

## The Impact of Social Media Usage on the Stress Levels and Productivity of Individuals

Anamika (Management), Dept. of Commerce & Management, Research Scholar, SunRise University, Alwar (Rajasthan)  
Dr. Mohan Singh Naik (Management), Professor (Dept. of Commerce & Management.), SunRise University, Alwar (Rajasthan)

### ABSTRACT

*Maintaining connections and making new ones are just two of the many reasons people use social media sites. Even so, with the benefits of Social Media come some drawbacks as well. It has negative psychological impacts since it satisfies wants like gossiping and self-presentation while also causing anxiety and depression. Users of social media platforms face intense peer pressure to constantly post and interact. Their ability to focus, to switch between tasks, and to deal with a lot of information at once is all impacted by the growing amount of techno stress they're under. Addiction is not only disruptive to one's personal life, but also to one's professional and academic endeavours. In the style of a critical literature review, this study presents an overview of research on Social Media studies concerning usage intentions and psychological consequences on stress and productivity in persons. Research into the marketing potential of social media, taking into account users' off-duty social media habits, is the next logical step.*

**Keywords:** *Psychological Impacts, Social Media, Professional and Academic endeavours.*

### INTRODUCTION

The pervasive presence of social media in people's daily lives is growing. Social media and other forms of online networking facilitate online communication and the dissemination of user-generated content. That had numerous positive effects on people's day-to-day lives in terms of productivity, efficiency, and effectiveness. Yet, with this progress, there have also come drawbacks. Numerous studies have been conducted to determine the psychological effects of social media use, but researchers have often neglected to include any potentially negative outcomes (Fox & Moreland, 2015; Lee, Lee, & Suh, 2016).

To date, the literature has largely ignored the negative aspects of social media. As a result, this literature review aims to offer a critical lens to the study of how social media use in private contexts affects users' levels of stress and productivity at work. Discovering the social networks and personalities of key users increases marketing effectiveness, as stated by Zhang, Wang, and Xia (2010). Furthermore, Bi, Shokouhi, Kosinski, and Graepel (2013) propose investigating users' "personality, IQ, happiness, or hobbies" (p.139) to enrich models for tailoring web information to individuals. Social media targeting should take into account a variety of factors, such as users' daily activities, employment experience, psychological features, characteristics, and people's context of search, in order to exert the most influence over a target group and effectively reach clients (Bi et al., 2013; Xia, Guha, & Muthukrishnan, 2016). Further study on customer involvement is suggested by Ashley and Tuten (2015), who state that attracting consumers to your social media accounts depends heavily on their "needs, reasons, goals" (p.24). In addition, Brooks (2015) recommends more study into how social media use affects productivity at work.

This analysis will help bridge the gap between how consumers use their personal Social Media accounts during work hours and how businesses plan their marketing campaigns. The literature review supports studies on the most successful ways to communicate with people through their personal social media accounts. It sheds light on people's thoughts and intentions when they're on the clock.

Studies by Bucher, Fieseler, and Suphan (2013) on business use of social media and by Brooks (2015) on the effects of individual use of social media on productivity form the basis of the critiquing research. To the best of my knowledge, the current body of literature gives scant consideration to the connection between employees' personal use of Social Media and their productivity on the job.

Therefore, the following inquiry will be the focus of this review: How does employees' personal use of social media affect their productivity on the job?

This analysis takes the form of a critical literature review and highlights the major points of overlap and differentiation between the various studies that have come before. The results are presented in a format that is easy to digest, thanks to the content's thematic organisation. At the outset, a psychological perspective on why people use social media is presented, followed by a discussion of the resulting psychological effects. The results are then applied to the effect of social media on productivity in the workplace. What follows is a critical overview of the findings and suggestions for future directions in consumer behaviour research pertaining to Social Media marketing.

## REVIEW OF RELATED LITERATURE

**Rane and Borkar's (2020)** research aimed to learn more about how social media use, stress, and academic performance interacted with one another among Indian college students. The results showed that students' stress levels and academic performance were both significantly higher when they used social media for longer than recommended.

The effects of social media use on job satisfaction and productivity were also investigated in a study by **Singh and Rastogi (2020)**. The results showed that employees' use of social media during work hours decreased their productivity and job satisfaction and increased their feelings of distraction and stress.

**Aggarwal et al. (2021)** conducted a study among IT workers to see if there was a correlation between social media use and stress at work. The results demonstrated a strong correlation between excessive social media use and increased levels of work-related stress, which negatively impacted productivity and general employee well-being. Another study looked at how much time spent on social media affected the mental health and levels of stress felt by Indian college students (**Sharma and Yadav, 2021**). The study found that the more time people spent on social media, the more stress they experienced and the worse their mental health suffered.

