

RELATIONSHIP BETWEEN SOCIAL DESIRABILITY, SOCIAL ANXIETY AND SOCIAL MEDIA USAGE OF SECONDARY AND HIGHER SECONDARY SCHOOL STUDENTS OF PURULIA TOWN

Abstract

Background: This study discovers the possibility of an association between social media usage using social anxiety and social desirability in students of Purulia town. Social media usage is a distinctly visible trend nowadays especially in teenagers. The unmanageable urge to use social media and impairment of other life domains results in its addiction and a disruption of normal life. Social desirability is the tendency to act in socially sanctioned ways. Social anxiety is being fearful/apprehensive about being criticised by others. So, when social anxiety and social desirability is higher, there is a tendency for the student to have high social media usage as his/her tendency to conform to societal trends will be high as well.

Objective: This study investigates the relationship between social desirability, social anxiety and social media usage of a sample consisting of secondary and higher secondary school students of Purulia town.

Methodology: The study has been conducted on 130 secondary and higher secondary students studying in Purulia town which included 81 males and 49 females. All the students were administered a social media addiction scale, social anxiety scale and social desirability scale. Statistical techniques like t-test and correlation were used to find out the mean differences and association between the variables.

Result: This study finds no significant difference between social media usage, social anxiety and social desirability of secondary and higher secondary school students of Purulia town but it does find a significant positive

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correlation of social media usage with social anxiety, social desirability and age of secondary and higher secondary school students of Purulia town. The study also found a significant positive relationship between social anxiety and social desirability of secondary and higher secondary school students of Purulia town.

Keywords: Social media addiction, social desirability, social anxiety

I. INTRODUCTION

Technological progression has played a significant influence in the growth of human civilisation; things that were quite impossible in the earlier decades are now possible in a blink of the eye. In the next ten to twenty years, we will be living alongside more interconnected technology, to the point where the gap between reality and virtual reality will be significantly less relevant.

Social media are interactive technologies that facilitate the creation and sharing of information, ideas, interests, and other forms of expression through virtual communities and networks (Wikipedia). Social media may utilize a variety of formats, including blogs, social networking sites, picture and video sharing websites, instant messaging, podcasts, virtual reality, etc.

As per the Data reportable, July 2022, more than half of the world now uses social media (59%) and the average daily time spent using social media is 2 hours 29 minutes. It has become a necessity to be constantly in touch with social media and its various platforms. According to a recent research published by the Local Circles, approximately 40% percent of Indian parents confess that their children aged 9-17 are addicted to social media. 55% and 71% of urban Indian parents claimed that their children aged 9-13 and 13-17 had either constant access or access to mobile phones for the majority of the day.

Teenagers and adults check their cell phones approximately 150 times per day. Several researches have concluded that social media addiction is a behavioural addiction. Despite the clear negative effects, we are so captivated with social media that we are unable to restrict its usage.

Social media actually plays a huge influence on our brain. Dopamine signals (neurotransmitter) in the brain rise every time we access our favourite apps. Our brain recognises social media use as a pleasant activity that we should repeat because we feel more dopamine after utilising it. We could experience this more and more each time we upload something of our own and get supportive comments. The happy emotions felt when using social media are momentary. Several addictions have the same brain activity as this positive reward and we return to the source once the dopamine that makes us feel good wears off (in this case, social media).

As a result, various problems concerning its excessive use have come up like self-image issues, fear of missing out, depression, anxiety, unrealistic expectations, increased loneliness, trolling, disturbed sleep patterns, ignoring relationships in real life, decreased physical activity and lastly the most common phenomenon social media addiction.

Social media addiction is characterized by excessive worry, an overwhelming want to use, and spending excessive time and energy using social media that it hampers other important life areas. So, to prevent one from becoming a prey to these ill habits we must know what the risk factors are behind social media addiction.

Two such variables which are considered in the present study as underlying factors leading to social media addiction are social desirability and social anxiety.

