

Original Research Article

Impact of Social Media on Aggression among Adults in Selected Colleges of Bangalore, Karnataka

Mr. Sunny Jerome^{1*}, Mrs. Nithyapriya, R², Ms. Dency Dennis¹, Mrs. Lavanya, B², Mr. Vasanth Malagi³, Prof. Devi Nanajappan⁴

¹Lecturer, Department of Mental Health Nursing, Smt. Nagarathamma College of Nursing, Bangalore, Karnataka, India

²Assistant Professor, Department of Child Health Nursing, Smt. Nagarathamma College of Nursing, Bangalore, Karnataka, India

³Associate Professor, Department of Mental Health Nursing, Smt. Nagarathamma College of Nursing, Bangalore, Karnataka, India

⁴Principal, Department of Medical Surgical Nursing, Smt. Nagarathamma College of Nursing, Bangalore, Karnataka, India

***Corresponding Author:** Mr. Sunny Jerome

Lecturer, Department of Mental Health Nursing, Smt. Nagarathamma College of Nursing, Bangalore, Karnataka, India

Article History

Received: 03.10.2024

Accepted: 09.11.2024

Published: 16.11.2024

Abstract: Social media is a tool that is becoming quite popular these days because of its user-friendly features. It includes platforms like face book, Instagram, twitter. Billions of people around the world use social media to share information and make connections. The number of internet users worldwide in 2018 is 4.021 billion, up 7% year-on-year. The number of social media users worldwide in 2018 is 3.196 billion, up 13% year-on-year. A descriptive study was conducted using non experimental research design. Sample in the study were adults students fulfilling the inclusion criteria at the selected settings. Data was collected by tool using 58 questionnaires covering the area, i.e., modified buss perry aggression questionnaire (3-point rating scale) to assess aggression among adults and self -structured questionnaire to assess the impact of social media among adults (3-point rating scale). Majority of the Adults i.e., 40 (66.66%) had moderate aggression, 10 (16.66%) had severe aggression, whereas only 10 (16.66%) had no aggression. Majority of the adults i.e., 39 (65%) had moderately used social media, 12 (20%) had severely used social media whereas 9(15%) had mildly used social media. This study highlights the significant relationship between social media use and aggression among adults in selected colleges in Bangalore. The findings indicate that increased exposure to aggressive content and interactions on social media platforms can contribute to heightened aggressive behaviors in individuals. Furthermore, factors such as frequency of use, type of interactions, and demographic variables play crucial roles in moderating this impact.

Keywords: Use of social media, Aggression and Teenagers.

1. INTRODUCTION

Background

Social media has become an integral part of everyone's daily lives. In an era of digital technology where one can get connected to any part of the world just in few seconds/minutes using any social media network, there is hardly any aspect of the lives of young people that social media has not saturated. Social media is a tool that is becoming quite popular these days because of its user-friendly features. It includes platforms like face book, Instagram, twitter. Billions of people around the world use social media to share information and make connections.

Adults are considered as the major potential human resource of any nation. Adults in India are in transition phase and they are being affected by the modern social and economic forces. The future of a country depends upon adults and therefore, they need right direction and opportunities for development in order to get the productive results.

Copyright © 2024 The Author(s): This is an open-access article distributed under the terms of the Creative Commons Attribution **4.0 International License (CC BY-NC 4.0)** which permits unrestricted use, distribution, and reproduction in any medium for non-commercial use provided the original author and source are credited.

CITATION: Sunny Jerome, Nithyapriya, R, Dency Dennis, Lavanya, B, Vasanth Malagi, Devi Nanajappan (2024). Impact of Social Media on Aggression among Adults in Selected Colleges of Bangalore, Karnataka. *South Asian Res J Nurs Health Care*, 6(5): 68-74. 68

Need for the Study

Aggressive behaviors are those behaviors that are intended to harm another person who does not wish to be harmed. Thus hitting, kicking, pinching, stabbing and shooting are types of physical aggression (Anderson, 2016). Encyclopedia of children's health explains aggressive behavior as reactionary and impulsive behavior that often results in breaking household rules or the law. Aggressive behavior is violent and unpredictable.

