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BEHAVIOURAL CONSEQUENCES OF FACEBOOK USAGE AMONGST GENERATION Y OF MUMBAI CITY**DR. ANKUSH SHARMA****HEAD****MMS DEPARTMENT****VIDYALANKAR INSTITUTE OF TECHNOLOGY****VIDYALANKAR CAMPUS****MUMBAI****KRATIKA SHRIVASTAVA****RESEARCH SCHOLAR****INSTITUTE OF MANAGEMENT STUDIES****DEVI AHILYA VISHWAVIDYALAYA****INDORE****ABSTRACT**

This study investigates subtle impact of using facebook on social behaviour of generation Y of Mumbai City. Currently, there are 51201580 Facebook users in the India, which makes it at 3rd position in the ranking of all facebook statistics by Country. It grew by more than 7703600 in the last 6 months. According to India Facebook demographics the largest age group is currently 18 - 24 with total of 24 064 743 users, followed by the users in the age of 25 - 34. This growing popularity of facebook has driven the interests of researchers to study its impact on social behaviour of this segment. This study investigates cause & effects of various kinds of psychological changes after prolonged use of facebook which results in behavioural changes amongst youngsters of Mumbai city. This research incorporates both qualitative & quantitative techniques for precise analysis of data. Survey method was carried out for the Quantitative research whereas Focus group interview was used for the Qualitative research.

KEYWORDS

Generation Y, pshycological changes ,social behaviour.

INTRODUCTION

Facebook is a social networking website intended to connect friends, family, and business associates. Facebook creates a virtual world where one can get connected to others on real time basis. The zeal of the people for this "real time" feature has made facebook even more popular. There are various kind of behavioural and psychological changes happening in the facebook users due to its regular usage. Facebook has affected the social life and activity of people in various ways. And its availability and easy accessibility has made it even more addictive for the people who want to get connected to their family and friends on a real time basis.

LITERATURE REVIEW

Facebook, enables its users to present themselves in an online profile, accumulate "friends" who can post comments on each other's pages, and view each other's profiles. Facebook members can also join virtual groups based on common interests, see what classes they have in common, and learn each others' hobbies, interests, musical tastes, and romantic relationship status through the profiles. The original incarnation of Facebook was similar to the wired Toronto neighbourhood studied by Hampton and Wellman (e.g., Hampton, 2002; Hampton & Wellman, 2003), who suggest that information technology may enhance place-based community and facilitate the generation of social capital. The social network platform Facebook was not only larger in terms of population than most of the world's nations, by early 2010 it was second only to the search engine Google in number of daily hits, and users spent much more time on it. Generation Y (those born in 1976 and up to 1999) is now using Facebook extensively. In February 2010, while Google got 154 million people for an hour, according to A.C. Nielsen research, 118 million people spent 6.5 hours each on Facebook (Arlington, 2010), making Facebook a much "stickier" (i.e., where people spent the most time) site than Google. This research aims at studying cause & effects of all those psychological changes which happens during and due to it usage of facebook amongst its young users at Mumbai city. Psychology is the key to understand the implications of technology and Facebook now a days changing people's psychology. The fact is that hundreds of millions of individuals use Facebook as a part-time activity. And, the advance of technology in the form of everywhere and every-time connectivity has further facilitated its use and this makes this study even more important.

Facebook's impact on society goes far beyond meeting new friends and sharing music videos. The social impact facebook has made in society can clearly be seen in almost every major social group in the world. In coffee shops college students sit on their laptops and surf facebook between classes, during work people post status updates so their friends know when they'll be off, and hate groups continue to spread bigotry through the electronic community.

While the network does offer opportunities for meaningful social interactions and self-esteem boosts, it also opens a Pandora's Box of options for spying, stalking and other insecurity- and jealousy-driven actions between lovers.

According to neuroscientists social network sites risk infantilizing the mid-21st century mind, leaving it characterized by short attention spans, sensationalism, inability to empathize and a shaky sense of identity. Social networking sites can provide a "constant reassurance – that you are listened to, recognized, and important". This was coupled with a distancing from the stress of face-to-face, real-life conversation, which was "far more perilous, with no opportunity to think up clever or witty responses".¹ Researchers have found that humans consistently overestimate how much fun others are having and underestimate their unhappiness. And where better is that mirrored than on Facebook. Some people are hungry for admiration. They post their family trips' photographs, their celebration etc. only in order to get attention. And when they don't get the attention they get restless. However there is a set of people who only post you tube videos and wish their friends on their birthday. Study says "The more time users spent clicking through joyful announcements and photos depicting happy events, the worse they felt about their own lives."²

Previous researches shows that people consistently underestimate how often other people have negative emotions, while overestimating how often they have positive ones, it's not surprising, given that when things aren't going well, people try to keep their negative thoughts inside — no one wants to be a downer. That's why, for instance, people's Facebook status updates are happy and self-promoting; very few people report on their latest failure. But although we all know that we hide our own negative feelings from others, we don't realize how just how often our friends and families are doing exactly the same thing.³

¹ Patrick Wintour, political editor, guardian.co.uk, 24 February 2009

² Journal Personality and Social Psychiatry Bulletin , march 10th 2011

³ Personality and Social Psychology Bulletin, September 4, 2010

Jealousy among relationships, depression, negative effects due to cyber bullying, depression, anxiety and “virtual empathy” are the psychological impacts of facebook.

