

The Influence of Social Media Among Teenagers

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DOI: <https://doi.org/10.30880/hsp.2022.02.01.008>

Received 26 May 2022; Accepted 28 May 2022; Available online 15 June 2022

Abstract: This study aimed to form a model in describing the relationship between the variables. This research also seeks to identify the types of social media being used by teenagers and the relationship between the influence of social media and behaviour change among teenagers. This study applied the Theory of Planned Behaviour as the main theory. Quantitative methods were applied in this study and data were collected through the distribution of questionnaires to 210 respondents. In addition, the findings showed the type of social media that were used by teenagers. It is also found that a significant relationship between the influence of social media and behaviour change among teenagers. Hence, this study contributes to the field of communication through the establishment of a more comprehensive variables related to behaviour change among teenagers and help to developed the Planned Behavior Theory.

Keywords: Influence of social media, behaviour change, teenagers, Planned Behavior Theory

1. Introduction

Social Media has been defined as websites which allow profile creation and visibility. of relationships between users (Boyd & Ellison, 2008); web-based applications which. provide functionality for sharing, relationships, group, conversation and profiles. (Kietzmann et al., 2011). Social media such as Facebook, Instagram, Twitter, Youtube, Snapchat and etc can be access with internet connection and used to update an individual's life. Social media for nowadays functioning to make life easier to get information and news.

Social media promotes misleading information, posts, messaging, photographs that give rise to self and social conflicts especially among teenagers. Misleading information and acceptance may lead to fallacious social interactions and give an impact towards relationship between nations (Kusuma, 2020). As youngsters are immature, they are becoming victims of cyberbullying, body image issues, and tech addiction, and results in less time spent doing healthy, real-world activities. This impacts young people mental and physical health and may also leads to depression and self-harm (Anderson & Jiang, 2018, Beyens, et. al., 2020).

Behaviour changes is any modification in behaviour (mainly human) in public health. The change may happen spontaneously and involuntarily without any intervention, or it may be systematic and motivated as prompted by conditioning. Whatever the transformation, it decidedly affects your overall function as an individual. (N., Pam M.S.,2013). Behaviour changes also can be define any transformation on human action towards something in their daily life.

Hence the characteristics of behaviors can be interrelated to the change of behavior in the near environment of online context in terms of communication. According to Beebe, Beebe, and Redmond (2005), interactions among friends and family members have been dramatically altered by the emergence of technology and smart devices. “In today’s modern families, each and every one in the family seen to be busy with their devices. Every eyeball is looking at some sort of screen” (Joo & Teng, 2017). As stated in Devito (2005) that influence of technology on interpersonal relationships are obviously more than being influenced by culture or gender”; “therefore online communication more frequently formed more relationships”.

2. Literature Review

Social media nowadays are one of the activity that has been a routine for human. According to Monica Anderson and Jinjing Jiang in 2018, there are popular online platform that were used by teenagers in United States. Youtube, Instagram and Snapchat are the popular online platform among teens. In their research, they found out 85 percent of U.S teenagers say that they are use Youtube as their online platform. Followed by Instagram 72 percent of the result being second place as the most popular online platform. Next, Snapchat get the third place as the most popular online platform by 69 percent in the chart. This is because teenager nowadays have access to smartphones and this showed that the technology developed a landscape for the youth to get engaged with social medias through their smartphone.

Social media is primarily referred as an online medium that provides opportunity for social interaction to occur such as Facebook, Twitter, YouTube and blog (O’Keeffe & ClarkePearson, 2011). Social media is the online platform for human interact between each other. Social media also one of the platform for people deliver the information. It could be good and bad depends on people rely in it. For instant, social media content could impact the person mentally and also emotionally. The perfect platform for self-presentation by allowing users to fully utilize the freedom and post pictures that represent themselves in ideal ways (Rosenberg & Egbert, 2011).

According to W.Akram, 2017, Facebook is the largest social media network based on the number of users and name since 2004. It shows that Facebook is one of the most usable social media since social media’s growth. Adolescent nowadays spent a lot of their time on social media. Teenagers could use social media as one of the platform to get in touch among them and could spent their time on social media. Youth, aged between 13 to 34 make up a huge percentage of 80.3% social media users in Malaysia (Mahadi, 2013). Time spent on social media are the crucial thing among teenagers. Social media is being used as the platform to interact with each other to share their life.