Social desirability is the tendency for people to present themselves in a generally favourable fashion (American Psychological Association). To avoid criticism and depict oneself as following societal rules is a defending instinct which can be detected in childhood and adolescence. Thus, the presence of higher social desirability in an individual may lead to using of social media more and more as trying to conform to the social norms and hence could be a factor why people sometimes get addicted to social media usage.

Social anxiety is the fear of social situations in which embarrassment may occur (e.g., making conversation, meeting strangers, etc.) or there is a risk of being negatively evaluated by others (e.g., seen as stupid, or anxious). Social anxiety involves apprehensiveness about one's social status, role, and behaviour, leading to avoidance of social situations which in turn impacts daily functioning (American Psychiatric Association, 2013). The primary connection between social anxiety and social media addictions is the lack of in-person interactions. Communicating with others behind a screen can be much more comfortable for an individual with high social anxiety than face to face communication, thus, such individuals can easily fall prey to social media addiction.

Some of the studies related to the research under discussion are as follows:

In their study, Naidu et al. (2022) discovered that elevated social anxiety and poor self-esteem result in excessive usage of the internet and social networking sites owing to fear of negative judgement from others. As a result, there is a potential of a link between social anxiety and social media consumption.

Tremolada et al. (2022) performed a study on teenagers aged 17 to 19 years and discovered that those who utilised social networking had higher levels of social desirability than those who did not; in a way, they wanted to be more appealing. As a result, while this study found that social desirability can be a component in social media addiction, it did not provide any clear evidence of a relationship between social desirability and social media usage.

O'Day, E. B., and Heimberg, R. G. (2021) conducted a systematic review and concluded that the two groups of socially anxious as well as lonely individuals participate online more problematically and search for social assistance on social media, possibly to compensate for a lack of in-person assistance, and that social anxiety and loneliness are linked to problematic social media usage. As a result, it indicates that there is an interaction between social anxiety and social media use.

Sharma, et. al. (2021) conducted a study on 50 college going and professionals (18-35 years) and found that internet addiction and social desirability are positively related to each other. They concluded that those who were very active on social media platforms craved for acceptance, popularity and support. Thus, this study reveals there is a significant relationship between social desirability and social media usage.

Chen et al. (2020) studied 4,677 Chinese students at colleges and discovered that social anxiety has a clear impact on internet addiction, the prevalence of social anxiety and internet addiction is highly associated with gender, and the levels of social anxiety and

internet addiction differ between career fields. As a result, this study suggests that there may be a strong association between social anxiety and social media usage.

In their study, Zsido et al. (2021) discovered that maladaptive emotion regulation methods (rumination, catastrophizing, self-blame, and other blame) moderated the relationship between social anxiety and problematic social networking site usage as well as problematic Smartphone use. This study revealed no compelling evidence to support the existence of a link between social anxiety and social media use.

Erliksson et al. (2020) did a study on 333 active social media users and found that greater levels of social anxiety were associated with both active and passive use, as well as a greater duration of social media consumption in general, in contrast to a previous study in which passive use continued to be the only relevant predictor of social anxiety. As a result of this research, it is clear that there is a relationship between social anxiety and social media use.

Kuzucu et al. (2020) explored the direct and indirect links that exist between interpersonal cognitive distortions, loneliness, social anxiety, and problematic internet use when social desirability was controlled. They examined data from 260 university students (18 to 26 years old) and discovered that, when social desirability was controlled, only loneliness acted as an intermediary between interpersonal cognitive distortions and problematic internet use. As a result, there was no such evidence of a significant relationship between social anxiety and social media usage in this study.

Durak, H. Y., and Seferolu, S. S. (2019) discovered a strong association between problematic social media usage and daily time spent on social media, intensity of use of social media for recognition purposes, publicity, communication, and learning, loneliness, and social anxiety in their study. Social anxiety is the trait that has the highest correlation with problematic social media usage. As a result, there appears to be a relationship between social anxiety and social media usage.

In a study of 1059 Filipino teenagers, Waldo, A. D. (2014) discovered a significant positive correlation between internet addiction and social desirability. He explained the outcome by saying that it was a defence mechanism against self-criticism. Denial allows teenagers to continue using the internet despite the evident bad effects, and as a result, the impact of internet use is rarely fully understood until the effects are severe. This demonstrates that social desirability and social media use likely have a strong relationship.

