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Research Article

Social Media Utilization: Its Contributions and Risks on Biopsychosocial Wellbeing of Madda Walabu University Undergraduate Students, Ethiopia

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Abstract: The general purpose of this study was intended to investigate social media utilization: its contribution and risk factors on the Biopsychosocial wellbeing of Madda Walabu university students, Ethiopia. The lack of research on social media utilization among students in MWU is the basic reason for conducting the current research. Madda Walabu University Robe, Goba campus students were the aggregate population of the study. The mixed research design was employed from these populations; the researchers selected 409 individuals by using a proportionate stratified sampling technique. Beck's social media addiction which is Likert scale questionnaires and discussion points were used to collect pertinent data. To analyse the data, percentage, mean score, and the standard deviation was implemented for quantification by using SPSS version 20 whereas narration and paraphrasing are for qualitative data. The result found that social media has both positive and negative effects on students' Biopsychosocial wellbeing. The researchers recommended life skill training is very important in alleviating the problem.

Keywords: Social Media; Biopsychosocial; Wellbeing; Risks; Benefits

1. Introduction

Now day's higher education students communicate via different mechanisms for different purposes. Amongst social media is the leading one. Social media platform refers to online space that is used by students to connect, share, communicate, establish or maintain a connection with others for academic, entertainment, socialization, etc.[1]

The top five most popular social networking sites are Facebook, LinkedIn, Pinterest, Twitter, and Instagram.[2] According to Prensky,[3] higher education students are young people (14 to 25 year olds) named "Digital Natives" who are highly using social media at the moment. Young adults 18-29 year olds) are the most active social media users than any other age group.[2]

These youngsters are becoming familiar with sharing their everyday life and experiences, keeping in touch with teachers, friends, and family online and talking about their interests via social media platforms.[4-5]

If it is consciously and for predetermined used social media has many benefits. Evidence suggests that young people are increasingly turning to social media and digital technologies for health-related information.[6-9] According to Goodyear, Armour, & Wood,[10] 53% of young people use social media to access health information on food intake, sleep, exercise or body image from Snap Chat, Instagram and YouTube. The study further indicated 46% have changed their health-related behaviours because of something seen on social media and 63% believe that social media is a good source of health information.[10] Lenhart's,[11] the study also indicated excellent health resources are increasingly available to youth on a variety of topics of interest to this population, such asexually transmitted infections, stress reduction, and signs of depression through social media. Adolescents with chronic illnesses can access Websites through which they can develop supportive networks of people with similar conditions.[11] Mobile technologies have already produced multiple improvements in their health care, such as increased medication adherence, better disease understanding, and fewer missed appointments.[12]

Many pieces of research indicate adults now look online for health information. Because people have actively adopted the internet for health communication, and many people believe it improves their health,[13,14] the internet is regarded by health promotion specialists as an efficient strategy for promoting positive health behavior change.[15] Despite its positive health effects, it can be also a source of many health-related problems. Due to the use of

social networking sites for long hours create multiple health issues. Continuous accessing of networking sites may create an eyesight problem, back pain because of sitting in the same position for long hours and many more.[16] Goodyear, Amour, & Wood,[10] in their study, revealed, Nearly all young people report seeing inappropriate content related to diet/nutrition, exercise and body image; e.g. Water diets, Fit Tea, adult weight loss and/or bodybuilder transformations.

In addition to health-related benefits, social media platform is also beneficial for the psychological makeup of users. Young people experience a level of peer-pressure to change their behaviours from viewing health-related material shared by peers, including selfies. Young people can develop shared understandings about health from sharing and creating content in health- related spaces. According to Kalpidou et al.,[17] college students who reported having higher numbers of Facebook friends experienced a lower emotional adjustment to college life.

In contrary to its benefits inappropriate utilization can be a precipitate factor for different psychological problems. According to Jackob,[18] when individuals spend an excessive amount of time on social media sites, they begin to exhibit classic symptoms of Facebook depression. Even if seeking acceptance and staying connected with peers is an important element of social life the intensity of the online world creates a factor of self-awareness that may trigger depression in some people. As with offline depression, people who suffer from Facebook depression are at risk for social isolation and sometimes turn to risky Internet sites and blogs for 'help' that may promote substance abuse, unsafe sexual practices, aggressive and self-destructive behaviours.[19]