Narcissism, a pervasive pattern of grandiosity, need for admiration and an exaggerated sense of self-importance is condensing as a major implication of using facebook. It’s a controversial statement that “facebook causes Narcissism” but according to a survey conducted by a researcher at York University in Toronto, Canada the results showed "significant positive correlations between narcissism and self-promotional content in the following areas: Main Photo, View Photos , Status Updates and Notes."

People who scored higher on the study's narcissism test also spent more time on Facebook and checked it more times each day than their less narcissistic counterparts.

RESEARCH OBJECTIVE

This research aims at studying behavioural changes due to facebook usage. The target group is generation Y of Mumbai city (India). This research is focused on following main objective:

1. Facebook & problems in an adult relationship.
2. Reasons behind using facebook on a regular basis.
3. Attitude of generation Y of Mumbai city towards this social networking site.

RESEARCH METHODOLOGY

This is an exploratory research which incorporates survey technique as quantitative analysis & focus group interviews for quantitative analysis to study the behavioural consequences of using facebook amongst generation Y of Mumbai City.

SAMPLE

For survey total 103 respondents amongst generation Y were selected on the basis of stratified random sampling. For Focus group interviews 10 people (7 Males & 3 Females) with the age group between 18-28 of different areas were selected to participate in a group discussion.

MEMBERS PROFILE OF FOCUS GROUP INTERVIEWEES

Males:

- FB1:Management student in a relationship and a facebook user since 2007.
- FB2:Management student and facebook user since 2006 and in a virtual relationship with a girl (a facebook user overseas)
- FB3:Management student and facebook user since 2008 and is single
- FB4:Working professional and a facebook user since 2007 and in a relationship
- FB5:Working professional in a relationship and a fake facebook user since 2010.
- FB6:Working professional and a facebook user since 2009 and in a relationship
- FB7:A management student in a relationship and a facebook user having one fake account of opposite sex.

Females:

- FB 8:A management student in a relationship and facebook user since 2007
- FB9:A single working professional and a facebook user since 2009.
- FB10:An engineering student in a relationship and facebook student since 2008.

Sample Coding: The members are given code to identify they point they raise, from FB10 to FB10

DATA COLLECTION

The primary data for the research was collected by a questionnaire. A total of 10 questions were formulated into one single questionnaire to analyse the objective of the case. Since the target group which was selected was from generation Y it was made sure that the questions are suitable for them as well as satisfy the demand of the research topic. The individual responses were kept confidential in order to encourage openness and disclosure. General instructions at the top of the instrument and specific instructions were given at the beginning of the questions.

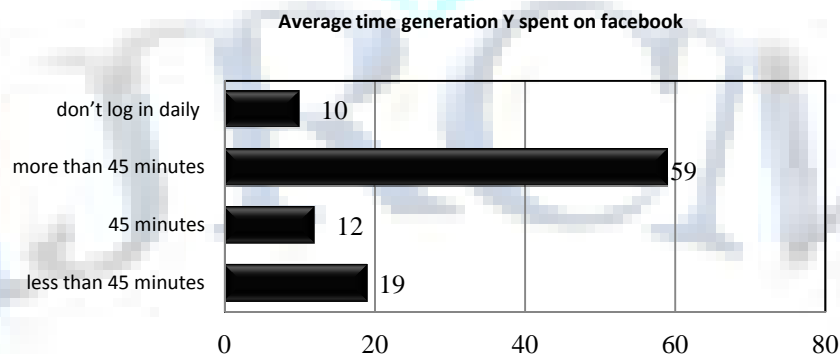
Other than this Qualitative research was also carried out with the help of Focus group interview in which a focus group of 10 people from generation Y were made to participate in a Group discussion where they were made aware of the topic and the instructor gave them the directions for Group Discussion. This Group Discussion was conducted for 15 minutes where the views of participants were recorded in a recorder and the main highlights were noted down.

DATA ANALYSIS

The questionnaire was pre -tested using responses from 20 people (to ensure questionnaire readability) and then data was collected from (103) respondents using a structured questionnaire. The questionnaire contained questions relating to respondents' feedback towards the topic. The instrument was tested for appropriate words, sequence of sentences and ease of response format.

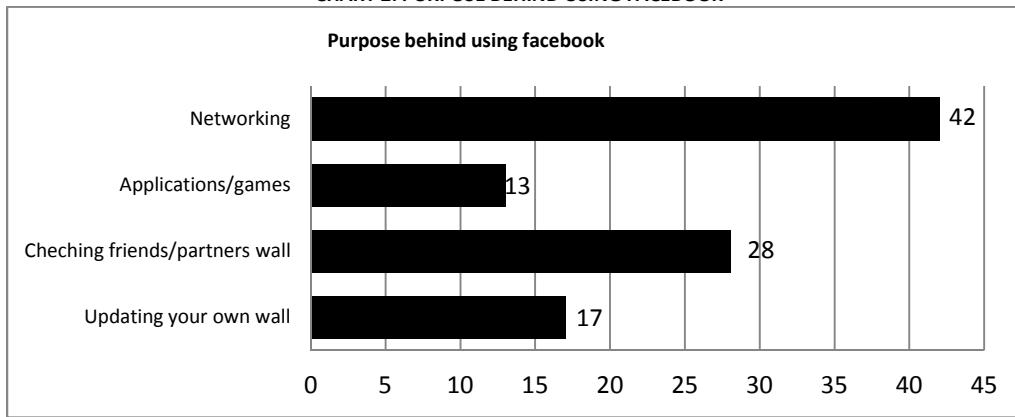
The findings of the research are as follows:

CHART 1: AVERAGE TIME GENERATION Y SPENT ON FACEBOOK



Out of the 103 people surveyed 59% spend more than 45 minutes on facebook daily. This means that a major group is addicted to facebook for a time span which is enough for mental involvement making psychological changes.