Related studies by Indian academics provide insight into how social media use affects stress and performance at work. **Jaiswal and Kumar (2021)**, for instance, looked at how often high school students in India used social media and how it affected their grades. Students' stress levels were shown to be higher because of their decreased academic performance after engaging in excessive social media use.

Likewise, **Mishra et al. (2020)** looked into how social media use affected the mental health and job satisfaction of hospitality workers in India. The results showed that employees' job satisfaction and stress levels dropped as their social media use grew while on the clock.

**Social media use and psychological distress among university students in India, by Nair and Nair (2019):** The purpose of this research was to determine if there was a correlation between college students' social media use and their levels of stress in India. The study participants who used social media more often also reported higher levels of stress. Students who spent more time on social media also performed worse academically, according to the study. Research shows that using social media for extended periods of time might have negative effects on mental health and school achievement.

**Chatterjee and Ghosh's "Social media usage and productivity among employees in India" (2019):** The purpose of this study was to look into how much time people in India spend on social media sites like Facebook and Twitter spends on their work. Studies have shown that employees whose workdays are interrupted by social media use actually produce less overall. Using social media during work hours was also revealed to be a significant predictor of lower productivity. The research found that prohibiting employees from using social media during working hours increased productivity.

**Jha, S., & Singh, R. (2019). "Impact of social media usage on job stress among young professionals in India."**

The purpose of this research was to look at how social media use correlates with stress levels in young Indian workers. The study participants who used social media the most reported the highest levels of job stress. Excessive social media use was also associated with higher levels of job stress, worse levels of job satisfaction, and lower levels of organisational commitment. The research found that limiting employees' time on social media would have a positive impact on their stress levels and job satisfaction.

### **USAGE OF SOCIAL MEDIA**

The significance of social media in modern society continues to rise. In just ten years, from 2010 to 2020, the number of people using social networking sites worldwide is projected to increase by a factor of three (Statista, 2016). As a result, the smartphone has become one of the most popular tools for checking social media sites in addition to its many other uses, such as sending and receiving emails, taking pictures, and browsing the web (Sapacz & Clark, 2015). This period is called the "smartphone era" by Lee et al. (2016). (p.776).

Some key incentives have been uncovered across studies investigating the future behaviour of Social Media users, despite some variation in approach. The motivation to join a social network comes from both individual and social considerations. Because of its convenient accessibility, using it requires little effort. Many different types of devices can access the network and its contents. What's more, interactions can take place in real time (Fox & Moreland, 2014; Wang, Shu, & Tu, 2008). The need for social interaction is another compelling argument in favour of regular Social Media use. Users keep in touch with one another and learn new information on a regular basis (Wilson, Gosling, & Graham, 2012; Fox & Moreland, 2014; Mäntymäki & Islam, 2015). In light of this, many people place a premium on having a smartphone. Sapacz and Clark (2015) claim that people's continual phone use contributes to a sense of belonging. Reasons to do so go beyond just keeping in touch with current friends and family (Lin & Lu, 2011).

Yet, Mäntymäki and Islam (2015) examine the drawbacks of social networking by listing its positive and negative aspects. They found that self-presentation and the desire to be a part of a community were the two most prominent reasons for using social media. Online identities are constructed and nurtured by consistent use (Ku, Chen, & Zhang, 2013). The fear of missing out is another factor keeping people on social media (Fox & Moreland, 2014). Because of the persistence of the online world even when individuals aren't present, maintaining a sense of community requires consistent participation, as discussed by Mäntymäki and Islam (2015).

However, Lin and Lu's (2011) research indicated that a user's online social network played a significant role in the satisfaction they experienced while using the service, making it the most crucial reason for continued engagement. However, competition from other users on the network might also dampen enthusiasm. To paraphrase Garcia and Sikström (2014), Facebook is "a platform for social competition in which some users express their darkest traits," suggesting that its use can be motivated by less positive motivations (p. 95). In addition to being a place for people to talk to each other, social media sites also serve as a way to spy on their friends and acquaintances.

Furthermore, Wilson et al. (2012) note that satisfaction of these social-grooming needs is one influencing factor of Social Media use, particularly Facebook.

### **PSYCHOLOGICAL EFFECTS OF INTERACTING ON SOCIAL MEDIA**

Use of social media has been shown to have a positive effect on mood, but the long-term effects of such use are highly context- and goal-dependent.

