

# A Comparative Study on Personality, Happiness & Self -Efficacy among new and old Social Media Users.

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**Abstract :** In this present study an attempt was made to compare Personality, Happiness and Self-efficacy among New and Old Generation Social Media Users. In this study after a screening test of New and Old Generation Social Media Users Now and 20 Years back, 60 people was categorized as New Generation (N=30) and Old Generation (N=30). On the basis of gender they were put into sub categories as male (N=15) and female (N=15) in both the categories of New and Old Generation Social Media Users. Finally, all the 60 people were assessed on Personality, Happiness and Self-efficacy. To study this tests Eysenck Personality Questionnaire – Revised (EPQ-R), Happiness Scale (HS) and Self- Efficacy Scale (SES) tools were used. The result of this study revealed that there is a significant difference between New and Old Generation of Neuroticism, it may be stated that neurotic traits has higher among the New Generation in comparison to that of Old Generation. But there are no significant differences between New and Old Generation of other Personality traits, Happiness and Self-efficacy. Furthermore, this study does not find significant gender difference in Personality, Happiness and Self-efficacy among New and Old Generation Social Media Users.

**IndexTerms – Personality , Self – Efficacy , Happiness , Traits , Gender Differences.**

## I. INTRODUCTION

Social media has grown tremendously in the last few years. From 2006 onwards the growth rate is unexpectedly very high. We live in a time and age where information is just a button press away. We are swayed by information all around us. We millennial want to know, read, understand and then speak our minds about it. That's why social media comes into play. It is one of the biggest elements that we live with and cannot ignore it. The idea that social media are defined simply by their ability to bring people together has been seen as too broad, as this would suggest that fundamentally different technologies like the Telegraph and Telephone are also social media. In 2019, MERRIAM WEBSTER defined social media as “forms of electronic communication through which users create online communities to share information, ideas, personal messages and other content”. However, the first social media networks were short-lived because their users lost interest. THE SOCIAL NETWORK REVOLUTION has led to the rise of the networking sites. Research shows that the audience spends 22% of their time on social networks, thus proving how popular social media platforms have become. This increase is because of the widespread daily use of smart phones. Social media used to document memories, learn about and explore things, advertise oneself and form friendships as well as the growth of ideas from the creation of blogs, podcasts, videos and gaming sites. This way they contribute in expanding knowledge and gaining popularity rapidly. Specially, Facebook and Twitter have grown much faster and captured millions of users in just a few years. It has brought a lot of advantages for the society. From progressed Nations to under developed Countries, every Nation is utilizing the power of social media to enhance life and use it for the bitterness of the people.

There are some advantages of using social media which are given below:-

1. **Connectivity:** The first and main advantage of the social media is connectivity. People of anywhere can connect with anyone. Regardless of the location and religion. We can connect with anyone to learn and share our thoughts.

2. **Education:** A lot of benefits for the students and teachers. It is very easy to educate from others who are experts and professionals via the social media. You can follow anyone to learn from him/her and enhance your knowledge about any field without paying for it.
3. **Information and Updates:** The main advantage of social media is that you update yourself from the latest happenings around in the world, which does not convey the true message in television or print media most of the time.
4. **Promotion:** You can promote your offline or online business to the largest audience. This makes the business profitable and less expensive, because most the expenses made over a business are for advertising and promotion.
5. **Helps Government and Agencies fight crime:** It is also one of the main advantages of social media that it helps Government and Security Agencies to spy and catch criminals to fight crime.
6. **Help:** You can share your issues with the community to get help and guidance. Whether it is helping in term of money or in term of advice, you can get it from the community you are connected with.
7. **Noble Cause:** Social media can also be used for the noble causes. For example, to promote an NGO, social welfare activities and donations for the needy people. People are using social media for donation for needy people and it can be a quick way to help such people.
8. **Awareness:** Social media also create awareness and innovate the way people live. It is the social media which have helped people discover new and innovative stuffs that can enhance personal lives. From farmers to teachers, students to lawyers every individual of the society can benefit from the social media and its awareness factor.
9. **Improves Business Reputation:** Just like it can ruin any business reputation, It can also improve business sales and reputation. Positive comments and sharing about a company can help them with sales and goodwill. Since people are free to share whatever they want on the social media, it can impact positively when good words are shared.
10. **Helps in Building Communities:** Since our world has different religions and beliefs. Social media helps in building and participating in the community of own religion and believes to discuss and learn about it. Similarly, people of different communities can connect to discuss and share related stuffs. For example Game lover can join games related communities; car lover can join communities related to cars and so on.

On the other hand, it has also affected the society in the negative way:-

1. **Cyber bullying:** Most of the children have become victims from this over the past. Since anyone can create a fake account and do anything without being traced, it has become quite easy for anyone to bully on the internet and create chaos in the society.
2. **Hacking:** Personal data and privacy can easily be hacked and share on the internet. This can make financial losses and loss to personal life. This is one of the dangerous disadvantages of the social media.
3. **Addiction:** The addictive part of social media is very bad and can disturb personal lives as well. The teenage are the most affected by the addiction of the social media. It can waste individual time that

could have been utilized by productive tasks and activities. They get involved very extensively and are eventually cut off from the society.

4. **Cheating and Relationship Issues:** Most of the people have used the social media to propose and marry each other. However, after sometime they turn to be wrong in their decision and part ways (because of fake feelings and incorrect information shows).
5. **Security Issues:** Now a day's security agencies have access to people personal accounts which make the privacy almost compromised. You never know when you are visited by any investigation officer regarding any issue that you mistakenly or unknowingly discussed over the internet.
6. **Fraud and Scams:** Several examples are available where individuals have scammed and commit fraud through the social media.
7. **Reputation:** Social media can easily ruin someone's reputation just by creating a false story and spreading across the social media. Similarly businesses can also suffer losses due to bad reputation being conveyed over the social media.
8. **Health Issues:** The excess usage of social media can also have a negative impact on the health. Since exercise is the key to lose weight, most of the people get lazy because of the excessive use of social networking sites. This in result brings disorder in the routine life. This research by discovery will shock you by showing how bad your health can be affected by the use of the social media.
9. **Social Media causes death:** Not just by using it, but by following the stunts and other crazy stuffs that are shared on the internet. For example bikers are doing the unnecessary stunts, people doing the jump over the trains and other life threatening stuffs. These types of stunts are performed by the teenagers because of the successful stunts made and shared over the social media.
10. **Glamorizes Drugs and Alcohol:** One of the disadvantages of the social media is that people start to follow others who are wealthy or drug addicted and share their views and videos on the web. This eventually inspires others to follow the same and get addicted to the drugs and alcohol.

## NEW GENERATIONS USING SOCIAL MEDIA

In modern life, social media is developing fast. It is used by many people all over the world. It is especially very popular among the young adults than the mature adults. However, there are many young adult who cannot control themselves and are addicted to social media.

We have to look at both the positive and negative points of social media on the young and mature adults. Going with the former first, social media has reduced the world to a global village.

1. **They become more informed about current affairs:** With social media, young and mature adults can easily find out about what is going on in their neighborhood, school, state country and even the entire world. It is an important way to equip themselves with adequate knowledge of current affairs.
2. **It is easier to study and carry out research work:** Social media platforms can act as a great study tool for students. They can use them to ask each other difficult questions that they could not solve on their own. It also makes it easier to for group discussions and study groups even when they are far from each other.

3. **Offers an opportunity:** Apart from just socializing, the social networks have become frontiers for the corporate world to advertise their goods and services. Therefore, it offers an array of opportunities for youth. Popular youths can be hired by corporations to be their brand ambassadors online.
4. **Boosts self esteem:** Social media provides a place where teens can freely express themselves. They can join groups and fan pages that they are interested in and which reflect their own unique personality.
5. **Helps young and mature adults with disabilities interact at the same level with others:** Social media offers an equal opportunity to everyone. Teens with disabilities can do all of the activities that their fellow teenagers do on social media. This makes them feel that they actually belong and realize that they are not different at all.
6. **Organizational support:** Social media also gave young people the chance to network with organizations that could help them with opportunities for personal progression. However, they were not always keen to 'like' or 'follow' organizations that highlighted their experience of state care because it left them vulnerable to stigma. Communication via social media carries risks for all users. However, these risks do not stop their usage. Understandably, from the perspective of staff at residential care homes, there was a lot of concern about how best to monitor internet use but we need to be engaged in this digital space to help protect society's most vulnerable young people.
7. **Avoiding homelessness:** The risk of homelessness is a problem for young people transitioning from state care but it's an area where using social media could help. If young people can reconnect with, create and maintain networks, they have a better chance of accessing supportive networks when it comes to things like finding accommodation.
8. **Social media can be used to create a positive digital footprint and search results:** Since Google results are the new digital resume, it's important for students to dominate their online presence. Building a positive digital footprint using social media is a great way for students to shine online, show their unique personality, and have ownership over their search results.  
Students can use their social media profiles to highlight their school projects, sports, hobbies, volunteer work, or family vacations.
9. **Students can use technology to form study groups:** Social media can sometimes be beneficial to kids and teens when it comes to information. For example, when group chats occur and kids form study groups online to share information and assist one another. This also comes in handy when kids are absent from school because they can get information from friends who were in school that day. If a lot of notes were given that day, a good friend can simply take a picture of the notes and send it over to the friend who was absent.
10. **Social media offers students a way to stay in touch with friends if they move:** Social media has been a wonderful way for our teen to stay in touch with friends who are living all over the world. While we've all been meeting new people and establishing friendships in our new hometown, it was so helpful for her to still feel connected to her friends from our old hometown. I actually think this made leaving a little bit easier because she didn't have to let these friendships go, which might have been the case in years past. To help your children build a healthy relationship with screen time, set a time limit. Both of

our kids set a timer for an hour a day that they can be online, on social media, etc., after their homework and chores are finished. Also, all electronics are plugged in downstairs, so they wake up with old-fashioned alarm clocks in the morning.

In as much as social media is known to a great social network tool, its evils in the society cannot be overlooked. Adolescents and teenagers especially are susceptible to potential harm posed by social media usage. These negative impacts of social media if not recognized on time and handled can be risky to the health and social well-being of your adolescent children. Addiction to social media any serious effects. The negative effects of social media on teens/negative impact of social media on youth are as following:-

1. **Destroy social skills:** Young and mature adults who are addicted to social media can live far away from reality. Because of using a cell phone all day, they will not have time for outdoor activities. Instead of going spent their times just stay at home and update their news, post status, etc on social media.
2. **Decrease in productivity levels:** There is reduced productivity at work because people are busy spending working hours perusing through social media pages. With too much distraction, they cannot fully concentrate on their school work, extracurricular activities and even their friends and families. Take away social media for a day and the effects will start, they will be withdrawn and stressed.
3. **Score low in school:** Addiction to social media makes the young adults have bad grades in studies. Because of social media, many students who were excellent in their studies become bad students. Every day, these students come to class, but they do not focus on studying.
4. **Effects on Health:** Using social media too much will have a serious impact on health. Because the young and mature adults are addicted to it, they will go to bed late to read news, face book or chats with friends. If the young do not sleep enough, their health will be affected by losing weight or always feeling tired. All these are harmful especially for the brain because their brains will not work effectively.
5. **Face book depression:** Face book depression is an emotional disturbance associated with social media usage. When a teenager is made to feel inferior to their social media counterparts, they often fall into a depression commonly referred to as a Face book depression. The need to stand out, fit in or be accepted by their Face book or Twitter friends is what drives users towards this form of emotional disturbance.
6. **Sleep deprivation:** Social media is among the leading causes of sleep deprivation in teens today. They are constantly worried about what their friends are posting and sharing. Adolescents can stay active on social for longer durations if not prompted to stop. And if they do these especially during sleep time or just before sleep, then there is a high possibility of their sleep being disrupted. The readings can help you understand the importance of sleep and the associated risks of sleep loss.
7. **Lower self esteem:** Mostly teen girls start comparing themselves with celebrities after spending time on social media and want to look slim, pretty, and rich like them. In the teenage, it is normal to copy those persons to whom they admire or consider a role model. This imitation can negatively affect their self-respect and dignity. The outcome of different studies is girls who spend more time on social media to portray them similar to celebrities are isolated from friend circles. Their friends do not accept them.

