

THE SOCIAL MEDIA IMPACT ON DECISION-MAKING AND SOCIAL INCOMPETENCE

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Acknowledgement

I would like to express my special thanks to my teacher as well as our principal, who gave me the golden opportunity to do this wonderful project on the topic, which also helped me in doing a lot of research, and I came to know about so many new things. I am really thankful to them. Secondly, I would also like to thank my parents and friends, who helped me a lot in finalising this project within the limited time frame.

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Abstract

The study aims to discuss the social media impact on the decision-making process and social incompetence. The study collects data that addresses the issue of social incompetence and the disparity of effects among gender and age. The first chapter formulated and discussed the aim, objectives and questions that this research wishes to address. The chapter also provides a brief contextual background and overview of the study.

The literature review chapter examines the various effects of social media on decision-making and social skills. It looks into the results of spending a long time on social media, showing possible links to impulsive decision-making. Gender differences are seen, with women experiencing stronger emotions and societal pressures that cause them to make more impulsive decisions. The chapter explores how social media use, social incompetence, and gender affect how individuals make decisions. The chapter discusses the various decision-making tendencies, whether hasty or careful, in online activities among diverse age groups. Its primary focus is on comprehending these influential factors and it offers up strategies to enhance fruitful digital communication across an array of individuals.

The methodology chapter discusses the methods and techniques considered by the researcher to present the findings of the study. The chapter mentioned the strategy that researchers selected and comprehensively justified for selecting the methods and techniques. The researcher conducted a survey of 109 participants and collected quantitative data. Through a statistical analysis method using SPSS software, the researcher presents the findings of the study. Moreover, the researcher maintains academic ethics while conducting the data collection and analysis. Along with this, the researcher mentioned the current limitation of the study.

In the fourth chapter, data analysis using SPSS has been conducted which includes the analysis of the correlation between variables such as Age, Gender, time spent on

social media and other factors with their impacts on impulsive decision-making. There are 109 participants though the descriptive statistics revealed missing data and valid N become 79 overall but not for each case. The findings showed a positively weak correlation between decision-making and time spent on social media. However, opinions are different based on gender, and age group disparities are also there. The plots help to identify trends like increasing age results in less time spent on social media. The reliability test confirms the internal consistency of data. The key findings include gender disparity in making impulsive decisions due to social media trends, and different impacts on decision-making across several age groups. However, time spent on social media has weakly affected the impulsive decision but the finding varies with age and gender.

Fifth chapter is the last chapter of this dissertation work which unveils this dissertation's conclusion, limits, alongside future directions. Furthermore, it exemplifies how the goals of this research paper were met by making connections between the data. The results culminated in to the suggestions of becoming aware and understanding, acceptable restrictions, promoting in-person connections, and developing decision-making strategies

Table of Contents

Chapter 1: Introduction	10
1.1 Research background	10
1.2 Research purpose.....	10
1.3 Problem Statement	11
1.4 Research aim	11
1.5 Research objectives	11
1.6 Research questions	12
1.7 Research Rationale	12
1.8 Research Significance	13
1.9 Research Structure.....	13
1.10 Chapter Summary.....	14
Chapter 2: Literature Review	15
2.1 Introduction	15
2.2 The Impact of Social Media Usage Duration on Impulsive Decision-Making.....	16
2.3 Gender disparities in the influence of social media on impulsive decision-making.....	18
2.4 The Impact of Social Media Use, Social Incompetence, and Gender Interaction on Impulsive Decision-Making.....	21
2.5 Age-Related Changes in the Impact of Social Media on Decision-Making	23
2.6 Conceptual framework	25
2.7 Literature gap	25
2.8 Chapter Summary.....	26

Chapter 3: Methodology	27
3.1 Introduction	27
3.2 Research Approach	27
3.3 Research Philosophy	29
3.4 Research Design.....	29
3.5 Data Collection Method	30
3.6 Data Collection Source.....	31
3.7 Sampling Simple random	32
3.8 Data Analysis Method.....	32
3.9 Ethical Consideration	33
3.10 Limitation of Methodology	34
3.11 Summary	34
Chapter 4: Analysis.....	35
4.1 Chapter introduction.....	35
4.2 Analysis	36
4.2.1 Descriptive Statistics	36
4.2.2 Correlation analysis	38
4.2.3 Cross tabulation	41
4.2.4. ANOVA.....	53
4.2.4 Plots	55
4.2.5 Reliability Test	58

4.3 Chapter Summary.....	59
Chapter 5: Conclusion and Recommendations	61
5.1 Conclusion.....	61
5.2 Recommendations	61
5.3 Linking with Objectives	63
5.4 Research limitations	64
5.5 Future scope	64
References	65

Table of Figures

Figure 1: Average time spent on social media.....	16
Figure 2: Women Lead Men in Social Media Usage.....	18
Figure 3: Social media Age Demographics	23
Figure 4: Conceptual framework	25
Figure 5: Research Onion Framework.....	28
Figure 6: Age, gender, education, usage and time spent	36
Figure 7: Descriptive Data – Rest of All	37
Figure 8: Correlation with Age	38
Figure 9: Correlation with Gender	39
Figure 10: Correlation with Time-spent	40
Figure 11: Descriptive data evaluation for Crosstabulation analysis.....	41
Figure 12: Impact of SM on decision-making	42
Figure 13: People’s impact on decision	42
Figure 14: Extensions	43
Figure 15: Investments.....	43
Figure 16: Social incompetence.....	44
Figure 17: Age disparities	44
Figure 18: SM trends	45
Figure 19: Impacts	45
Figure 20: People’s impact	46
Figure 21: Extensions	47
Figure 22: Investments.....	47
Figure 23: Social incompetence.....	48
Figure 24: Age disparities.....	48

Figure 25: SM trends	49
Figure 26: Impacts	49
Figure 27: People's impact	50
Figure 28: Extensions	50
Figure 29: Investments.....	51
Figure 30: Social incompetence.....	51
Figure 31: Age disparities	52
Figure 32: SM trends	53
Figure 33: Homogeneity Test	53
Figure 34: Significant Test.....	54
Figure 35: Post-hoc analysis	54
Figure 36: Plot 1.....	55
Figure 37: Plot 2.....	56
Figure 38: Plot 3.....	56
Figure 39: Plot 4.....	57
Figure 40: Missing data	58
Figure 41: Reliability statistics	58

Chapter 1: Introduction

1.1 Research background

In the past decade, social media has become an integral part of human lives. According to Wilson & Stock (2021), social networking sites such as Facebook and Instagram are popularised among the masses. Facebook has over 2 billion active users and among all of them, 54 % of the people are aged between 18-34 years. In the UK, 91% of people aged between 16 to 24 years people use social media on a daily basis. After the coronavirus pandemic and nationwide lockdown, the time spent on social media sites increased by 44%. The usage of the massive amount in social media provides people with innovation, self-expression, interaction and creativity. At the same time, social media also raises concern for the health and well-being of the people. Taboroši et al. (2022) argued that Social media have changed the channel of communication and redesigned the way people are normally thinking. Shared opinions on social media platforms influence people's decision-making process. There is a need to study the effect and influence of social media in the decision-making process.

1.2 Research purpose

The purpose of this research is to examine, explore and understand the complex relationship between social media usage and the decision-making process. Previous research showed an increase in time spent on social media. This research purposely delves deep into the effect of social media usage and its influence on making impulsive decisions. According to Karatsoli & Nathanail (2020), social media influences men and women differently. Depending on the activities and other factors social media influences both genders differently

that affect their decision-making. This study will investigate further the disparities and other associated factors among men and women.

1.3 Problem Statement

The advancement of digital technology that fosters the growth of social media sites has many effects on the decision-making process. Social media influence in many ways depending on age and gender, and there is a rising concern about these effects on the people. Extensive engagement influences people to make social decision making. According to Hourii (2023), high engagement of people impacts the psychological well-being of people. People's mental health decreases and sleeping quality falls due to high engagement of social media. However, despite the recognition of all these problems, there is little research conducted on this particular topic. The high engagement and the concerning growth of people's social media usage require more attention among academicians.

1.4 Research aim

The aim of this study is to explore the effects of social media on decision-making procedures and societal incompetence. It pays specific attention to how factors like duration spent on social platforms, gender, lack of social skills and age can influence impulsive decision-making.

1.5 Research objectives

- To look into how much time spent on social media affects impulsive decisions.
- To investigate how men and women differ when it comes to making quick choices that are influenced by social media.

- To discover how using social media, social incompetence and gender interaction affect impulsive decision-making.
- To assess whether the influence of social media on decision-making is affected by age.

1.6 Research questions

- Does the quantity of time spent on social media have an effect on impulsive decision-making?
- Does gender (male or female) vary in making an impulsive decision under the use of social media?
- Do social media, social incompetence and gender interact to predict impulsive decision-making?
- Does the influence of social media on decision-making vary among different age groups?

1.7 Research Rationale

The rationale for conducting this research is to understand the impact and influence of social media usage and the decision-making process. Social media has become a platform for information gathering, sharing opinions, and expressing self-views on certain matters that foster a connection between people and social media sites (Okufuwa, 2021). Each of these elements heavily influences the decision-making process for the people. Navigating these influences and the level of the effects is an important topic of research. There is also a disparity between gender and age in decision-making that is influenced by social media usage.

1.8 Research Significance

The research holds primary significance in understanding the impact of social media on human behaviour that affects the decision-making process. The exploration of data for this topic can enable us to study the differences among gender, age and social incompetence due to social media usage among different people. The study is important also for understanding the impact of impulsive decision-making processes that come from different perspectives depending on age and gender. The findings of this study can also help to create decision-making development strategies and an informed approach that helps to understand the evolving landscape of social media

1.9 Research Structure

The first chapter of this assignment is the introduction which indicates to know about the research aim, objectives and questions. Apart from these mandatory points, this chapter helps to know about the rationale, background, significance and the entire structure as well.