A study published by Ruppel & McKinley, 2015 found that social desirability was positively associated with the use of certain social media platforms (such as Face book), but not with others (such as Twitter). The authors suggest that this may be because Face book is more focused on social interaction and self-presentation, while Twitter is more focused on information sharing. Thus, this study found relationship between social desirability and social media platforms.

When Lee, B. W., and Stapinski, L. A. (2012) examined 338 adults in Australia, they discovered that social anxiety was a verified major predictor of problematic internet use when depression and anxiety were controlled for. When communicating online, social anxiety was

linked to feelings of better control and a lower likelihood of negative evaluation. As a result, it suggests the possibility of a strong link between social anxiety and social media usage.

A study published by Vogel, et. al. 2015 found that social anxiety was positively associated with problematic social media use, and that social desirability partially mediated this relationship. They suggested that social anxiety may lead to excessive use of social media as a way to cope with social discomfort, and that social desirability may further reinforce this behaviour by encouraging individuals to present a highly curated image of them online. Thus, it suggests the presence of a significant relationship between social anxiety and social media usage.

II. SIGNIFICANCE OF THE STUDY

Modern generation students are highly influenced by the social media, and the exposure of it from a young age has made them quite vulnerable to the ill effects of this modern technology. As a result, many a times care-givers, family members, etc. complain about their kids getting addicted to their mobile phones using social media. Social media addiction starts affecting their daily functioning activities, hampers their studies and even when away they might end up thinking about it all the time. Hence, it is very important to find out the possible causes behind such addiction so that an intervention plan can be chalked out at the earliest.

So, the present study finds out the relationship between social desirability, social anxiety and social media usage of secondary and higher secondary school students of Purulia town, where two such possible causes for social media addiction is studied in a population chosen where no such similar work has been done before.

III. RESEARCH METHODOLOGY

1. Research problem: The aim of the present research is to find out the relationship between social desirability, social anxiety and social media usage of secondary and higher secondary school students of Purulia town.

2. Objectives

- To find out the relationship between social desirability, social anxiety and social media usage of secondary and higher secondary school students of Purulia town.
- To find out gender differences between social desirability, social anxiety and social media usage of secondary and higher secondary school students of Purulia town.
- To find out differences between social desirability, social anxiety and social media usage for secondary (i.e., 9th & 10th) and higher secondary (i.e., 11th & 12th) grade school students of Purulia town.

3. Hypothesis

- **H₀₁:** There is no significant gender difference between social desirability, social anxiety and social media usage of secondary and higher secondary school students of Purulia town.

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- **H₀₂:** There is no significant difference between social desirability, social anxiety and social media usage of secondary and higher secondary school students of Purulia town.
 - **H₀₃:** There is no significant difference between social desirability, social anxiety and social media usage of secondary and higher secondary grade male school students of Purulia town.
 - **H₀₄:** There is no significant difference between social desirability, social anxiety and social media usage of secondary and higher secondary grade female school students of Purulia town.
 - **H₀₅:** There is no significant gender difference between social desirability, social anxiety and social media usage of secondary school students of Purulia town.
 - **H₀₆:** There is no significant gender difference between social desirability, social anxiety and social media usage of higher secondary school students of Purulia town.
 - **H₀₇:** There is no significant relationship between social desirability, social anxiety and social media usage of secondary and higher secondary school students of Purulia town.
- 4. Sample:** The sampling method used in this research is Stratified Random Sampling. The participants were administered the Social Media Addiction, Social Anxiety and Social Desirability Scale. The research was conducted on a sample size of 150 individuals, out of which 130 were selected for the final research. So, for each class i.e., 9th, 10th, 11th or 12th students were randomly selected.
- **Inclusion Criteria:**
 - Students should be studying in a school and residing in Purulia town.
 - Students should be either a secondary class student (9th or 10th grade) or a higher secondary (11th or 12th grade) class student.
 - Students age range from 13-19 years.
 - **Exclusion Criteria:**
 - Students studying in schools outside Purulia town.
 - Students studying in classes other than secondary and higher secondary.