A study of American university students found that more intense Facebook uses predicted increased loneliness.[20] Also, according to Kalpidou et al.,[17] college students who reported having higher numbers of Facebook friends experienced a lower emotional adjustment to college life. Further, the same study found that college students who spent more time on Facebook reported having lower self-esteem than those who spent less time. Jacob further stated social media is also a common source of stress to its users. Being constantly alert for new social media messages, to your instinctive fight or flight limbic system causes a release of the stress hormone cortisol.[19] Some young people report that they have developed obsessive/addictive monitoring behaviours, engaged with extreme diets and/or exercises, and experienced heightened levels of body dissatisfaction as a result of accessing material from social media and healthy lifestyle technologies.[10]

Despite biological and psychological benefits, social media play a significant role in the social wellbeing of youngsters. Different researches indicated Social media participation can offer adolescents deeper benefits that extend into their view of self, community, and the world, including Opportunities for community engagement through raising money for charity and volunteering for local events, expansion of one's online connections through shared interests to include others from more diverse backgrounds(such communication is an important step for all adolescents and allows respect, tolerance, and increased discourse about personal and global issues); and fostering of one's identity and unique social skills.[21-23] In addiction

via social media Peers act as a valuable source of emotional support in online and offline spaces.[10]

Social media is also associated with different risks when applied without care and purposes. Cyber bullying has become a major issue among youths in the last couple of decades, as it allows its victims to post things in front of their peers and humiliate them. Bullying is defined as an aggressive act that is carried out by a group or an individual repeatedly and overtime against a victim who cannot easily defend him or herself.[24] According to Campbell,[25] with the use of the Internet and mobile phones, a new form of bullying has emerged, often called 'cyber bullying'. In cyber-bullying, aggression occurs via an electronic method, via the Internet and especially through social media.[24]

Another dangerous aspect of social media is the rapid adoption of this medium by terrorist groups. Terrorism has been using social media for their benefit for gathering information, for recruiting members, for fundraising, and propaganda schemes.[26]

Research question

- What is the benefit of using social media on Biopsychosocial wellbeing?
- What are the risks of using social media on student's Biopsychosocial wellbeing?
- To what degree students at Madda Walabu University are using social media?
- Why do students use social media platforms?

Specific objectives

- To identify the benefits of using social media on students' Biopsychosocial wellbeing.
- To analyse the risk factors of using social media on students' Biopsychosocial wellbeing.
- To show the magnitude of social media utilization among Madda Walabu University students.
- To elucidate why adolescents are using social media.

2. Materials and Methods

2.1. Study area

This study was conducted in Oromia regional state, Bale zone, Madda Walabu University. Madda Walabu University is founded (1999 E.C) institutions of public higher education in the country. The university is located in the South-Eastern part of Ethiopia, Bale zone; Robe town at about 430 km away from the capital city, Addis Ababa.

2.2. Study design

To investigate social media utilization: its contribution and risk factors on the biopsychosocial wellbeing of Madda Walabu university students, the mixed research design were used. The researchers conducted mixed-method studies because the results of one type of research (qualitative or quantitative) are inadequate to fully address the research problem. The quantitative data and results provided a general picture of the research problem, while the qualitative data and its analysis refined and explained those statistical results by exploring the participants' views regarding their persistence in more depth.

Table 1. Respondents' sex and place of residence distribution

Sex	**Male**	224	60.9 %
	Female	144	39.1%
	Total	368	100%
Place of residence	**Urban**	210	57.1%
	Rural	158	42.9%
	Total	368	100%

Table 2. The magnitude of social media addiction among students

Magnitude	Frequency	Percent
Moderate	136	37.0
High	222	60.3
Extremely High	10	2.7
Total	368	100

Table 3. Dominant reasons among students for social media utilization based on individual scores

No	Reasons	Mean	Std.Dev.	Rank
	Academic reasons			
1	I communicate with my friends via social media for the Preparation of the exam.	3.0163	1.39080	2
2	I use social media for collaborative learning.	2.9022	1.40113	4
3	I use social media to solve my academic problem.	2.9511	1.29674	3
4	I use social media for online academic group discussion.	3.0326	1.38068	1
5	I use social media to do research work.	2.5000	1.40842	7
6	I use social media to learn about my curricular aspect.	2.8152	1.24344	6
7	I use social media to seek help from my teachers.	2.8913	1.34068	5
	Socialization			
1	I prefer using social media for attending a social gathering.	2.8315	1.15260	1
2	I use social media to get information regarding current social events.	2.6630	1.34328	4
3	I use social media to become more sociable.	2.3370	1.37139	5
4	I use social media to keep in touch with my relatives.	2.6848	1.16656	3
5	I use social media to create my social identity.	2.7446	1.23746	2
	Entertainment			
1	I use social media to get relief from academic stress.	3.0380	1.28444	1
2	I use social media for watching movies.	2.5543	1.28172	3
3	I use social media to look at funny sharing.	2.7391	1.41898	2
4	I use social media for sharing pictures.	2.5054	1.31227	4
	Informativeness			
1	I use social media for reading news.	2.4185	1.28876	2
2	I use social media sites for getting jobs related information.	2.8261	1.27528	1
3	I use social media to share new ideas.	2.3478	1.27807	3

