DIGITAL MEDIA AND PSYCHOGRAPHIC DEVIATIONS: A STUDY OF GRADUATE STUDENTS IN OMAN

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Abstract: Digital media specialists generally believe that mass media have a deep effect on young audiences. Digital media, especially social media, on one hand, certainly considered as tools of social interaction, but on the other hand, social media also play a critical role in social development and a user's mental wellbeing. In the era of the media revolution, it's very important to critically evaluate the role of digital media. The social media are certainly playing a major role in the socio-cultural development of youth, and the present theoretical paper has been intended to analyze the practice, motive, and impact of social media on psychological well-being. The social media audaciously have an association with psychological fatigue, and such repeated variations of stress or disorder can be treated as the first stage of negative wellness. The present paper aims to understand the role of social media on mental wellbeing and its adverse impact on students' attitudes and socio-psychological behavior. Graduate students in country like Oman have a strong influence from digital media due to their proclivity to use various digital platforms. The conclusion of this study showed that the majority of undergraduates who use new media are facing severe stress and mental blockage. The study found that the use of new media affects the social cohesion of undergraduates. It has also been found that the use of new media has adverse effects on the innovative thinking and lack of concentration of undergraduate students. This study's methodology was primary in nature, with data collected via an online questionnaire. The sample of 55 young students has been selected randomly in the Muscat region.

Keywords: Digital Media, social media, mental stress, socio-psychological deviations, college students

Introduction

In the present era of digital media, technology and innovation have a great impact on human life. Modern scientific research on social media is mostly concerned with the impact of digital media on youth particularly students of higher education institutions. The impact of digital media on college going users is really remarkable in the present era, as digital media is directly linked with youth emotions. Social networks are the core of human relationships, and in the era of digitalization and media globalization, they became a part of development that is made accessible through digital media and that is highly appreciated worldwide, especially among young people as it gives consumers the ability to interact with each other and develop a social understanding based on information, imageries, and moving pictures i.e. videos. Actually, such

social relationships show the intimacy due to new media that diverse people from diverse social structures are together and interacting for better understanding of each other.

According to Asemah and Edegoh (2012), a social network is an arrangement based on social interactions where individuals or organizations referred to as "nodes" and knotted to one or more specific types of interdependence, such as social alliance, socio-economic transactions, social assimilations with beliefs, understanding, or appreciation. In a similar vein, it can be considered that social media, in association with information, communication, and technology (ICT), has changed our lives and the way we frame our opinions about the world.

Besides, digital media can also be considered a tool for specific bondings, such as friendships among social capital. These relationships are not common but based on networking, and such networks are particularly indicative of the significance of social media platforms through the social networking sites: Yahoo Messenger, Facebook Messenger, and so on. Most people use these networking sites to work with old and new friends, physical friends, or the Internet. Statistics claims that one of the world's most popular social networking sites, Facebook, currently has more than around 2.9 billion active users, each with an average of 130 "friends" with whom they connect on the website. It has been found that presently, in the era of digital networking, the blogs are also very popular, which are now used with great desire and are very demanding among youth, have changed the way of presentation, blogs are changed in vlogs.

In recent years, digital media tools and services have been extensively used to communicate, participate, and connect information online. Today, the younger generation, especially teenagers, are using technology in ground-breaking ways, for which they are called "millennials," and have certainly affected the thinking and psychology of understanding social truth and given new parameters to define youths lives. Kaplan and Haenlein (2010) define digital media as an Internet-based function that allows users to create and exchange content. Online content is created by scholars who use very easy-to-reach and scalable publishing technology to publish information across geographic boundaries and communicate between people. It supports the representation of skills and knowledge and thus builds people, data producers, and consumers. This ability to move people from being information consumers to becoming producers is one of the characteristics of new media compared to traditional mass communication, which only translates people into consumers. According to Hughes (2009), digital media is a pool of digital platforms that support online facilities and global interactions that further lead to social association, digital community formation, and socio-cultural exchange. These techniques have piqued the indignant curiosity of university fraternities, who are targeting the comportments to connect with their scholars and motivate them to become more dynamic experts.