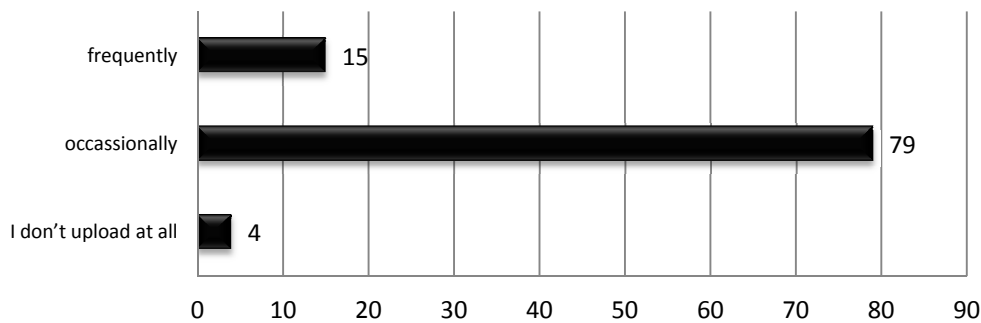
CHART 2: PURPOSE BEHIND USING FACEBOOK



42% of the target group uses Facebook as a tool for networking. Approximately one third of the target group uses facebook for checking the walls of friends and their partner which means that life of the other people attracts them and they start finding their own life boring, which causes serious consequences like depression, relationship jealousy etc.

CHART 3: FACT BEHIND SHARING PHOTOGRAPHS AND MAKING THEM LOOK ATTRACTIVE.

Fact behind sharing photographs and making them look attractive.

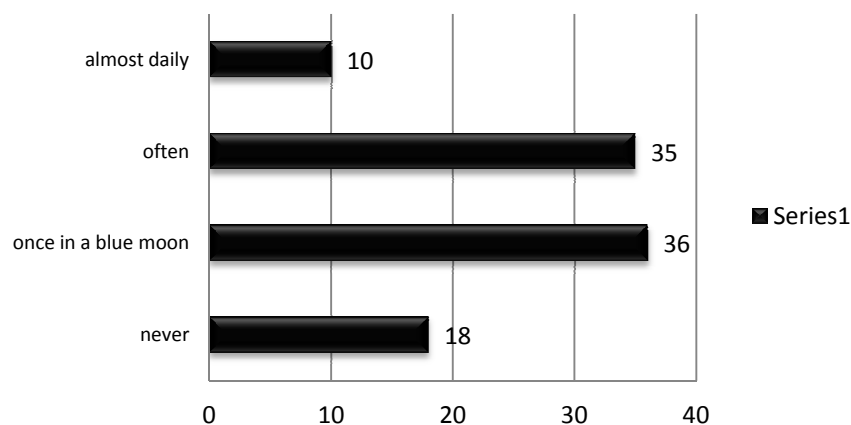


Approximately 81% of the people said that they share photographs occasionally and approximately 15% of them share photographs frequently which implies that people like to showcase the good part of their life on facebook.

And one interesting fact was found that 45% of the people have learnt a photo editing tool in order to make their photographs look more attractive. It means they are using facebook as a medium that can broadcast the shinier part of their life.