2.3. Participants

From a total of 9600 students in Robe, Goba and Shashemene campuses of the university, the researchers selected 384 participants by proportionate stratified sampling technique. Also, five groups of students, each five were added to the sample for focused group discussion. The total number of samples included in this study was 409 students for both qualitative and quantitative data.

2.4. Instruments of data collection

To collect the pertinent data, the researchers used Beck social media addiction scale for identifying the magnitude of social media addiction among respondent students. The scale was first developed for measuring Facebook addiction and the developer of the instrument also used for social media addiction by changing Facebook to social media. The instrument is Likert scale ranges from 1-5(1: Very rarely, 2: Rarely, 3: Sometimes, 4: Often, 5: Very often.) the SPSS output of the instrument is interpreted as the following:

0 to 19 (Low); 20 − 49 (Moderate); 50 − 79 (High); 80 − 100 (Extremely high −social media addict).

The researchers developed another instrument like for the reasons for social media site utilization among Madda Walabu University students.

Besides this, the researchers also developed discussion points for focused group discussion. The researchers conducted a pilot study to check the reliability of instruments. In addition to the pilot study, all materials were translated from English to Amharic and Afan Oromo languages by professional translators. Also, it has been shown to a specialist who had clinical experiences in institutions for its validity, suitability, and clarity.

2.5. Procedures of data collection

A supportive letter was collected from the Research and Community Service Directorate and given to all schools to get due permission from them. Considerations and components that were incorporated during data collection were the following:

A description of the role of the respondent in the study, including the expected duration of the respondent's participation; a clear indication that participation is voluntary and that the information provided was held confidentially unless there are special circumstances in which respondents have waived confidentiality. A clear indication of the use of any electronic equipment (e.g., taping, recording, photographing) a clear description of any benefits and risks associated with participation. Then, participants of the study were selected using predetermined sampling techniques and finally, data were collected from participants at a suitable time and places depending on their preference.

2.6. Methods of Data analysis

The collected data were analysed both qualitatively and quantitatively. Quantitatively Descriptive mean scores, standard deviations, and percentage were used to analyse the collected data whereas narration and paraphrasing were employed to analyse qualitatively for data those were be collected by focused group discussion.

3. Results

3.1. Demographic Data of the respondents

The table 1 showed the sex distribution and place of residence of the respondents. The result indicated most of the respondents 224(60.9%) were males and the rest 144(39.1%) were females. Concerning their place of residence 210(57.1) of students were from urban and 158(42.9%) were from rural.

3.2. The prevalence of social media among students

As revealed in the table 2, 136(37%) of the respondents were moderate social media users. The rest 222(60.3 %) and 10(2.7 %) of the respondents' students were high and extremely high social media addicts.

3.3. Students' Perceived Reasons for Social Media Platforms

As indicated above in Table 3, the three most important academic reasons for using social media were "online academic group discussion" (M=3.03), "preparation of exam" (M=3.01) and "to solve the academic problems" (M=2.95). However, "to seek help from teachers" (2.89), "to learn about curricular aspect" (M=2.81) and "to do research work" (M=2.50) scored very low regarding this reason. For analysis of socialization reason for using social media, "to attending a social gathering." with a mean score of 2.83 ranked first followed by "to create social identity" with a mean score of 2.74. The least reason was "to become more sociable" with a mean score of 2.33. On entertainment-related reason, most dominant reason include "to get relief from academic stress" (M=3.03), and the least reason includes "for sharing pictures" (M=2.50). Finally, whilst "for getting jobs related information" (M=2.82), and "for reading news" (M=2.41) are the informative related dominant reasons for using social media, and "to share new ideas" (M=2.34) was the least informative reason.

