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Online class 348

Week 11

The Effects of Social Media on People

Social media is an interactive computer technology that enables the sharing of information, creation of information and creation of business opportunities. A large number of people use social media for sharing information. Since it is used by many people it has both negative and positive effects on the people using it. Social media can be accessed by people through desktops, laptops, televisions and mobile devices (Maulik, et al., 2010). These devices make people interact easily through the creation of the individuals, communities, organizations, and groups of people where they share different information, discuss and participate. Most frequent communication of people especially relatives, friends is through social media platforms such as what's up, messages, Facebook and Skype. It will take place in Westchester county.

The research on the effects of social media on people's topic has been inconsistent as some studies only research the negative effects of social media on people which is inadequate research while other studies major their research on the positive effects of social media on the people. All these studies do not take adequate measures of research by reporting casualties of negative effects of social media and they have employed a cross-sectional study design which has limited their ability to investigate the casualties and ability to investigate the affected people's previous life and changes that have occurred in their lives because of the social media. Most of the studies use summary measures in analyzing the effects of social media on people. A study between 2004 and 2005 about the effects of social media on the people was established by participants that 30% of 1070 individuals were not interviewed meaning the research study was not adequately researched. This study did not capture all aspects of the effect of social media on people and focused on the negative effects of social media, a mere 40% of the participants had mental issues because of social media (Maulik, et al., 2010).

This research study hypothesizes that the effects of social media on people are both positive and negative. From Maulik, et al., (2010), many people benefit from social

media such as businessmen and women who use it for marketing and selling their products and also it enables people to communicate easily across the world making the world a smaller place. While there are those people who get affected by social media usage, through cyberbullying, cybercrime and immoral content that can affect the person's behavior. It also hypothesizes how people are affected and the results of the effects of social media on affected people.

Method

Participants

The study will be contacted across three cities in the United States in six months. The participants will be volunteers across the three cities in the United States. The volunteers will be taken from different groups in the cities; the groups will be from churches, universities, high schools and local businessmen and women across the streets. The estimated number of volunteers in both cities is 300 people whose age is 14 years and above and they must have a smartphone, computer or desktop that can access the internet and have experience of social media platforms. 100 participants who volunteered will be taken from each city for the research study. The participants will be compensated with twenty dollars each as a way of appreciation for cooperation during the research study.

Design

The questionnaire will be given to each participant to answer separately, with questions about the usage of social media and the effects either positive or negative. It will be the primary measure of the effects of social media on people. The questionnaire will have a section of either yes or no for the participants to respond if social media affects him positively or negatively and a section to explain the effects. There will be an interview with all the participants separately for each participant to explain how he or she is affected and the consequences of the effects of social media (Maulik, et al., 2010). They will be interviewed on how often they use their phones to communicate with other people through social media daily and it will be grouped in three, 0-2 contacts, 2-6 and >6 and above contacts per day. The experimental design was used because it is the best that can be used to get personal information on people that are required by the research study.

Measures

The volunteers will be interviewed before they are taken for the research study to find out if they are eligible to become participants. They will be asked questions about some of the social platforms, to make sure they have interacted with social media either in the past through their mobile devices. They will be asked to show their mobile devices and they must be in one of the frequently used social media such as what's up to Facebook Instagram and others. The age of the participants will be identified through the interview to be able to group the participants from 14-20 years from 21 to 45 years and 45 to 60 years. These will help to group the affected people by social media in ages to find out which age is the most affected.

Procedure

The participants will be told to gather in one of the schools in every city where they will be given questionnaires to answer in well-spaced classes to avoid sharing of the content. Questionnaires will be collected upon completion of the questions by each participant. The participants will rest for 1 hour and then the interviews will begin. The participants will be interviewed privately and their responses will be noted and the participants that would have responded they have negative effects of social media will be separated from the participants who have positive effects of social media (Maulik, et al., 2010). Then data will be analyzed as to the objective of the research study.

References

- Maulik, P. K., Eaton, W. W., & Bradshaw, C. P. (2010). The effect of social networks and social support on common mental disorders following specific life events. *Acta Psychiatrica Scandinavica*, 122(2), 118-128.