5. Tools

- **Marlowe & Crowne Social Desirability Scale (MC-SDS) (Douglas P. Crowne & David Marlowe, 1960):** This personality inventory assesses social desirability independent of psychopathology. It is a 33-item measure of individual-level social desirability bias. Items in this scale are scored through answering on 'True' (one point) or 'False' (zero point) basis. The total score is found from the sum of the true statements. The scoring range is: Low Scorers (0-8), Average Scorers (9-19) and High Scorers (20-33).

For internal consistency, a Cronbach alpha coefficient of .78 (N=402) was reported by Holden & Fekken (1989), .74 (N=202) by Helmes & Holden (2003), and .81 (N=602) by Holden & Passey (2010). From their reliability generalizability

investigation, Beretvas, Meyers, and Leite (2002) obtained alpha coefficients of .80 for women and .70 for males.

- **Liebowitz Social Anxiety Scale (LSAS) (Dr. Michael R. Liebowitz, 1987):** This is a self-rated scale which is used to assess how social anxiety plays a role in our life across a variety of situations. The 24 questions are separated into two subscales: 13 for performance anxiety and 11 for social settings. The items are scored on a Likert Scale from 0 to 3 for fear experienced during the settings, and subsequently the same things are rated for avoidance of the situation. For fear subscale, the options are '0-none', '1-mild', '2-moderate' and '3-severe' and for avoidance subscale the options are '0-never', '1-occasionally', '2-often' and '3-usually'. Combining the total scores for the Fear and Avoidance sections provides an overall score with a maximum of 144 points. The level of social anxiety is: 0-29 None present, 30-49 Mild, 50-64 Moderate, 65-79 Marked, 80-94 Severe, > 95 Very severe.

Heimberg et al. (1992) discovered that scores on the Liebowitz Social Anxiety Scale were highly correlated with scores on two other scales (the Social Phobia Scale and the Social Interaction Anxiety Scale), both of which had previously proven significant reliability and validity. According to the research, the LSAS has high internal consistency.

- **Social Media Addiction Scale- Student Form (SMA-SF) (Cengiz Şahin, 2018):** This is a 29-item scale used to determine the social media addiction of secondary school, high school and university students. SMA-SF is a 5-point Likert scale consisting of 29 items grouped under 4 factors (virtual tolerance, virtual communication, virtual problem and virtual information). All of the items in the scale are positive. The highest score from the scale is 145, and the least one is 29. The higher scores indicate that individual perceives himself as a "social media addict".

Internal consistency coefficient (Cronbach's alpha coefficient) was found .93 for the whole scale and ranging from .81 to .86 for the sub-factors. Test-retest coefficient was .94.

6. **Procedure:** First, a research problem was decided and the plan of work was made, then, a permit was granted from the college to conduct the research on the topic. Then, a permit was obtained from the school to conduct the data collection. Data collection was then performed with the 150 eligible students and questionnaires were distributed, out of which 130 were received as completely filled. The responses collected after the data collection was calculated using hand scoring method with the help of the norms. Then, t-test and correlations were done using SPSS and the inferences were drawn from the results obtained.

7. Statistical Techniques

- Mean (arithmetic average) and standard deviation (dispersion in a set of values) have been used in this study.

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- Independent sample t-test was performed to distinguish between the means of the two groups. It was used in hypothesis testing to assess whether the groups differed from one another.
- Pearson’s correlation was used to discover the extent to which the variables are linearly related.
- SPSS (Statistical Package for the Social Sciences) is a software program designed by the IBM for data management, advanced analytics, multivariate analysis, etc. it was used to undertake the statistical procedures.

IV. RESULTS

1. To determine gender differences between social desirability, social anxiety and social media usage of secondary and higher secondary school students of Purulia town.

H₀₁: There is no significant gender difference between social desirability, social anxiety and social media usage of secondary and higher secondary school students of Purulia town.