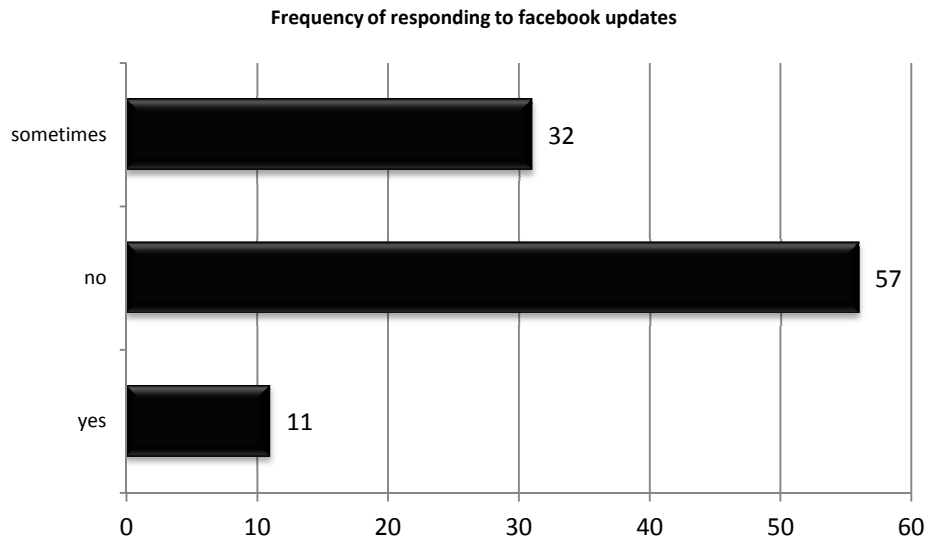
CHART 4: FACEBOOK AND RELATIONSHIPS

Facebook and relationships



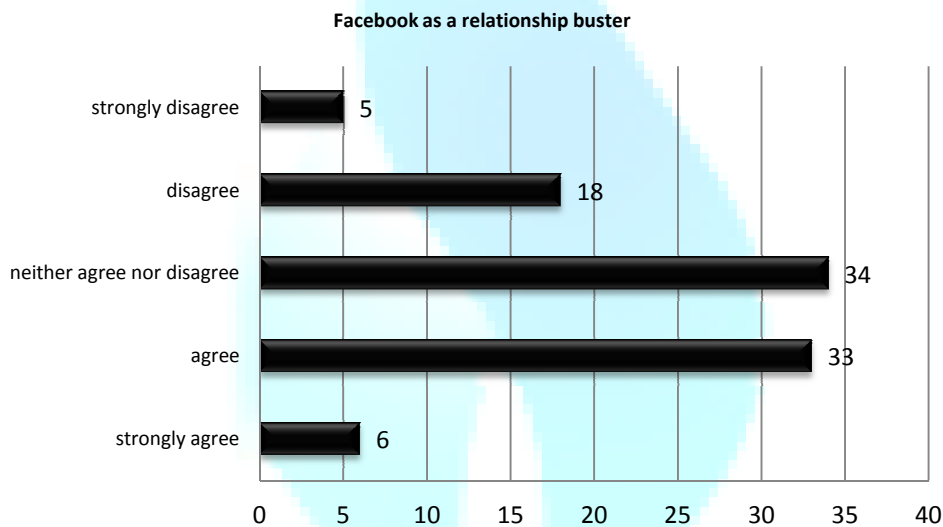
Knowing your partner is good but having the information about him/her in excess may harm a relationship. Spying on the partner's activities on facebook like enquiring about tagged photographs etc, is becoming the reason for disputes. This condition is very critical in west countries according to foreign researchers but when studied in Indian population the situation is not that bad. Still 35% of the people accepted that they visit their partner's facebook on a regular basis.

CHART 5: FREQUENCY OF RESPONDING TO UPDATES OF PEOPLE



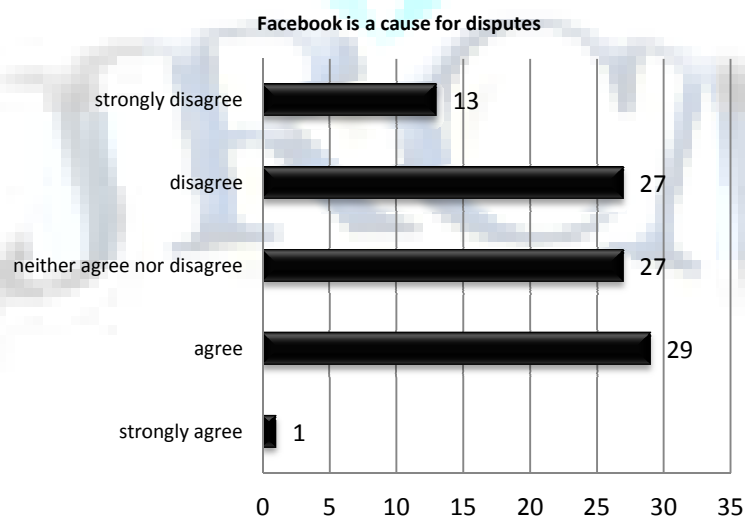
57% of sample said that they don't respond to facebook updates & 32% of sample said that they sometimes respond to the updates & only 11% said that they respond to updates.

CHART 6: FACEBOOK AS A RELATIONSHIP BUSTER



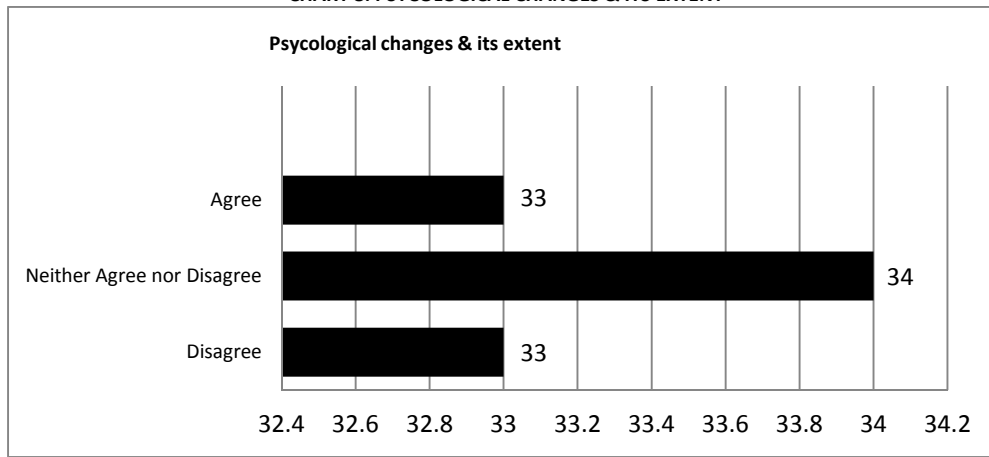
34.4% of the target group believes that Facebook is relationship buster against which approximately 30% of them believe that it causes disputes among friends and partners.