Several researchers have defined social media based on their nature and understandings. However, these diverse definitions highlight different features that distinguish social media from old-fashioned media. Some of these recognizable features include interactivity, global exchange and idea formation, content sharing, content production, and the e-democratization of information(Boyd, Ellison; 2010). Social networking sites are tools to help people interact and react to global ideologies, share information, and create new relationships. This certainly gives us a new way to accept people around the world and express ourselves in our behaviors. Social media is not only a tool of social interaction, but in the present scenario it also acts as a tool of social and cultural development. The popularity of social networking sites has given

new meaning to the psychological deviations as it has influenced a variety of ways to accept our diverse world and people. The way people interrelate and understand the society has transformed and continues to alter and also have adverse impact on the mental stress and lack of concentrations. Remarkably, the social media is very important for social progress but social media engagement also encourage depression and anxiety. The users are now socializing on the Internet, and such digital socializing has given a new face to human behavior (Boyd DM; 2008). In fact, communication via digital media is becoming very crucial as it gives an understanding of all new situations, i.e., social networks, which are very different in different situations. It's remarkable to state here that most studies under this theme have shown that students are the most frequent users of digital media sites and that the impact of digital media sites on academic success is directly linked with the scholars psychological well-being(Armour; 2010). Therefore, the purpose of the study is mainly to investigate the ways students are using digital media sites and their impact on the psychological changes of students in Oman.

Self-Determination Theory

Self-determination theory is very relevant in this regard to understand the person's motivation and innate psychological needs, which can serve as a potential motivational factor for the use of social media (Deci and Ryan, 1985, 2000). There are three proposed general psychological needs that motivate behavioral changes and are related to health and well-being in general (Ryan and Deci, 2000). The three main psychological needs are autonomy, competence, and kinship. Autonomy refers to a person who must be a decisive character in his own life. To meet this need, people need to have some control over their lives and feel that they can also control their own behavior.

Competence is for those who need to be successful, well-informed, and proficient. To meet this need, people need to learn to deal with things that are important or relevant to their lives. Kinship refers to a person who needs to gain a sense of belonging and connection with others. To meet this need, people need to maintain close and tender relationships with other people. The satisfaction of these needs is considered an important part of psychological growth (Deci and Ryan, 2000). If a person is able to meet these basic needs, they are likely to feel better overall than those who are unable to meet these needs. Previous work has shown that there is a positive relationship between meeting these needs and optimal functioning at both interpersonal and intrapersonal levels (Deci & Ryan, 2008). The theory of self-determination suggests that the more these three basic needs are met, the more they engage in independent activities, which means that the actions taken result in joy, interest, and satisfaction in completing the task. This aspect of the theory of self-determination is known as internal motivation. Ryan and Deci (2000) describe innate motivation as "an innate tendency to strive for novelty and challenge, to expand and use their abilities, to explore and learn". People whose needs are met, of course, are involved in activities and pursue more motivated goals. This leads to hopes for personal growth, connection, personal health, and the well-being of society. Meeting psychological needs is associated with improved mental health indicators and independent forms of self-regulation, resulting in improved health outcomes and behaviors.

The theory is very clear in the context of social relations and social satisfaction in relation to mental satisfaction and motivation. The social media certainly have a role in the development

of reasons for psychological needs and social relationships with people and surroundings, and the society is always to make relations with a frequency of interactions that leads to self-determinations. This is really important to mention here: social media is a boon for presenting social interaction and understanding every corner of the social elements. On the other hand, the way people are using social media in the present scenario is certainly not acceptable as motivational, but mental distress comes when people start using social media, which leads to mental fatigue and deviates from the objective of the information society (Singh; 2022). The theory of self-determination and the use of social media have a contrast in that the way social media are being used in the present youth is not at all constructive and has no objective to develop social integrity but is leading towards social isolation and psychological distress. The real-life situation in the present social scenario is that youth are not using digital media for social growth or as a tool for gathering information.