The second chapter is the literature review. In this chapter, the researcher has reviewed the articles which have been selected after checking the authentication and quality. Mostly, the articles are not older than five years.

The third chapter is the research methodology which helps to know about the philosophy, approach, design and many more necessary points. In this research, the primary quantitative data have been collected which is taken via conducting a survey.

The fourth chapter is the findings and discussion. In this chapter, the graphical analysis has been done based on the responses collected from the survey. After that, the discussion is the comparison between the literature review and graphical analysis.

Last but not least, the conclusion and recommendations chapter helps to know about the overall essence and strategies to overcome the issues. It indicates the gaps and future solutions to overcome those.

1.10 Chapter Summary

This chapter introduced the topic and provided a brief context of the subject the research is based. Beginning with a background of the study, the chapter provided a brief explanation of social media usage and its effect on the decision-making process. The study's aim is to provide insightful information on social media usage and its influence on people's decision-making skills and social incompetence. Furthermore, the chapter also provides the questions that this study aims to address along with the objectives of the overall study.

Chapter 2: Literature Review

2.1 Introduction

In today's technological era, the widespread impact of social media on personal behaviour has sparked significant curiosity and worry. This chapter undertakes an examination of the changing conversation about how decision-making and societal aptitude are affected by social media use. As people become more deeply engaged in online networks, there is growing interdisciplinary interest in their potential influence over rash decisions. This part examines the existing research on social media engagement and impulsive decisions. It also looks at the differences between men and women in decision-making when influenced by social media. It also considers how social media use, social incompetence, and gender affect impulsive decisions. Additionally, the study examines how different age groups are affected by social media when making decisions. This review of existing research provides a foundation for a better understanding of the complex relationships involved in this broader investigation.

2.2 The Impact of Social Media Usage Duration on Impulsive Decision-Making

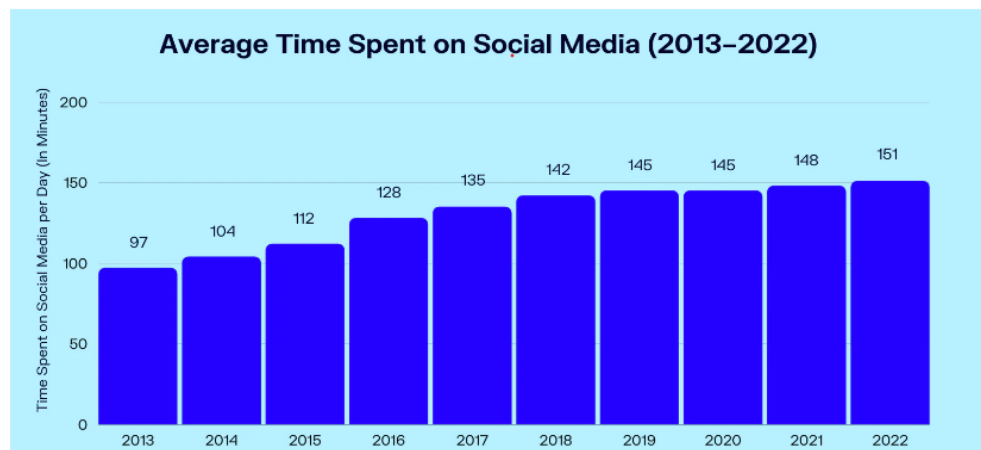


Figure 1: Average time spent on social media

Source: (Oberlo, 2023)

Nearly half the global population has experienced changes in daily habits due to social media engagement. As per Zahrai et al., (2022), the typical individual dedicates about 2 hours and 25 minutes each day to interacting on online platforms surpassing the time allowance for eating, reading, or physical activities within a single day's schedule. As the intense growth of these digital sites took place, definitions evolved from original understanding which highlighted internet applications developed primarily for the creation and distribution of user content; gradually moving towards updated interpretations focusing on virtual societies capable of providing enhanced options for communal interactions. In contrast to impulsive usage, overuse of social media is frequently depicted as a shadowy area within the realm of these platforms that poses threats across different lifestyle areas and personal wellness. Yet, it is subjective how one defines overdosage in terms of social media engagement. The perpetual flow of data combined with the captivating facets inherent in such platforms potentially leads to mind crowding discouraging calculated choice-making

approaches. In addition, looking at time elements attached to social media consumption exposes an escalating relationship: more extensive duration results in increased tendencies towards hasty judgments (Xiao et al., 2022). According to Azzaakiyyah, (2023), progress made in the data technology field within the past twenty years has greatly changed how individuals live and interact. Online platforms have been the most recent advancement in this field and consist of a range of internet applications that allow the creation and sharing of content produced by users. Nowadays, individuals are more linked to one another than ever before, not only on a shallow level but profoundly due to the private information they reveal on these platforms. Online platforms have had noteworthy effects on the decision-making process at individual, collective, and organizational levels. As per Alutaybi et al., (2020), the quickness and regularity of social media interactions might make people act without thinking and seeing lots of carefully chosen posts and updates might make people feel like time is distorted, and make them act without thinking even more. Also, on social media, people compare themselves to others a lot, and seeing others' highlights might make them feel like they have to act quickly to fit in. According to Aslan, (2020), social media overuse and senseless usage are linked closely to impulsivity, a potent risk aspect. People with spontaneous behaviours tend not to manage their time wisely or contemplate before acting out. Observing the traits of those unusually drawn to social platforms shows clear indications they embody impulsive qualities like inefficiencies in managing time usefully, lack of planning ahead, and forming an uncontrollable attachment towards these digital networks. As per Bickham, (2021), impulsiveness plays a significant role in amplified engagement with social media. High frequency of interaction on these platforms tends to lead toward internet dependency, an obsession for being present online, and a potential addiction to electronic games; that is, episodes of extreme usage can contribute heavily towards the onset of technological dependencies. Nevertheless, it is important to recognize that social media does

not uniformly influence every user when it comes to decision-making. Numerous elements like personal characteristics, one's competence in digital platforms, and the type of content they consume on social media lead to subtle variations across several studies. Moreover, what setting these decisions are made be it casual or formal also alters how long-term usage of social media ties with impulsive behavior. Often, social media channels highlight the ventures and experiences of people which sparks a sense of fear of missing out (FOMO). This apprehension can prompt rash decisions as folks aim to partake in events or gather belongings they presume will boost their societal standing. Web networks are made to offer fast satisfaction through approval, sharing, and remarks (Mahmud et al., 2023). This immediate feedback can cause people to look for instant rewards, possibly causing hasty decision-making in other areas of life.

2.3 Gender disparities in the influence of social media on impulsive decision-making

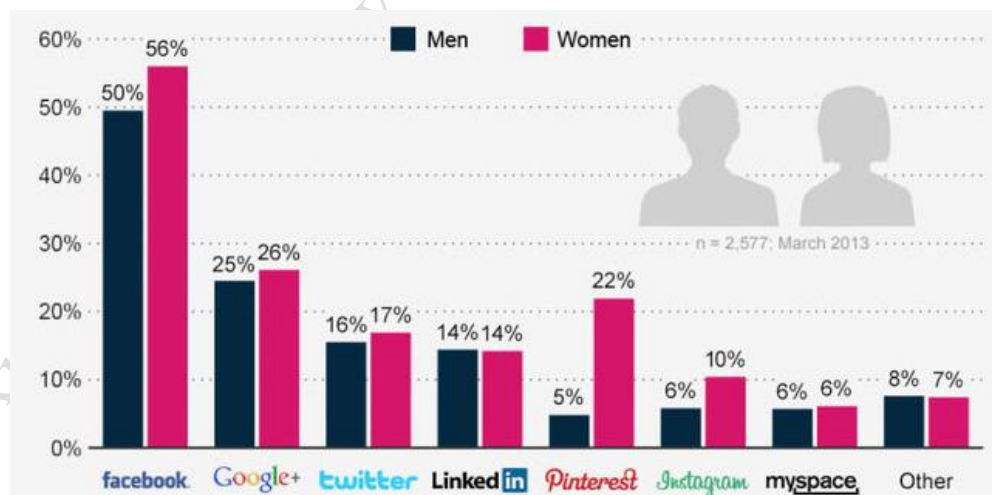


Figure 2: Women Lead Men in Social Media Usage

Source: (Mukhtar, 2023)

At present, social media is prevalent globally. The usage varies between men and women, but the impact of gender on the correlation between impulsive decision-making and excessive or problematic use of social media remains a mystery. Research by Chen et al., (2022), indicates that at a greater propensity for impulse decision-making among women compared to men. It is not just adult females; reportedly, young girls also exhibit similar patterns of spontaneous decision-making more than their male counterparts do. A contributing factor is that females disproportionately score higher in all emotional state measures implying an enhanced emotive context amongst them as opposed to boys. Social media utilizing females tend to exhibit heightened emotional states, either positive or negative, which often leads them towards impulsive decision-making more frequently than their male counterparts. According to Ostendorf et al., (2020), this stronger tendency of impulsiveness in decisions among female users might be seen especially when they are emotionally motivated. Furthermore, women generally show a higher likelihood of making choices aimed at controlling emotions or offsetting any unfavourable feelings compared to men. Social media affects people of all genders, but there are slight differences in how it influences impulsive decision-making. One important factor is the effect of comparing oneself to others. Research shows that on average, women may engage in more social comparison on social media, which can increase self-awareness and potentially impact impulsive choices (Dhir et al., 2021). According to Kim et al., (2021), the overuse of social media sites often results in undesirable outcomes of consistent upward social comparisons, even though such platforms tend to present users positively. Partaking in these kinds of comparisons on social media can lower a person's self-esteem. Regular negative online socio-comparisons were linked with declining health among those exhibiting signs of depression and low self-confidence, as well as compulsive shopping tendencies amongst females. Impressions of perfect body shapes and ways of living shown on different platforms can lead