8. **Social isolation:** There is a statistical relationship between the use of social media and social isolation. When teenagers see the pictures or video of a party where they were not invited, it can bring anxiety. It is known as “fear of missing out” or FOMO. Most of the time, teenage children believe they are connecting to different persons using social media but actually they are out of the present moment and their life. This can become a cause to feel more isolated.
9. **Internet addiction:** Uncontrolled social media usage among teens can lead to internet addiction. The more time kids spend on social media, the more they get exposed to new stories and ideas that they would want to explore. This habit eventually turns into an addiction that if not handled early can affect their school performance, mental health, and even personal development
10. **Indirect communication:** Teens are masters at keeping themselves occupied in the hours after school until way past bedtime. When they’re not doing their homework (and when they are) they’re online and on their phones, texting, sharing, trolling, scrolling, you name it. Of course before everyone had an Instagram account teens kept themselves busy, too, but they were more likely to do their chatting on the phone, or in person when hanging out at the mall. It may have looked like a lot of aimless hanging around, but what they were doing was experimenting, trying out skills, and succeeding and failing in tons of tiny real-time interactions that kids today are missing out on. For one thing, modern teens are learning to do most of their communication while looking at a screen, not another person.

Social media is increasingly attractive to mature adults. While social media use has grown dramatically across all age groups, mature adults users have been especially enthusiastic over the past year about embracing new networking tools

Social media is a way for teenagers to stay in touch with their friends. Teens have always talked after school, long before social media – hanging out at the bus stop, at the local park, chatting on the phone – now they just have a different platform to do so.

It is an important part of socializing and connection in the modern world. Teenagers and social media use is increasing, the main reasons teenagers regularly use social media include:

- a) talking to friends
- b) joining in on group conversations
- c) learning about current events and staying up to date with online content
- d) meeting new people
- e) not having anything to do, or feeling bored
- f) Feeling like they might miss out if they aren't always up to date with social media.

#### ❖ *WHEN TO KNOW IF SOMETHING IS WRONG*

- a) Whatever your child is doing, it's important to be aware of their behavior and their wellbeing. If you notice big changes in:
  - b) their energy levels and enthusiasm for offline life
  - c) their engagement in normal conversation

- d) the amount of time they spend doing other activities, like sport, homework, and other hobbies
- e) their self esteem and sense of self worth,
- f) Then it might be good to talk to them about their use of social media. A family screen audit can help you figure out the household rules around screen use.
- g) Take a look at the 'things to try' section for tips and ideas to help manage your teenager's social media use

#### ❖ OLD GENERATIONS USING SOCIAL MEDIA

**Social connection and cognitive functions:** The relationship between one's social environment and health has long been recognized (Kaplan, Cassel, & Gore, 1977; Uchino, Cacioppo, & Kiecolt-Glaser, 1996), and numerous studies have explored the key dimensions of sociality that contribute to health. These include social support, or the provision of resources by an individual's social network (Wallston, Alagna, DeVellis, & DeVellis, 1983); social integration, or participation in a broad range of social relationships (Seeman, 1996); and social connectedness, or the ways in which individuals interact (Cohen, 2004). These linkages underscore the significance of interpersonal connection to health and well-being, and evidence the importance of the provisions that social relationships provide: intimacy; social integration; nurturing; reassurance of worth; and assistance (Weiss, 1969).

Maintaining social connection becomes more difficult in later life, however, due to declines in physical mobility and incidence of chronic disease, which occur at higher rates at older ages (Centers for Disease Control and Prevention, 2013). Retirement and the death of spouses and friends reduce the quantity and quality of social relationships. While often welcome and necessary, transition to alternative living facilities, such as assisted care or independent living communities, can exacerbate feelings of loneliness and social isolation, as ties with neighbors and friends in the community become more difficult to maintain (Bekhet & Zauszniewski, 2012; Cummings, 2002). Moreover, as adults age, their social networks reduce in size as they become more selective of the relationships that are maintained (Carstensen, 1992); they look to spend more time with familiar and rewarding relationships (Carstensen & Mikels, 2005). The role that communication media and, particularly social media, play in facilitating access to sociality has received attention due to the new ways in which these technologies support social connection. Characterized by user profiles and navigable friend connections, social media platforms encourage users to share news and personal information with others to enhance sociability (Ellison & boyd, 2013). However, older adults experience lower levels of adoption of these technologies. Cognitive and physical declines associated with aging may provide some explanation for this lag (Czaja & Lee, 2012), but perceptual barriers, such as concerns about privacy, may also suppress use (Gibson et al., 2010; Maaß, 2011).

Age-related cognitive changes that affect technology use include declines in fluid intelligence (Czaja et al., 2006; Czaja & Lee, 2006), which reflects an ability to reason and solve problems. Executive functions, the higher order cognitive processes such as attention and working memory that are essential for everyday activities, also decline with age (Salthouse, Atkinson, & Berish, 2003). The time it takes to process information increases with age, and this can affect an individual's ability to remember instructions or attend

to important information (Institute of Medicine, 2015). Similar decrements occur in reasoning, visuospatial skills, and working memory (Salthouse, 2010), which make decision-making, way finding, and remembering instructions more challenging.

Yet, because social engagement among older adults has been linked to higher levels of cognitive function (Barnes, Mendes de Leon, Wilson, Bienias, & Evans, 2004) and reduced levels of cognitive decline (Zunzunegui, Alvarado, Del Ser, & Otero, 2003), the effects of social media use may have some cognitive consequences. Prior studies have found that cognitive ability is a predictor of Internet use in older adults (Czaja et al., 2006; Freese & Rivas, 2006), and that cognitive ability is associated with the amount and types of activities in which older adults engage (Freese, Rivas, & Hargittai, 2006). Specifically, the executive function domains of cognitive flexibility, or the ability to shift between tasks or concepts, and speed of information processing have been found to be predictors of efficient technological use and proficiency in older adults (Slegers, Van Boxtel, & Jolles, 2009).

Older adults generally have lower levels of educational attainment than younger persons (Ryan & Bauman, 2016) and are less likely to subscribe to broadband Internet (Aaron Smith, 2014), factors which may contribute to reduced Internet use generally. Older adults often cite a lack of digital literacy skills, or lack of confidence in their own skills, as reason to not engage with social media platforms (Lee, Chen, & Hewitt, 2011; Luders & Brandtzæg, 2014; van Deursen & van Dijk, 2009). Instructional support has been demonstrated to promote social media participation among older adults (Gibson et al., 2010), and reduce perceptual barriers to adoption (Xie, Watkins, Golbeck, & Huang, 2012).

The older generations had nothing to do with media because they faced real life happenings and yet they were in touch with each other.

1. Our research shows that social networking users are much more likely to reconnect with people from their past, and these renewed connections can provide a powerful support network when people near retirement or embark on a new career.
2. Mature and older adults are more likely to be living with chronic diseases, and those living with these diseases are more likely to reach out for support online.
3. And most important, media bridges generational gaps. While the results can sometimes be messy, these social spaces pool together users from very different parts of people's lives and provide the opportunities to share skills across generational divides.
4. Major life changes such as children leaving home or divorce can leave a huge void in people's lives. Finding a social site for mature people can help with people rebuilding their confidence and widening their social circle.
5. Peoples of busy professionals often do not have the time to meet people or to have a proper social life. Social networking opens up doors onto a whole new world of opportunity, enabling friendships to be made, information to be exchanged and new interests to be fostered all from the computer. To date, not much is known about potentially negative consequences of social media use of older/mature adults. Main drawbacks lay in the potential of harmful information shared by other users, harmful behavior of others users and misuse of personal information with criminal intent.

1. In online forums where members can share their knowledge and experiences, a threat emerges from sharing and adopting potentially harmful information. Considering the interests of older adults towards health-related information, there is a potential threat if correct, ineffective or even harmful information is shared in discussion forums.
2. With the rise of mature adults engaging in online social networks and online discussion, older adults may become victims of cyber bullying as well. Older adults may differ from adolescents in terms of stability of self concept and existence of life time social bounds.
3. Due to limited knowledge of appropriate internet disclosure, mature/older adults may reveal too much personal information which can be misused.

### ❖ SOCIAL MEDIA AFFECT OUR HEALTH

At first glance, it may seem like a surprising notion that social media can affect your health. When we consider how much time people spend engaging on sites such as Facebook, Twitter, Instagram and others, however, it really makes sense.

Anything that takes up large amounts of your time, including work, watching TV, exercising or driving, has some impact on your health. The question is whether social media is good or bad for us. The simple answer is that it can be both. Fortunately, there are ways to help reduce its harmful effects while maximizing the benefits.

**Physical Health:** Social media can directly impact physical health. This is usually associated with the way you use it.

- **Carpal Tunnel Syndrome:** If you do too much keying, you may experience problems that affect your hands or wrists. There are also specific problems associated with keying on mobile phones, which can strain the tendons of your fingers. These problems aren't all caused by social media. It can just as easily be caused by having to type term papers for school or reports at work.
- **Eye problems:** You can get eyestrain from staring at screens for too long.
- **Fatigue:** This is another symptom of overusing social media. If you're staying up too late posting on Twitter or Facebook, you may be losing valuable sleep.
- **Lack of exercise:** Social media can cut into time you might otherwise be spending outdoors or exercising.
- **Distraction:** One of the most dangerous potential consequences of social media addiction is driving while being distracted. As recent stories have confirmed, you can even get hurt texting and walking

### Emotional

### Impact:

People use social media for many things, such as socializing, finding and sharing information, shopping and simply as a diversion. Some of these activities are fairly neutral while others may cause strong emotions. Positive connections with people are important for your mental and even physical health. There's plenty of evidence that social isolation is associated with a shorter life span, not to mention a diminished quality of life. While interacting with people on social media is not enough, and not a substitute for live interactions, it can be beneficial nonetheless.

Seniors and those who are disabled, who may have limited mobility, can use social media to connect in ways that they otherwise could not. Elderly people can talk to their grandkids. Someone stationed overseas in the military can talk to his or her spouse back home. Friends who live in different states can chat online. These are just a few of the ways that social media can improve people's lives. On the other hand, social media can cause stress and other negative emotions. The issue of cyber-bullying is a good example of this. There are also people who are attached to trolling or arguing about everything from politics to sports. If interacting on social media causes stress, it's not good for your health.

#### ❖ **OLD GENERATIONS V/S NEW GENERATIONS USING SOCIAL MEDIA**

- In old generations, people's spend much of their times with their families, children's and friends. They have a face to face communication with each others, which lacks in new generations of peoples.
- In new generations, there is a feeling of isolation in their real life; this is due to because of their parent who doesn't have a minute for their children's. But in old generations, there is a lot of time to share ideas, exchange views and news to each other after their official works.
- In old generations, peoples use social media whenever its required or in a limited way whereas in new generations peoples spend their most of the time in social networking sites like whatsapp, facebook, instagram, snapchat and many more.
- Children's of new generations doesn't want to share their privacy with parents but in old generations children's share their problems and privacy with their parents.
- Mostly, children of new generations have been using social media for entertainment, communication, games, etc. whereas older generations people use less for socializing and more as a tool for information searches, emailing and buying product.

#### ❖ **STAYING HEALTHY ON SOCIAL MEDIA**

- When used consciously and in moderation, social media can have a positive impact on your life and even your health. Here are some general tips to keep in mind.
- Use social media at certain scheduled times. Don't let it interfere with your work, studies or offline relationships.
- If you have difficulty getting off social media, try productivity apps that limit your access to certain sites. If you have a serious addiction problem, seek professional help.
- Use social media to research health issues, but always consult with your own doctor before taking any advice.
- Stay off social media and any communications platforms while driving or doing anything else that's potentially hazardous.
- Stay positive. Don't waste time arguing with people online.

❖ **PERSONALITY:** Man is not born a person. At birth he is an infant possessing the potentiality of becoming a person. After birth he associates with other human beings and comes under the influence of their culture. As a result of a variety of experiences and social influences he becomes a person and

comes to possess a personality. The term 'personality' is derived from the Latin word 'persona' which means a mask. Personality is a dynamic and organized set of characteristics possessed by a person that uniquely influences their environment, cognitions, emotions, motivations, and behaviors in various situations.

Personality has been defined by different psychologists in different ways. Some of the definitions of personality:

- According to K. Young, "Personality is a .... Patterned body of habits, traits, attitudes and ideas of an individual, as these are organized externally into roles and statuses, and as they relate internally to motivation, goals, and various aspects of selfhood."
- According to R.B. Cattell - "Personality is that which permits a prediction of what a person will do in a given situation."
- According to Allport - "Personality is the dynamic organization within the individual of those psychological systems that determine his unique adjustment to his environment."

#### TYPES OF PERSONALITY:

Some attempts have been made to classify personalities into types. In the 5th century B. C., the Greek physician **Hippocrates** divided human beings into four types: **the sanguine, the melancholic, the choleric, and the phlegmatic**. The Swiss psychoanalyst, **Carl Gustav Jung**, distinguished between two main types, **the introvert and the extrovert**. The introvert is preoccupied with his own self; the extrovert with things outside self.