Objectives of the Study

The objective of the study is particularly to discover the impact of digital media in special reference to social networking sites on mental behavior of graduate students. The precise objectives of the study are as follows:

RO1: To understand the use of new media and its influences on psychographic changes of undergraduate students.

Literature Review

Upadhayay, V. (2018) conducted a study to analyze a possible relationship between various factors of psychological distress (positive wellbeing, depression, and mental fatigue) and social media usage. In his research on youth, he concluded that social media certainly leads to mental issues like anxiety and depression. He also mentioned that there are crucial negative associations between social media and mental health and self-control. It certainly affects the development of psychological fitness. The systematic review of social media use and wellness has also examined whether different ways of using social media can reduce fitness for mental wellness. Perhaps the most studied trend is the passive use of social networks (for example, Facebook). Facebook viewing news, viewing a profile, or being active (for example, sending a status update or comment) is good for feeling better, even if the results of a recent review are contradictory. Many scholars, on the other hand, pointed out that social media also have a positive impact; for instance, a study conducted by Metzger, Wilson, and Zhao (2018) found that passive consumption can also have a positive effect on mental well-being; they mentioned that active use contributes to the strengthening of social relationships and social capital, while passive use causes social comparison and jealousy.

Zuniga, Diehl, Huber, and Liu, J.; 2017, the study uses data from 20 companies (N = 21,314) to investigate the relationship between people's personality traits and social media usage. Important aspects of social media such as frequency of use, social interaction, and information consumption will review the personal characteristics of the Big Five. The results in different societies recommend that although sympathy and reliability are positive indicators of the social media practice, it's also very true that emotional deviation and mental fatigue are negatively associated with it.

Singh,Amiri M. and Sabbarwal; 2017, the study focuses mainly on the reasons why young adults use social media, as well as how much time they spend on social media. This study looks at the main aspects and disadvantages of social media use and the behavioral changes of young people. According to the results of the study, excessive use of social media causes depression in adolescents.

Zguven N. and Mukan B., 2013, evaluated the association between digital media and the individualities of users. It clearly pointed out the ways students are using social media for social development. To collect data from 503 business school students, we used a questionnaire with a five-factor personality model, a scale for life satisfaction, and a scale for social media marketing.

The results show that two personality traits (awareness and openness to experiences), two demographic traits (education), and social satisfaction are the main indicators of social associations and development.

In general, psychological well-being refers to the sense of well-being associated with happiness, mental health, and physical health. This manifests itself in the ability to respond to clothing, food, housing, education, work, etc. As a result, it can be concluded that psychological well-being is the state or level of people who treat themselves and others positively, make decisions according to their life goals, and regulate their behavior to create an environment that meets their needs and makes them more attractive. Their lives are more meaningful, they are optimistic, and they are able to solve social problems.

At present, the use of digital media is becoming increasingly common among young people around the world, which has made scientific research on the use of media by young people, especially students, very attractive. In all the studies examined here, samples were taken from university students. The use of digital media by students is growing as new information and communication technologies become more common. Computer-mediated communication allows young scholars to interact on social networks with their family and friends. Studies have also been conducted on how it can be used and its impacts on the mental stability of scholars in higher education institutions. Digital media and other forms of electronic communication affect communication skills. The study is based on Festinger's theory of social comparison (1954) and the interpretative assessment model (Stacke, Stacke & Koomen, 2000) to analyze the reason behind the negative mental health development and its association with social media uses. On the one hand, we know very well that your generation and mainly the students are the biggest consumers of social media contents, and they are also the biggest social media content creators. On the other hand, another study has also shown that social networks have a negative impact on mental health (Radovic et al., 2017; 2014) and people with depression. Another study by researchers, the Nielsen Media Study (2010), pointed out that around 25 percent of the students are using social media sites for academic purposes. The American Educational Research Association conducted the research and found at its 2009 conference and presented a paper in one American conference that social media users are academically weak as their study capacity is less and therefore their academic scores are also not up to the mark. Another study by researcher San Miguel, 2009, claimed that the time students spend on social networks is more than the time they spend on studying, and that this is not at all in balance, and thus, it certainly affects academic life and behavior.