to doubts about self-worth, particularly impacting females who may result in quick decisions striving for social conformity. Furthermore, online communication characteristics as well as the search for societal acceptance might influence both genders unequally. As per Aparicio-Martinez et al., (2019), there is a swift surge in irregular eating attitudes, particularly among females in their 20s. These maladjusted actions arise from the fusion of multiple factors such as beauty standards. A noteworthy contributing element is social media that popularizes unreasonable beauty norms potentially triggering these behaviours. In certain circumstances, women could face increased levels of societal scrutiny and criticism, which might prompt decisions made impulsively due to the search for approval and acceptance. Conversely, men may be swayed by the competitive dynamics present in social media platforms and make rash choices as a way of affirming their standing or success amidst perceived rivalry (LE et al., 2022). According to Feng et al., (2023), There's a noticeable transition occurring globally from in-store purchases to internet-based transactions due to the strength of online commerce. As such, consumer traction is increasingly leaning towards favouring virtual shopping methods, leading to notably higher instances of impromptu digital buying decisions. Unplanned spending may be characterized as an action that includes unforeseen acquisitions and comes hand-in-hand with significant thrill and pleasure. Despite the apparent differences, social media's overall effect on mental health shows different trends among genders. The research by Jung, et al., (2019), indicates that women are possibly more susceptible to angst and tension generated by online communication, which could precipitate impulsive choices as ways of dealing with these feelings. Nonetheless, it is paramount to note the variety within each gender as distinct personality traits along with socioeconomic elements and cultural effects considerably sway how individuals react toward various content they come across on social media. Understanding these gender disparities is essential for developing targeted

interventions and strategies to promote healthier online behaviours and mitigate the negative consequences of impulsive decision-making associated with social media use.

2.4 The Impact of Social Media Use, Social Incompetence, and Gender Interaction on Impulsive Decision-Making

People prone to impulsivity tend to make decisions that are high-risk, opting for instant gratification regardless of possible long-lasting negative effects. The process of making a decision encompasses several steps such as the assessment of choices and scrutinizing actions' results. The interconnection between the usage of social media and spontaneous decision-making is complex. According to Ostendorf et al., (2020), how often and how intensely people interact on social media plays into their tendencies to make immediate, impulsive choices. The incessant influx of information coupled with various incentives present on these platforms generates a setting favouring swift decisions as they journey through an endless torrent of content requiring speedy reactions. Social incompetence, which entails issues with social engagements and conveying thoughts effectively, introduces an added level of intricacy to this situation. Those who exhibit higher degrees of such ineptitude might be particularly prone to how their impetuous decision-making is swayed by the effects of social media. Purnama et al., (2023), the online space, offering an apparently regulated and non-simultaneous communication platform, could serve as a sanctuary for individuals who find in-person interactions challenging. This condition might augment the influence of social media on their decision-making mechanisms. The realm of digital spaces, which seemingly gives control and non-periodic avenues for interaction, could serve as a haven for individuals encountering difficulties in personal encounters. This may potentially intensify the influence social media has on their choices. According to Youssef et al., (2020), addictive design is a feature of social media platforms,

which fuels an obsession with frequent checks and prolonged screen interaction. This dependence can disrupt sleep cycles, hinder efficiency, and diminish overall mental health. The interpretation of "social media use disorder" varies considerably. The term 'internet use disorder' is accepted as a mental health issue but there's ongoing contention about its scientific nomenclature. The affective condition referred to as loneliness illustrates an unsatisfactory state marked by disparity between one's desired and perceived social bond levels. Two conflicting theories have emerged concerning the correlation between social media usage problems and solitude states: One theory substantiates that the time devoted online usurps offline periods (primarily spent with friends) thus diminishing friendship quality. Loneliness is not solely linked to social media disorders but also pertains to varying mental health issues. It is been suggested that solitude generates stress and this amplifies the feeling of being socially rejected. Furthermore, there exists a deep link between despondency and isolation where loneliness often serves as an indicator for potential depressive signs. Additionally, anxiety has been foreshadowed by feelings of aloneness too. Research demonstrates a significant correlation between states of lonesomeness and symptoms tinged with anxiety (Youssef et al., 2020). The complex interplay of influences is further mired by the aspect of gender. The overlap between social media usage, lack of interpersonal aptitude, and gender can establish nuanced decision-making patterns. For example, research showcases how people with different degrees of social capabilities within specific genders react uniquely to stimuli on social platforms (Forgas-Coll et al., 2022). Generally, women known for their advanced social skills might harness the power of social media platforms in making relationship-centric decisions, strongly highlighting interpersonal ties and relationships. In a dissimilar vein, however, societal norms and competition-driven behaviours could sway men into impulsive judgment on such online networks as they strive to meet expected standards or portray specific self-images (Karatsoli et al., 2020). Additionally, the way social media is

used, lack of social skills, and gender have an impact on impulsive decision-making. These factors together affect how people think and feel when making choices, highlighting the importance of understanding everything as a whole.

2.5 Age-Related Changes in the Impact of Social Media on Decision-Making

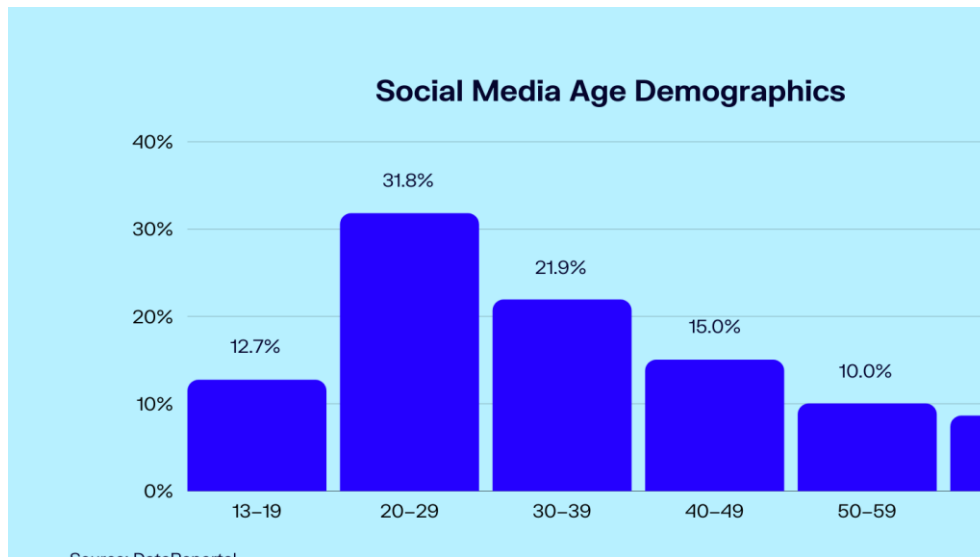


Figure 3: Social media Age Demographics

Source: (Lin, 2023)

It is difficult to ignore the considerable influence of social media in today's world. Such platforms remarkably shape individual's thoughts, feelings, and practices through usage. Nevertheless, its impact is not uniform across all age brackets - distinct demographics interact with this virtual realm uniquely due to an array of considerations including maturity level, emotional condition as well and their place within society. As per Sharifian et al., (2021), the usage of social media can have varying effects on socioemotional results depending on the age group, largely because of differing generational experiences with technology. To be more precise, digital natives are today's younger adults who were raised alongside technological advancement while older generations labelled as digital immigrants had been exposed to such innovations in their later years. The inherent interaction and comprehension of how these

technologies work could drastically shift due to this distinctive upbringing. A notable feature of ageing concerns the life phases that people navigate. Youngsters, usually engaged in establishing their identity, may be highly vulnerable to how social media manipulates hasty judgments (Swart, 2023). The continuous visibility into peer engagements, merged with a longing for societal approval produces an environment where decisions are not purely grounded on individual reflections but are also profoundly molded by online community interactions. Juveniles may display different behaviours on social media due to their desire for freedom and self-governance. As per Walker et al., (2021), this age range tends to have a stronger inclination towards exploration and trying new things, which can lead to impulsive decision-making influenced by quick and easy access to information on social media sites. In a different light, senior individuals going through phases of life where consistency and introspection hold sway might exhibit divergent trends in terms of their interaction with social media and decision-making processes. Research hints that these folks could have more cautious interactions online showing far stronger resistance to rash decisions triggered by the influence of social media (Murthy et al., 2021). Moreover, the composition and characteristics of social media offerings play a substantial role in how decision-making processes evolve with age. Platforms that cater to visual content could have an even stronger effect on younger demographics, harnessing visual cues to draw out instinctive reactions. On the other hand, those belonging to older generations might respond more positively towards elements that resonate with their own life journeys and tastes demonstrating carefulness when making decisions. Moreover, the blending of age and other demographic elements like socio-economic standing or cultural heritage adds more intricacies. The mix of societal guidelines and expectations with influences related to aging guides how people from varying backgrounds maneuver social media platforms while making decisions. As per Zhang & Jung, (2022), younger people prioritise future goals such as gaining knowledge, building

careers, and making new social connections. Older people, on the other hand, focus more on present goals that bring emotional satisfaction, and they spend more time with their close social connections. While the present investigations provide valuable knowledge about age-related modifications, continuing search is necessary. Upcoming studies might investigate the purpose of particular social media characteristics, the influence of changing digital surroundings, and the potential lessening effects of digital education programs tailored to various age ranges. Understanding how age impacts social media and decision-making is important for academic discussions and for promoting positive digital interactions throughout life.