3.4. The qualitative result from Focused group discussion

3.4.1. The Biopsychosocial Benefits and Burdens of Social Media Utilization Biological Benefits/Contribution of Social Media Utilization Health-Related Information

Students disclosed as they have got a lot of health-related information from social media. For example, about kidney and related problems; how it can be affected by different factors and treatment modalities. Also a lot of homemade medications for different biological diseases like cough, and cosmetics for facial utilization. Students have learned a lot about different types of psychoactive drugs on social media.

They also get information about expired and low-quality foods, drinks and under minimum level disclosed by the concerned body the government in Ethiopia like Classic water, Rani Juice, different types of acetic acid Local called "Acheto", different types of Children's food, As mentioned by students pages are disclosing information related to different types of mental disorders and their treatment modalities. Students had also the opportunities to find types and contributions of Sport and the importance of Diet by social media.

To conclude the above results, the respondent uses social media for health-related information. Once someone has health issues, his or her life will be positively affected. Therefore, people need to be very careful and cherish their good health.

3.4.2. Health relates Side effects of social media

The followings are some of the side effects mentioned by the student during the discussion.

Severe Headache: as a result of staying a long time on social media especially when used by cell phone; Skin damage and related problems by using different cosmetics promoted by fake news. Students during discussion discussed as some of their friends and they faced different skin related like allergic problems by using different cosmetics promoted by social media by fake and unempirical promotions.

"By using or following the promotion of cosmetic, my friend used homemade cosmetic and faced a lot of skin related problems" (one participant during discussion).

The sleeping problem even in the classroom: When they use more time on social media, they lose appropriate sleep. The second morning is very difficult for them. This interferes with the daily functioning of the individuals.

The student also mentioned Visual problems: a lot of students reported, as they faced visual difficulty during a discussion. As most of the students, a lot using social media by smartphone, the light of that phone affects their vision.

Some Facebook users also faced Fainting and other accidents

"By false account, my friend made a relationship with her brother even fall in to love. In the end, when he disclosed himself to her, she fainted and faced high blood pressure" (respondent).

I faced a car accident when I was chatting on the road and forget where I was that moment.

Psychological benefits of social media: Students mentioned the following as the psychological benefits of social media utilization. It increases individuals' self-concept, confident and self-reliance especially when they get many likes and comments from their friends. Satisfaction is the result of likes and comments from friends. Personality development is also possible via social media through different posts. It also uses to organize ourselves. For example, by following metrological posts about weather conditions, we can arrange our day. Social media further Decreases stress when we shared our problems for others by social media.

Psychological burdens: Using Facebook and others lead to stressful situations when they get negative comments from others whom they know and don't know and this decreases their confidence. One of the female respondents during the discussion said,

"After I posted a picture on social media and the number comment and like is less than 100 within 5 or 6 hours, unfortunately, I delete that picture from social media. Because I often consider as that picture is not beautiful or I am not beautiful and hate myself"

Also, Intra and inter conflict during comment especially via Facebook; Strong Mood shift can occur; leads to depression; Addiction, staying more time on Facebook, Telegram, IMO and other social media; Learning inappropriate behaviours from different posts like developing hostility towards others religion, ethnicity, culture, political ideology and so on.

Laughing, talking alone which is out of our culture and might be assumed as abnormal individuals by others by social media; Failure to manage attention (inattentive); Being panic, shocked; Behavioral change; Developing good and bad modelling accordingly(E.g.: weird style of wearing trouser, by showing partial part of their body); Losing hope by fake news because the source of this news is unknown especially on the current condition of our country: Ethiopia is another side effects of social media platforms as raised by student respondents.

Further students also disclosed Emotional Disturbances; Feeling discomfort; developing aggressive behaviours; Isolation especially from family members; unknowingly going to homosexuality; by fake account or posted picture many individuals communicate and develop a feeling of love with the same-sex individuals are the risks of the media.

3.5. Social Benefits of social media utilization

- It increases social connectedness. A lot of individuals get married by social media communication only and developed their family.
- Social media can develop and encourage our culture, norms, values, and religion. For example, we can share our unique cultures like Ethiopian Epiphany, Meskel, Erecha, and Fiche Cambala for the world in a positive way. Also, we can promote and share different historical and religious sites of our country, Ethiopia for other western countries like
  - ➢ Rock-Hewn Church, Lalibela, Fasil Ghebbi, Gonder, Aksum
  - ➢ Harar Jugol, the fortified historic town, Konso cultural and scape, Lower Valley of the Awash, Lower Valley of the Omo, Different national parks and endemic animals, Dire Sheik Hussein, etc
- Furthermore, peoples can create religious knowing through different posts. For example, peoples can get religious calendars like Fasting from different social media pages.