Some researchers have also reported negative consequences of social networks, such as Englander et al. (2010), which suggest that social networks are negatively associated with the student cultural community. Nalva and Anand (2008) recommended that addicted users use the Internet to adversely affect their sense of trained accountability, which certainly influences academic outcomes. These analyses of the entire literature show the significance of social networks in public life and the socio-psychological behavior of students at this time.

Research Methodology
Based on the objective of this study, qualitative research has been conducted. The study was focused on understanding the impact of digital media on students' socio-psychic lives and behaviors in the Muscat region. To achieve this objective, the research was planned and carried out. A pilot study has been conducted using a random sampling method with professionals in the younger age group in the Muscat region. The respondents were all the same age, ranging from 18 to 30 years old.
Sample Size: This research study will be based on the views of 55 working young students from Muscat region.

Discussion and Analysis
A survey has been conducted in Muscat, the capital of the Sultanate of Oman. Sample sizes of the study were 55, which took part in the review. In survey, a young graduate student's has been categorized, considering their demographic parameters such as gender, age, and education. The selection of respondents has been made based on the background and understanding of the parameters of socio- psychological understanding. The detailed profiles of the samples are as follows:

Gender Details	Respondents	Percentage (%)
Male	36	66%
Female	19	34%
Total	**55**	**100 %**

Table 1- Respondents Profile

As clearly seen in the first table, the total number of people taken was 55, where 36 were male and 19 were female. All the students were graduate and having well defined understanding on the social life and change in the behavior.

Response	Frequency	Percentage (%)
Chatting	40	72
Video/Music	35	63
Fashion/ global lifestyle	44	79
Language innovation	31	59
Behavioral change	34	62

Psychology Impact	26	48

Table2-Why students use social Media

As indicated in table 2, the responses from the respondents pointed out the use of media in general is towards the internet surfing and very less towards the creativity and educational. The sociological and psychological impact is very extreme and penetrating as the graduate students agreed on the fact that the present use of Digital media defiantly having an impact on the people mindset and behavioral change.

Response	Frequency	Percentage (%)
Yes	44	79%
No	6	11%
Not certain	5	10%
Total	55	100%

Table3- Social Media Affect Student's Behavior

From Table 3, out of the total respondents of 55, 44 representing 79% responded in the positive when asked if the social media have an impact on the social behavior. The respondents stated that the social media has changed the way of expression and social responses. The idea and the belief have also gained influence from social media. There were certain respondents, i.e., 11 percent, who were not in favor when asked about social media's impact on social life. The implication is that the use of social media certainly brings about changes in the socio-psychological behavior of respondents.

As previously stated and pointed out, socio-psychological change is very well marked in Table 4, and social media is not limited to similar communication processes but is also not acting as an agent of social shift that attracts youth with various entertainment applications. The parameters related to social media impacts clearly indicate that society is changing and that the most common target of social media is youth, who are enjoying the most fragments of social media application, and the data clearly indicates (i.e., 86%) that social media have an impact that leads to mental fatigue and is sometimes not in accordance with social acceptance. In the study, the respondents mentioned the popularity of reels. Many respondents stated that sometimes we really forget the purpose and objective of social media use. This leads to smartphone addiction and social isolation.

Social Media Impact	Percentage (%)
• Make students physically inactive i.e. enhances smartphone addiction • Expose students to diverse thoughts and beliefs • Cause unproductivity and distraction from everyday activities • Cause students to become less sociable i.e. enhances social isolations • Make students mentally exhausted	86%