In these two types there is a third type—**the ambiverts** who are neither the one nor the other but vacillate between the two. The majority of people are ambiverts. According to **Ernest Kretschmer** the German psychiatrist, the extrovert personality is a stout person while the introvert one is a tall and slender person. The first type of persons he called "**pyknic**" the second type he called "**leptosomic**".

- ❖ **HAPPINESS:** Happier is a social network focused in collecting and sharing happy moments with other users. Happier is a software company whose purpose to help its users be happier. It has been called "a social network dedicated to happy moments." The company is founded on scientific research that shows focusing on the positive and sharing good things with people someone cares about makes the users happier, healthier, and more productive. Psychologists often refer to happiness as positive affect - a mood or emotional state which is brought about by generally positive thoughts and feelings. Positive affect contrasts with low moods and negativity, a state of mind described as negative affect in which people take a pessimistic view of their achievements, life situation and future prospects.
- ❖ **SELF-EFFICACY:** Self-efficacy is an individual's belief in their innate ability to achieve goals. Albert Bandura defines it as a personal judgment of "how well one can execute courses of action required

dealing with prospective situations". Expectations of self-efficacy determine whether an individual will be able to exhibit coping behavior and how long effort will be sustained in the face of obstacles. Individuals who have high self-efficacy will exert sufficient effort that, if well executed, leads to successful outcomes, whereas those with low self-efficacy are likely to cease effort early and fail. Psychologists have studied self several perspectives, noting various paths in the development of self-efficacy; the dynamics of self-efficacy, and lack thereof, in many different settings; interactions between self-efficacy and self-concept; and habits of attribution that contribute to, or detract from, self-efficacy. Kathy Kolbe adds, "Belief in innate abilities means valuing one's particular set of cognitive strengths. It also involves determination and perseverance to overcome obstacles that would interfere with utilizing those innate abilities to achieve goals." Self-efficacy affects every area of human endeavor. By determining the beliefs a person holds regarding their power to affect situations, it strongly influences both the power a person actually has to face challenges competently and the choices a person is most likely to make. These effects are particularly apparent, and compelling, with regard to behaviors affecting health.

**FACTORS AFFECTING SELF-EFFICACY:** Bandura identifies four factors affecting self-efficacy.

- **Experience, or "enactive attainment"** – The experience of mastery is the most important factor determining a person's self-efficacy. Success raises self-efficacy, while failure lowers it.
- **Modeling, or "vicarious experience"** – Modeling is experienced as, "If they can do it, I can do it as well". When we see someone succeeding, our own self-efficacy increases; where we see people failing, our self-efficacy decreases. This process is most effectual when we see ourselves as similar to the model.
- **Social persuasion** – Social persuasion generally manifests as direct encouragement or discouragement from another person. Discouragement is generally more effective at decreasing a person's self-efficacy than encouragement is at increasing it.
- **Physiological factors** – In stressful situations, people commonly exhibit signs of distress: shakes, aches and pains, fatigue, fear, nausea, etc. Perceptions of these responses in one can markedly alter self-efficacy. It is one's belief in the implications of physiological response that alters self-efficacy, rather than the physiological response itself.

### **REVIEW OF LITERATURE:**

1. The ubiquity of social media (e.g., Facebook, Twitter) is no more apparent than at the university. Social media are increasingly visible in higher education settings as instructors look to technology to mediate and enhance their instruction as well as promote active learning for students. Many scholars argue for the purposeful integration of social media as an educational tool. Empirical evidence, however, has lagged in supporting the claim. Most of the existing research on the utility and effectiveness of social media in the higher education class is limited to self-reported data (e.g., surveys, questionnaires) and

content analyses. This paper summarizes the scholarly writings as well as reviews the findings of empirical investigations. Some limitations are discussed, and future areas of research are proposed.

## 2. Highlights

- ▶ Scholars argue for the integration of social media as an educational tool in the college classroom.
- ▶ Empirical evidence, however, has lagged in supporting the claim.
- ▶ Data is limited mainly to self-report and content analyses.
- ▶ Limitations are discussed and future areas of research are proposed.

This work-in-process literature review gives an overview of recent insight in the incorporation of social media in risk and crisis communication. By marrying literature and examples of social media use with best practices in risk and crisis communication, this study demonstrates how communicators can embrace social media tools to better manage a risk or crisis. Best practices in risk and crisis communication are summarized, examples of social media tools used to manage risks and crises are expounded, and recommendations for practitioners are provided to incorporate social media tools in risk and crisis communication.

3. **Whilst the future** for social media in chronic disease management appears to be optimistic, there is limited concrete evidence indicating whether and how social media use significantly improves patient outcomes. This review examines the health outcomes and related effects of using social media, while also exploring the unique affordances underpinning these effects. Few studies have investigated social media's potential in chronic disease, but those we found indicate impact on health status and other effects are positive, with none indicating adverse events. Benefits have been reported for psychosocial management via the ability to foster support and share information; however, there is less evidence of benefits for physical condition management. We found that studies covered a very limited range of social media platforms and that there is an ongoing propensity towards reporting investigations of earlier social platforms, such as online support groups (OSG), discussion forums and message boards. Finally, it is hypothesized that for social media to form a more meaningful part of effective chronic disease management, interventions need to be tailored to the individualized needs of sufferers. The particular affordances of social media that appear salient in this regard from analysis of the literature include: identity, flexibility, structure, narration and adaptation. This review suggests further research of high methodological quality is required to investigate the affordances of social media and how these can best serve chronic disease sufferers. Evidence-based practice (EBP) using social media may then be considered.

## 4. Purpose

– The purpose of this paper is to review what we know – and don't know – about Generation Y's use of social media and to assess the implications for individuals, firms and society.

### **Design/methodology/approach**

– The paper distinguishes Generation Y from other cohorts in terms of systematic differences in values, preferences and behavior that are stable over time (as opposed to maturational or other differences). It describes their social media use and highlights evidence of intra-generational variance arising from environmental factors (including economic, cultural, technological and political/legal factors) and individual factors. Individual factors include stable factors (including socio-economic status, age and lifecycle stage) and dynamic, endogenous factors (including goals, emotions, and social norms). The paper discusses how Generation Y's use of social media influences individuals, firms and society. It develops managerial implications and a research agenda.

### **Findings**

– Prior research on the social media use of Generation Y raises more questions than it answers. It focuses primarily on the USA and/or (at most) one other country, ignoring other regions with large and fast-growing Generation Y populations where social-media use and its determinants may differ significantly; tends to study students whose behaviors may change over their life cycle stages; relies on self-reports by different age groups to infer Generation Y's social media use; and does not examine the drivers and outcomes of social-media use. This paper's conceptual framework yields a detailed set of research questions.

### **Originality/value**

– This paper provides a conceptual framework for considering the antecedents and consequences of Generation Y's social media usage. It identifies unanswered questions about Generation Y's use of social media, as well as practical insights for managers.

5. **This study examines** the use of social media in a public relations firm considering employees from different generations. The research explores how generational differences affect the use of social media in a public relations firm, if employees perceive that it is important for organizational leaders to push their employees to use social media outlets and if conflict arises as a result of employees resisting to use social media in the workplace. Both participant observation and qualitative interviewing were used in the process of this study. The study was looked at through the lens of organizational culture theory, as it helped to explain the way the office worked and how their particular culture played into their use of social media. This study provided results that show, unlike previous research indicates, there is a member of the older generations who are willing to use and are excited about using social media as a tool in the public relations field.
6. **There have been** many studies that look at the ways in which social media is used in the workplace (specifically in the public relations industry), how it is used, and who uses it. There have also been several studies done on generational differences in the workplace and how those who come from different generations work differently. However, there is a gap in the research where those two variables (social media and generational differences) could come together. This literature review attempts to summarize previous research on both subjects, and demonstrate how they can come together to create

research on the affect generational differences have on the use of social media in a public relations firm.

- **Areas of Focus:** A study done by Lester, Standifer, Schultz, and Windsor looked at the actual versus perceived generational differences in the workplace. This study looks specifically at how to handle generational differences between coworkers. It examines the difference between how generations believe they are different, and how they are actually different. The study examines the Boomers generation, Generation X, and Generation Y. In their study, it was found that Boomers prefer “face-to-face interactions and conventional mail,” but are also willing to use different online tools and resources for their work (Reynolds et al., 2008 as cited in Lester et al., 2012, pp. 342). The Boomer category included subjects who were born between 1946 and 1964. “Generation X is seen as preferring technology-based interactions, avoiding unnecessary face-to-face meetings, and valuing direct communication feedback with leaders” (Crumpacker & Crumpacker, 2007 as cited in Lester et al., 2012, pp. 342). Generation X participants were born between 1965 and 1981. “Generation Y is typically viewed as a technology-driven, multitasking group of individuals who are committed to generating a culturally sensitive, optimistic, and fun workplace” (Lester et al., 2012, pp. 342). Generation Y subjects were born in or after 1982. The actual difference between these three generations was that “the extent to which a generation values technology is logically driven by the extent to which technology was available, reliable, and understood as they were growing up” (Lester et al., 2012, pp. 343). Therefore, it makes sense that Generation Y puts the highest value on technology, as these individuals have been exposed to a digital world since birth. In the study, it was found that Generation Y had a significantly higher score than both Generation X and the Boomers in social media (Lester et al., 2012, pp. 343). This would suggest that because Generation X and the Boomers grew up before the emergence of social media mechanisms (i.e. Twitter, Facebook, LinkedIn), they would be less likely to use it. This study gives insight to a generation of people who may not be interested in using social media as a tool in the workplace, simply because they did not grow up using it.
7. **A study by Correa, Hinsley, and de Zuniga** looked at people’s use of social media through personality predictors, gender, and age (Correa et al., 2010, para. 3-4). This research was not specific to use in the workplace, rather it was more general looking at if the use of social media differs by gender and age. Their research questions were, “Does the relationship between personality predictors and social media differ by gender?” and “Does the relationship between personality predictors and social media use differ by age?” (Correa et al., 2010, para. 17). They conducted an online survey to gather data. In relation to my study, their second research question is especially relevant. They divided their sample for this question into two groups: young adults (18-29 years old) and adults (30 and older). For the young adults sample, “extraversion was the only personality predictor that was related to social media use” (Correa et al., 2010, para. 30). Many young adults enjoy openly discussing them selves on social media sights. A young adult will easily offer up information online about their likes and dislikes, who they’re friends with, and where they’re from. Therefore, it makes sense that extraversion would be a predicator of social

media use for a young adult. Personality predictors accounted for 10.5% of the variance in social media use (Correa et al., 2010, para. 33). For adults, extraversion was also positively related to social media use, but personality predictors only accounted for 4% of the social media use variance (Correa, et al., 2010, para. 34). Older adults are less likely to divulge information about themselves online, because they are more aware of and more educated about the dangers that can lead to. This demonstrates the reluctance by adults to use social media outlets personally, which could lead to them being unwilling to use it in the workplace.

- 8. In this study**, seventeen public relations practitioners were chosen and interviewed about their feelings on the use of new technology (new internet programs) in the firm. After analyzing the interviews, Johnson found a consistent theme was “how audience centered the practitioners were in their employment of new technologies” (Johnson, 1997, pp. 223). Practitioners divulged they choose strategies either with or without new technology based on the ability to reach certain audiences (Johnson, 1997, pp. 223). One practitioner said that new technology “allows us to leverage existing communication tools to reach new audiences” (Johnson, 1997, pp. 223). Some practitioners addressed the problem of an age gap when it comes to using new technology. One technology company executive talked about how some people have not adapted to reading on a “tube” and divulged that the biggest factor in him choosing to use or not use new technology was the age of the worker he was trying to reach (Johnson, 1997, pp. 224). Practitioners also discussed how the demand to use new technology in the public relations industry impacted them personally and professionally (Johnson, 1997, pp. 225). All respondents in this study admitted to having knowledge gaps about some of the new technology. “Right now, we’re so bogged down just trying to get online and I don’t know any of this stuff. We’re just trying to catch up. And after this there will be something else .So I know I’m juggling my job and all the technology. I’m swamped already and now there’s this” (Johnson, 1997, pp. 226). Johnson found that the attempt to keep up with the new technology caused a large amount of stress for the practitioners. They felt behind their colleagues if they were not using certain social media tools yet. Some practitioners commented on how their firms understanding of the newest technology helped their business. “Our members like it. They see that we are trying to keep up with the latest trends, expand the way we do things, and look out for them” (Johnson, 1997, pp. 227). This study digs deeper into the reluctance by public relations professionals to use new technology. While the article was written before the creation of social media sights such as Twitter and Facebook, it does demonstrate the fact that many people do not have the time or do not want to take the time out of their work day to try and understand how to operate a new form of technology.
- 9. Online social networking** communities may exhibit highly complex and adaptive collective behaviors. Since emotions play such an important role in human decision making, how online networks modulate human collective mood states has become a matter of considerable interest. In spite of the increasing societal importance of online social networks, it is unknown whether assortative mixing of psychological states takes place in situations where social ties are mediated solely by online networking services in the absence of physical contact. Here, we show that the general happiness, or subjective well-

being (SWB), of Twitter users, as measured from a 6-month record of their individual tweets, is indeed assortative across the Twitter social network. Our results imply that online social networks may be equally subject to the social mechanisms that cause assortative mixing in real social networks and that such assortative mixing takes place at the level of SWB. Given the increasing prevalence of online social networks, their propensity to connect users with similar levels of SWB may be an important factor in how positive and negative sentiments are maintained and spread through human society. Future research may focus on how event-specific mood states can propagate and influence user behavior in “real life.”