The co-occurrence of self-harm and aggression, and the link between these two behaviors, has consistently been shown in adolescent samples. O'Donnell *et al.*, (2015) systematic review of 23 studies found that the prevalence of aggression in those who had self-harmed exceeded 20% in most studies, with the highest reported prevalence rate being 74%. Moreover, in 23 studies that examined the association between harmful behavior, most reported a significant positive correlation between self-harm and aggression ($r = 0.12-0.62$).

A cross sectional study conducted on aggression among school adolescents conducted in Raipur, Chhattisgarh by Tripathi N (2019) shows that males were more aggressive than females though observed differences were statistically insignificant ($p=0.068$).

According to NCRB data for 2011, relationship between aggression and crime is shown as 64% of all juvenile criminals are in the age group of 16-18. The states of Madhya Pradesh (19.9%), Maharashtra (19%), Chhattisgarh (8.7%), Andhra Pradesh (7.3%), Rajasthan (7.3%) and Gujarat (6.4%) have reported high incidence of juvenile crimes under IPC.

Review of Literature

According to Dr. Jerry Halverson mood swings, withdrawing from loved ones, spending more time than normal on electronic devices are the socialization behaviour of adult. As adult grow older, more compromise is reached between parents and adults (Smetana, 2011). Adult report more conflict with their mothers, as many mothers believe they should still have 21 some control over many of these areas, yet often report their mothers to be more encouraging and supportive (Costigan, 2007). Parents are more controlling of daughters, especially early maturing girls, than they are sons (Caspi, 1993). Research on attachment in adult finds that adult who are still securely attached to their parents have less emotional problems (Rawat L *et al.*, 2015), are less likely to engage in drug abuse and other criminal behaviours (Meeus, 2004), and have more positive peer relationships (Shomaker & Furman, 2009). Peers may strongly determine preference in the way of dressing, speaking, using illicit substances, sexual behaviour, adopting and accepting violence, adopting criminal and anti-social behaviours, and in many other areas of the adults life (Walker & Bean, 2009; Tomé, 2008). Archana T (2020) conducted a study to evaluate the impact of social media use on adults. A total of 40 samples were chosen as a sample by convenient sampling from smt Nagarathnamma College of nursing, soldevanahalli, banglore. More number of adults 92(92%) using social media only for 1-2hours, whereas 6(6%) of them were using for 3-4hours and 2(2%) were using for 4 hours and above. The result identified that out of 40 adults 16% were mild users, 59% were moderate and 25% were severe users of social media. Darshan BM (2014) conducted a research study on adults and social media in banglore city among 40 students studying in different colleges among adults aged 19-23. The primary objectives of the present study were to assess overall impact of social media on adults. In the findings of using more than one SNS by the adult the response was face book 100%, Twitter 56%, google+ 61%, Orkut 40% others 16%. 99% of the adult use these sites for new friends both male and female. 36% adults use for studying. 65% of adult with more than 200 and more friends on Facebook and say that they visit social networking sites several times a day compared with 27% of adult with 100 or fewer Facebook friends. 94% of the adult say they trust information provided.

Problem Statement

A study to evaluate the impact of social media on aggression among adults in selected colleges of Bangalore, Karnataka.”

Objectives of the Study

1. To assess the use of social media among adults.
2. To assess the level of aggression among adults.
3. To evaluate the impact of social media on aggression among adults.
4. To develop a need based informative module on “social media and its impact” for adults.

Hypotheses

- H₁: There is significant impact of social media on aggression among adults.
H₂: There is significant association between social media and socio demographic variables among adults.
H₃: There is significant association between aggression and socio demographic variables among adults.

2. METHODS AND MATERIALS

Design

The research design is the backbone or the structure of the study. It provides framework that supports together. Hungler BP stated that research design incorporates the most important methodological decision that researcher makes in conducting a research study. The research design helps the researcher in selection of the subjects for observation and determines the types of analysis to use a to interpret the data. In this study non-experimental research design was used to evaluate the impact of social media on aggression among adults in selected colleges of Bangalore, Karnataka.”