Table4 - Sociological factors

The concept of socialization is badly challenged in the present time of the digital revolution. This certainly raised questions about the psychological well-being of students. Considering the factors taken into consideration, the researchers have identified five sub-factors based on the students' opinions on the use of social media and its impact on college students. The listed factors have given a key identity to the potential problems with the use of social media in psychological behavior. Five common factors are highlighted and listed below in the priority reduction. The study closely observed the factors mentioned in the table as an outcome of the use of social media, and the respondents also agreed that the given factors really had an impact on the mindset of college students. Around 86% of the total respondents agreed on the given factors.
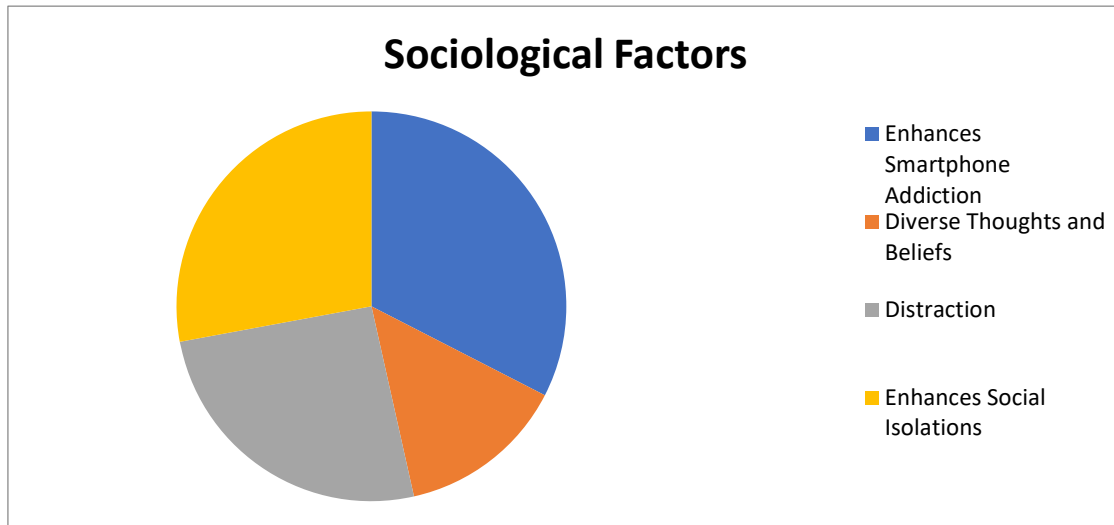

Fig.1 Microscopic Analysis of Sociological Factors

Based on the microscopic analysis of sociological factors, 86% of the responses from the samples are bifurcated into individual points of action. All the factors are individually

discussed, and the responses are as follows: enhanced smartphone addiction (28%), diverse thoughts and beliefs (12%), distraction (22%), and enhanced social isolation (24%). Based on the literature reviewed and the primary research data collected from the samples, it was found that digital media certainly cause mental stress and psychological fatigue. The respondents also mentioned that sometimes it is very common to feel anxiety and waste time for no reason. Seriously, social media is a tool that promotes a lack of concentration.

Conclusion

In concluding remarks, this study mainly evaluated the impact of digital media on changing socio-psychosomatic values among college students in the Muscat region. Considering the research objective, statistical analysis indicates that almost all college-going learners, mainly the undergraduate students, regularly use digital media for all their entertainment and net-surfing purposes. It was also concluded that the use of digital media certainly has deep effects on the psychological wellbeing of college students. This indicates that students maintain and expand existing friendship groups by getting in touch with them through communication using digital media networks, i.e., social media, and that such relationships are mainly based on entertainment. Besides, the study says that the use of new media has a negative influence on the study habits of undergraduate students. The study found deep associations between the use of digital media and psychological well-being. Based on the both primary and secondary data, it can be well concluded that the social media are certainly responsible for the anxiety and social loneliness as most of respondents pointed out very clearly that the social media is responsible for social isolation and distraction. The youth are the most common target of digital media and specifically social media. In addition, the study showed that the impact of social media is really very diverse, and notably, it can be pointed out that we cannot ignore its negative affect on the psychological and behavioral health of the respondents, and students are very closely associated with social media, which results in priority reduction, especially for education and constructive thinking. Based on the outcomes of this paper, the research recommends that it is good to have a foolproof plan to monitor and supervise the social media operations, their uses, and their adverse impacts.

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