- 10. Within the user-generated** content sites, the role and growth of social networking sites has been undeniably overwhelming. Social networking sites (SNS) generate millions of dollars in revenue and advertising, yet little is known about why college students join and participate in these sites, which allow users to create their own content or space. This study adopts survey methodology to investigate the influence of college students' level of Internet self-efficacy, need to belong, need for cognition, and collective self-esteem on their attitude toward SNS. Internet self-efficacy, need to belong, and collective self-esteem all have positive effects on attitudes toward SNS. Furthermore, attitude toward SNS mediates the relationship between willingness to join SNS and (1) Internet self-efficacy and (2) need to belong, and the mediation is only partial between willingness to join and collective self-esteem. The author also draws managerial implications.
- 11. Very few studies** investigate the antecedents of social networking site adoption. Industry surveys indicate that people join and partake in social networking Web sites for a variety of reasons, such as to stay in touch with friends, make plans with friends, make new friends, or flirt with someone (Lenhart and Madden 2007). Other reasons may include feelings of affiliation and belonging, need for information, goal achievement, self-identity, values, and notions of accepted behavior (Ridings and Gefen 2004). These factors all relate to an individual user's need for cognition, need to belong, and level of collective self-esteem. Moreover, the successful adoption of technologies depends on the perceived ease of use (Davis, Bagozzi, and Warshaw 1989), often conceptualized as Internet self-efficacy for Internet technologies (Daugherty, Eastin, and Gangadharbatla 2005; Eastin and LaRose 2000). Therefore, existing literature cites four factors-Internet self-efficacy, need for cognition, need to belong, and collective self-esteem-as influences on adoptions of technologies such as SNS. However, no study examines the effect of these factors on college students' attitudes toward SNS and their willingness to join such sites.

## 12. Abstract

We have watched rapid developments for branding in social media in the last couple of years and the use of these platforms is stronger than ever these days, reaching audiences worldwide through multiplatform social media branding strategies. Social media can be an opportunity for business to: raise brand awareness, increase sales, generate brand loyalty and to overall better communicate with customers, helping build long lasting relationships. This creates a whole new perspective in the way companies are used to conduct their businesses, and also on the way we are used to communicate with

others and with companies themselves. This article provides for a literature review on the evolution of social media and how it became relevant to brands as a marketing tool to generate engagement.

Jenkins characterizes social media as a convergence culture: it translates into media convergence, participatory culture and collective intelligence. Social media was developed in this unique combination of these parameters (JENKINS, 2006). Media convergence altered the “relationship between existing technologies, industries, markets, genres, and audiences” and therefore might be considered a paradigm shifting culture. This altered the logic traditional media operated on and by which consumer’s process news and entertainment. The author believes this convergence is a process, not an end-point and we are already living in this culture for quite some time now. Erik Qualman (2009) refers to social media as the age of instant communication and transparency calling it the glasshouse effect. He defines it as the tool to deal with the excess information on the Internet: a way to “alter” the information you actually are searching for. Marketers no longer need to artificially create and push brand messages, they need to listen, engage and react to the potential and current customer needs by embedding the brand in existing conversation. Marketing and business models have changed and they need to shift to fully adapt to the impact and demands of social media. Companies receive feedback from costumers using social media. Twitter, for example, is highly used to answer complaints. Whether those reviews about a product are good or bad, this action is changing how businesses have to operate. Companies can take the feedback as an opportunity to act and adjust it to better suit the needs of their public. People take their friends and peers opinions when it comes to choosing a restaurant, for example, rather than just using a research engine to search for it (QUALMAN, 2009).

**13. According to Liana Evans (2010)** with the type of social media, companies think it is easy to succeed online, thinking that all they need is a Facebook page to hit their audience, but that is not enough. People will continue to share conversation and experiences without a company’s involvement. The appeal for social media is cross generations; some of the fast growing demographics are those of above 40 years old. There are different types of social media and the authors refer to: [1] social news sites (sites that allow news stories, articles, blog posts, videos and photos to the community e.g.: Digg, Reddit and NewsVine ); [2] social networking (which allows community members to upload photos, create groups, add fans, invite friends to events, post comments on photos, videos, tag friends ex: Facebook, Instagram); [3] social bookmarking (sites that allow you to bookmark and share your favorite websites with an entire community ex: Delicious and Magno-lia); [4] social sharing (a common feature among social media websites; social events; blogs; micro blogging; wikis; forums and message boards) (ibid.).Kaplan and Haenlein (2010) define social media as “a group of Internet-based applications that build on the ideological and technological foundations of Web 2.0, and that allow the creation and exchange of User Generated Content”. It can describe different types of collaboration applications such as projects (e.g., Wikipedia); blogs/micro-blogs (e.g., Twitter); content communities (e.g., YouTu-be); social networking sites (e.g., Facebook); virtual game worlds (e.g., World of Warcraft); and virtual social worlds (e.g., Second Life).

**14. In today's technology** driven world, social networking sites have become an avenue where retailers can extend their marketing campaigns to a wider range of consumers. Chi (2011, 46) defines social media marketing as a “connection between brands and consumers, [while] offering a personal channel and currency for user centered networking and social interaction.” The tools and approaches for communicating with customers have changed greatly with the emergence of social media; therefore, businesses must learn how to use social media in a way that is consistent with their business plan (Mangold and Faulds 2009). This is especially true for companies striving to gain a competitive advantage. This review examines current literature that focuses on a retailer's development and use of social media as an extension of their marketing strategy. This phenomenon has only developed within the last decade, thus social media research has largely focused on (1) defining what it is through the explanation of new terminology and concepts that makeup its foundations, and (2) exploring the impact of a company's integration of social media on consumer behavior. This paper begins with an explanation of terminology that defines social media marketing, followed by a discussion of the four main themes found within current research studies: Virtual Brand Communities, Consumers Attitudes and Motives, User Generated Content, and Viral Advertising. 2 Although social media marketing is a well-researched topic, it has only been studied through experimental and theoretical research; studies never precisely describe the benefits retailers gain from this marketing tactic. In reviewing the rich plethora of multi-disciplinary literature, it is has become clear that studies are focusing on describing what social media marketing is as well as examining what factors affect consumer behavior relative to social networking. Despite the initial progress made by researchers, development in this area of study has been limited. Research needs to expand by providing a deeper understanding of the longterm promotional gains retailers obtain from social media marketing. More formalized studies are also needed to progress beyond theorized or predicted outcomes in order to gain knowledge of real life applications. This review of literature touches upon the gaps that currently exist within social media marketing research and points out the need for future studies to explore the benefits gained by marketing on social networking sites, especially for small retailers.

## 15. Purpose

The aim of this literature review was to generate a knowledge overview about our specific study interest regarding social media's entry into professional organizations. The objective of the study has been to increase the knowledge of how the second wave of digitalization emerging from bottom up use of social media in professional organisations has effected professional organizations. We have been looking for an answer to: -what type of gains or problems for professional identities, psychosocial work, and organizations' leadership and power structures has social media caused. In this report we will present the identified recent academic discourses in this scope of investigation resulting from our literature review. More specifically we have taken a look at how social media is perceived in the main academic discourses in relation to:

- The workplace use of social media by three select professions: librarians, teachers and social workers.
- The impact of social media on work: workplace, work environment, and work life;
- Social media and stress, e.g. workload, pace of life, monitoring and controlling, professional identities, and privacy concerns;
- The impact of social media on organization's leadership/management and power structures;

**16. This study has been** carried out as a systematic literature review based on the method/guidelines as proposed by Tranfield et al. (2003). As Tranfield et al. (2003, p. 209) argue, systematic literature reviews highly differ from traditional narrative reviews as they can be easily replicated and are based on more transparent and rigorous data collection and selection process. Unlike narrative reports, in systematic reviews researcher is expected to clearly specify how he/she carried out the review, what type of literature (books, journal articles, book chapters, documents, etc.) was reviewed, and how and where those literature were found. In other words, review methodology and protocol should be explained and detailed in such a way that it should allow other researchers to fully replicate the review. In this regard, systematic review is a research methodology characterized as being a pragmatic, transparent, including reproducible manner of analyzing existing literature (Cook et al., 1997; Cooper, 1998; Lettieri et al., 2009). The literature review we conducted is informed by these insights and hence, in line with Tranfield et al. (2003), it was carried out through the following five stages: A) Planning the literature review process, B) Searching, identifying and organizing studies, C) Extracting and evaluating data, D) Presenting descriptive and thematic findings, E) Utilizing the findings in order to determine the current trends and gap in research as well as the possible changes in work life due to proliferation of social media.

## 17. Overview of stress results

Starting by identifying the most relevant papers between 2010-2015, and from this result applying snowball sampling we finally ended up with 67 potentially relevant articles in the time period 2000-2009 and 2010-2015. Judging from the total number of citations stress and digital technology is a subject that gained a lot of interest.

Regarding the methods applied in the studies from 2000-2009: Three of the earliest papers are built upon pure literature review results (Dewett and Jones, 2001), (Ramirez et al., 2002) (Miller and Weckert, 2000). Five of the papers included own survey (Ceaparu et al., 2004) (Kinnunen et al., 2006) (Bellotti et al., 2005) (Young and Case, 2004) (Tarafdar et al., 2010). Two of the papers included interviews (Kinnunen et al., 2006) (Bellotti et al., 2005). Two papers included laboratory tests and experimentation (Kinnunen et al., 2006) (Bellotti et al., 2005). Two papers included physical observation (Ceaparu et al., 2004) (Bellotti et al., 2005). One study built upon a 3 years in-depth study (Bellotti et al., 2005). Only one paper applied and argued based on classic grand sociological theory (Kinnunen et al., 2006); which possibly can interpreted as a lack of applicable grand sociological theories regarding stress and IT? Of course all papers still used theoretical relevant concepts in their reasoning. Many of the studies were

global (Ramirez et al., 2002) (Ceaparu et al., 2004) (Bellotti et al., 2005) (Miller and Weckert, 2000), four had focus on US (Dewett and Jones, 2001) (Bellotti et al., 2005) (Young and Case, 2004), and one the Northern Europe (Kinnunen et al., 2006). What happened after 2009 when social media was established in people's private life, and also taken up in professional organizations? In the time period of 2010 to 2015 we identified and included 4 relevant papers in total. Judging by number of citations for the included papers, i.e. 131, 30, 18, and 5, we conclude that these recent subjects are part of the mainstream debate related to our interest of study. Still, as social media is a recent technology, and that we did not include more than 4 discourses we can conclude that social media and stress is a combination that is in need of more empirical studies. The identified discourses in order most cited to last cited regards: The impact of technostress on end-user satisfaction and performance (Tarafdar et al., 2010) 131 citations; Understanding the influence from social media on new workplace practices, effectiveness, workload and pace of life (Chesley, 2010) 30 citations; Applying theory of decision style to describe employee email behavior (Day et al., 2012) 18 citations; ICT demands effect on well-being and the moderating effect that ICT support can provide (Shirren and Phillips, 2011) 5 citations. One of the papers refer to decision style theory in its arguing (Shirren and Phillips, 2011), the other papers do not use any social theory. Methodologies used are literature overview combined with survey (Tarafdar et al., 2010) (Chesley, 2010) (Day et al., 2012), and communication diary (Shirren and Phillips, 2011). Studied countries were United States (Tarafdar et al., 2010) (Chesley, 2010), Canada (Day et al., 2012) and Australia (Shirren and Phillips, 2011). Below the identified papers are presented in more detail, starting with a section covering the recent papers. In summary, the most influential stress and information technology related subjects in academic discourses during the last 15 years have concerned negative impacts on organizations and individuals with special emphasis on information overload, employee monitoring, seeking behavior, and spillovers of IT on the work-family, and family-work. There was a peak in the most referenced papers the years 2000-2006.