CHART 7: FACEBOOK IS A CAUSE FOR DISPUTES



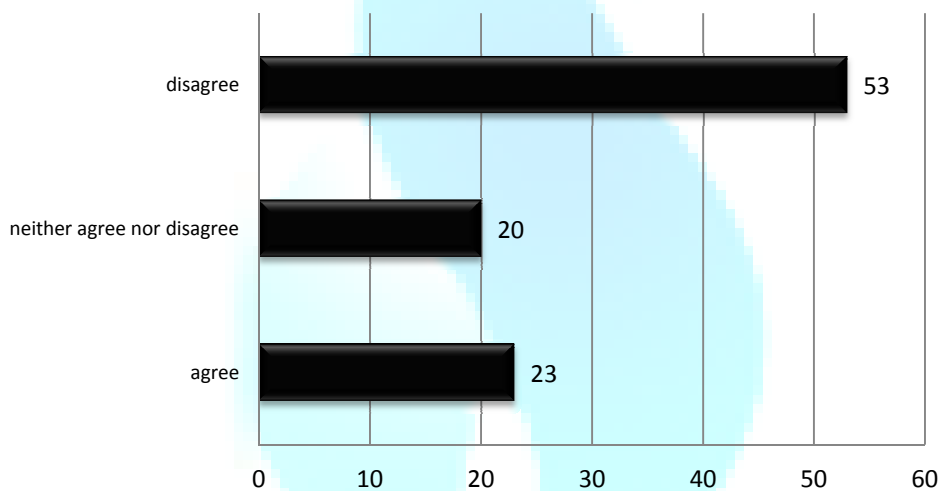
29% people agreed that facebook causes disputes & 27% disagreed that facebook is not a cause of dispute. There were 27% of people who were indecisive on this issue.

CHART 8: PSYCHOLOGICAL CHANGES & ITS EXTENT



Though foreign researchers claim that facebook gives birth to jealousy because on facebook people overestimate other’s happiness and get depressed, when asked from an Indian target group, the results were different. One third of the population disagree to this point against which one third of the population is in support with this statement and remaining neither agree nor disagree to this statement.

CHART 9: FACEBOOK IS A CAUSE OF DETACHMENT FROM REAL LIFE
Facebook is a cause of detachment from real life

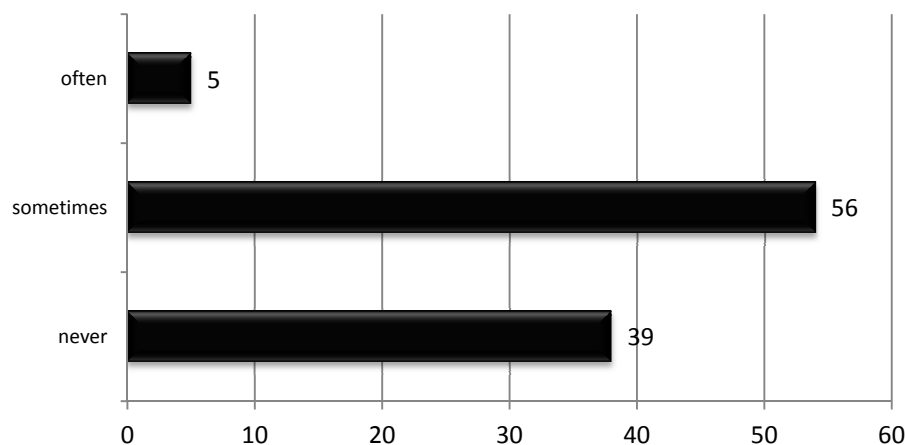


When asked that is facebook detaching you in real life, 55.2% of the population said that they disagree to this point .The reason behind it may be that most of them use facebook for networking and they also agreed to the point that Facebook is a relationship buster. While this result is totally opposite in foreign countries.

About 54% said that sometimes few sudden changes after login into facebook and during the use of facebook occurs.

