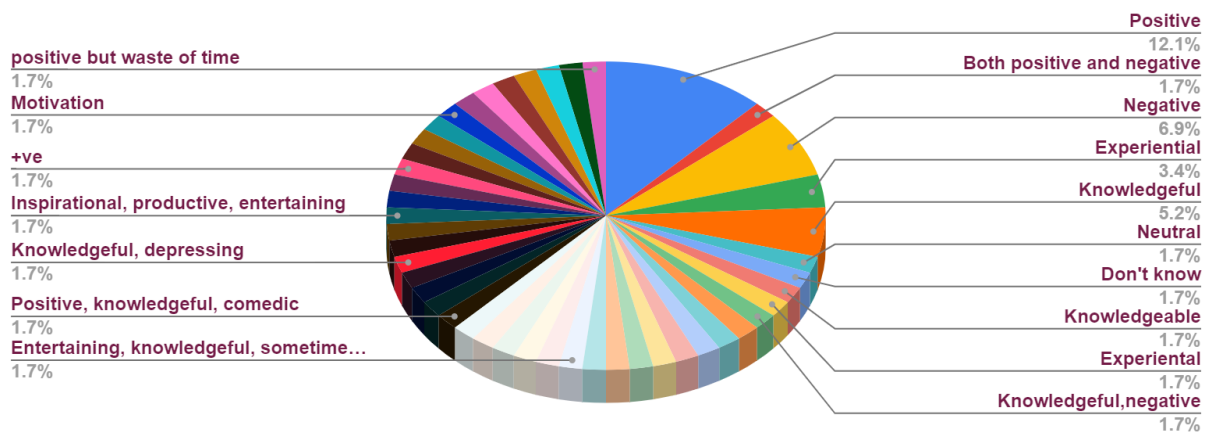


Figure 10: Pie chart showing responses to impact of media on the lives.

The chart concludes that most of the recorded experiences were positive only few of them were negative. These result shows that there exists a positive affliction in social media that binds its consumers and not to forget the negative side of it, which some people may argue.

**8. Answer the following according to your opinions?**

This question consists of collection of other questions that were asked in a multiple-choice fashion. The list of these questions is following with their corresponding results.

1. How helpful were the forms of mass media on your values, attitude and personality development?

2. How satisfied and convinced are you on what you see and hear from the mass media?
3. How do you respond to mass media advertisements? When you see FB, Twitter, TV, newspapers and magazines' ads and promotions.
4. How useful is mass media on your interpersonal relationships?
5. What do you think is the effect of mass media on the government and society?
6. How strong is the effect of mass media on your faith and religion?
7. How much significant role does mass media play in your life?

All of these questions had same choice that are following: -

- Extremely
- Quite
- Moderately
- Slightly
- Not at all
- Not sure

Following column chart shows the result of these questions. The questions are labeled with numbers corresponding to the above-mentioned questions in brief.

Answer the following according to your opinions.

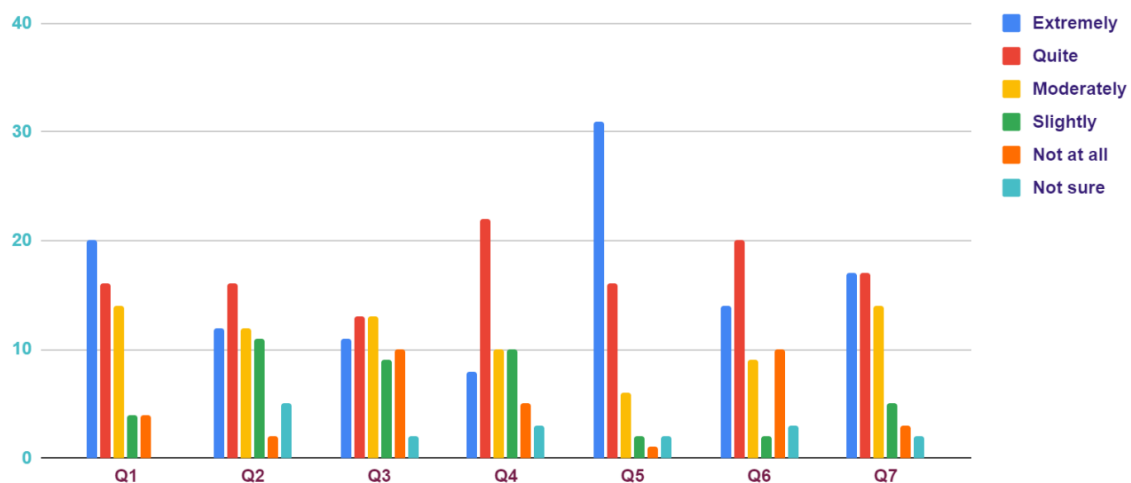


Figure 11: Column graph representing responses to respective questions.

### **Limitations**

Although this study is very comprehensive in its research but there are certainly some limitations that needs to be addressed. The main limitation would be the variation in sample population, since we have tried to circulate the survey to our circles, but it may not have been circulated out of our own circles so the data we have captured may be biased in some of the fields. The other limitation is the non-equal ratio of male and female, with overwhelming majority of male responders, may have resulted in male-biased responses. Also, the small number of responses that is fifty-eight in total would not be enough for sample population but since the research is specialized to concerned people, it may not have impacted that much.

### **Conclusion<sup>3</sup>**

The aim of the paper was to understand the impact of social media on user behavior. Given the vast reach of the topic through multiple disciplines, it was challenging to include all factors which influence this study. Although the factors we have stated especially the ones which had their foundations on the survey made it possible to connect the dots. When collecting information for our research paper we found that there is a need for a thorough qualitative study which includes a database that scrutinizes user behavior on digital platforms. To quench this need we made a survey to have a cross-section of the society on this specific topic. Now we have data of a demographic that shows the trends of different mass media channels and the correspondence between them. Based on our research, we can conclude that consumers show dependency on social media platforms for their daily lives for several emotional and transactional reasons.

Since the effect of social media is subtle and develops over time as suggested as “Ultimately, the way you counteract this is by raising your self-awareness. It's not about don't spend time on Facebook, but just being aware of what it might be doing to you.” (Wilcox & Stephen, 2012)

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