## 18. Overview of power relations results

Our literature review reveals that social media and power a relation is a subject that is not included in the mainstream debate during the last five years. In fact, the combination only leads up to two included papers. Judging by number of citations for the included power relationship papers, i.e. 15 and 6, we can safely conclude that the subject is not part of the in this study identified main stream debate related to any of our study interests. We identified only two papers that clearly addressed this combination of subjects (still we can find the subject implicitly included in many other papers). Rightfully, there is really just one 36 paper that actually can be claimed to be frequently cited, with 15 citations (Goyal, 2011) compared to the other paper that have 6 (Frizzo-Barker and Chow-White, 2012) citations. What then can still be said about this theme based on the included papers? The subjects concern female participation in technology usage. The first paper discussed household production technology as a means to increase female equity and efficiency in the labor force (Goyal, 2011). The second paper provided evidence of how women actually use smartphones and apps to mediate paid and unpaid work, finances and health, relationships in the context of everyday life (Frizzo-Barker and Chow-White, 2012). One paper refers to

theories in its argumentation, i.e. theory of technofeminism plus theory of network society in its arguing (Frizzo-Barker and Chow-White, 2012). The methodologies used are literature overview together with quantitative model in one paper (Goyal, 2011), and in depth interviews in the other (Frizzo-Barker and Chow-White, 2012). Both papers have a global preference. Frizzo-Barker and Chow-White (2012) studied people in US that with China, Korea, East India, and white ethnic backgrounds. The focuses of the studies have been on how ICT can restore flexibility for female labor (Goyal, 2011), and to understand in-depth how women that use smartphones and apps on a daily basis use and make meaning through social media and popular apps to do with parenting (Frizzo-Barker and Chow-White, 2012).

## 19. Abstract

Today, the impact of social media (SM) and social network services are undeniable. Social web applications are particularly so pervasive that finding innovative ways to incorporate them into our everyday lives for profit or educational use is a constant activity for some. The purpose of this study is to identify best practices acknowledged through scholarly literature for professionals and to highlight the common ways to improve the use of social web tools. Through a comprehensive literature review, this study illustrates how an effective communication synergy can be developed through the use of various social mediums for sustainable user engagement online.

Social media has been suggested as an effective tool for educational purpose. Therefore, this study is conducted on two theories, constructivism theory and Technology Acceptance Model (TAM). Moreover, this study conducted an analysis of studies dedicated to social media use for collaborative learning and engagement based on previous research problems of models and theories. In addition, this study applied quantitative approach, and the questionnaire was conducted using 340 students. The results show that social media use is useful, enjoyable and easy to use. Moreover, the students had a feeling of satisfaction using it. They believe that social media can be used positively and that it can provide significant interaction, engagement and collaborative learning with respect to the Quran and Hadith, thus improving learners' performance. The results of this study also revealed the percentage and frequency of the tools of social media used for collaborative learning, sharing, discussion and publishing.

## 20. Abstract

**Purpose:** To review the literature relating to use of social media by people with a traumatic brain injury (TBI), specifically its use for social engagement, information exchange or rehabilitation. **Method:** A systematic review with a qualitative meta-synthesis of content themes was conducted. In June 2014, 10 databases were searched for relevant, peer-reviewed research studies in English that related to both TBI and social media. **Results:** Sixteen studies met the inclusion criteria, with Facebook™ and Twitter™ being the most common social media represented in the included studies. Content analysis identified three major categories of meaning in relation to social media and TBI: (1) risks and benefits; (2) barriers and facilitators; and (3) purposes of use of social media. A greater emphasis was evident regarding potential risks and apparent barriers to social media use, with little focus on facilitators of successful use by people with TBI. **Conclusions:** Research to date reveals a range of benefits to the use of social media

by people with TBI however there is little empirical research investigating its use. Further research focusing on ways to remove the barriers and increase facilitators for the use of social media by people with TBI is needed.

### **Implications for Rehabilitation**

- Communication disabilities following traumatic brain injury (TBI) can be wide-ranging in scope and social isolation with loss of friendships after TBI is common. For many people, social media is rapidly becoming a usual part of everyday communication and its use has the potential to increase communication and social participation for people with TBI.
- There is emerging evidence and commentary regarding the perceived benefits and risks, barriers and facilitators and purposes of use of social media within the TBI population.
- Risks associated with using social media, and low accessibility of social media sites, form barriers to its use. Facilitators for social media use in people with TBI include training the person with TBI and their communication partners in ways to enjoy and use social media safely.
- There is minimal rigorous evaluation of social media use by people with TBI and scant information regarding social media use by people with communication disabilities after TBI. Further investigation is needed into the potential benefits of social media use on communication, social participation and social support with the aim of reducing social isolation in people with TBI.

### **SIGNIFICANCE OF THE STUDY:**

Now a day, it is very crucial to find out that how much Young and Mature adults suffer from Social Media in day to day life. Social media has grown tremendously in the last few years. From 2006 onwards the growth rate is unexpectedly very high. Especially Facebook and Twitter have grown much faster and captured millions of users in just a few years. The way technology is growing, it is obvious that more and more people are going to grasp its benefits. It has brought a lot of advantages for the society. From progressed nations to under-developed countries, every nation is utilizing the power of social media to enhance life and use it for the bitterness of the people. However, on the other hand it has also affected the society in the negative way. Just like anything which can be used for both good and bad, social media have also provided the negative and positive ways for the people. It is all about the usage and getting things done positively by using the power of social media. It is in the hands of the user to use to its advantage. But willingly or unwillingly it can still have negative impacts on the users. Today in this study I am going to discuss both the advantages and disadvantages of the social media for the society.

It is an effortless way to connect with the like-minded people. You are just a single click away from an incredible number of such people. Regardless of location and religion, social networks are helpful in reviving and preserving relationships with other people. . We can also interact with people of authority who might help us in our careers.

The addictive part of the social media is very bad and can disturb personal lives as well. The young adults are the most affected by the addiction of the social media. They get involved very extensively and are eventually cut off from the society. It can also waste individual time that could have been utilized by productive tasks and activities. The excess usage of social media can also have a negative impact on the health. Since exercise is the key to lose weight, most of the people get lazy because of the excessive use of social networking sites. This in result brings disorder in the routine life. This research by discovery will shock you by showing how bad your health can be affected by the use of the social media. It can cause depression in the adults. When the young adults use social media, they will start comparing themselves to others in appearance or talents, they can feel inferior. These people can envy the people who are more famous or intelligent than them and they also feel ashamed of themselves. Therefore, they feel under pressure, stressed and depressed. These mental problems are very dangerous to the adults.

Although some parents see social media as detrimental to their children, it actually does them some good to have social media accounts. Teens want to be aware and informed just as much as adults. Using social media allows teens to follow organizations and causes that they believe in. It makes them feel like they are a part of something, even when they feel like an outcast in society. Increased teen awareness is important. Social media is one of the best outlets to reach the minds of young people to make a real difference.

Social media itself is controversial. It is not all arguments, drama and controversy. Social media does have plenty of uses for good purposes. When news needs attention and causes need supporters, using social media outlets is the best way to reach a mass amount of readers as not all stories make it to local news channels for distribution

## **METHODOLOGY:**

**PROBLEM:** A Comparative Study on Personality, Happiness and Self-efficacy among New and Old Generations of Social Media Users.

### **OBJECTIVE OF THE STUDY:**

- To study the psychoticism level among new and old generation social media users.
- To study the neuroticism level among new and old generation social media users.
- To study the extraversion level among new and old generation social media users.
- To study the happiness level among new and old generation social media users.
- To study the self-efficacy level among new and old generation social media users.
- To suggest need based measures.

### **OPERATIONAL DEFINATION:**

**P - Psychoticism/Socialisation:** Psychoticism is associated not only with the liability to have a psychotic episode (or break with reality), but also with aggression. Psychotic behavior is rooted in the characteristics

of tough-mindedness, non-conformity, inconsideration, recklessness, hostility, anger and impulsiveness. The physiological basis suggested by Eysenck for psychoticism is testosterone, with higher levels of psychoticism associated with higher levels of testosterone.

**N - Neuroticism/Stability:** Neuroticism or emotionality is characterized by high levels of negative affect such as depression and anxiety. Neuroticism, according to Eysenck's theory, is based on activation thresholds in the sympathetic nervous system or visceral brain. This is the part of the brain that is responsible for the fight-or-flight response in the face of danger. Activation can be measured by heart rate, blood pressure, cold hands, sweating and muscular tension (especially in the forehead). Neurotic people — who have low activation thresholds, and unable to inhibit or control their emotional reactions, experience negative affect (fight-or-flight) in the face of very minor stressors — are easily nervous or upset. Emotionally stable people—, who have high activation thresholds and good emotional control, experience negative affect only in the face of very major stressors — are calm and collected under pressure.

The two dimensions or axes, extraversion-introversion and stability-instability, define four quadrants. These are made up of:

- Stable extraverts (sanguine qualities such as outgoing, talkative, responsive, easygoing, lively, carefree, leadership)
- Unstable extraverts (choleric qualities such as touchy, restless, excitable, changeable, impulsive, irresponsible)
- Stable introverts (phlegmatic qualities such as calm, even-tempered, reliable, controlled, peaceful, thoughtful, careful, passive)
- Unstable introverts (melancholic qualities such as quiet, reserved, pessimistic, sober, rigid, anxious, and moody).

**E - Extraversion/Introversion:** Extraversion is characterized by being outgoing, talkative, high on positive affect (feeling good), and in need of external stimulation. According to Eysenck's arousal theory of extraversion, there is an optimal level of cortical arousal, and performance deteriorates as one becomes more or less aroused than this optimal level. Arousal can be measured by skin conductance, brain waves or sweating. At very low and very high levels of arousal, performance is low, but at a better mid-level of arousal, performance is maximized. Extraverts, according to Eysenck's theory, are chronically under-aroused and bored and are therefore in need of external stimulation to bring them UP to an optimal level of performance. About 16 percent of the population tends to fall in this range. Introverts, on the other hand, (also about 16 percent of the population) are chronically over-aroused and jittery and are therefore in need of peace and quiet to bring them DOWN to an optimal level of performance. Most people (about 68 percent of the population) fall in the midrange of the extraversion/introversion continuum, an area referred to as ambiversion.

The following table describes the traits that are associated with the three dimensions in Eysenck's model of personality:

Psychoticism	Extraversion	Neuroticism
Aggressive	Sociable	Anxious
Assertive	Irresponsible	Depressed
Egocentric	Dominant	Guilt Feelings
Unsympathetic	Lack of reflection	Low self-esteem
Manipulative	Sensation-seeking	Tense
Achievement-oriented	Impulsive	Moody
Dogmatic	Risk-taking	Hypochondriac
Masculine	Expressive	Lack of autonomy
Tough-minded	Active	Obsessive

**Happiness:** Happiness often define a happy person as someone who experiences frequent positive emotions, such as joy, interest, and pride, and infrequent (though not absent) negative emotions, such as sadness, anxiety and anger (Lyubomirsky et al., 2005). Happiness has also been said to relate to life satisfaction, appreciation of life, moments of pleasure, but overall it has to do with the positive experience of emotions.

The key to these definitions is that positive emotions do not indicate the absence of negative emotions. A "happy person" experiences the spectrum of emotions just like anybody else, but the frequency by which they experience the negative ones may differ. It could be that "happy people" don't experience as much negative emotion because they process it differently or they may find meaning in a way others have not. In fact, using the phrase "happy person" is probably incorrect because it assumes that they are naturally happy or that positive things happen to them more often. Nobody is immune to life's stressors, but the question is whether you see those stressors as moments of opposition or moments of opportunity.

**Self-efficacy:** The concept of self-efficacy has its roots in the social cognitive theory proposed by Bandura (1986), which emphasizes the role of observational learning and social experiences in the development of personality. Various researches done in the field of self-efficacy by Bandura and others have shown that adolescent's perception of their abilities to perform a task greatly influences their success. The ease with which the transition from childhood to the demands of adulthood is made depends on the strength of personal efficacy built up through prior mastery experiences, seeing people similar to oneself, manage task demand successfully, social persuasion that one has the capabilities to succeed in given activities, and inferences from somatic and emotional states indicative of personal strengths and vulnerabilities (Santrock, 2006).

**HYPOTHESIS:**

- There exists a significant difference among new and old generation's social media users in terms of their psychoticism
- There exists a significant difference among new and old generation's social media users in terms of their neurotism.
- There exists a significant difference among new and old generation's social media users in terms of their extraversion.
- There exists a significant difference among new and old generation's social media users in terms of their happiness.
- There exists a significant difference among new and old generation's social media users in terms of their self-efficacy.