Table 1: Showing t-test between social desirability, social anxiety and social media addiction on the basis of gender

Labels	Gender	Mean	Std. Deviation	Sig. value (2-tailed)
Social media addiction	Female	75.57	14.862	0.505
	Male	77.46	16.015	
Social anxiety	Female	59.33	16.804	0.857
	Male	58.75	17.973	
Social desirability	Female	20.71	3.708	0.301
	Male	20.06	3.03	

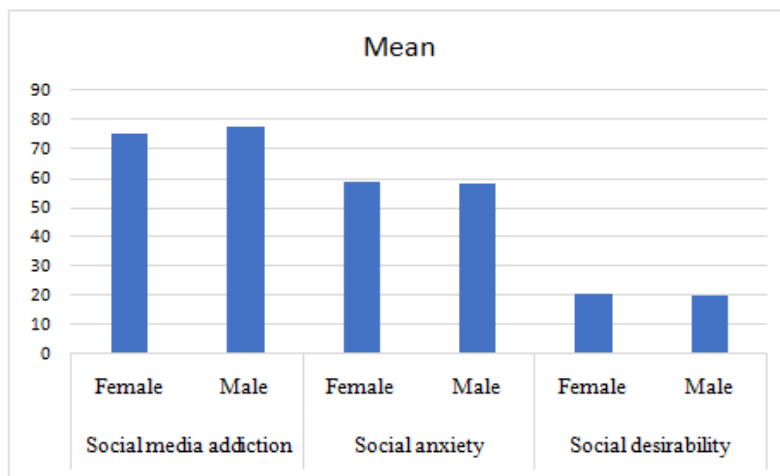


Figure 1: Showing mean of social desirability, social anxiety and social media addiction

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The number of female responses was 49 and number of male responses were 81. From the above table, we can see that in case of social media usage the mean found out is 75.57 for females and 77.46 for males. Then it was found that the P value for social media usage ($P=0.505$) was $P>0.05$. In case of social anxiety, the mean found out was 59.33 for females and 58.75 for males but the P value for social anxiety ($P=0.857$) was $P>0.05$. Also, for social desirability the mean found out is 20.71 for females and 20.06 for males, and the P value for social desirability ($P=0.301$) was $P>0.05$. Thus, the null hypothesis was accepted since the difference in the mean scores is shown to be statistically insignificant.

- To determine differences between social desirability, social anxiety and social media usage for secondary (i.e., 9th and 10th), and higher secondary (i.e., 11th and 12th) grade school students of Purulia town.

H₀₂: There is no significant difference between social desirability, social anxiety and social media usage of secondary and higher secondary school students of Purulia town.

Table 2: Showing t-test between social desirability, social anxiety and social media addiction on the basis of secondary and higher secondary students

	Class	N	Mean	Std. Deviation	Sig. (2-tailed)
Social media addiction	9+10	80	75.24	15.143	0.163
	11+12	50	79.16	16.060	
Social anxiety	9+10	80	60.01	18.366	0.391
	11+12	50	57.30	15.994	
Social desirability	9+10	80	20.09	3.439	0.338
	11+12	50	20.66	3.075	

The number of 9th and 10th grade responses were 50 and number of 11th and 12th grade responses were 80. From the above table, we can see that in case of social media usage the mean found out is 75.24 for 9th and 10th grade responses and 79.16 for 11th and 12th grade responses. Then it was found that the P value for social media usage ($P=0.163$) was $P>0.05$. In case of social anxiety, the mean found out was 60.01 for 9th and 10th grade responses and 57.30 for 11th and 12th grade responses but the P value for social anxiety ($P=0.391$) was $P>0.05$. Also, for social desirability the mean found out is 20.09 for 9th and 10th grade responses and 20.66 for 11th and 12th grade responses, and the P value for social desirability ($P=0.338$) was $P>0.05$. Thus, the null hypothesis was accepted since the difference in the mean scores is shown to be statistically insignificant.

- To determine differences between social desirability, social anxiety and social media usage for secondary (i.e., 9th and 10th), and higher secondary (i.e., 11th and 12th) grade male school students of Purulia town.

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H₀₃: There is no significant difference between social desirability, social anxiety and social media usage of secondary and higher secondary grade male school students of Purulia town.