2.6 Conceptual framework

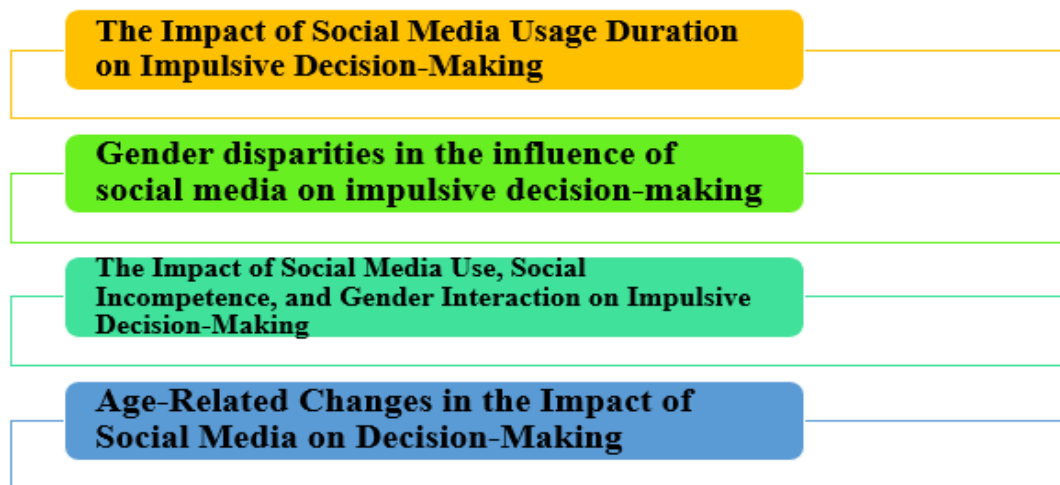


Figure 4: Conceptual framework

Source: (Self-developed)

2.7 Literature gap

While present studies offer worthy knowledge on alterations linked to age, continuous investigation remains crucial. Upcoming research might probe into the role of particular

social media functionalities, the influence of dynamic online environments, and possible buffering effects brought about by digital literacy initiatives developed for diverse age brackets. Moreover, the literature often concentrates on basic models without investigating the particular ways in which social media may worsen quick decision-making in people with different levels of social skills across various age groups and genders. Closing this unmet need is important for creating specific treatments and plans that deal with the complicated connections between these elements.

2.8 Chapter Summary

This section examines the detailed connection between social media, decision-making, and social skills. It studies how the amount of time spent on social media affects impulsive decision-making, revealing concerns about being overwhelmed and acting without thinking. Differences between genders in impulsive decision-making are analyzed, focusing on heightened emotions in women. The section explores the complicated interaction of social media use, lack of social skills, and gender, highlighting how they together affect impulsive choices. Age differences in the impact of social media are discussed, from impulsive behaviours among young people seeking approval to cautious decision-making among older adults. The chapter emphasizes the importance of a comprehensive understanding to guide specific interventions that encourage positive online interactions.

Chapter 3: Methodology

3.1 Introduction

The methodology chapter in a dissertation or any type of research work describes the techniques of research strategy, data collection strategy and data analysis strategy. This chapter also will discuss the methods and techniques that are undertaken by the researcher to complete the study. Along with the discussion, the chapter will justify the primary reason for the selection of these methods and techniques for this study. The chapter will discuss the ethical guidelines that the research will follow. Also, the chapter will mention the limitations of the current research strategy, data and analysis methods.

3.2 Research Approach

The research approach determines the plan and procedure of research that details the data collection method, analysis and interpretation of the data. In research strategy, the research approach is the first stage. Saunders et al. (2015) provide the research onion framework that helps to strategise research work in its approach, philosophy and design.

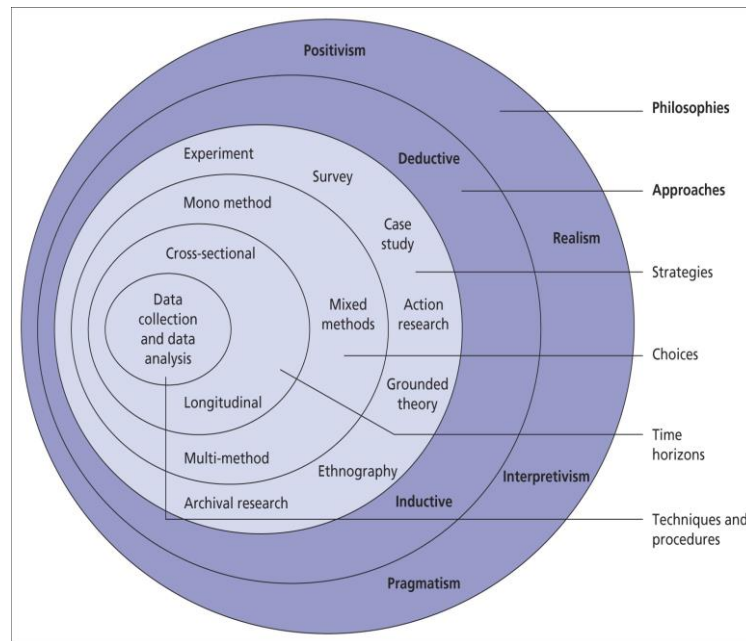


Figure 5: Research Onion Framework

Source: (Saunders et al., 2015)

There are primarily three types of research approaches. These are; inductive, deductive and abductive. The inductive research approach aims to explore the subjective experience and formulate a theory or concept. On the other hand, the deductive approach is based on the existing theory to formulate a hypothesis. The deductive research approach aims to deduct conclusions from the existing proposition. The conclusion from the deductive research approach is always true in form (Casula, Rangarajan & Shields 2021). The abductive research approach works where the other approaches are failed to make any stances. The abductive research approach discussed the weakness through a pragmatist perspective. In this dissertation, the researcher selected the deductive research approach in order to progress or complete the research. Through the deductive research approach, applying deductive reasoning to the collected data can lead to a specific conclusion for the research objectives. Deductive reasoning is best suitable to answer the research questions for this research.

3.3 Research Philosophy

Research philosophy provides the foundation for research in which data should be gathered. According to Alharahsheh & Pius (2020), research philosophy provides a specific path to research in order to develop knowledge for the research topic. Research philosophy helps researchers to understand the assumption as different researchers may develop different assumptions on the nature of knowledge. There are multiple research philosophies for researchers to explore and adopt for research. In the case of this study, **positivist** research philosophy is adopted. The positivist research philosophy tends to gain factual knowledge through the observation process. Positivism research philosophy distances the researcher's view and incorporates an objective-based analysis. Answering the research questions precisely, positivism provides better solutions for the researcher in explanatory research. However, the researchers' role in observation is limited only to the data collection and interpretation of the knowledge (Park, Konge & Artino, 2020).

Positivism research philosophy focuses on objective experience or objectivity. Adopting the positivist research philosophy, the research can explore the factors and the impact of social media on decision-making and social incompetence. Also, the objectivity of positivism encourages gathering measurable data on the topic. Therefore, by gathering the measurable data the research can answer the following research questions such as the time spent on social media, its impact on people's decision making and other key information.

3.4 Research Design

This dissertation selected an **explanatory** research design to present the analysis of the collected data. Explanatory research is best suitable to explore a specific phenomenon with limited data available. Most importantly, the explanatory research design can provide an

explanation of the phenomenon, along with an explanation of the current situation and predict the future direction of the situation (Sileyew, 2019). In this design of the research, researchers observe the pattern created from the existing data. These are the data that are not previously viewed or observed. In investigation or assessing research purposes, the explanatory research design is among the suitable designs for pattern recognition of specific objectives. According to Ranganathan (2019), the explanatory research design also provides an advantage for the researcher to analyse the previous gaps and provide new knowledge related to the research questions and objectives. The internal validity of explanatory research is also tends to very high compared to other designs of research.

In understanding the impact of social media and people's engagement with social media applications, the explanatory research design can present the links between the variables that impact a person's engagement with social media applications. As the research design tends to investigate the variables, the explanatory research design is also best suited to assess the influence of social media on people's decision-making process.

3.5 Data Collection Method

The process of collecting, evaluating and analysing information from multiple sources is called data collection. Collection of data is most crucial for the research work as through the collection of the data a researcher is able to answer the research questions along meet the requirements of the research objectives. In academics, a researcher is able to collect two different types of data; qualitative and quantitative. Both of the different types of data are valuable and hold crucial significance. Based on the nature of the research strategy, researchers select the data (Borgstede & Scholz, 2021). Qualitative data is the non-numerical data that is usually presented in text format in research. On the other hand, quantitative data is the numerical data that quantifies or measures a phenomenon based on the research purpose.

Apart from these two data collection methods, there is also a method called the mixed method. In this method, both types of data are collected to answer the research questions. In the case of this dissertation, **quantitative** data is collected to answer the research questions. The collection of quantitative data can help the dissertation to measure the impact of social media's influence on the decision-making process (Barroga & Matanguihan, 2022). The statistical analysis of the data can provide answers on the relationship between the time spent on social media for the people and their decision-making process.

3.6 Data Collection Source

There are two methods by which a researcher can collect the data for study. These are primary data collection sources and secondary data collection sources. According to Taherdoost (2021), the primary data collection is the collection of original data that directly comes from the source. These can be both qualitative and quantitative data. Primary data provide the researcher with direct access to the subject of the study. Through interview, survey and other methods can be used to collect the primary data. The secondary data are the historically available data. In this data collection, no new data is generated. Therefore, secondary sources are the available data that have already been discovered. Both of the data collection sources have their significance and disadvantages based on the nature of the study. In the case of this study, quantitative data is collected through primary sources. The researcher conducted a survey in order to collect the data. Cerar, Nell & Reiche (2021), mentioned that the collection of the primary data provides the researcher control over the collected data quality. As the data come from the original sources, the richness of the raw information is very high compared to secondary data collection sources. The original data or the generation of new data can benefit this research by finding new insights relevant to the

research questions. New data on the influence of social media in the decision-making process can be created, measured and analysed in this study.