**SAMPLE:** The total sample will consists of 60 people out of which 30 will be New Generation peoples Using Social Media and 30 Old Generation peoples Using Social Media. The data for Social Media sample will be collected from Young and Mature adults of Now and 20 Years back. The sample age range for New Generations will be from 18-28 years and for Old Generations 45-55 years for both males and females. Purposive sampling will be followed for the collection of data with prior informed consent from the respondents.

NEW GENERATION USING SOCIAL MEDIA	OLD GENERATION USING SOCIAL MEDIA
30	30

**SAMPLING TECHNIQUE:**

In this study, Purposive sampling will be followed for the collection of data.

**RESEARCH DESIGN:**

In this study, after a screening test of social media users sixty people was categorized as New Generations Social Media Users (N=30) and Old Generations Social Media Users (N=30) for both males and females. On the basis of gender they were put into two sub-categories as male (N=15) and female (N=15) in both the categories of New Generations and Old Generations Social Media Users. Finally, all the sixty people were assessed on Personality, Happiness and Self- efficacy.

**➤ DEFINATIONS OF THE INDEPENDENT VARIABLES:-**

- **Personality**, a characteristic way of thinking, feeling, and behaving. Personality embraces moods, attitudes, and opinions and is most clearly expressed in interactions with other people. It includes behavioral characteristics, both inherent and acquired, that distinguish one person from another and that can be observed in people's relations to the environment and to the social group. According to the Allport 1961, "Personality is the dynamic organization within the individual of those psychological systems that determine his unique adjustment to his environment".

Eysenck (1952, 1967, and 1982) proposed a theory of personality based on biological factors, arguing that individuals inherit a type of nervous system that affects their ability to learn and adapt to the environment. Eysenck (1947) found that their behavior could be represented by two dimensions: Introversion / Extroversion (E); Neuroticism / Stability (N). Eysenck called these second-order personality traits.

Each aspect of personality (extraversion, neuroticism and psychoticism) can be traced back to a different biological cause. Personality is dependent on the balance between excitation and inhibition process of the autonomic nervous system (ANS).

- Extraversion/introversion

Extraverts are sociable and crave excitement and change, and thus can become bored easily. They tend to be carefree, optimistic and impulsive. They are more likely to take risks and be thrill seekers. Eysenck argues that this is because they inherit an under aroused nervous system and so seek stimulation to restore the level of optimum stimulation.

- Introverts on the other hand lie at the other end of this scale, being quiet and reserved. They are already over-aroused and shun sensation and stimulation. Introverts are reserved, plan their actions and control their emotions. They tend to be serious, reliable and pessimistic.

- Neuroticism/stability

A person's level of neuroticism is determined by the reactivity of their sympathetic nervous system. A stable person's nervous system will generally be less reactive to stressful situations, remaining calm and level headed. Someone high in neuroticism on the other hand will be much more unstable and prone to overreacting to stimuli and may be quick to worry, anger or fear. They are overly emotional and find it difficult to calm down once upset. Neurotic individuals have an ANS that responds quickly to stress.

- Psychoticism/normality

Eysenck (1966) later added a third trait / dimension - Psychoticism – e.g., lacking in empathy, cruel, a loner, aggressive and troublesome. This has been related to high levels of testosterone. The higher the testosterone, the higher the level of psychoticism, with low levels related to more normal balanced behaviour.

- **Happiness** often define a happy person as someone who experiences frequent positive emotions, such as joy, interest, and pride, and infrequent (though not absent) negative emotions, such as sadness, anxiety and anger (Lyubomirsky et al., 2005). Happiness has also been said to relate to life satisfaction, appreciation of life, moments of pleasure, but overall it has to do with the positive experience of emotions. The key to these definitions is that positive emotions do not indicate the absence of negative emotions. A "happy person" experiences the spectrum of emotions just like anybody else, but the frequency by which they experience the negative ones may differ. It could be that "happy people" don't experience as much negative emotion because they process it differently or they may find meaning in a way others have not. In fact, using the phrase "happy person" is probably incorrect because it assumes that they are naturally happy or that positive things happen to them more often. Nobody is

immune to life's stressors, but the question is whether you see those stressors as moments of opposition or moments of opportunity.

- **Self-efficacy** has its roots in the social cognitive theory proposed by Bandura (1986), which emphasizes the role of observational learning and social experiences in the development of personality. Various researches done in the field of self-efficacy by Bandura and others have shown that adolescent's perception of their abilities to perform a task greatly influences their success. The ease with which the transition from childhood to the demands of adulthood is made depends on the strength of personal efficacy built up through prior mastery experiences, seeing people similar to oneself, manage task demand successfully, social persuasion that one has the capabilities to succeed in given activities, and inferences from somatic and emotional states indicative of personal strengths and vulnerabilities (Santrock, 2006).

#### ➤ **OBJECTIVES OF THE RESEARCH:-**

- To study the psychoticism level among new and old generation social media users.
- To study the neuroticism level among new and old generation social media users.
- To study the extraversion level among new and old generation social media users.
- To study the happiness level among new and old generation social media users.
- To study the self-efficacy level among new and old generation social media users.
- To suggest need based measures.

#### ➤ **TOOLS OF DATA COLLECTION:-**

- **EYSENCK'S PERSONALITY QUESTIONNAIRE – REVISED (EPQ-R)** - The Eysenck Personality Questionnaire - Revised (EPQ-R) measures three major dimensions of personality: Extraversion/Introversion, Neuroticism, and Psychoticism or Tough-mindedness. The EPQ-R is an excellent assessment tool to measure the personality domain. It is a self-reported questionnaire. The original EPQ consists of 90 items, while low reliability (Eysenck, Eysenck & Barrett, 1985) with traits of Neuroticism, Extraversion and Psychoticism and Lie scale. Each question has a binary response, 'yes' or 'no'. You have to put a cross in the box yes or no. There is no right or wrong answers or no trick questions. Work quickly and do not think too long about the exact meaning of the question. Scoring can be done hand written or Web-based with immediate scoring. Each dichotomous item was scored 1 or 0. It takes approximately 20-35 minutes to complete. It is useful for Adults (18 and older).
- **HAPPINESS SCALE (HS – RHMJ)** - The Happiness Scale (HS), developed by Dr. Himanshi Rastogi and Dr. Janki Moorjani, are the most widely used psychological instrument for measuring the happiness. There are 62 items with five dimensions in Happiness Scale such as Subjective Well-being, Social Well-being, Emotional Well-being, Career Well-being and Spiritual Well-being. Read the statement carefully

and decide your answer on the present level of your thinking. You have to put a tick mark in the box which describe you the best. The response to each item on Five-point alternative response, viz., Strongly Agree, Agree, Undecided, Disagree and Strongly Disagree and for scoring the responses, the scoring system was as following:-

SCORING SYSTEM					
Nature of Item	Strongly Agree	Agree	Undecided	Disagree	Strongly Disagree
Positive	5	4	3	2	1

- **SELF-EFFICACY SCALE** - The Self - Efficacy Scale (SES), developed by Dr. Arun Kumar Singh and Dr. Shruti Narain, are the most widely used psychological instrument for measuring the self-efficacy. This self-efficacy Scale has been designed for use with 12 years and above age of individuals. There are 20 statements which are divided into self-confidence (items 1,2,3,4,5), Efficacy expectation (6,7,8,9,10), Positive attitude (11,12,13,14,15), Outcome expectation (16,17,18,19,20). For each statement, there are five response options like Strongly Agree, Agree, Neutral, Disagree, and Strongly Disagree. Read carefully and tick mark only that option which you find that is most true in your case. There is no time limit as such it generally takes about 15 minutes to complete. There are two types of items- The scoring of positive items of SE Scale was done by giving a score 5,4,3,4 or 1 for Strongly Agree, Agree, Neutral, Disagree and Strongly Disagree respectively and negative items were scored as 1,2,3,4 or 5 respectively. Positive items are 1,2,3,5,6,7,8,9,11,13,14,15,16,17,19 and 20 where as negative items are 4, 10, 12 and 18. Scores thus obtained were added together to yield total score. The obtained scores on self-efficacy scale can also be qualitatively interpretive as under:-

QUALITATIVE INTERPRETATION OF SCORES OF SELF-EFFICACY SCALE	
SCORES	INTERPRETATION
85 and Above	High Self-efficacy
74 to 84	Average Self-efficacy
73 or less	Poor Self-efficacy

- **DATA ANALYSIS TECHNIQUES:-**

Mean, S.D., T- test was computed among the variables for the independent samples.

#### TOOLS USED:

**INFORMATION BLANK:** Consisting information about Subject's Name, Age, Religion, Mother tongue, Education, Working status, Personal hobby, Major illness (Physical and Psychological), whether the person is a Social Media users now or 20 Years back.

**EYSENCK PERSONALITY QUESTIONNAIRE (EPQ SCALE):** The Eysenckian scales were developed by H.J. Eysenck and his co-workers (principally his wife, S.B.G. Eysenck) over a long period of time. The first incarnation of the scales was the Maudsley Medical Questionnaire (MMQ; Eysenck, 1952), which measured neuroticism. This scale was modified, and became the Maudsley Personality Inventory (MPI; Eysenck & Knapp, 1962) which contained a measure of extraversion, and later the Eysenck Personality Inventory (EPI; Eysenck & Eysenck, 1964) which added a lie scale. The next change was the addition of the Psychoticism (P) scale in the Eysenck Personality Questionnaire (Eysenck & Eysenck, 1975).

The addition of the psychoticism scale caused some changes to be made to the extraversion scale. Previously, it was possible to distinguish two sub-dimensions of the extraversion scale – sociability and impulsivity, but some of the impulsivity-related items in the extraversion dimension were found to load on the psychoticism scale, and thus minor modification of the extraversion scale took place. The subsequent scale was not found to contain any distinguishable subscales (Roger & Morris, 1990).

The EPQ was revised in 1985, when improvements were made to the the psychoticism scale to adjust some flaws in its psychometric properties – notably its high degree of positive skew and The EPP (Eysenck, Barrett, Wilson & Jackson, 1992) represents the next stage of the development of the Eysenckian scales, and it, with the inclusion of facet scales, represents a move in a slightly different direction.

A newly developed 12-item short form version of the self-report Eysenck personality questionnaire (EPQ) originally developed by Eysenck and Eysenck (1975) and most recently revised by Eysenck, Eysenck, and Barrett (EPQ-R; 1985). The original EPQ consists of 90 items, while low reliability (Eysenck, Eysenck & Barrett, 1985).

The EPQ-R involves 36 items. Both instruments were designed to assess three dimensions of personality: extraversion, neuroticism, psychoticism. An understanding of the hierarchical

Model for personality envisaged by Eysenck (1947) facilitates our explication of these personality dimensions. Eysenck's system involved four levels. At the lowest level of this system are singly occurring acts or cognitions. Habitual acts or cognitions are at the second level. The third level is composed of traits, defined in terms of significant intercorrelations between different habitual behaviors. The final level is that of personality types or dimensions, defined in terms of substantial intercorrelations between traits. Against this backdrop, Eysenck (see Eysenck, 1990; Eysenck & Eysenck, 1985) defined extraversion by the observed correlations between the traits sociable, lively, active, assertive, sensation-seeking, carefree, dominant, and venturesome. Neuroticism was defined by the traits anxious, depressed, guilt feelings, low self-esteem, tense, irrational, shy, moody, and emotional. Finally, psychoticism was defined by the traits aggressive, cold, egocentric, impersonal, impulsive, antisocial, unempathic, and tough-minded.

Weaver and his colleagues (see Richendoller & Weaver, 1994; Weaver, 1991) identified two psychometric aspects of both the original EPQ version and the revised EPQ-R that were potentially problematic. First, in their original design, the instruments solicited dichotomous (i.e., yes, no) responses, thus substantially suppressing variance and raising the question of skewness and kurtosis in the distributions of each personality type subscale. Second, several of the original

inventory items involved nomenclature that was not well received by contemporary respondents.

Consequently, Weaver and his colleagues modified the wording of some EPQ-R items in a progressive series of investigation, so to enhance the meaning for respondents and to permit Likert-type scale responses.

**RELIABILITY:** Historically, the extraversion (E), neuroticism (N), and psychoticism (P) subscales of the EPQR have displayed acceptable levels of internal consistency reliability (i.e., Cronbach's Alpha). In their initial presentation of the EPQ-R, Eysenck, Eysenck, and Barrett (1985) reported reliability estimates ranging from .85 to .90 for extraversion, from .85 to .88 for neuroticism, and from .73 to .81 for psychoticism. These initial estimates have proven consistent across a series of more recent investigations using the Weaver modification of the EPQ-R. Five studies employing large samples (n ranging from 635 to 2,466), for example, have yielded reliability estimates ranging from .89 to .91 for E, from .84 to .86 for N, and from .67 to .68 for P (Richendoller & Weaver, 1994; Weaver, 2003; Weaver, 2005; Weaver, Walker, McCord, & Bellamy, 1996; Weaver, Watson, & Barker, 1995).