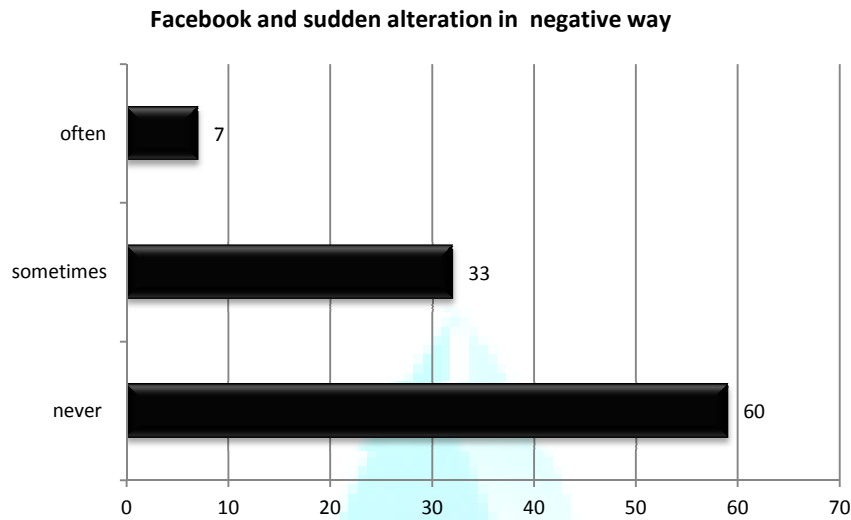
CHART 10: FACEBOOK & ANXIETY

Facebook and anxiety



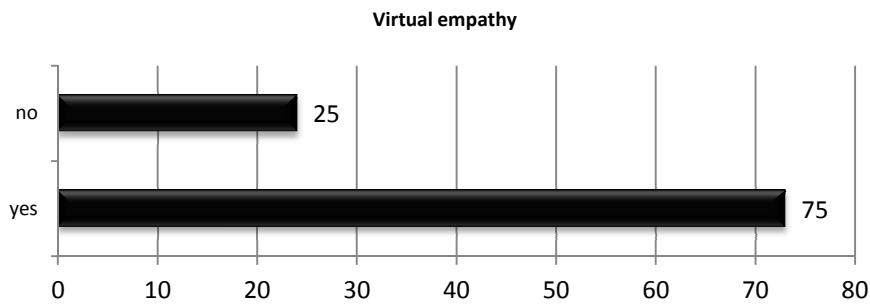
56% of the people say that facebook never makes them feel anxious. Whereas 39% of the people said facebook never makes them feel anxious

CHAT 11: FACEBOOK AND SUDDEN ALTERATION IN NEGATIVE WAY



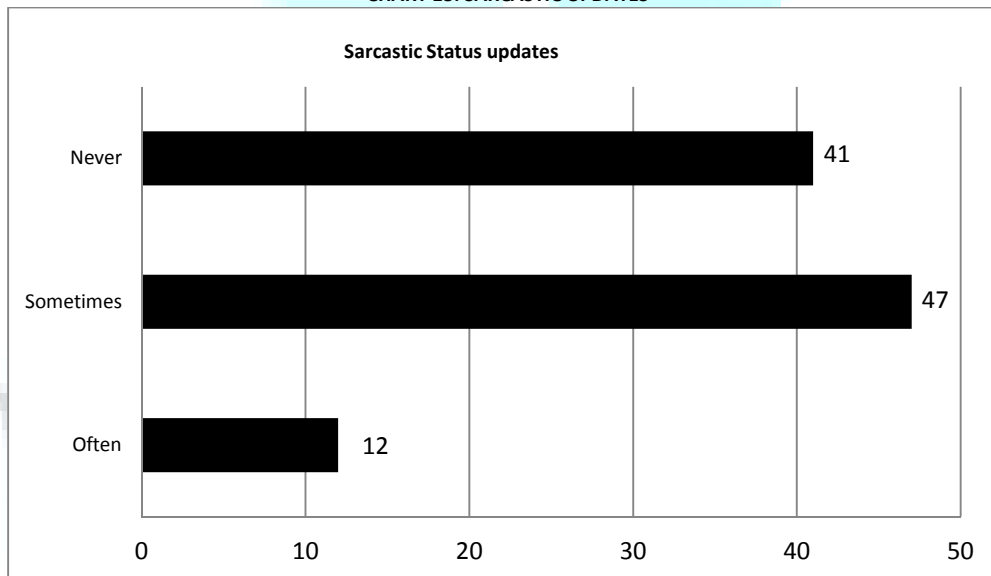
60% says that it never causes sudden mode alteration in a negative way. 33% ie one third of the population said that sometimes facebook turns their mode off.

CHAT 12: VIRTUAL EMPATHY



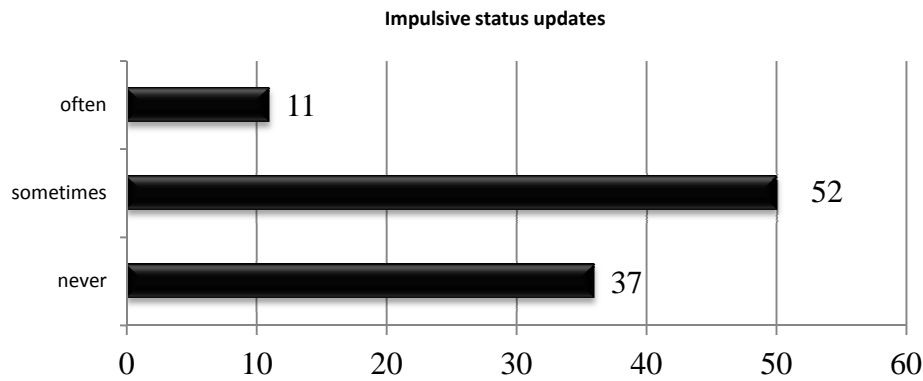
75% of the population feel that on facebook virtual empathy is shown that means people fake that they care about a particular event or person through their comments. This can come out as a big problem as a fake and illusionary world is being created on facebook which could be harmful for growing children.

CHAT 13: SARCASTIC UPDATES



47% of the people sometimes updates their status sarcastically, 41% said that they never updated their status sarcastically and 12% people said that they often used sarcastic status updates.

CHART 14: IMPULSIVE UPDATES



The generation Y of today's world is very impulsive and so is the facebook user base. They don't wait for showing their emotions on facebook whether its positive or negative. There is a major group of the population which accepted that their status updates are impulsive .