3.7 Sampling Simple random

According to Khan (2020), sampling is the process in which the researcher collects data from a subset of the population among a larger population. There are various ways a researcher can collect data from a designated group. Based on the research aim and purpose the researcher selects the sampling method for the collection of the data. In interview and survey methods of data collection sampling is widely used by the researchers. In the case of this research, the researcher used a **simple random sampling** method to collect valuable data. In the simple random sampling method, the researcher randomly selects the handed-out questionnaire. For the collection of data in this dissertation, the researcher emailed the participants the survey questions. A total of 109 data samples were collected for this research. A simple random sampling method provides equal opportunity to the participant for being selected. As this sampling method provides a wide variety of randomisation, it enables high internal and external validity for the research (Cash et al., 2022). In today's scenario, social media is used by a wide variety of people. Random selection of the population through this sampling method provides an opportunity to understand the influence of the broad population.

3.8 Data Analysis Method

The Data analysis process is the most crucial element of a research study. According to Mishra et al. (2019), it is the process in which data is systematically described by implementing statistical or logical techniques. Data analysis evaluates the collected data in order to represent the findings related to the research questions. Based on the research

procedure, researchers select the data analysis and interpretation techniques for the research. There are various analytical procedures that researchers can take to analyse certain data sets. However, based on the collection of data the selection of the most suitable data analysis techniques is mostly appropriate. In order to interpret the data and present the findings, the researcher selected a graphical analytical process. The quantitative data collected from the primary sources is most appropriately represented through graphical statistical analysis. In order to statistically analyse the data, SPSS software would be used by the researcher. SPSS is a software application that provides researchers broad ability to analyse, interpret and graphically present the findings of the data as per the research questions and the objectives. The graphical presentation of the data can provide a measurable and quantifiable understanding of the impact of social media on the decision-making process. Also, the measurable data can show the time spent by the person in different social media applications. Measuring the situation can determine the current trends of social media usage in the decision-making process.

3.9 Ethical Consideration

According to Sivasubramaniam et al. (2021), an ethical guideline that enables the authenticity of the work. Following the ethical guidelines by the researcher enhances the reliability of the study. The collection of the data involves human participants in this study. This research does not intend to expose any personal information of the human participants. The survey questionnaire was also emailed through their designated email ID and the researcher did not involve any biases in the selection of the human participants. Each of the participant selections was made randomly. The researcher also provides citations of the research article that work has been used in this dissertation.

3.10 Limitation of Methodology

The reliability of the quantitative data may limit the exploration of the research. The use of explanatory research design also limits the collection of the data. Thus, the research is as good as the research strategy. The positivist research philosophy is also enabling the research to explore the objective experience. It lacks the subjective experience of social incompetence. Also, the survey that was conducted was limited to certain demographics. Hence, a population's age, gender, and social and economic status limit the findings of the research. The quantitative data also may not be suitable to capture all the scenarios of social incompetence.

3.11 Summary

The chapter discussed the methods and techniques that were used to collect, evaluate, analyse and present data. The chapter first discussed the research strategy. It elaborates and justifies the philosophy, approach and design of the research. Furthermore, the research discussed the data collection method and the sources in which the data was collected. The researcher conducted a survey to collect primary data. The method of sampling and the participants were also discussed in the chapter. The interpretation technique for the collected data was also discussed in the chapter. The final sections of the chapter discussed the ethical guidelines this study followed and the current limitations of the study.

Chapter 4: Analysis

4.1 Chapter introduction

In this chapter, the data analysis is conducted and the findings after each analysis are presented. The analysis is presented using tables, charts and graphs. According to the previous chapter on methodology, SPSS is used for the analysis. The methodology also showed the number of research participants is 109. The main research questions in this data analysis are 68. Descriptive analysis helps to understand that, in the analysis of particular data all of the data points or responses from the participants are given or not. Hence, missing data can be monitored through this chapter as well. Not all of the responses are required to be analysed in this chapter. This is because; the analysis is done according to the aim, objective, and research questions. For example, the impact of time spent on social media, gender, and age, on impulsive decision-making are mainly focused in this research as per its aim. The analysis of age over impulsive decision-making also helps to address the fourth research objective and fourth research question. Similarly, the effect of spending time helps to address the first research objective and first research question. Analysis of gender helps to address the second research question and objective. However, the impacts of social media factors like the frequency of posts on societal incompetence are also examined in this chapter. Analysing such factors helps to address the third research objective and third research question. Hence, all of the research questions and research objectives developed in the first chapter can be addressed in this chapter through data analysis using SPSS. IBM SPSS is not only used for data analysis but is also useful for data processing, data management, visualization, customization and integration of data. The user-friendly interface of SPSS helps in easy analysis, and making data-driven decision (Sen & Yildirim, 2022).

4.2 Analysis

4.2.1 Descriptive Statistics

Descriptive Statistics					
	N	Minimum	Maximum	Mean	Std. Deviation
What is your age?	109	1	4	2.87	1.147
What is your gender?	109	1	3	1.54	.536
What is your highest level of education completed?	108	1	4	3.44	.616
Which social media sites do you use the most?	108	1	6	2.91	2.098
How much time do you spend on social media every day??	107	1	4	1.71	.813
Valid N (listwise)	107				

Figure 6: Age, gender, education, usage and time spent

(Source: Self by SPSS)

According to the descriptive statistics of age, gender, education, usage and time spent on social media, it can be seen that there are 109 datasets or participants in total. However, missing data can be recorded. For example, the education level is not revealed by 1 participant for which N = 108 instead of 109 in that case. Due to the scale of the data from 1 to 4 or 1 to 6, the mean does not reflect the actual answer. However, the average age was 2.87 in a category of 1 to 4 means that, most of the participants are over 36 years old. This is because; 18-25 years are marked as 1, 26-35 years are marked as 2, 3, and 4 are marked for 36-49 years and 50 years or above. Valid N is 107 means, that 107 participants answer all of the 5 questions accurately.

Descriptive Statistics					
	N	Minimum	Maximum	Mean	Std. Deviation
Do you present a separate online identity on social networking sites?	108	1	2	1.84	.366
How many social media platforms do you utilise?	107	1	6	2.46	1.049
How frequently do you utilize social networking sites?	107	1	4	1.22	.604
Do you browse social networking sites right away when you wake up?	108	1	2	1.68	.470
What is your time of using social media?	107	1	6	3.89	1.376
For what purpose do you harness social media platforms?	106	1	5	3.39	1.074
On social networking sites, what kind of material do you interact with the majority?	107	1	6	2.69	1.417
How much do you think your choices are influenced by the impact of social media?	108	1	5	2.18	1.303
Are you of the opinion that people's representation of their lives on social	108	1	3	2.36	.690
Did you ever make a meaningful life choice influenced by data or views, located on social media platforms?	108	1	4	2.19	1.375
How much do people on social media affect your decisions?	108	1	4	1.65	.740
Did you ever experience internet harassment?	107	1	2	1.75	.436
Which platform's anti-discrimination legislation is the strongest?	99	1	5	2.88	1.350
Has using social media affected your mental well-being in any way?	107	1	2	1.57	.497
How much do you think the content you see on social media affects the way you feel?	107	1	5	2.36	1.475
Have you ever felt anxious or uneasy in direct social interactions after dedicating a considerable amount of time to platforms like Facebook, Instagram or Twitter?	108	1	3	2.25	.799
What is the extension of interaction by influencers that can impact on your responses and	107	1	3	2.37	.637
How do you typically handle conflicts or disagreements on social media?	93	1	5	2.49	1.080
If you believe social media has negatively affected decision-making and social competence, what improvements would you suggest? a) Increased moderation of content b) Education on online etiquette c) Enhanced privacy controls d) Other (please specify)	93	1	4	2.42	.970
Do you think educational programs on responsible social media use would be beneficial?	94	1	5	3.68	1.018
Valid N (listwise)	79				

Figure 7: Descriptive Data – Rest of All

(Source: Self-using SPSS)

Here Valid N is 79 which means from A1 to A68, only 79 participants answered all of the questions. For example, the last question is answered only by 94 of the participants but it might not be answered by some participants who answer the second last question. Though, second last question is answered by 93 participants. For this, all of the questions were answered by 79 (72.45%) of them which made the valid N.

4.2.2 Correlation analysis

Correlations									
		What is your age?	How much do you think your choices are influenced by the impact of social media?	How much do people on social media affect your decisions?	What is the extension of various social media sites which can put impact on your values and perceptions?	Have you previously made an investment in social networking sites because of advertising or promoted material?	Do you think that social incompetence can influence others as this is impacted by the use of various social media platforms?	Is it true that age disparities have a huge impact on the decision-making process?	How much influence do social media trends have on your decision-making ?
What is your age?	Pearson Correlation	1	.057	-.058	-.012	.276**	-.054	.028	-.009
	Sig. (2-tailed)		.555	.552	.900	.004	.592	.782	.932
	N	109	108	108	106	106	102	98	99
How much do you think your choices are influenced by the impact of social media?	Pearson Correlation	.057	1	.084	.157	.033	.119	.187	-.032
	Sig. (2-tailed)	.555		.387	.107	.741	.232	.065	.754
	N	108	108	108	106	106	102	98	99
How much do people on social media affect your decisions?	Pearson Correlation	-.058	.084	1	-.237*	-.054	-.092	.257*	.117
	Sig. (2-tailed)	.552	.387		.014	.581	.358	.011	.250
	N	108	108	108	106	106	102	98	99
What is the extension of various social media sites which can put impact on your values and perceptions?	Pearson Correlation	-.012	.157	-.237*	1	.022	.097	.019	-.101
	Sig. (2-tailed)	.900	.107	.014		.823	.333	.856	.321
	N	106	106	106	106	105	101	98	98
Have you previously made an investment in social networking sites because of advertising or promoted material?	Pearson Correlation	.276**	.033	-.054	.022	1	-.119	.017	.192
	Sig. (2-tailed)	.004	.741	.581	.823		.235	.871	.059
	N	106	106	106	105	106	101	97	98
Do you think that social incompetence can influence others as this is impacted by the use of various social media platforms?	Pearson Correlation	-.054	.119	-.092	.097	-.119	1	.331**	.063
	Sig. (2-tailed)	.592	.232	.358	.333	.235		.001	.537
	N	102	102	102	101	101	102	97	97
Is it true that age disparities have a huge impact on the decision-making process?	Pearson Correlation	.028	.187	.257*	.019	.017	.331**	1	-.023
	Sig. (2-tailed)	.782	.065	.011	.856	.871	.001		.822
	N	98	98	98	98	97	97	98	97
How much influence do social media trends have on your decision-making ?	Pearson Correlation	-.009	-.032	.117	-.101	.192	.063	-.023	1
	Sig. (2-tailed)	.932	.754	.250	.321	.059	.537	.822	
	N	99	99	99	98	98	97	97	99

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

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

Figure 8: Correlation with Age

(Source: Self-using SPSS)

Here, the first column of the table is the main matter of concern. According to it, the highest correlation value is 0.276 between age and investment. Hence, increasing age means increasing investment in social networking sites due to promotional content as this is a positive relationship. However, the relationship is weak. This also means every relationship between age and other variables is weak. Age and influence of social media (SM) trends on decision-making have the weakest correlation with a coefficient of -0.09. This is also a negative relationship which means increasing age decreases the decision-making from SM trends.