**VALIDITY:** Extensive arguments concerning the validity of extraversion, neuroticism, and psychoticism as fundamental dimensions of personality are presented elsewhere (Eysenck, 1990; Eysenck & Eysenck, 1985; Zuckerman, Kuhlman, & Camac, 1988; Zuckerman, Kuhlman, Joireman, Teta, & Kraft, 1993). Considerable evidence is provided in these works establishing the distinctiveness of each personality dimension; highlighting unique interrelationships between these personality measures and various cognitive, behavioral, physiological indices; and demonstrating the intercultural applicability of the Eysenck personality questionnaire.

**HAPPINESS SCALE (HS – RHMJ):** The Happiness Scale (HS), developed by Dr. Himanshi Rastogi and Dr. Janki Moorjani, are the most widely used psychological instrument for measuring the happiness. Positive psychology is the scientific and applied approach to uncovering people's strengths and promoting their positive functioning. Positive psychological science and practice are situated fortuitously for the identification and understanding of human lives. Most people today think of happiness as a feeling, specifically, a feeling of pleasure. Not all pleasures are simple sensory pleasures. Philosopher John Stuart Mill spoke of "higher pleasures" the joy that comes from art, music, philosophy, religion, and so on. The humanists believed that Happiness is fulfillment of human potentials. Happiness is better viewed as a way of living, not a temporary state that comes and goes none of us will ever fully realize our potentials but is a matter of degree – it is about going as far as possible.

The Factors of Happiness were selected with the help of thoroughly researched material (Hefferon & Boniwell, 2011). In all Five Factors as under were selected factors:

- 1) **Subjective Well-being** – WB is defined as: satisfaction with life + high positive affect + low negative effect. Life satisfaction encompasses the cognitive component of happiness when individuals rate the way their life turns out to be. Affect refers to the emotional side of well being, including moods and emotions associated with experiencing momentary events (Diener et.al., 1999).

- 2) **Social Well-being** – It represents your relationships and experiences of love. Recognizing emotions in others, where one has the ability to exhibit empathy, which is important for social relationships.
- 3) **Emotional Well-being** –It is where one is able to identify and understand one’s own emotions. Experiencing fewer negative emotions but a similar number of positive emotions and develop greater emotional complexity, enhancing mood, health, insight and self examination.
- 4) **Career Well-being** – This represents where you spend most of your time during the day. How constructively and satisfactorily one spends their day in major activities.
- 5) **Spiritual Well-being** – People who report themselves as being spiritual or religious tend to report slightly higher levels of wellbeing, in addition to higher scores on hope and optimism.

**DEVELOPMENT OF THE SCALE:** A total of 124 items was constructed based on the already existing international scales on positive psychology. They were to 12 judges for rating. The judges had to rate the test on its relevance to the topic on a 5 – points scale also on 5 dimensions. The items with rating lesser than 3 or 3 were rejected. The judges also had to categorize the items into sub factors, subjective well being, social well being, emotional well being, career well being, spiritual well being.

After the process 32 items were rejected and 92 items were retained.

The response to each item was decided on Likert type Five-point alternative response, viz., Strongly Agree, Agree, Undecided, Disagree and Strongly Disagree and for scoring the responses, the scoring system was as following:-

**TABLE - 1**

<b>SCORING SYSTEM</b>					
<b>Nature of Item</b>	<b>Strongly Agree</b>	<b>Agree</b>	<b>Undecided</b>	<b>Disagree</b>	<b>Strongly Disagree</b>
Positive	5	4	3	2	1

**RELIABILITY:** The reliability of the scale was calculated on the basis of split-half (odd-even method). It was calculated to be  $r = 0.88$ . Which is significant at .01 level of significance?

**VALIDITY:** The items once constructed were then sent to 12 judges for rating the relevance, which shows that the final items contained in the scale contain face validity.

Items were also validated with an external criteria test Subjective Happiness Scale, which is Likert scale as well, the correlation was calculated to be  $r = 0.91$ .

The test had been subjected to item analysis and as such has content validity.

**TABLE - 2**

<b>FACTOR – TOTAL CORRELATION</b>	
<b>FACTOR</b>	<b>CORRELATION</b>
Subjective Well-being	0.84
Social Well-being	0.62
Emotional Well-being	0.80

Career Well-being	0.53
Spiritual Well-being	0.71

**STATISTICAL RESULTS:** Based on the scores (Factor-wise and Total) following statistical results were got:

**TABLE - 3**

STATISTICAL RESULTS				
SR. NO.	FACTORS	N	MEAN	SD
1.	Career Wellbeing	350	45.50	8.36
2.	Subjective Well-being	350	44.50	9.00
3.	Social Well-being	350	35.00	8.63
4.	Spiritual Well-being	350	33.50	9.50
5.	Emotional Well-being	350	38.00	9.70
<b>TOTAL SCALE</b>		<b>350</b>	<b>196.50</b>	<b>45.19</b>

**NORMS:** Based on the statistical results presented in TABLE – 3, z-Score Norms for each factor & for total scale have been prepared.

**SELF-EFFICACY SCALE:** The Self - Efficacy Scale (SES), developed by Dr. Arun Kumar Singh and Dr. Shruti Narain, are the most widely used psychological instrument for measuring the self- efficacy. This self- efficacy Scale has been designed for use with 12 years and above age of individuals. Self-efficacy is a person's belief in his or her ability or competency to perform a task, reach a goal or overcome on obstacles; beliefs about their capabilities to produce designated levels of performance that exercise influence over events that affect their lives. Beliefs in personal efficacy affect life choices, level of motivation, quality of functioning, resilience to adversity and vulnerability to stress and depression (Ciccarelli & Meyer, 2006; Wood & Wood, 1996). The concept of self-efficacy proposed by Bandura (1986), which emphasizes the role of observational learning and social experiences in the development of personality.

A strong sense of efficacy enhances human accomplishment and personal well-being in many ways (Baron, 2005). Bandura (1997) said that learners who possess high level of self efficacy are not intimidated and challenged by complex assignments and projects, which they see as an opportunity for growth and mastery rather than threats to be avoided. They heighten and sustain their efforts in the face of failure. Conversely, individuals with low self-efficacy beliefs shy away from difficult tasks which they view as personal threats. They have low aspirations and weak commitment to the goals they choose to pursue. They slacken their efforts and give up quickly in the face of difficulties. They are slow to recover their sense of efficacy following failure or setbacks. After extensive review of literature, following four dimensions were finally included in this scale. A brief description of each of these dimensions is as under:

- a) **Self-confidence** – The faith in oneself and in one's own abilities to perform a certain task or to arrive at a certain goal.

- b) **Efficacy expectation** – The conviction that the person himself or herself can successfully produce the behavior required to generate the particular outcome. It determines how hard people will try and how long they will persists at a particular behavior.
- c) **Positive attitude** – It means to keep a set of ideas, values and thoughts that tend to look for the good, to advance and overcome problems, to find the opportunities in every situation, and to look, as it is said, ‘on the bright side of life’.
- d) **Outcome expectation** – A person’s beliefs that a given behavior will lead to a particular outcome.

TABLE – 1

DIVISION OF THE ITEMS			
SR. NO.	DIVISION OF ITEMS	SERIALWISE ITEM NO.	TOTAL
1.	Self- Confidence	1,2,3,4,5	5
2.	Efficacy expectation	6,7,8,9,10	5
3.	Positive attitude	11,12,13,14,15	5
4.	Outcome expectation	16,17,18,19,20	5
<b>Total</b>			<b>20</b>

**SCORING:** The scoring of positive items of SE Scale was done by giving a score 5,4,3,2 or 1 for Strongly Agree, Agree, Neutral, Disagree and Strongly Disagree respectively and negative items were scored as 1,2,3,4 or 5 respectively.

SCORING SYSTEM					
	Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree
<b>Positive</b>	5	4	3	2	1
<b>Negative</b>	1	2	3	4	5

Scores thus obtained were added together to yield total score. The details of scoring are being provided in TABLE - 2.

TABLE - 2

SCORING TABLE	
<b>Positive Items</b>	Item No. 1,2,3,5,6,7,8,9,11,13,14,15,16,17,19 and 20
<b>Negative Items</b>	Item No. 4,10,12 and 18

Inter – dimension correlations were also calculated, which were found to be sufficiently low and not significant.

**RELIABILITY:** The test re-test reliability was calculated and was found to be 0.82 and the split-half reliability was found to be 0.74. All reliability coefficients were significant at .01 level.

**VALIDITY:** SE Scale was validated against the General Perceived Self-Efficacy Scale developed originally in German by Jerusalem and Schwarzer and adapted by Sud (1981) in Hindi. The concurrent validity was found to be 0.92 which was significant.

**QUALITATIVE INTERPRETATION:** The obtained scores on self-efficacy scale can also be qualitatively interpreted as under:-

QUALITATIVE INTERPRETATION OF SCORES OF SELF-EFFICACY SCALE	
SCORES	INTERPRETATION
85 and Above	High Self-efficacy
74 to 84	Average Self-efficacy
73 or less	Poor Self-efficacy

**STATISTICAL ANALYSIS:** The data would be collected from 60 total samples and after the scoring statistical analysis will be done using SPSS software descriptive analysis (MEAN AND SD) will be done all with T – Test.

### **RESULTS:**

The present study assesses the differences between New Generations & Old Generations using Social Media in terms of Personality, Happiness and Self-efficacy. The total sample covered 60 participants.

Table 1: Shows the Descriptive Statistic (Mean & S.D.) and T- Value for New and Old Generations in terms of Personality, Happiness and Self-efficacy.

Table – 1: Descriptive Statistic (Mean & S.D.) along with T-Test on Different Study Variables:-

VARIABLES		GROUP	MEAN	S.D.	T- TEST	REMARKS
Personality	Psychoticism	New generation(N-30)	7.03	2.76	0.60	Non Significant
		Old generation(N-30)	7.53	4.51		
	Neuroticism	New generation(N-30)	14.26	4.71	0.02	Significant
Old generation(N-30)		11.27	5.34			
Extraversion	New generation(N-30)	12.93	3.60	0.50	Non Significant	
	Old generation(N-30)	12.3	3.67			
Happiness		New generation(N-30)	246.8	23.67	0.57	Non Significant
		Old generation(N-30)	250.73	29.06		
Self efficacy		New generation(N-30)	76.93	7.44	0.72	Non Significant
		Old generation(N-30)	77.67	8.71		

From the above result it can be interpretative that in Personality, the Mean and S.D. of Psychoticism for New Generation are 7.03 and 2.76 whereas for Old Generation are 7.53 and 4.51. Similarly, the Mean and S.D. of Neuroticism for New Generation are 14.26 and 4.71 whereas for Old Generation are 11.27 and 5.34. The Mean and S.D. of Extraversion for New Generation are 12.93 and 3.60 whereas for Old Generation are 12.3 and 3.67.

In Happiness, the Mean and S.D for New Generation are 246.8 and 23.67 whereas for Old Generation are 250.73 and 29.06 respectively.

In Self-efficacy, the Mean and S.D for New Generation are 76.93 and 7.44 where for Old Generation is 77.67 and 8.71 respectively.

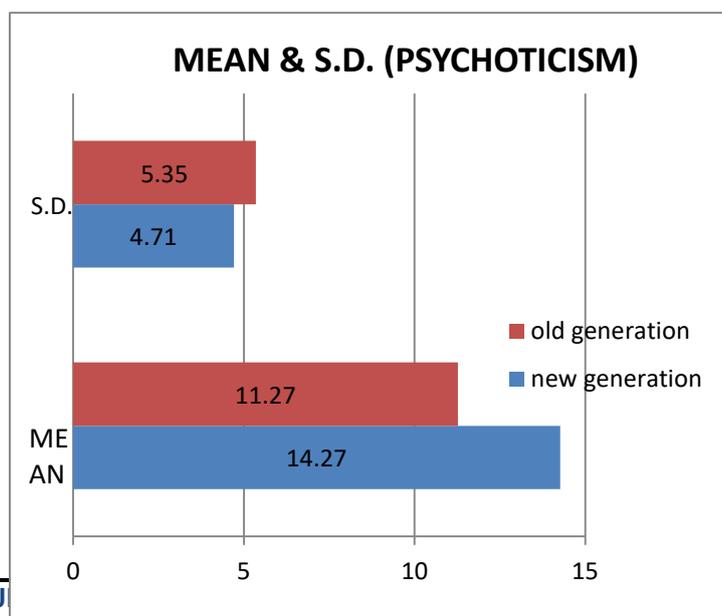
### **DISCUSSION:**

**Psychoticism** - Taking into consideration the domain of Psychoticism it may be stated that the mean score is higher for the Old Generation in comparison to the New Generation (as have been revealed from their mean scores), however, no significant difference has been found between the two generation of social media users (as has been revealed from their T- Test score of 0.6068).