FOCUS GROUP INTERVIEW

The focus group was held at an open auditorium. After a brief introduction, the purpose and scope of the discussion were explained. Seven males and three females attended who are active users of facebook. The group was attentive, respectful of one another, and stayed on focus without prompts. The groups consist of diverse nature of people and have different facebook behavioral activity. Before conducting the focus group discussion the group has been assured that the opinion they present will be kept confidential and thus to be confident and honest about the points and thoughts. The members which are purposively selected set of participants gather to discuss issues and concerns related to facebook impacts on their relationships.

According to the objective and the data to be extracted from the group, topics have been given to them. The discussion is structured around the key themes using the probe questions prepared in advance. I have decided to open the forum and emphasized more on open ended questions avoiding questions that yield yes/no answers. The discussion was captured in writing wherein the key elements of the discussion were recorded using a tape recorder.

RESEARCH FINDINGS

QUANTITATIVE RESEARCH

From the quantitative research the findings are as follows:

1. 60% of the population uses facebook for more than 45 minutes on daily basis which clearly shows that facebook is an addiction to them.
2. Most of the people use facebook mainly for networking; however one of them say that they like checking their friends' and partner's wall as well .
3. There's a major group who keeps on uploading photographs and has even learnt tools to make them look more attractive. One third of the population accepts that they update their status out of impulse and thus this says that they cannot resist from expressing their emotions on facebook.
4. 75% of the population accepts that on facebook virtual empathy is shown.
5. One third of the people feel that facebook causes jealousy which later on becomes a reason for stress and depression.
6. Around 34% population thinks that facebook causes disputes. This is because people read comments and then they comment sometimes in sarcastic or in aggressive way. Reading each and every comment before commenting on anything is one of the major reasons for this particular problem.
7. 70% of the respondents agreed to this point that they check their partner's wall and 30% accepted that sometimes they react on some unexpected thing on their partner's wall. This is simply because facebook is acting as Pandora's Box wherein one can find excessive and unnecessary information about their partner which might harm their relationship.

QUALITATIVE RESEARCH

Here the results were more focused and clear. The main fact that identified was facebook somewhere is affecting relationships in a negative way but it is not the only reason behind that. The fact that is responsible is one's personality and psychology. It depends on the kind person a user is that facebook is affecting in which way. For some it's a thing which creates stress and for some its stress buster. One more thing which I want to point out is that even after such security features there are people who make fake facebook profile due to various reasons. Those who are impulsive and extrovert share their life without hesitation on facebook and those whose partners have issues or are introvert don't even share their relationship status.

The one important thing was noticed after reading different research papers and after doing research on this topic is that the Indian population is different from that of western countries. Condition there is more critical. Depression and stress, spying on the partner's activities on facebook and showcasing one's life on facebook are few things which are becoming major problem in west countries. In India these psychological changes are not up to that extent which is a good sign. Still it was identified that there should be a control over using the facebook so that it may not affect you in negative way .

CONCLUSION

This research opens a new avenue to study the impact of social networking sites on psychological changes on Indian population. This research finds out that Generation Y of Mumbai city is mostly using Facebook as a networking site & believes it as a relationships buster. The attitude of generation Y towards facebook was analysed with respect to factors like virtual empathy, impulsive updates, sarcastic updates, sudden alteration in negative way, anxiety, reasons for detachment from real world, reasons for disputes, sharing photographs & average time spend on facebook and it was found that most of the people are not aware that their attitude is changing because of using facebook and facebook is subtly moving into their lifes & changing their behaviour.

LIMITATIONS

1. Sample size could have been greater to match the diverse background of the respondents.
2. The method used for sampling is convenience sampling, this may lead to biasness.
3. The information comprises of 103 students. There might be a possibility that the respondents have not filled the questionnaire in 100% seriousness.

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ANNEXURE**QUESTIONNAIRE**

1. How much time do you spend on facebook daily ?
 - less than 45 minutes
 - 45 minutes
 - More than 45 minutes
 - I don't log in daily
2. What is your purpose behind using facebook?
 - Networking
 - Applications/games
 - Checking friends' / partner's wall
 - Updating your own wall
3. How often do you upload your pictures on Facebook?
 - I don't upload at all
 - Occasionally
 - Frequently
4. Did you build up any photo editing skill after being Facebook user so that you can make your pictures look more attractive?
 - Yes
 - No
5. How often do you check your partner's wall
 - Never
 - Once in a blue moon
 - Often
 - Almost daily
6. Do you react to an unexpected post/ photo of your partner with a person of opposite sex, on your partner's wall?
 - No
 - Yes
 - sometimes
7. Do you feel that on Facebook virtual empathy(making people feel good through comments faking that you care about that particular thing) is shown?
 - Yes
 - No
8. Mark the most appropriate option (strongly agree, agree, neither agree nor disagree, disagree, strongly disagree)
 - Facebook is relationship burster
 - Facebook causes jealousy
 - It's a waste of time
 - Facebook causes disputes among friends or partners
 - Facebook is making you loner in real life
9. Mark the option which is most appropriate according to you (never, sometimes, often)
 - Facebook makes you feel anxious
 - Are your status updates sarcastic
 - Are your status updates impulsive
 - Facebook alters your mode suddenly in a negative way
10. On facebook people overestimate other's happiness and this causes depression.
 - Yes
 - No

The highlights of focus group interview are as follows:**1. TELL ME THE REASONS WHY ARE YOU AN ACTIVE USER OF FACEBOOK**

Fb1: I like making new friends and chatting with them online. I find it easy to do the same on facebook.