Correlations									
		What is your gender?	How much do you think your choices are influenced by the impact of social media?	How much do people on social media affect your decisions?	What is the extension of various social media sites which can put impact on your values and perceptions?	Have you previously made an investment in social networking sites because of advertising or promoted material?	Do you think that social incompetence can influence others as this is impacted by the use of various social media platforms?	Is it true that age disparities have a huge impact on the decision-making process?	How much influence do social media trends have on your decision-making ?
What is your gender?	Pearson Correlation	1	.048	-.029	-.060	.097	-.017	-.006	.140
	Sig. (2-tailed)		.619	.764	.539	.324	.866	.951	.168
	N	109	108	108	106	106	102	98	99
How much do you think your choices are influenced by the impact of social media?	Pearson Correlation	.048	1	.084	.157	.033	.119	.187	-.032
	Sig. (2-tailed)	.619		.387	.107	.741	.232	.065	.754
	N	108	108	108	106	106	102	98	99
How much do people on social media affect your decisions?	Pearson Correlation	-.029	.084	1	-.237*	-.054	-.092	.257*	.117
	Sig. (2-tailed)	.764	.387		.014	.581	.358	.011	.250
	N	108	108	108	106	106	102	98	99
What is the extension of various social media sites which can put impact on your values and perceptions?	Pearson Correlation	-.060	.157	-.237*	1	.022	.097	.019	-.101
	Sig. (2-tailed)	.539	.107	.014		.823	.333	.856	.321
	N	106	106	106	106	105	101	98	98
Have you previously made an investment in social networking sites because of advertising or promoted material?	Pearson Correlation	.097	.033	-.054	.022	1	-.119	.017	.192
	Sig. (2-tailed)	.324	.741	.581	.823		.235	.871	.059
	N	106	106	106	105	106	101	97	98
Do you think that social incompetence can influence others as this is impacted by the use of various social media platforms?	Pearson Correlation	-.017	.119	-.092	.097	-.119	1	.331**	.063
	Sig. (2-tailed)	.866	.232	.358	.333	.235		.001	.537
	N	102	102	102	101	101	102	97	97
Is it true that age disparities have a huge impact on the decision-making process?	Pearson Correlation	-.006	.187	.257*	.019	.017	.331**	1	-.023
	Sig. (2-tailed)	.951	.065	.011	.856	.871	.001		.822
	N	98	98	98	98	97	97	98	97
How much influence do social media trends have on your decision-making ?	Pearson Correlation	.140	-.032	.117	-.101	.192	.063	-.023	1
	Sig. (2-tailed)	.168	.754	.250	.321	.059	.537	.822	
	N	99	99	99	98	98	97	97	99

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

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

Figure 9: Correlation with Gender

(Source: Self through SPSS)

The strongest positive correlation between gender and others is with the influence of SM trends on decision-making. The correlation coefficient in this case is 0.14. It reveals that the third gender, females are more influenced by SM trends than males. Though, cross tabulation analysis is required to understand how different genders are making decisions as per SM trends. Negatively it has the strongest correlation with extension as the coefficient is -0.06. This means females and the third gender have more extension as the value for large extension, seldom, and never are 1, 2, and 3 respectively.

Correlations									
		How much time do you spend on social media every day??	How much do you think your choices are influenced by the impact of social media?	How much do people on social media affect your decisions?	What is the extension of various social media sites which can put impact on your values and perceptions?	Have you previously made an investment in social networking sites because of advertising or promoted material?	Do you think that social incompetence can influence others as this is impacted by the use of various social media platforms?	Is it true that age disparities have a huge impact on the decision-making process?	How much influence do social media trends have on your decision-making ?
How much time do you spend on social media every day??	Pearson Correlation	1	-.049	.114	-.102	-.017	.021	.047	.211*
	Sig. (2-tailed)		.619	.242	.299	.864	.833	.643	.036
	N	107	107	107	106	106	102	98	99
How much do you think your choices are influenced by the impact of social media?	Pearson Correlation	-.049	1	.084	.157	.033	.119	.187	-.032
	Sig. (2-tailed)	.619		.387	.107	.741	.232	.065	.754
	N	107	108	108	106	106	102	98	99
How much do people on social media affect your decisions?	Pearson Correlation	.114	.084	1	-.237*	-.054	-.092	.257*	.117
	Sig. (2-tailed)	.242	.387		.014	.581	.358	.011	.250
	N	107	108	108	106	106	102	98	99
What is the extension of various social media sites which can put impact on your values and perceptions?	Pearson Correlation	-.102	.157	-.237*	1	.022	.097	.019	-.101
	Sig. (2-tailed)	.299	.107	.014		.823	.333	.856	.321
	N	106	106	106	106	105	101	98	98
Have you previously made an investment in social networking sites because of advertising or promoted material?	Pearson Correlation	-.017	.033	-.054	.022	1	-.119	.017	.192
	Sig. (2-tailed)	.864	.741	.581	.823		.235	.871	.059
	N	106	106	106	105	106	101	97	98
Do you think that social incompetence can influence others as this is impacted by the use of various social media platforms?	Pearson Correlation	.021	.119	-.092	.097	-.119	1	.331**	.063
	Sig. (2-tailed)	.833	.232	.358	.333	.235		.001	.537
	N	102	102	102	101	101	102	97	97
Is it true that age disparities have a huge impact on the decision-making process?	Pearson Correlation	.047	.187	.257*	.019	.017	.331**	1	-.023
	Sig. (2-tailed)	.643	.065	.011	.856	.871	.001		.822
	N	98	98	98	98	97	97	98	97
How much influence do social media trends have on your decision-making ?	Pearson Correlation	.211*	-.032	.117	-.101	.192	.063	-.023	1
	Sig. (2-tailed)	.036	.754	.250	.321	.059	.537	.822	
	N	99	99	99	98	98	97	97	99

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

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

Figure 10: Correlation with Time-spent

(Source: Self-using SPSS)

Positively, the relationship between time spent on SM is with influence of SM on decision-making. This is because; the correlation coefficient is 0.211. This means, increasing time spent on SM has more impact on the decision-making. Though, it is also a weak relationship. On the other hand, increasing time spent on SM has reduced the value of the extension. This means, that increasing time spent has a large extent of impact on perception and values.

4.2.3 Cross tabulation

Case Processing Summary						
	Valid		Cases Missing		Total	
	N	Percent	N	Percent	N	Percent
What is your age? * How much do you think your choices are influenced by the impact of social media?	108	99.1%	1	0.9%	109	100.0%
What is your age? * How much do people on social media affect your decisions?	108	99.1%	1	0.9%	109	100.0%
What is your age? * What is the extension of various social media sites which can put impact on your values and perceptions?	106	97.2%	3	2.8%	109	100.0%
What is your age? * Have you previously made an investment in social networking sites because of advertising or promoted material?	106	97.2%	3	2.8%	109	100.0%
What is your age? * Do you think that social incompetence can influence others as this is impacted by the use of various social media platforms?	102	93.6%	7	6.4%	109	100.0%
What is your age? * Is it true that age disparities have a huge impact on the decision-making process?	98	89.9%	11	10.1%	109	100.0%
What is your age? * How much influence do social media trends have on your decision-making ?	99	90.8%	10	9.2%	109	100.0%
What is your gender? * How much do you think your choices are influenced by the impact of social media?	108	99.1%	1	0.9%	109	100.0%
What is your gender? * How much do people on social media affect your decisions?	108	99.1%	1	0.9%	109	100.0%
What is your gender? * What is the extension of various social media sites which can put impact on your values and perceptions?	106	97.2%	3	2.8%	109	100.0%
What is your gender? * Have you previously made an investment in social networking sites because of advertising or promoted material?	106	97.2%	3	2.8%	109	100.0%
What is your gender? * Do you think that social incompetence can influence others as this is impacted by the use of various social media platforms?	102	93.6%	7	6.4%	109	100.0%
What is your gender? * Is it true that age disparities have a huge impact on the decision-making process?	98	89.9%	11	10.1%	109	100.0%
What is your gender? * How much influence do social media trends have on your decision-making ?	99	90.8%	10	9.2%	109	100.0%
How much time do you spend on social media every day?? * How much do you think your choices are influenced by the impact of social media?	107	98.2%	2	1.8%	109	100.0%
How much time do you spend on social media every day?? * How much do people on social media affect your decisions?	107	98.2%	2	1.8%	109	100.0%
How much time do you spend on social media every day?? * What is the extension of various social media sites which can put impact on your values and perceptions?	106	97.2%	3	2.8%	109	100.0%
How much time do you spend on social media every day?? * Have you previously made an investment in social networking sites because of advertising or promoted material?	106	97.2%	3	2.8%	109	100.0%
How much time do you spend on social media every day?? * Do you think that social incompetence can influence others as this is impacted by the use of various social media platforms?	102	93.6%	7	6.4%	109	100.0%
How much time do you spend on social media every day?? * Is it true that age disparities have a huge impact on the decision-making process?	98	89.9%	11	10.1%	109	100.0%
How much time do you spend on social media every day?? * How much influence do social media trends have on your decision-making ?	99	90.8%	10	9.2%	109	100.0%

Figure 11: Descriptive data evaluation for Crosstabulation analysis

(Source: Self)

The case processing summary given above has supported the analysis of descriptive statistics. For any of the questions, at least 89.9% of the participants replied. For example, gender and age disparities have a valid N of 98 responses out of 109 which is 89.9%.