3.6. Social Burdens of using social media

- Divorce: One respondent said
  "By fake account, my brother and his wife have been divorced. When my brother was talking/chatting with another girl by a fake account, his wife detected that communication and lastly they reached divorce.

- It decreases the social connection between family members. During social media communication, most individuals don't consider their family members found around them.
- Conflict among family members

While a chat on social media, especially children don't consider their family members. They may lose their attention and don't hear and understand their family. This produces some sort of conflict among family members.

"I had an appointment with my fiancée at 8:00 on Facebook. It was night. My family members don't know whether I do have an appointment or not. At 7:50 they prepared dinner and called me to have dinner. During that moment, I was waiting for my fiancée online and angry by my mom's invitation to have dinner. Next to this, when all my family members started praying before/for dinner, I started eating and when they started eating, I was chatting with my fiancée. All my family members were confused by my bizarre behavior at the moment. Due to this reason, all my family members insulted me and I did not forget that insult till.

- Deterioration of cultures, religious values, and norms: when somebody we don't know him/her/them post-religious cultural or ethnic post against others, we might develop a negative feeling/attitude towards the opposite individuals' religion, ethnicity, and values even if the one who posted that post is unknown. It has the power of eroding our culture.
- Hate speech targeted on specific culture, religion, ethnicity, politics decreases tolerance in the diversified community like Ethiopia.

4. Discussion

The result of this study indicated most of the respondents' students were high and extremely high social media addicts 222(60.3 %) and 10(2.7 %) respectively. Even if the number of respondents differs, like the current study, research conducted in Ghana indicated a high amount of students were social media addicts. From the respondents who participated in the study only 1% of the respondents are severely addicted to the remaining 80% of the respondents established that they are moderately and mildly addicted to social media.[27]

Concerning the reasons for social media utilization, this study is supported by Lenhart,[11] the study indicated excellent health resources are increasingly available to youth on a variety of topics of interest to this population, such as sexually transmitted infections, stress reduction, and signs of depression. Adolescents with chronic illnesses can access Websites through which they can develop supportive networks of people with similar conditions. Students with chronic illnesses can access Websites through which they can develop supportive networks of people with similar conditions.[11] Krishna[12] has also a similar finding which is using social media has already produced multiple improvements in students' health care, such as increased medication adherence, better disease understanding, and fewer missed appointments.

Using social media has also negative biological effects as this study revealed. The current study found social media utilization has

both negative and positive psychological sides. This study is supported by the study conducted by Jackob,[18] who found when individuals spend excessive amounts of time on social media sites, such as Facebook, and then begin to exhibit classic symptoms of depression. In another survey performed on 7,000 mothers, found that 42% of mothers using the photo-sharing site reported occasionally suffering from Stress.[28] continuous accessing of networking sites may create an eyesight problem, back pain because of sitting in the same position for long hours and many more.[16] Which is a consistent study with the current student.

In different studies using social media platforms is associated with many psychological benefits for the users similar to the current study. From these social media is associated with high self- esteem of the users.[29] According to the authors Blascovich & Tomaka[29] and Gerber[30] self-esteem'' is ''the evaluative component of the self—the degree to which one prize, values, approves or likes oneself. Low self-esteem is associated with the pathogenesis of numerous mental illnesses, including depression, eating disorders, and addiction.[31-33]

In the same direction, many studies disclosed the negative influence of social media on users' self-esteem [34-41] which is also consistent with the current research. Students during the discussion witnessed the negative influence of social media especially Facebook on their self- esteem.

5. Conclusions

The main findings of the study were:

From all students included in this study, most of the students were under high and extremely high social media addicts. This indicates students are not properly utilizing social media sites. Like other substances, the presence of social media addiction hurts students' wellbeing.

The reasons why students are using social media sites can be categorized under four categories. These are for Socialization, Academic purpose, In formativeness-for getting new information, Entertainment.

Using social media sites has its own positive and negative sides on students' bio psychosocial wellbeing. This means that social media utilization is associated with biological benefits and burdens, psychological benefits and burdens and social benefits and burdens. If we appropriately and consciously use it we can get many bio psychosocial benefits, and if the opposite is true we might face many risks.

In general, the risk of social media is overweighing than its benefits for students' wellbeing.

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Conflicts of Interest

The authors declare no conflict of interest.

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