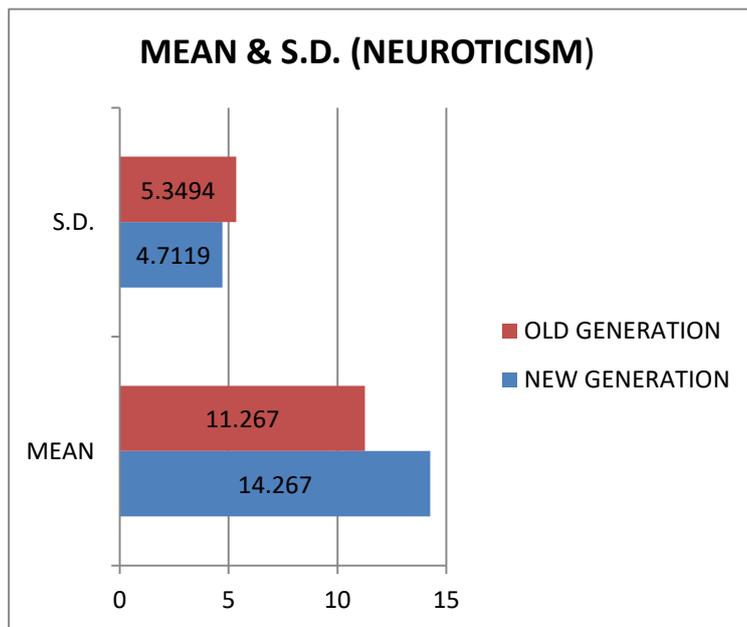
In the Eysenckian personality scheme (H. J. Eysenck, 1981) psychoticism constitutes the third personality dimension, orthogonal to extra version and neuroticism. Thus, pertaining to the present case, neither the new nor the old generation may be said to pass through “the half way stage towards psychosis” (H. J. Eysenck & S. B. G. Eysenck, 1976 P. 203).

Hence citing studies by Eysenck et.al (1976) in support of psychoticism construct it may further be inferred that both the new and old generation social media users are not susceptible to –

- a) Psychopathic
- b) Criminality
- c) Alcoholism
- d) Various personality disorders (1963; 68)

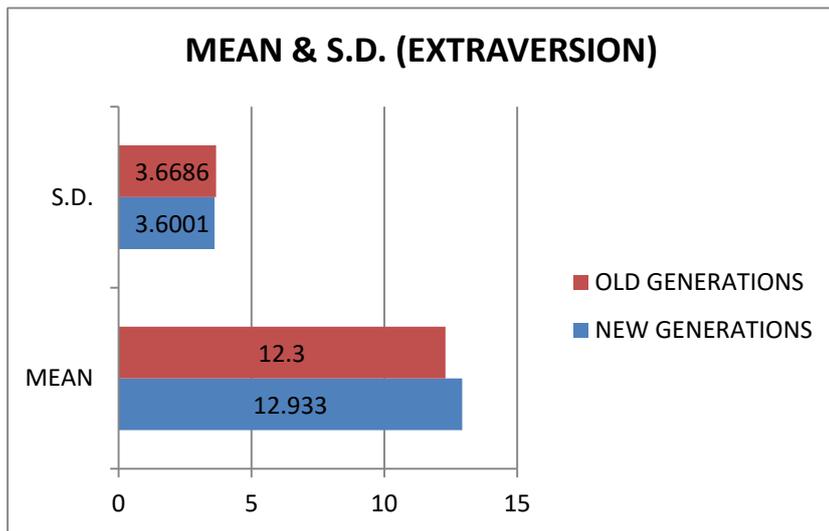


**Neuroticism** - Taking into consideration the domain of neuroticism it may be stated that the mean score is higher among the New Generation in comparison to that of Old Generation (as have been depicted the respective mean scores of 14.267 and 11.267 respectively). Further statistical analysis states that there exists a significant difference between the two generation (T-Test score of 0.04) social media users. Thus, it may be said that the new generation social media users may be more self conscious and shy. They may tend to internalize phobias and other neurotic traits such as anxiety, aggression, negativity, depression. As because neuroticism is an ongoing emotional state defined by these negative feelings and reactions (Dr. William Cullen, 1969).



**Extraversion** - Taking into account the domain of extraversion, it may be stated that the mean score of extraversion has been found to be slight higher in case of New Generation than that of Old Generation users (having respective mean scores of 12.933 and 12.3 respectively). However, their t- test scores reveals that there is no significant difference between the two generations which may be attributable to the following factors:

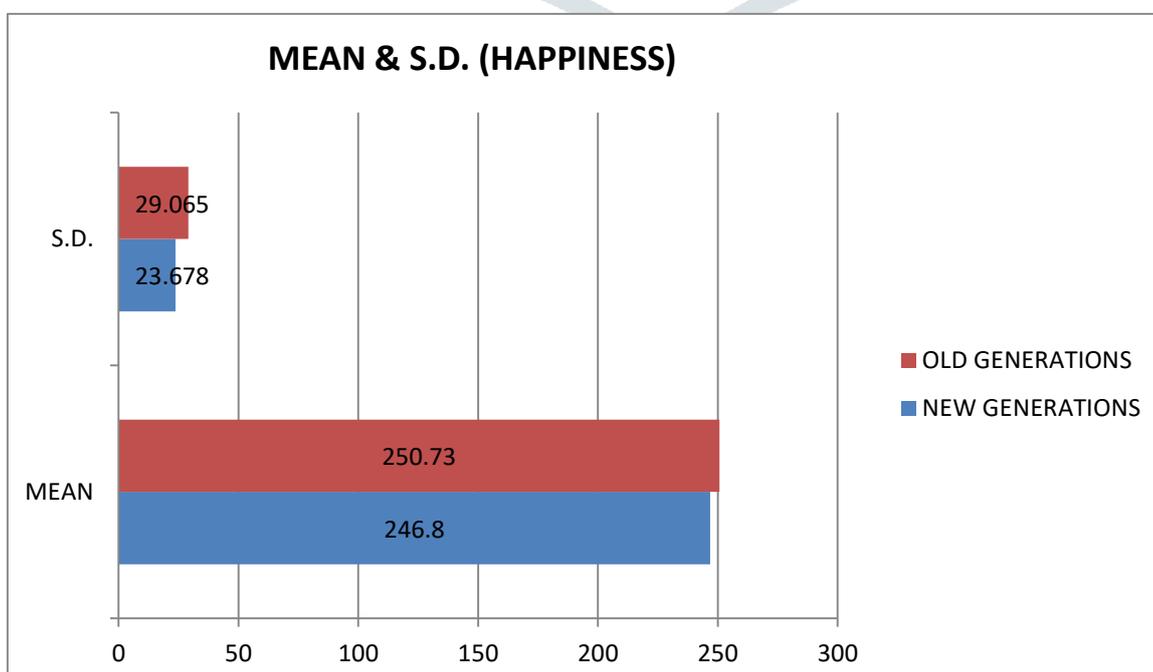
- a) It clearly has a strong genetic component.
- b) Environment can also have an impact.
- c) Variability in this trait may be linked to cortical arousal



**Happiness** - Taking into account the construct of happiness it may be stated that the Old Generation social media users experiences relatively greater happiness than that of the New Generation users (mean scores of 246.8 & 250.73 respectively). The t - test analysis further reveals that there is no significant difference between the two Generations pertaining to the construct of Happiness (t – test scores 0.5677) as because happiness is an extremely personalized construct affected by the following:

- a) Dreams and aspirations
- b) Strong support network and feeling a part of a community
- c) Sex life satisfaction
- d) Attribution to money – happiness way of thinking
- e) Meditation
- f) Severe of comparison.

Despite common place fears about the heavy social media use, analysis shows that peoples using social media networks heavily had the same level of overall well-being as non users once other factors was accounted for (Ann Conkle, 2008).



**Self-efficacy** - Taking into account the variable of Self-efficacy it can be seen that the level of self-efficacy experienced by the Old Generation is relatively higher than that of the New Generation social media users.

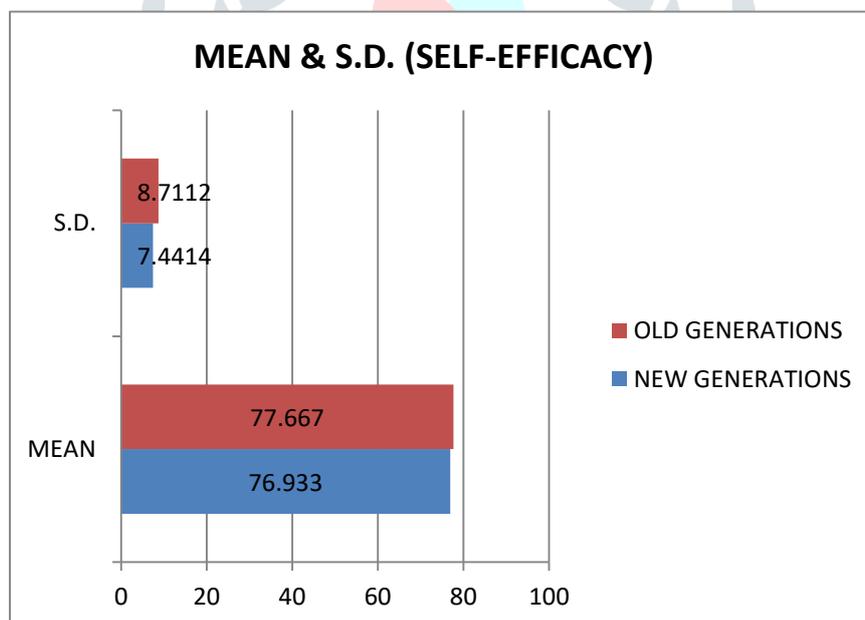
The t – test analysis further shows no significant difference to be present among the two Generations (t – scores 0.7272).

The self-efficacy experienced by the Older Generation is higher as because of the lesser dispositions of Neuroticism experienced by them. Whereas, the New Generation social media users have been said to have a relatively higher disposition to Neuroticism (as have been revealed by their mean and t – test figures).

Thus, the old generation social users may be said to experience the following:

- a) Knowing oneself as a whole person
- b) Not worrying about what others think
- c) Having healthy boundaries with other people
- d) Being assertive and learning to say “no”
- e) Being open to change
- f) Believing that life has better things to offer (Sara Fakian, 2019).

### CONCLUSION:



On the basis of the above discussion the following conclusions were drawn:

- There is no significant difference has been found between the two generations of social media users in terms of their Psychoticism.
- There exists a significant difference between the two generations of social media users in terms of their Neuroticism.
- There is no significant difference between the two generations in terms of their Extraversion.
- There is no significant difference between the two Generations in terms of their Happiness.

- There is no significant difference to be present among the two Generations in terms of their Self-efficacy.

### **IMPLICATIONS OF THE PRESENT STUDY:**

It seems that people of both the Generations are passing through a stage of affects of personality, unhappiness and low self esteem. Increase of excessive use of social media is entering in the physiological and psychological aspects of life and family relations, happiness and low self esteem and increasing poor adjustment, anxiety, aggression, self-conscious in social life. So the interest of this study was to find out whether differences between New Generation have personality traits, unhappiness and low self esteem as compared to the Old Generation in spite of having same stress issues in life. And in response it is found that there is no significant difference among New & Old Generations social media users in terms of their Psychoticism, Extraversion, Happiness and Self-efficacy but there is a significant difference in terms of their Neuroticism among both Generations. So this shows that proper intervention need for the Psychoticism of New Generation as compared to Old Generation.

### **LIMITATIONS OF THE STUDY:**

- 1) The present study is been done on very small number of people. Only sixty people (30 New & 30 Old generation) responses is been considered here by dividing them into four parts (Males & Females).
- 2) The present study is been done on urban people of Kolkata and very few on rural. So the findings of this study do not reflect clearly of rural condition people.
- 3) Age group is limited. For New Generation 18-28 years and for Old Generations 45-55 years for both males and females.
- 4) Due to shortage of time, variables are limited.

### **SUGGESTIONS FOR FURTHER RESEARCH:**

- 1) Further study can be pursued with a larger sample size for getting a more detailed understanding regarding these social media users.
- 2) Further study can be pursued with both rural and urban people for getting aspect of the present scenario.
- 3) Another research can be done gender wise.

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