Setting and Participants:

The present study will be conducted in Smt. Nagarathamma College of Nursing, Bangalore. The number of participants in the study were 60 adult students. In this study non-experimental research design was used to evaluate the impact of social media on aggression among adults in selected colleges of Bangalore, Karnataka.”

Sampling Technique: The sampling technique used was judgmental sampling.

Sampling Criteria

Inclusion Criteria

The study includes adult students;

- Willing to participate.
- Able to access smartphones.

Exclusion Criteria: The study excludes the adult students who,

- Not regular in class.
- Not willing to participate.
- Have psychopathological problems like ADHD, Conduct disorder, Autism, behavioural disorder.
- Under substance abuse.

Data Collection Process/Procedure

Collected data were planned to be analyzed by using descriptive statistics. The data will be planned to be presented in the form of Graph and Tables.

Instruments: Modified Buss Perry Aggression Questionnaire (3-Point Rating Scale).

Development of Tool:

Tool was selected after extensive literature review from the various text book, internet search, guidance and discussion with experts in the field of nursing and psychiatry. A structured questionnaire was used to collect data from the adults in selected colleges of Bangalore, Karnataka.”

The tools used in the study are: -

Section A: Socio Demographic Variables.

Section B: Modified Buss Perry Aggression Questionnaire (3-Point Rating Scale) to assess aggression among adults, consist of 29 items. It is further divided into 4 parts which are as follows. Physical Aggression, Verbal Aggression, Anger, Hostility.

Criteria Measures: The total score will be 58 points, categorized as follows:

- 0-14 (No aggression).
- 15-30 (Moderate aggression).
- 31-58 (Severe aggression).

Section C: Self - Structured Questionnaire to Assess the Impact of social media Among adults (3-Point Rating Scale) consist of total 30 items which is further divided into 5 parts. Daily life disturbances, Positive Anticipation, Overuse, Withdrawal, Tolerance.

Criteria Measures:

The total score will be 60, categorized as:

- 0-13 (mild impact)
- 14-34 (moderate impact).
- 35- 60 (severe impact).

Plan for Data Analysis

- Collected data were planned to be analyzed by using descriptive statistics. The data will be planned to be presented in the form of Graph and Tables. The analysis was made on the basis of objectives and the hypotheses. The data analysis was planned which included descriptive and inferential statistical. The following plan was developed for data analysis on the basis of the opinion of experts:
- Organizing data in a master sheet.
- Frequency and percentage analysis to describe the demographic characteristic of the students. Descriptive analysis such as mean, range, standard deviation and coefficient variance will be used in study to assess the correlation between impact of social media and aggression.
- The Chi-square analysis used to determine the association between socio demographic variable and aggression. Karl Pearson’s correlation analysis to find correlation between impact of social media and aggression.
- Findings will be documented in tables and diagrams.

Table 1.1: Area Wise Analysis of Domains of Aggression among Adults

Domains Of Aggression	Max Score	Mean	Mean Score %	SD	CV
Physical aggression	18	5.56	30.86	3.02	54.31
Verbal aggression	10	4.6	46	1.56	33.91
Anger	14	5.5	39.28	2.91	52.90
Hostility	16	6.98	18.81	3.01	43.12

Table 1.2: Over All Analysis of Aggression among Adults

Level of Aggression	Range of score	Frequency (n)	Percentage (%)
No aggression	0-14	10	16.66
Moderate aggression	15-30	40	66.66
Severe aggression	31-58	10	16.66
Total		60	100

Table 1.3: Area Wise Analysis on Assessment Areas of Social Media Usage among Adults