Table 3: Showing t-test between social desirability, social anxiety and social media addiction on the basis of secondary and higher secondary male students

	Class	N	Mean	Std. Deviation	Sig. (2-tailed)
Social media addiction	11+12	31	80.35	16.758	0.202
	9+10	50	75.66	15.433	
Social anxiety	11+12	31	58.03	17.576	0.778
	9+10	50	59.20	18.378	
Social desirability	11+12	31	20.19	2.272	0.737
	9+10	50	19.98	3.437	

The number of 9th and 10th grade male responses were 50 and number of 11th and 12th grade responses were 31. From the above table, we can see that in case of social media usage the mean found out is 75.66 for 9th and 10th grade male responses and 80.35 for 11th and 12th grade male responses. Then it was found that the P value for social media usage (P=0.202) was P>0.05. In case of social anxiety, the mean found out was 59.20 for 9th and 10th grade male responses and 58.03 for 11th and 12th grade male responses but the P value for social anxiety (P=0.778) was P>0.05. Also, for social desirability the mean found out is 19.98 for 9th and 10th grade male responses and 20.19 for 11th and 12th grade male responses, and the P value for social desirability (P=0.737) was P>0.05. Thus, the null hypothesis was accepted since the difference in the mean scores is shown to be statistically insignificant.

4. To determinedifferences between social desirability, social anxiety and social media usage for 9th and 10th, and 11th and 12th grade female school students of Purulia town.

H₀₄: There is no significant difference between social desirability, social anxiety and social media usage of secondary and higher secondary grade female school students of Purulia town.

Table 4: Showing t-test between social desirability, social anxiety and social media addiction on the basis of secondary and higher secondary female students

	Class	N	Mean	Std. Deviation	Sig. (2-tailed)
Social media addiction	11+12	19	77.21	15.087	0.545
	9+10	30	74.53	14.881	
Social anxiety	11+12	19	56.11	13.383	0.290
	9+10	30	61.37	18.578	
Social desirability	11+12	19	21.42	4.018	0.293
	9+10	30	20.27	3.493	

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The number of 9th and 10th grade female responses was 30 and number of 11th and 12th grade female responses was 19. From the above table, we can see that in case of social media usage the mean found out is 74.53 for 9th and 10th grade responses and 77.21 for 11th and 12th grade responses. Then it was found that the P value for social media usage ($P=0.545$) was $P>0.05$. In case of social anxiety, the mean found out was 61.37 for 9th and 10th grade responses and 56.11 for 11th and 12th grade responses but the P value for social anxiety ($P=0.290$) was $P>0.05$. Also, for social desirability the mean found out is 20.27 for 9th and 10th grade responses and 21.42 for 11th and 12th grade responses, and the P value for social desirability ($P=0.293$) was $P>0.05$. Thus, the null hypothesis was accepted since the difference in the mean scores is shown to be statistically insignificant.

5. To determine gender differences between social desirability, social anxiety and social media usage for secondary i.e., 9th and 10th grade school students of Purulia town.

H₀₅: There is no significant gender difference between social desirability, social anxiety and social media usage of secondary school students of Purulia town.

Table 5: Showing t-test between social desirability, social anxiety and social media addiction on the basis of gender of secondary students

	Gender	N	Mean	Std. Deviation	Sig. (2-tailed)
Social media addiction	Female	30	74.53	14.881	0.75
	Male	50	75.66	15.433	
Social anxiety	Female	30	61.37	18.578	0.613
	Male	50	59.20	18.378	
Social desirability	Female	30	20.27	3.493	0.721
	Male	50	19.98	3.437	

The number of female and male responses were 30 and 50 respectively for secondary i.e., 9th and 10th class school students. From the above table, we can see that in case of social media usage the mean found out is 74.53 for females and 75.66 for males. Then it was found that the P value for social media usage ($P=0.75$) was $P>0.05$. In case of social anxiety, the mean found out was 61.37 for females and 59.20 for males and the P value for social anxiety ($P=0.613$) was $P>0.05$. Also, for social desirability the mean found out is 20.27 for females and 19.98 for males, and the P value for social desirability ($P=0.721$) was $P>0.05$. Thus, the null hypothesis was accepted since the difference in the mean scores is shown to be statistically insignificant.