Various signs of stress in the users' actions can be attributed to their time spent on social media. Overexertion or the perception that one lacks the resources to complete a task are two common triggers of stress. Thus, physical pain or mental effects like fatigue can hinder productivity at work (Tarafdar, Ragu-Nathan, & Ragu-Nathan, 2007). The



following discussion centres on the potentially harmful outcomes of prolonged engagement with social media, including the development of addiction.

### **Social Pressure**

The social pressure to maintain relationships and participate actively in the virtual world can lead to feelings of guilt and dissatisfaction. The pressure to keep up with one's social media accounts is accompanied by the psychological stresses of FOMO and a desire to feel like a part of the online community. The convenience of being reachable at all times may put additional pressure on people to live up to the expectations of their friends. Rejecting or severing ties with people can lead to additional social pressure.

Also, studies have shown that people's health can be negatively affected by social media use and stress. People use social media to disseminate and consume content created by their peers (Mäntymäki & Islam, 2015). Therefore, it can be unsettling to gauge the emotional states of other users and compare them to one's own (Garcia & Sikström, 2014). The more people use, the less happy they are because they develop a negative self-image. To conclude, monitoring other network users leads to stress by social comparison (Fox & Moreland, 2014).

### **Technostress**

The discourse about technostress defines negative psychophysical effects that are caused by the use and constant changes of technology and the requirement to renew technological skills constantly. Additionally, technostress evolves from the high amount of technological communications (Bucher et al., 2013; Lee et al., 2016; Tarafdar et al., 2007; Wang et al., 2008). Brook's (2015) study counts Social Media officially as a technology that increases technostress. The accessibility to network websites and smartphones has even deeper psychological influences (Garcia & Sikström 2014).

Studies have presented several influences of technostress on users' psychological condition that can be transferred to the influences of Social Media. First of all, the parallel use of technology leads to role stress that occurs from the individual's role perception and need to fulfil parallel conflicting social expectations (Tarafdar et al., 2007). (Tarafdar et al., 2007). Secondly, Bannister and Remenyi (2009) see a relation between the technology and multitasking. Their study shows that multitasking determines employees' workplace behaviour by doing tasks simultaneously because the mind does them subconsciously and in an experienced manner (Bannister & Remenyi, 2009). (Bannister & Remenyi, 2009). Thirdly, technostress can result in cognitive overload. The human cognitive process can only process few items at a time.

Processing many elements simultaneously makes it difficult to process meaningfully because increasing content becomes more difficult to filter and to set priorities (Bucher et al., 2013; Miller, 1955; Sweller, 1998). The study of Bucher et al. (2013) shows frequent changes in perceptions are leading to uncertainty.

### **Addiction**

The following review of relevant studies demonstrates the close connection between Social Media addiction, internet addiction, and smartphone addiction. There is consensus among researchers that long-term consumption poses health risks. Numerous studies (e.g., Van Deursen et al., 2015; Samaha & Hawi, 2015; Sapacz & Clark, 2015) have looked into the causes and manifestations of Social Media addiction. Symptoms of addiction include, but are not limited to, those related to salience, tolerance, conflict, and changes in mood, to name a few (Griffiths, 2005).

This new form of behavioural addiction is caused by the frequent and prolonged use of cellphones (Sapacz & Clark, 2015; Van Deursen et al., 2015). Substance abuse is a behavior-dependent disease that stems from social stress and the need for temporary relief from reality (Van Deursen et al., 2015). Addiction, the culmination of the aforementioned forms of stress, is perhaps the most harmful psychological effect of prolonged usage of Social Media. Samaha and Hawi (2015) and Hawi and Samaha (2016) found that the likelihood of being addicted was higher in people who felt more stressed, but had no relationship with those who reported being happy with their lives.

Finally, the likelihood of developing an addiction remains contingent upon specifics about the addict. According to research by Li and Chung (2006), the likelihood of addiction is affected by the user's motivation for using. Information seekers who utilise social media tend to become less dependent on it than their social media-using counterparts. The study found that avoiding feelings, having trouble keeping track of time, and acting on impulse were all affected by participants' social intentions.

## **USE OF PERSONAL SOCIAL MEDIA SITES AND PRODUCTIVITY AT THE OFFICE**

The following research demonstrates how Social Media affects workers' productivity on the job. This helps businesses better target their potential customers through social media by elucidating their habits and character quirks.

According to research by Brook (2015), students' concurrent usage of social media has a negative impact on their task performance in the classroom. Smartphone hardware can also have an impact on performance. It has been shown by Samaha and Hawi (2015) that pupils whose use of smartphones becomes excessive perform worse in the classroom. Technostress, as we've seen, can have a significant effect on productivity in the workplace. Over-communication in the workplace increases stress and decreases efficiency (Lee et al., 2016). There is a correlation between increased stress from using social media and decreased levels of happiness and work satisfaction (Brooks, 2015). In conclusion, studies have shown that the use of social media and other forms of technostress reduces productivity on the job (Brooks, 2015; Tarafdar et al., 2007).