Assessment areas of social media usage	Max Score	Mean	Mean Score %	SD	CV
Daily life disturbances	10	3.58	35.8	2.00	55.86
Positive anticipation	16	7.61	47.56	2.78	36.53
Overuse	16	6.71	41.93	3.49	52.01
Withdrawal	10	2.65	26.5	2.40	90.56
Tolerance	8	3.3	41.25	2.23	67.57

Table 1.4: Overall Analysis on Use of Social Media among Adults

Level of social media usage	Range of score	Frequency (n)	Percentage (%)
Mild user	0-13	9	15
Moderate user	14-34	39	65
Severe user	35-60	12	20
Total		60	100

Table 1.5: Analysis to find out the impact of social media on aggression among adults; N=60

Variables	Mean	Sd	Karl Pearson coefficient of correlation
Aggression	22.2	7.90	“r” = +0.62
Social media usage	23.86	10.72	

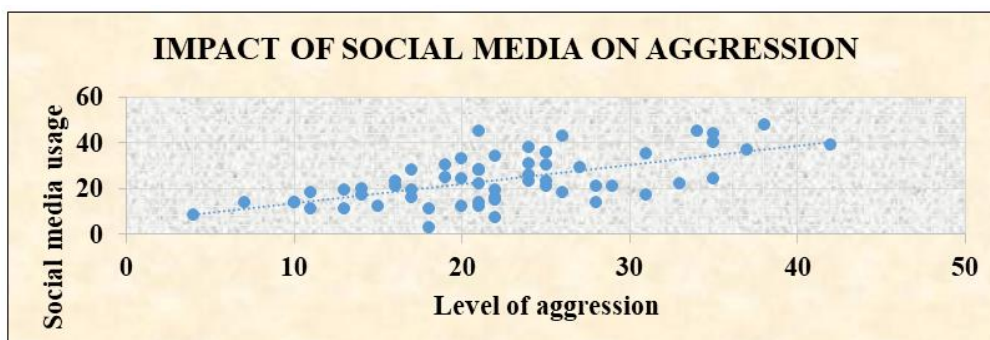


Table 1.5 illustrate correlation between the study variables. As the present study aimed to find out the impact of social media on aggression. Correlation between the two variables was calculated to find out the significance in the relation and r was found to be +0.62. Hence, moderate positive correlation ($0 < r < 1$) between aggression ($\bar{X} \pm SD$ 22.2 \pm 7.9) and impact of social media ($\bar{X} \pm SD$ 23.86 \pm 10.72) is identified that means as impact of social media increases, aggression also increases among the adults. Therefore H_1 i.e., there is significant impact of social media on aggression among adults is accepted.

Table 1.6: Analysis to Find Out Association between Aggression and Selected Socio Demographic Variables

Demographic variables	Chi- square value	Df	Value at p=0.05	Inference
Age in years	0.781	2	5.99	Not significant
Placement in college	1.01	2	5.99	Not significant
Gender	1.8	2	5.99	Not significant
Father's educational qualification	8.68	6	12.59	Not significant
Mother's educational qualification	2.94	8	15.51	Not significant
Family monthly income	8.06	4	9.49	Not significant
Parent child relationship	4.23	2	5.99	Not significant
Network Exposure	5.99	4	9.49	Not significant
Type of parenting	12	4	9.49	Significant
Smart phone	1.32	4	9.49	Not significant
Time spent on Social media	9.15	6	12.59	Not significant

Table 1.6 reveals that there is significant association of the study variable aggression with type of parenting as chi square value calculated (12) is greater than the table value (9.49) at 0.05 level of significance. Hence, H_2 i.e., there is significant association between social media and selected socio demographic variables among adults is accepted in regards to type of parenting.