Age group

What is your age? * How much do you think your choices are influenced by the impact of social media?
Crosstabulation

Count

		How much do you think your choices are influenced by the impact of social media?					
		Slightly	Moderately	Very Much	Extremely	Not at all	Total
What is your age?	18-25	6	6	4	0	2	18
	26-35	7	10	2	2	1	22
	36-49	13	4	3	0	2	22
	50 and above	13	21	3	0	9	46
Total		39	41	12	2	14	108

Figure 12: Impact of SM on decision-making

(Source: Self)

According to the above table, 108 people have revealed their age. Among them, 18 (16.67%) are from the age group of 18-25 years. 22 (20.37%) are from each of the 26-35 and 36-49 years. Though, most of them (46, 42.59%) are from 50 years or above. Most of the participants (41, 37.96%) think that their choices are moderately impacted. Among these, the 50 years and above people think this most. Only 2 of the participants think that they are affected extremely. Even in all age groups, the participant thinks of slight or moderate impact.

What is your age? * How much do people on social media affect your decisions?
Crosstabulation

Count

		How much do people on social media affect your decisions?				
		Rarely or Never	Occasionally	Frequently	Almost Always	Total
What is your age?	18-25	9	6	1	2	18
	26-35	10	10	2	0	22
	36-49	12	7	3	0	22
	50 and above	22	19	5	0	46
Total		53	42	11	2	108

Figure 13: People's impact on decision

(Source: Self)

53 (49.07%) of the participants think they are never affected by people on SM and 42 (38.89%) of them think that it happened occasionally. Only 12.04% (13 out of 108 participants) of them are thinking that is happened frequently (11, 10.19%) or always (2, 1.85%).

What is your age? * What is the extension of various social media sites which can put impact on your values and perceptions? Crosstabulation

Count		What is the extension of various social media sites which can put impact on your values and perceptions?			
		To a large extent	Seldom	Never	Total
What is your age?	18-25	2	10	5	17
	26-35	3	11	8	22
	36-49	3	10	8	21
	50 and above	9	20	17	46
Total		17	51	38	106

Figure 14: Extensions

(Source: Self)

48% (51 out of 106) of the participants select "seldom" as an extension of the SM site on their perception and values. Even, it is selected higher in each age group compared to any of the other options. To large extension is only selected by 17 (16.04%) participants. In all of the cases, the highest contribution is made by the people over 50 years. This is because; most of the participants are above this age.

What is your age? * Have you previously made an investment in social networking sites because of advertising or promoted material? Crosstabulation

Count		Have you previously made an investment in social networking sites because of advertising or promoted material?		Total
		Yes	No	
What is your age?	18-25	8	10	18
	26-35	4	18	22
	36-49	2	18	20
	50 and above	5	41	46
Total		19	87	106

Figure 15: Investments

(Source: Self)

87 participants (82.08%) have never invested in SM sites due to promotional content or advertisement. However, 3 participants did not answer this question. Participants in the age group of 18-25 years have more investments (8 of them, 42% of the participants who invested) than any other age group. Significantly, participants between the age group of 36 and 49 years invest less (2, or 10% of the 20 participants in this age group).

What is your age? * Do you think that social incompetence can influence others as this is impacted by the use of various social media platforms? Crosstabulation

Count

		Do you think that social incompetence can influence others as this is impacted by the use of various social media platforms?		
		Yes	No	Total
What is your age?	18-25	11	6	17
	26-35	13	6	19
	36-49	14	6	20
	50 and above	33	13	46
Total		71	31	102

Figure 16: Social incompetence

(Source: Self)

Significantly, 71 (69.61%) think that social incompetence can influence others due to the use of different SM platforms. Among them, 33 (46.48%) are over 50 years. Though, it is over 71% among the 46 of the participants over 50 years. Besides them, 70% of the participants between 36-and 49 years among 20 participants also agreed that social incompetence is influencing others to use different SM platforms.

What is your age? * Is it true that age disparities have a huge impact on the decision-making process? Crosstabulation

Count

		Is it true that age disparities have a huge impact on the decision-making process?		
		Yes	No	Total
What is your age?	18-25	11	5	16
	26-35	14	4	18
	36-49	14	5	19
	50 and above	31	14	45
Total		70	28	98

Figure 17: Age disparities

(Source: Self)

70 out of 98 participants (71.43%) who answered the question on age disparity agreed on the fact that it is impacting the decision-making process. 14 out of 18 participants (77.78%) from the age group of 26-35 years agreed on the fact. This is higher than that of 36-49 years old (14 out of 19 or 73.68%). Even, only 68.88% among the 50 years and above age group think that. Therefore, the impact of age disparity is considered higher among 26-35-year-old people.

What is your age? * How much influence do social media trends have on your decision-making ?
Crosstabulation

Count

		How much influence do social media trends have on your decision-making ?					
		None at all	A little	A moderate amount	A lot	A great deal	Total
What is your age?	18-25	7	5	4	1	0	17
	26-35	5	11	2	1	0	19
	36-49	1	11	5	2	0	19
	50 and above	12	27	3	1	1	44
Total		25	54	14	5	1	99

Figure 18: SM trends

(Source: Self)

54 participants (54.55%) out of 99 participants think that SM trends have little impact on their decision-making. Significantly, more people in the age group of 36-49 (5 out of 19 people or 26.31%) have considered the moderate impact of SM trends on their decision-making. This is followed by the 18-25 years of age (23.53%, 4 out of 17 people).

Gender

What is your gender? * How much do you think your choices are influenced by the impact of social media?
Crosstabulation

Count

		How much do you think your choices are influenced by the impact of social media?					
		Slightly	Moderately	Very Much	Extremely	Not at all	Total
What is your gender?	Male	21	16	5	2	7	51
	Female	18	25	6	0	6	55
	Non-binary / third gender	0	0	1	0	1	2
Total		39	41	12	2	14	108

Figure 19: Impacts

(Source: Self)

By gender, 41.18% or 21 out of 51 males think that SM has a slight impact on their choices. Though, 31.37% or 16 of them also think about moderate impact. Only 9.8% and 3.92% said very much and extreme impact respectively. However, a higher percentage of males (13.73%, 7 out of 51 males) do not think there is any of such influences. Comparatively, 45.45% of the females have considered the moderate impact of SM on their choices.

What is your gender? * How much do people on social media affect your decisions? Crosstabulation

Count

		How much do people on social media affect your decisions?				
		Rarely or Never	Occasionally	Frequently	Almost Always	Total
What is your gender?	Male	26	16	8	1	51
	Female	26	26	2	1	55
	Non-binary / third gender	1	0	1	0	2
Total		53	42	11	2	108

Figure 20: People's impact

(Source: Self)

52 out of 55 females, that is 94.54% of them think that people on SM do not or rarely and occasionally decision-making each with the same percentage (47.27%). Only 3.64% of females (2 out of 55) think about frequent impact and half of them think always impact. On the other hand, 50.98% (26 out of 51 males) of the males think that people on SM rarely impact their decisions. This is higher than females for the same response. However, 15.69% (8 out of 51) of males also opt frequently which is again higher than females for the same response.

What is your gender? * What is the extension of various social media sites which can put impact on your values and perceptions? Crosstabulation

Count

		What is the extension of various social media sites which can put impact on your values and perceptions?			Total
		To a large extent	Seldom	Never	
What is your gender?	Male	9	21	20	50
	Female	7	30	18	55
	Non-binary / third gender	1	0	0	1
Total		17	51	38	106

Figure 21: Extensions

(Source: Self)

More percentage of males (40%) than females (32.73%) opt never for an extension of social media that impacts their values and perception. However, more males (18%) than females (12.73%) also considered a large extent of SM has impacted on their perception. Females are more concerned about the impact sometimes (54.55% of all females and 42% of males) than males.

What is your gender? * Have you previously made an investment in social networking sites because of advertising or promoted material? Crosstabulation

Count

		Have you previously made an investment in social networking sites because of advertising or promoted material?		Total
		Yes	No	
What is your gender?	Male	11	40	51
	Female	8	46	54
	Non-binary / third gender	0	1	1
Total		19	87	106

Figure 22: Investments

(Source: Self)

21.57% of the males (11 out of 51 males) are investing in SM sites due to promotional and advertising materials. This is comparatively higher than 8 females out of 54 females

(14.81%). On the other hand, over 78% of the males (40 out of 51 people) stated no to the investment than over 85% of the females.

What is your gender? * Do you think that social incompetence can influence others as this is impacted by the use of various social media platforms? Crosstabulation

Count

		Do you think that social incompetence can influence others as this is impacted by the use of various social media platforms?		
		Yes	No	Total
What is your gender?	Male	34	15	49
	Female	36	16	52
	Non-binary / third gender	1	0	1
Total		71	31	102

Figure 23: Social incompetence

(Source: Self)

Among both males and females, over 69% of the participants think that social incompetence can influence others due to the use of different types of SM platforms. However, males support this fact more than females with very marginal differences. This is because; 16 out of 52 females (30.77%) are stating there is no influence of social incompetence other than 15 out of 49 males (30.61%).

