

Behaviour Modification And Social Media

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Introduction

Social Media is a source of connection between us. It is by far the most actively used invention of the 20th century, and it has given us the opportunity to stay updated with our social circle and stay connected to each other electronically. Most businesses are using social media as a tool for the promotion of their brands, and many products have gained popularity through their promotion on social websites. However, the excessive use of social media creates many problems. Too much time is spent on social media, which disturbs our actual social life. It creates many psychological and health issues that can be avoided if we limit our usage of these social platforms. Its adverse effects are disturbing children, most of who are spending most of their time on social media and the time spent on social media is increasing every year. This essay is aimed to find a solution for excessive social media usage. It will use the technique of limiting the time spent on social media, and the resulting change in the usage will be calculated. The use of time-limiting techniques will substantially decrease the addiction to social media and will result in behaviour modification. Where social media has a lot of benefits, its excessive use is a cause of many psychological and health issues.

Discussion

In this behaviour-changing method, Skinner's self-control method will be used (Powell, R. A., Honey, P. L., & Symbaluk, D. G., 2016). This method will use the technique of improving behaviour by calculating the different outcomes. The research will be quantitative, and the data we will collect will be analyzed by measuring the time for each day. We will analyze both the positive and negative effects of social media addiction and then base our method on the resulting outcomes. This research will be quantitative, and we will base our analysis on the data we collected from the conditioning process.

Motivation Operation

The motivation method is based on the analysis of social media usage outcomes. The positive outcomes of social media are linked to its vast number of active users. We can stay connected to each other by spending time on social media and interacting with our peers. It also updates us on current events, new products, and news and provides us with entertainment in many ways. Its negative outcomes are mostly the health and psychological risks that are related to excessive social media usage. It also disturbs our active social status and cuts us out from our family and friends. Based on these outcomes, we reached the analysis that social media has more severe negative

outcomes than positive ones, so it should be limited.

Recording Process

The recording process in this research is done by maintaining a log book of total time spent on social media out of daily hours. The process is done by an app which tracks time spent on an application. We have quantified data for four apps: Facebook, Twitter, Snapchat, and Instagram. The total time spent on each app was recorded, and the log was maintained for analysis afterwards. The log contains data both before and after the behavioural change, and this data will be used to base our thesis and evaluate our behavioural change method.

Methodology

In this research, we started collecting data by measuring the time we spent on each app daily. The log was maintained for February and March. The time spent on each social media platform was tracked by the time tracking app, which is a free application installed on the phone. The data was categorized by each application. In February, we calculated the form of all and the time we spent on each activity other than social media. The behaviour change method was started in March. In this method, we added three more activities and dedicated time for each of these activities. The addition of these activities limited the time dedicated to each social media. After 15 days, a change in behaviour was observed. By limiting time on social media, the interest and urge to use social media slowly depreciated, and by the end of the month, the total time spent on social media was reduced to 1.

This change was possible by the addition of three activities: cricket, time with friends, and time with family. Dedicating time for each activity reduced the available time for social media, and by the loss of interest in social media, we were able to make the change.

Dependent and Independent variables

The time allotted to each social media was independent of all other factors in February. This time was independent of all other activities, and no other activity reduced or increased the time spent on social media. After the behaviour change process started, the time spent on each social media platform became dependent on other activities. As all these activities were outdoors, using a cell phone constantly and checking the apps was difficult. These activities slowly decreased the interest in social media when the time was spent on other activities. As the behaviour change was in effect, the social media activities were dependent on other activities. Some activities that remained unchanged in the daily routine were the sleep schedule and time spent at university.

Modifications and Uncertain Factors

The process needed no modification, and its first structure worked as it was expected. However, there were certain factors whose effect in the experiment was unexpected, but they participated in the behavior change process. The biggest unexpected factor was the availability of WiFi. As we spent time outside, the availability of internet was non-existent, and it helped in limiting the use of social media outside. The second factor was the physical involvement with the peers. By involving the peers, the mind diverted from social media and no urge for social media was felt. The third factor was knowing the current state and upcoming plans of friends. By knowing friend's events, the need for social media to stay updated with them was reduced.

Results

The experiment resulted in a change in behaviour and a reduction in the usage of social media. The total time that was initially spent on social media of Facebook, Twitter, Snapchat, and Instagram was 8 to 5 hours. As the behaviour change experiment was conducted, the time spent on other activities left less time for social media, and the total time for social media was reduced by mid-month. By gradually increasing the time spent on other activities, we successfully achieved our target of social media usage by 2 hours. This less time spent on social media shows that our target of behaviour modification was successfully achieved. Our initial hypothesis of using a time-limiting technique for behaviour modification was proved correct.

The experiment proved to be a positive method of behavior change and the data collected was through random in both months, a decreasing pattern was observed in the hours spent on social media.

Limitations and Recommendations

The research was limited to university students. Different occupational people will have different available free time, and their social media usage will depend on their free time. Future modifications for changing behaviour may be the addition of more activities to divert the mind from social media.

Conclusion

This essay aimed to initiate behavioural change in a person related to the use of social media. With the help of a limiting technique and the addition of more outdoor activities, the behavior change was successful, and time spent on social media was successfully reduced.

References

Powell, R. A., Honey, P. L., & Symbaluk, D. G. (2016). Introduction to learning and behaviour. Cengage Learning.