According to Hoffer in 2018, we must have high self-conscious as we need to be cautious with social media content. Human behaviour and reaction are naturally born in human. Behaviour in psychology is the condition where human will develop the action (Bryn Farnsworth, 2019). Social media could give the impact on the behaviour and reaction of an individual when they observe in social media. It has been found that social media adverse impacts to an individual’s behaviour and reaction to emotions, social cues or nonverbal cues as it distinguishes the vital basis of communication (Jacob, 2018).

3. Problem Statement

Nowadays, social media has been used by 3.6 Billion user around the world actively use the social media as their online activities. (J. Clement, 2020). This statistic shown that social media is one of the popular online activities because the increasing of the user year by year.

There are a lot of social media that already created. Every social media that have been created have their own purpose and style of use. Facebook, Twitter, Instagram, Snapchat, Tiktok, Youtube and Pinterest are the most visited social media by us in our daily life. (J. Clement, 2020).

Behaviour change among teenagers can be seen from the statistic that have been recorded by researcher. We can see cyberbully among teenagers 59% of U.S. teens have been bullied or harassed online, and a similar share says it's a major problem for people their age. (Pew Research Center, 2018).

More youths experienced cyberbullying on Instagram than any other platform at 42 percent, with Facebook following close behind at 37 percent. Snapchat ranked third at 31 percent. While the survey participants use Youtube more than any other platform, the video-focused social media was only responsible for 10 percent of the reported cyber bullying. (The Annual Bullying Survey, 2017).

4. Research Question

- i. What is the relationship between social media and the changes of teenagers behaviour.
- ii. What is the types of social media that be used by teenagers.

5. Theory

The chosen theory for this research is *Theory of Planned Behaviour (TPB)*. This theory can be related with The Influence of Social Media to Behaviour Changes among Teenagers. This theory was created by Icek Ajzen and originated from *Theory of Reasoned Action (TRA)*. This theory will be as major framework for understanding, predicting and changing human social behaviour.

This theory explaining about all behaviour over which people have the ability to exert self-control for themselves. The key component of this theory is behaviour intent that could influenced by attitude.

6. Methodology

Quantitative research study is being conducted to retrieve result of the relationship between Independent Variable and Dependent Variable within a population which in this case, the population is the behaviour teenager. Few sets of question were developed to produce questionnaire and distributed.

Meanwhile, the sampling is the teenagers who use the social media. Quantitative research designs are whether descriptive or experimental which will both result differently. Descriptive Quantitative research design will be measured once and establish only associations between variables. On the other hand, Experimental Quantitative research will be measured before and after a treatment and establish causality.

The beneficial impacts quantitative research design could bring is the result is in statistical methods which is often considered as reliable and high credibility. Besides that, it is relevant for situations where systematic, standardised comparisons needed. Quantitative Research design is using larger sample sizes often make the conclusions from quantitative research generalizable (Lancaster University, 2016)

7. Data Analysis

Table 1 shows that 70 (33.3%) of the respondents were male respondents while another 140 (66.7%) respondents were female respondents.

Table 1 : Frequency of respondent

Demography factors		n	%
Gender			
i)	Male	70	33.3
ii)	Female	140	66.7
Age			
i)	18 -21 years old	59	28.1
ii)	22 -25 years old	136	64.8
iii)	26 -29 years old	11	5.2
iv)	More than 30 years old	4	1.9
Level of Education			
i)	SPM	33	15.7
ii)	STPM	11	5.2
iii)	Diploma	52	24.8
iv)	Bachelor	113	53.8
v)	Master	0	0.0
vi)	PhD	1	0.5

7.1 The Type of Social Media That be Used By Teenagers

Table 2 shows that Instagram is 142 respondent (67.6%) said they used it. Next, Twitter is 34 respondent (16.2%). Furthermore, Youtube is 16 respondent (7.6%). Other than that, Facebook is 14 respondent (6.7%). Lastly, TikTok is four respondent (1.9%).