Table 1.7: Analysis to Find Out Association between Use of Social Media and Selected Socio Demographic Variables

Demographic Variables	Chi- square value	Df	Value at p=0.05	Inference
Age in years	8.42	2	5.99	Significant
Placement in college	1.09	2	5.99	Not significant
Gender	0.73	2	5.99	Not significant
Father's educational qualification	4.28	6	12.59	Not significant
Mother's educational qualification	10.57	8	15.51	Not significant
Monthly income	2.51	4	9.49	Not significant
Parent child relationship	2.31	2	5.99	Not significant
Device used for network exposure	5.01	4	9.49	Not significant
Type of parenting	10.07	4	9.49	Significant
Accessibility of smart phone	2.72	4	9.49	Not significant
Time spent	3.12	6	12.59	Not significant

Table 1.7 reveals that there was significant association of the study variable social media usage with age in years as chi square value calculated (8.42) was greater than (5.99) at 0.05 level of significance and type of parenting as chi square value calculated (10.07) was greater than the table value (9.49) at 0.05 level of significance. Hence, H_3 i.e., there is association between use of social media and selected socio demographic variables is accepted in regards to age in years and type of parenting.

3. RESULTS AND DISCUSSION

As the present study aimed to find out the impact of social media on aggression. Correlation between the two variables was calculated to find out the significance in the relation and r was found to be +0.62. Hence, moderate positive correlation ($0 > r < 1$) between aggression ($\bar{X} \pm SD$ 22.2 \pm 7.9) and impact of social media ($\bar{X} \pm SD$ 23.86 \pm 10.72) is identified that means as impact of social media increases, aggression also increases among the adults. There is significant association of the study variable aggression with type of parenting as chi square value calculated (12) is greater than the table value (9.49) at 0.05 level of significance. There was significant association of the study variable social media usage with age in years as chi square value calculated (8.42) was greater than (5.99) at 0.05 level of significance and type of parenting as chi square value calculated (10.07) was greater than the table value (9.49) at 0.05 level of significance.

- In the present study, socio demographic details of 60 adults who met the inclusion criteria were done using percentage analysis. The findings regarding age (table 4.1) depict that among 60 adults selected for study, 80% ($n=48$) belongs to 18-20 year of age, whereas remaining 20% ($n=12$) were between 20-22 years of age.

- The findings regarding placement in college (table 4.2) indicates that majority of students participated in the present study i.e., 40 (66.66%) from 1st year, 20 (33.33%) from 2nd year
- The findings regarding gender (table 4.3) show that in the present study, 55% (n=33) participants are males and remaining 45% (n=27) participants are females.
- With respect to a college situated in a rural area, analysis of student's father's educational qualification (table 4.4) elicits that majority of participant's fathers i.e., 39 (65%) were graduates, 10 (16.66%) had higher secondary school education, 7(11.66%) had high school education, 4(6.66%) had primary education.
- With respect to mother's educational qualification (table 4.5) elicits that majority of mothers i.e., 42 (70%) were graduates, 12(20%) had higher secondary school education, 3(5%) had high school education, 2 (3.33%) had primary education and 1 (1.66%) was illiterate.
- The findings regarding family income (table 4.6) depicts that among the subjects for the present study, majority of their family income is more than Rs. 25,000 i.e., 63.33% (n=38), 28.33% (n=17) have family income of rs.15000-25000 and 8.33% (n=5) have family income of <Rs.15,000.
- The findings regarding parent child relationship (table 4.7) depicts that majority of parents i.e., 44(73.33%) shows respect for subject's opinion and allows to be different and 16 (26.66%) parents are rigid with their rules for the subject.
- The findings regarding type of parenting (table 4.8) indicates majorly that both parents (father and mother) are involved in the birth and upbringing of the child in 93.33% (n=56) of cases, among the rest, half 3.33% (n=2) does not have a spouse/ partner to assist in upbringing of child and for 3.33 % (n=2) both parents continue to jointly participate in children's upbringing and activities.
- The findings regarding device used for network exposure (table 4.9) depicts that 43%(n=26) are exposed to WhatsApp, 29% (n=18) are using Instagram, 18% (n=11) used other mediums like snap chat whereas only 10% (n=6) are exposed to face book.
- The findings regarding accessibility of smart phones (table 4.10) depicts that for 45% (n=27) of study participants, smart phones were very often accessible, whereas for 43.33% (n=26) smart phones were always accessible whereas for 11.66% (n=7) it was occasionally accessible.
- As per time spent in social media finding reveals that (table 4.11) shows that majority of students i.e., 55%(n=33) spent 1-2 hours in social media, 31.66% (n= 19) spent less than 1 hour in social media, 10% (n=6) spent 3-4 hour in social media and 3.33% (n=2) spent more than 5 hours in social media.