6. To determine gender differences between social desirability, social anxiety and social media usage for higher secondary i.e., 11th and 12th grade school students of Purulia town.

H₀₆: There is no significant gender difference between social desirability, social anxiety and social media usage of higher secondary school students of Purulia town.

Table 6: Showing t-test between social desirability, social anxiety and social media addiction on the basis of gender of higher secondary students

	Gender	N	Mean	Std. Deviation	Sig. (2-tailed)
Social media addiction	Female	19	77.21	15.087	0.507
	Male	31	80.35	16.758	
Social anxiety	Female	19	56.11	13.383	0.684
	Male	31	58.03	17.576	
Social desirability	Female	19	21.42	4.018	0.235
	Male	31	20.19	2.272	

The number of female and male responses was 19 and 31 respectively. From the above table, we can see that in case of social media usage the mean found out is 77.21 for females and 80.35 for males. Then it was found that the P value for social media usage ($P=0.507$) was $P>0.05$. In case of social anxiety, the mean found out was 56.11 for females and 58.03 for males but the P value for social anxiety ($P=0.684$) was $P>0.05$. Also, for social desirability the mean found out is 21.42 for females and 20.19 for males, and the P value for social desirability ($P=0.235$) was $P>0.05$. Thus, the null hypothesis was accepted since the difference in the mean scores is shown to be statistically insignificant.

- To determine if there exists a significant correlation between social media usage, social anxiety and social desirability of secondary and higher secondary school students of Purulia town.

H₀₇: There is no significant relationship between social desirability, social anxiety and social media usage of secondary and higher secondary school students of Purulia town.

Table 7: Showing correlation between social desirability, social anxiety, social media addiction and age of secondary and higher secondary students

		Social media addiction	Social anxiety	Social desirability	Age
Social media addiction	Pearson Correlation	1	.392**	.428**	.294**
	Sig. (2-tailed)		0	0	0.001
	N	130	130	130	130
Social anxiety	Pearson Correlation	.392**	1	.173*	0.091
	Sig. (2-tailed)	0		0.049	0.306
	N	130	130	130	130
Social desirability	Pearson Correlation	.428**	.173*	1	0.16
	Sig. (2-tailed)	0	0.049		0.07
	N	130	130	130	130
Age	Pearson Correlation	.294**	0.091	0.16	1
	Sig. (2-tailed)	0.001	0.306	0.07	

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	N	130	130	130	130
** Correlation is significant at the 0.01 level (2-tailed).					
* Correlation is significant at the 0.05 level (2-tailed).					

From the above table, it can be seen that there is a significant correlation between social media usage, social anxiety and social desirability and the age of the school students on the 0.01 level i.e., their values are 0.392, 0.428 and 0.294 respectively. Also, it has been found that there is a significant correlation between social anxiety and social desirability on the 0.05 level i.e., 0.173. Thus, the alternate hypothesis was accepted as a significant correlation was found out. A similar study conducted on 145 adolescents in Indonesia by Silmi, K. Z., Rachmawati, R. W., Sugiarto, A. & Hastuti, P. T. (2020) found that the degree of social anxiety is positively correlated with the degree of social media use, meaning that the degree of social anxiety increases as the degree of social media use increases.

V. DISCUSSION

The above results prove that there are no significant gender differences between social desirability, social anxiety and social media usage of secondary and higher secondary school students of Purulia town. In a study of 120 university students (60 males and 60 females), Weinstein, A., Dorani, D., Elhadif, R., Bukovza, Y., Yarmulnik, A., & Dannon, P. (2015) examined the relationship between internet addiction and social anxiety. They similarly found no differences in the level of Internet addiction between males and females. Thus, it indicates a possibility of no gender difference in the population across the secondary and higher secondary school students of Purulia town.

The results also indicate no significant difference found between social media usage, social anxiety and social desirability for secondary and higher secondary school students of Purulia town. Similarly, in a systematic study Seabrook, E. M., Kern, M. L. & Rickard, N. S. (2016) stated that there is no clear association between time spent on social media and social anxiety which seems to be at par with the present study.