Interruptions, such as those caused by switching focus between tasks, are another factor that reduces productivity. As a result of the time wasted during the interruption and the additional time required to get back on task, these additional disruptions reduce productivity (Brooks, 2015; Bannister & Remenyi, 2009). Likewise, one's ability to make sound choices declines (Bucher et al., 2013). However, the degree to which one is distracted depends on the nature of the message itself. Czerwinski, Cutrell, and Horvitz (2000) found that irrelevant interruptions are more likely to cause disruptions than those that are important in the context of the task being performed.

Mental tension is a source of distraction, as is the practise of maintaining walls between work and home (Brooks, 2015). Some people use social media for both professional and personal reasons at the same time, such as when they use their smartphones in meetings at work (Bannister & Remenyi, 2009). A worker's stress level and productivity may be affected by the mixing of professional and personal information on their company-issued smartphone (Bucher et al., 2013). For this reason, it is becoming increasingly difficult to distinguish between work-related and personal information. Like with any workplace aspect, the effect of social media on productivity varies from person to person. To begin, preexisting technostress causes varying degrees of stress in various organisational settings (Wang et al., 2008).

As an added complication, one's personality can have an effect on how productive one is. People with low self-esteem are more likely to rely on social media (Hawi & Samaha, 2016). The impacts of social media were found to differ by gender in two separate research. Men experience less social stress than women since they use their phones less often for social reasons, which means their risk of being addicted to their devices is reduced. This is according to research published in 2015 by Van Deursen et al. A similar correlation is shown by Lin and Lu (2011), who find that the quantity of other users has a greater impact on women's happiness and intention to continue using Social Media than it does on men.

Furthermore, it appears that youth are particularly vulnerable to addiction (Van Deursen et al., 2015).

## **CONCLUSION AND SUGGESTIONS**

The studies presented here provide a unique window into people's plans for using Social Media and the dangers posed by excessive time spent on smartphones, the internet, and

Social Media. The analysis also reveals that employees' private social media use during work time has different usage intentions and psychological effects depending on the individual. Maintaining connections, growing one's social circle, and satisfying a sense of belonging are all examples of social aspects that contribute to user engagement. Moreover, a number of studies have stressed the delights of the Internet. On the other hand, people are being driven and pressured to actively participate in Social Media for increasingly negative reasons.

Social pressure and emotional distress result from worrying about disappointing friends and failing to live up to their expectations. Furthermore, social media can be used to practise undesirable behaviours like gossiping and spying on others. Technostress in the workplace rises in response to increased levels of social pressure, increased levels of workplace competition, and increased use of personal social media during working hours.

It's important to keep in mind that the stress that comes from constantly checking social media could be a detriment to productivity if you plan to use social media campaigns to reach out to employees (Lee et al., 2016).

Employees may experience cognitive overload as a result of these taxing factors. It's important that social media strategies are seen as useful by the user, or else they'll be rejected.

In addition, the importance judgement made during the switch would reduce the amount of disruption it caused (Czerwinski et al., 2000). In order to tailor Social Media content to this audience, it is important to take into account each user's unique pattern of engagement and emotional response, as suggested by Zhang et al. (2010), Bi et al. (2013), and Xia et al. (2016). So, people would be less annoyed by marketing content and more likely to enjoy a brief diversion from their work for it. If we're going to learn more about the pitfalls of social media, we need to look at the bad consequences, as Brooks (2015) proposes. In particular, problems associated with social media addiction will become more prevalent in the future (Hawi & Samaha, 2016). Further in-depth study of the effects of social media addiction in the workplace is thus warranted. As an added bonus, Samaha and Hawi (2015) advocate for a solution to the problem of smartphone addiction. The effectiveness of social media marketing is being impacted by these changes, highlighting the need for highly customised content. If you want to effectively reach customers during business hours, you should think about the strategies discussed in this article. It gives companies and consumers a foundation of knowledge from which to build effective social media marketing campaigns.

This review does not replace in-depth investigation but rather compares previously studied cases. Hence, an alternative methodology, such as an experiment in a real-world situation, would aid in identifying specific suggestions for Social Media advertising. As a result, studies may be conducted to determine the most effective ways to use social media to communicate with clients during normal business hours. The impact of customers' personal social media activity on their purchasing experiences can also be further investigated.

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