Also facebook gives you an option to search and add people very easily. That's the reason behind using the facebook.

Fb2: I have a girlfriend whom I met through facebook only. She lives overseas. Facebook is one of those medium through which I connect with her. Also I like playing games on facebook.

Fb3: I like adding people on my facebook profile and chatting with them. Also I like playing online games on facebook and watching my friends' photographs which they upload on regular basis. Facebook is a good time pass when you have nothing to do.

Fb4: I like chatting with my school and college friends on facebook as almost everyone is on facebook. Also I like to use facebook applications.

Fb5: I generally don't chat and add people because I don't have a genuine facebook account. I have a fake facebook profile with which I keep an eye on my girlfriend's activities on facebook.

Fb6: I like playing games on facebook and posting different kind of videos on my wall.

Fb7: I am a game addict and am using a fake account with different sex and different identity with the intentions to gain attraction from other users who are into the facebook gaming world. Sometimes I do chatting and flirt with a stranger using the same profile but my intentions are not to hurt their feelings and emotions.

Fb8: I log into facebook and just check my notifications and messages and reply to them. Other than this I like checking out new photographs which my friends have added up.

Fb9: Honestly, for me facebook is like a play thing. I upload photographs, videos, impulsive status updates. I like using facebook applications and chatting with my friends on facebook. Also facebook reminds me about various things like birthdays.

Fb10: I login to facebook and check my and my boyfriend's wall. I even know his password and I keep on changing our profile pictures. I don't chat that much but I like using facebook applications.

2. FACEBOOK AND YOUR RELATIONSHIP

Fb1: I have to pay attention while uploading any photograph or updating status. Because I feel that my partner keeps an eye on my account and I don't want any kind of stuff to misguide her.

Fb2: I have been in a virtual relationship with a girl overseas which I don't want to be public. But her step to put her relationship status as committed and tagging me into that made me very fuming due to which we had a very abusive comment sharing session into each other's wall and photos. This is very disturbing to me.

Fb3: Since I am single so I can't comment on this thing but yes I feel that there should be a limit. Your relationship shouldn't get affected by a virtual thing like facebook.

Fb4: My girlfriend can't peep into my account because almost everything is locked as my family members are also there on facebook. I don't check her wall as well but sometimes it happens that her status updates and photographs make me feel annoyed.

Fb5: I have a fake facebook account. I have tried to chat with her and tried my hands in flirting with her. But situation seems to be very well-regulated now because as far as she doesn't seem to be showing any kind of interest to the fake profile.

Fb6: I have been in a relationship, both of us mutually choose not to disclose it because somewhere I was concerned about my ex's emotions and was looking forwards for her return in my life. I didn't want to get embarrassed and answer irrelevant questions of my friends who knew about my earlier relationship.

Fb7: Till now I haven't felt any kind of changes in my relationship due to facebook. Probably because my girlfriend isn't an active user of facebook and she doesn't peep into my account.

Fb8: I was in a relationship and even after breaking up often it happens that my ex calls me up and ask about the tagged photographs and posts. It used to happen when I was committed to him and it became one of the major reasons for my break up.

Fb9: I have seen my friends fighting to their partners due to facebook but in my case it doesn't happen. I feel one should be understanding enough to give his/her partner the necessary space.

Fb10: I know my boyfriend's password and he does mine. So facebook has definitely never been a reason for dispute between us.

3. FACEBOOK IS DEPRESSING: TRUE OR FALSE

Fb1: At times it is depressing. Based on the recent incident happened to me on facebook where I found one of my friends relationship status as "married". I'm really happy that someone I consider a friend has found that special someone. I wonder why I wasn't invited. Having such kind of feelings depresses me sometimes.

Fb2: According to me it's false. Facebook is a platform where you can get connected to others play games etc. yes definitely sometimes it causes disputes but then this does make the adjective "depressing" correct for facebook.

Fb3: I think facebook can be depressing and can't be depressing. It all depends on a person's personality and his activities on facebook. Obviously if a girl checks out cool snaps of the other girl who is a friend of her he might get depressed.

Fb4: Well this is true at times but most of the times its not that way. I found one my best friend photo album, hanging out with some other friends leaving me uninvited. This behaviour disheartened me.

Fb5: I completely agree to Fb3. It depends on the user weather he gets depressed or not but for me and my close friends it definitely isn't depressing.

Fb6: Facebook is not depressing but it makes me feel anxious at times. When I see the photographs of my friends where I wasn't invited, or when I read few updates and comments where I feel a pinch of sarcasm for me I get restless and it annoys me.

Fb7: Facebook is definitely not depressing according to me. I personally feel it depends on the kind of person you are. If you get depressed easily you can get depressed by anything. But yes I feel sometimes there are things on facebook which are annoying.

Fb8: I can't call facebook depressing at least not for me because I don't spend much time on facebook.

Fb9: Facebook is not depressing but sometimes it's annoying. Reasons can be sarcastic status updates, comments etc. But at the same time it's a thing which can freshen up your mind in seconds.

Fb10: Facebook isn't depressing for me but one of my very close friends is having some problems with her friends and if she sees any kind of happy updates or photographs of them she gets sad and depressed. She feels that they are much happier than before.



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