Thus, this proves to be a major finding where we can see that no such statistically significant difference between social media usage, social anxiety and social desirability was indicated in the secondary i.e., 9th and 10th, and higher secondary i.e., 11th and 12th grade school students of Purulia town. A probable factor behind this finding can be the choice of population selected for this particular study. As, the place Purulia town is a semi-urban place, it can be possible that the people there are not so much in touch with the world of social media as such. If the similar study had been done in urban domicile where students are much more connected with social media, the results might have been different.

A significant positive correlation was found in social media usage with social anxiety, social desirability and age of secondary and higher secondary school students of Purulia town. Thus, with the increase in age of the secondary and higher secondary students, the social media usage, social anxiety and social desirability also increases and vice versa which means that they change together at a constant rate. Therefore, we can imply that those who

score less on any one these four variables will also tend to score less on the other three variables.

Prizant-Passal, S., Shechner, T., & Aderka, I. M. (2016) conducted a meta-analysis and discovered a positive correlation between social anxiety and problematic internet use. Additionally, as people get older, there is a larger association between social anxiety and internet use. As a result, this discovery lends support to the findings of the current study.

In a similar study published in the Journal of Social and Personal Relationships (Pickett, Gardner, & Knowles, 2016) social anxiety was found to be positively associated with social media use, and that social desirability mediated this relationship. In other words, people who are more socially anxious may use social media more in order to present a desirable image of themselves to others. Thus, the outcomes in this study are similar with the findings of the present study.

It can therefore be said that, if a school student has an elevated fear of social situations and a fear of being scrutinised by others, chances are high that he/she has a higher inclination to present self in a desirable fashion. When he/she shows self in a presentable manner and as an individual is seen easily conforming to social norms, the school student is basically trying to avoid the possibility of criticisms which he/she is always anxious about facing in real life. So, in another attempt to present themselves as socially acceptable, they start using more and more of social media to always be up to date with the latest trend and be continuously informed of all the things that their in-groups are concerned about. Whenever social media usage gives pleasure, it releases the neurotransmitter dopamine in the brain and makes the individual feel good. Now as we know, there is already a need for social approval, so the individual tries to feel good by staying active on social media more and more. The student starts dedicating a lot of time and energy into using social media, to an extent that it impairs his/her other life area domains and the student finally falls prey to social media addiction. This is a summary of how the students of secondary and higher secondary school students of Purulia town population are getting affected by social media addiction.

From the results, a significant positive relationship was also found between social anxiety and social desirability of secondary and higher secondary school students of Purulia town. Therefore, the two variables are linearly related and an increase or decrease in social anxiety leads to an increase or decrease in social desirability in the majority of the secondary and higher secondary school students of Purulia town population. So, when a student's apprehensiveness about social situations and as a result its avoidance is high, it maybe because the student's tendency to present himself/herself in an appealing way is high. The student might be preoccupied about presenting self in a socially acceptable way and as the need for social approval will be high it would result in a building up of a constant fear of being judged negatively by others.

VI. LIMITATIONS

- Equal number of male and female participants should have been selected.
- Equal number of students from each class i.e., 9th, 10th, 11th and 12th should have been selected.

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- Many students were non-cooperative and did not fill up the whole of the research form.
- Due to time constraint, more data had not been able to be collected.
- Some other risk factors responsible for social media addiction could have studied.

VII. FURTHER SCOPE OF RESEARCH

- The sample may be collected from a larger geographical area.
- The sample can be compared on the basis of a lot of groups like urban vs. rural, or between two different geographical areas, between two different age groups like school students and college students, etc.
- A lot of other factors responsible for social media addiction can be studied further.

VIII. CONCLUSION

The present study shows no significant difference between social media usage, social anxiety and social desirability of secondary and higher secondary school students of Purulia town but the study shows a significant positive correlation of social media usage with social anxiety, social desirability and age of secondary and higher secondary school students of Purulia town. The study also shows a significant positive relationship between social anxiety and social desirability of secondary and higher secondary school students of Purulia town.

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