Table 2 : The types of social media that be used by teenagers

		Frequency	Percent
Valid	Facebook	14	6.7
	Twitter	34	16.2
	Instagram	142	67.6
	Youtube	16	7.6
	Other (TikTok)	4	1.9
	Total	210	100.0

8. Hypothesis Testing

Hyphotesis 1: (on correlation discussion)

Hypothesis 1 are discussed on relationship between the influence of social media and behavior changes among teenagers . Table 3 shows that there is the relationship between the influence of social media and behavior changes among teenagers ($r=.617$ $p=.000$). It shown that the most influence of social media, the more changes of teenagers behavior. Therefore, the hypotheses is failed to reject.

Table 3 : Relationship between the influence of social media and the changes of teenagers behavior

Independent Variable	Dependent Variable
r	.617
n	210
p	.000

r significant at .617**

9. Findings

Findings based on the objective of the research.

Objective 1: To analyze the type of social media that be used by teenagers

Based on the finding, this research are success to achieve objective of the research. First objective is this study are to analyze the type of social media that be used by teenagers. The hypothesis are there is popular online platform that be used often by teenagers.

Since social media nowadays is getting advances, the user of social media is also increase. This is can be describe everyone in this world using the social media to interact with other. Other than that, the social media itself could be one of the reason why people keep using it. Instagram were often being used because it is user friendly - the layout, the features and it is easy to interact with people from across the world.

Based on the findings there are the type of social media that were used by teenagers. Instagram is the most usable platform by teenagers. Followed by Twitter, Youtube and next is Facebook which falls in the fourth place. Surprisingly TikTok falls into the last for social media that often be used by teenagers.

This findings may have similarity with past research conducted by J. Clement (2020) ; Pew Research Center (2018); Dollarhide(2019) ; Monica Anderson and Jinjing Jiang (2018) ; Jacob (2018). Past research also resulted that there is relationship between the influences of social media and behavior change among teenagers.

Objective 2: To identify the relationship between the influence of social media and the changes of teenagers behavior.

Second objective is to identify the relationship between the influence of social media and the changes of teenagers behavior. The hypothesis resulted that there are relationship between the influence of social media and the changes of teenagers behavior .

The outcome resulted as in the data analysis is because of the advancement of technology where it has become one of life necessity other than food, shelter and money. Being fame and self presentation could be one of the reason why the influence of social media affects the behavior change among teenagers. They wanted to be seen existed and become the centre of attraction among their kind. Teenagers whom received less attention and not famous will be dealing with self conflict and felt that they are not good enough to be themselves as compared to the famous. Social interaction and to find friends may be harder especially when they do not have identity that suits certain groups of teenagers.

This finding may have similarity with past research conducted by O'Keeffe and Clarke Pearson (2011) ; Mahadi (2013) ; Hoffer (2018) ; Rosenberg and Egbert (2011) ; Bryn Farnsworth (2019). Past

research also resulted that there if the relationship between the influence of social media and behaviour change among teenagers.

10. Conclusion

Referring to Theory of Planned Behaviour (TPB) applied in this research, it indicates that the more the exposure oneself have on social medias content, the higher the possibility to influenced one's behavioral changed. This condition is represented in this study, which found that the majority of respondents rely on Instagram in their daily lives. When social media, such as Instagram, is abused, it has some limitations in terms of creating relationships with friends and family members. Apart from communications, Instagram is regarded taking over as the primary source of information, ranging from personal to worldwide news confirming its reliability.

On the other hand, generally users also rely on social media for game play and accessing listening to audio and video snippets, as well as reading articles. Therefore when the internet community becomes more interactive, people will certainly become more reliant on social media as their interpersonal interactions increase so does their interpersonal communications. Although social media offers many advantages, but it also has some drawbacks that have a negative impact on people. Online networking can abuse the general public by compromising individuals' security; and some useless websites can influence youth, causing them to become plainly savage and engage in a few inappropriate activities.

In conclusion, social networking has been proved to have both positive and negative effects on youth as a whole. As the impact of new media grows, approaches and establishing improvement on the use of social media among youth will nearly be impossible. Individuals should make conclusion whether to go on using the sites or stop or even moderate on their usage to help them resolve the challenges of using social media and digital media as well as to protect themselves from harm, and to use social networking sites in a manner that supports their mental wellbeing.

Acknowledgement

The authors would like to acknowledge Faculty of Business, Accountancy & Social Science (FBASS), Kolej Universiti Poly-Tech Mara, Kuala Lumpur.

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