4. CONCLUSION

This study aimed to evaluate the impact of social media on aggression among adults in selected colleges of Bangalore, Karnataka. The findings indicate a notable correlation between social media usage and aggressive behaviors in this demographic. Participants who engaged more frequently with social media platforms reported higher levels of aggression, highlighting the potential influence of online interactions on real-world behavior.

The research underscores the complexity of social media's role in shaping attitudes and behaviors. While social media can foster connections and provide support, it also has the potential to exacerbate feelings of frustration and hostility. These insights are critical for educators, policymakers, and mental health professionals, as they underscore the need for proactive measures to mitigate the negative effects of social media.

In light of these findings, it is essential to promote digital literacy and self-regulation among students, encouraging them to reflect on their online interactions. Additionally, further research is necessary to explore the nuances of this relationship, including demographic differences and the long-term effects of social media on aggression.

ACKNOWLEDGEMENTS

I sincerely gratitude towards our beloved Principal, Prof. Devi Nanajappan, Smt. Nagarathamma College of Nursing, Librarian and to all the individuals who gave a significant contribution to this project.

Declaration:

Author Contribution:

Mr. Sunny Jerome: Conceptualization of the study, formulation of report, and information.

Mrs. Nithyapriya R: Data collection, and administration of the knowledge regarding assessment & care.

Mr. Sunny Jerome: Writing of the manuscript draft, literature review, and manuscript editing.

Ms. Dency Dennis: Final review of the manuscript, approval of the final version for submission, and supervision of the overall project.

Funding Statement: This research received no specific grant from any funding agency in the public, commercial, or not-for-profit sectors.

Competing Interest: No evidence of any conflict towards to this project.

Ethical Clearance: The study was approved by the Institutional Ethics Committee.

REFERENCES

- Altschuler, D., Strangler, G., Berkley, K., & Burton, L. (2009). Supporting Youth in Transition to Adulthood: Lessons Learned from Child Welfare and Juvenile Justice. Center for Juvenile Justice Reform.
- Akashdeep, B., Vinay, A., & Sam, G. (2017). Impact of Social Networking on Indian Youth – A Survey. *L.J. of Electronics and Information Engineering*, 7(1), 41-51. DOI: 10.6636/IJEIE.201709.7(1).05
- Anderson, C. A., & Bushman, B. J. (2002). The effects of media violence on society. *Science*, 295, 2377-2378.
- Anderson, C. A., & Huesmann, L. R. (2003). Human aggression: a social-cognitive view. In: Hogg, M. A., Cooper, J. (Eds.), *Handbook of Social Psychology*. Sage Publication, London, pp. 296–323.
- Brad, J. L., & Rowell, H. (2006). Short-term and Long-term Effects of Violent Media on Aggression in Children and Adults. *Arch Pediatrics Adolescent Med*, 160(4), 348-352.
- Bushman, B. J., & Huesmann, L. R. (2006). Short term and long-term effects of violent media on aggression in children and adults. *Archives of Paediatrics & Adolescent Medicine*, 160(4), 348- 352.
- Connor, D. F., Steingard, R. J., Anderson, J. J., & Melloni, R. H. (2003). Gender Differences in Reactive and Proactive Aggression. *Child Psychiatry and Human Development*, 33, 279- 294.
- Crick, N. R., & Grotpeter, J. K. (1995). Relational aggression, gender, and social-psychological adjustment. *Child Development*, 66(3), 710–722.
- Crook, T., Raskin, A., & Eliot, J. (1981). Parent Child Relationships and Adult Depression. *Child Development*, 52(3), 950-957.
- Wilson, L. (2015). Social Media Addiction. *Computer In World*. 87-97.