What is your gender? * Is it true that age disparities have a huge impact on the decision-making process? Crosstabulation

Count

		Is it true that age disparities have a huge impact on the decision-making process?		
		Yes	No	Total
What is your gender?	Male	33	13	46
	Female	36	15	51
	Non-binary / third gender	1	0	1
Total		70	28	98

Figure 24: Age disparities

(Source: Self)

Males (71.74%) support the fact that age disparities have a bigger impact on decision-making than 70.59% of females. However, most of the people that is 71.43% of the participants are supporting the fact.

What is your gender? * How much influence do social media trends have on your decision-making ?
Crosstabulation

Count

		How much influence do social media trends have on your decision-making ?					
		None at all	A little	A moderate amount	A lot	A great deal	Total
What is your gender?	Male	12	29	6	1	0	48
	Female	13	25	7	4	1	50
	Non-binary / third gender	0	0	1	0	0	1
Total		25	54	14	5	1	99

Figure 25: SM trends

(Source: Self)

According to the above table, it can be stated that more males (over 60% of males) are considering at least the "A little" impact of SM trends on decision-making than 50% of the females (25 out of 50 females). However, only 5 people select that the SM trends impact "A lot" on the decision-making. Among them, only 25% are males. Overall, less than moderate influence is considered by most of the participants (over 80%).

Time-spent**How much time do you spend on social media every day?? * How much do you think your choices are influenced by the impact of social media? Crosstabulation**

Count

		How much do you think your choices are influenced by the impact of social media?					
		Slightly	Moderately	Very Much	Extremely	Not at all	Total
How much time do you spend on social media every day??	1 hour	20	14	3	0	12	49
	2-3 hours	16	25	4	0	1	46
	3-5 hours	1	1	4	0	0	6
	More than 5 hours	2	1	1	2	0	6
Total		39	41	12	2	13	107

Figure 26: Impacts

(Source: Self)

As per Figure 4.21, more than 87% (95 out of 107 participants) of the participants spent 2-3 hours or less than SM platforms. 11.21% of participants use SM over 3 hours (5.61% each for 3-5 hours and more than 5 hours). Participants who spent less time on SM have stated a slight influence of SM on their choices. Only 12 people stated that their choices

are very much impacted by SM. Among these 12, over 66% are using social media for more than 2 hours (equally for 2-3 hours and 3-5 hours).

How much time do you spend on social media every day?? * How much do people on social media affect your decisions? Crosstabulation

Count		How much do people on social media affect your decisions?				Total
		Rarely or Never	Occasionally	Frequently	Almost Always	
How much time do you spend on social media every day??	1 hour	31	12	5	1	49
	2-3 hours	17	22	6	1	46
	3-5 hours	2	4	0	0	6
	More than 5 hours	2	4	0	0	6
Total		52	42	11	2	107

Figure 27: People's impact

(Source: Self)

Most of the people who think people on SM affect their decisions are using SM platforms for 2 to 3 hours (22 out of 42 or 52.38%). On the other hand, people who use SM platforms for at least 1 hour (31 out of 52 or 59.61%) are saying their decisions are rarely or never influenced by people on SM. However, they are also the people who support the frequent impact of people from SM on their choices but the 2-3 hours participants are saying the most. Participants using SM for more than 3 hours are not considering any frequent impact of people on their decision-making.

How much time do you spend on social media every day?? * What is the extension of various social media sites which can put impact on your values and perceptions? Crosstabulation

Count		What is the extension of various social media sites which can put impact on your values and perceptions?			Total
		To a large extent	Seldom	Never	
How much time do you spend on social media every day??	1 hour	8	20	20	48
	2-3 hours	7	23	16	46
	3-5 hours	1	4	1	6
	More than 5 hours	1	4	1	6
Total		17	51	38	106

Figure 28: Extensions

(Source: Self)

Around 47% (8 out of 17 participants who select "large extent") of the participants who use SM for almost 1 hour are saying that a large extension of different SM sites has an impact on their perceptions and values. However, 41.17% of them are also using SM for 2-3 hours. However, people who spend 2-3 hours on SM are more concerned about the "seldom" extent (over 45%) than the people with 1 hour (over 39% of 51 participants selecting "seldom") of spending time.

How much time do you spend on social media every day?? * Have you previously made an investment in social networking sites because of advertising or promoted material? Crosstabulation

Count

		Have you previously made an investment in social networking sites because of advertising or promoted material?		
		Yes	No	Total
How much time do you spend on social media every day??	1 hour	9	40	49
	2-3 hours	6	39	45
	3-5 hours	4	2	6
	More than 5 hours	0	6	6
Total		19	87	106

Figure 29: Investments

(Source: Self)

Little more people are investing through SM advertisements who spent 1 hour on the SM platform (47.36% of 19 people who invest). The number of participants investing through SM advertisement and promotional content becomes lower with more spending time. For example, the percentage of people invested as per spending hours of 2-3 hours, 3-5 hours and more than 5 hours are over 31% (6 out of 19 people), over 21% (4) and 0% respectively.

How much time do you spend on social media every day?? * Do you think that social incompetence can influence others as this is impacted by the use of various social media platforms? Crosstabulation

Count

		Do you think that social incompetence can influence others as this is impacted by the use of various social media platforms?		
		Yes	No	Total
How much time do you spend on social media every day??	1 hour	33	14	47
	2-3 hours	30	13	43
	3-5 hours	4	2	6
	More than 5 hours	4	2	6
Total		71	31	102

Figure 30: Social incompetence

(Source: Self)

33 out of 71 (43.66%) people who think that social incompetence is influencing others due to the use of different SM platforms are using SM for 1 hour or less. This amount is 42.25% (30 out of 71) for people using SM platforms for 2 to 3 hours. However, 45% of the people with 1 hour of spending also do not agree that social incompetence affects others due to the use of different platforms. This value is 41.19% for people spending 2-3 hours on SM. Overall, people spending 2-3 hours are more agreed with the fact as per percentage difference than people spending 1 hour.

How much time do you spend on social media every day?? * Is it true that age disparities have a huge impact on the decision-making process?
Crosstabulation

Count		Is it true that age disparities have a huge impact on the decision-making process?		Total
		Yes	No	
How much time do you spend on social media every day??	1 hour	32	12	44
	2-3 hours	31	12	43
	3-5 hours	3	2	5
	More than 5 hours	4	2	6
Total		70	28	98

Figure 31: Age disparities

(Source: Self)

12 out of 28 people, that is 42.86% of the participants selecting no influence on decision-making due to age disparity over SM are spending 1 hour and 2-3 hours on SM each. However, a few more people spending 1 hour agreed with the fact that age disparity has impacted their decision. Significantly, people spending more than 5 hours consider age disparity more effective in decision-making (5.71%, 4 out of 70) compared to people spending 3-5 hours (4.28%).

How much time do you spend on social media every day?? * How much influence do social media trends have on your decision-making ?
Crosstabulation

Count		How much influence do social media trends have on your decision-making ?					Total
		None at all	A little	A moderate amount	A lot	A great deal	
How much time do you spend on social media every day??	1 hour	15	26	3	1	1	46
	2-3 hours	8	24	8	3	0	43
	3-5 hours	1	3	1	0	0	5
	More than 5 hours	1	1	2	1	0	5
Total		25	54	14	5	1	99

Figure 32: SM trends

(Source: Self)

Only 1 participant thinks that SM has influenced their decision by a great deal out of 99 participants. This 1 participant spends 1 hour on SM every day. Moderate influence is more considered by respondents spending 2-3 hours (57.14%, 8 out of 14). People spending more than 5 hours on SM per day considered this moderate impact more than people spending 3-5 hours.

4.2.4. ANOVA

		Levene Statistic	df1	df2	Sig.
What is your age?	Based on Mean	1.843	3	103	.144
	Based on Median	.925	3	103	.431
	Based on Median and with adjusted df	.925	3	83.017	.432
	Based on trimmed mean	1.747	3	103	.162
What is your gender?	Based on Mean	1.185	3	103	.319
	Based on Median	.219	3	103	.883
	Based on Median and with adjusted df	.219	3	102.376	.883
	Based on trimmed mean	1.075	3	103	.363

Figure 33: Homogeneity Test

(Source: Self)

Levene's statistical test for homogeneity of variances is conducted for three variables namely gender, age and time spent on social media. This helps to understand if the variance scores same for each of the groups. The assumption of homogeneity is not violated when the significant score is more than 0.05 (Azizi, Ghasemi & Ardalan, 2022). Here, the Sig. value at the last column is over 0.05 for each row. Hence, the assumption is not violated anywhere.

ANOVA						
		Sum of Squares	df	Mean Square	F	Sig.
What is your age?	Between Groups	20.835	3	6.945	6.072	.001
	Within Groups	117.819	103	1.144		
	Total	138.654	106			
What is your gender?	Between Groups	.460	3	.153	.561	.642
	Within Groups	28.175	103	.274		
	Total	28.636	106			

Figure 34: Significant Test

(Source: Self)

This test is conducted to show if there is a statistically significant difference between the groups (Weissgerber *et al.*, 2018). The Sig. value here is 0.001 for Age which is less than 0.05. Hence, only the groups in Age have presented statistically significant value for time spent on social media and not the genders.

Multiple Comparisons							
LSD							
Dependent Variable	(I) How much time do you spend on social media every day??	(J) How much time do you spend on social media every day??	Mean Difference (I-J)	Std. Error	Sig.	95% Confidence Interval	
						Lower Bound	Upper Bound
What is your age?	1 hour	2-3 hours	.230	.220	.298	-.21	.67
		3-5 hours	1.810*	.463	.000	.89	2.73
		More than 5 hours	.976*	.463	.037	.06	1.89
	2-3 hours	1 hour	-.230	.220	.298	-.67	.21
		3-5 hours	1.580*	.464	.001	.66	2.50
		More than 5 hours	.746	.464	.111	-.17	1.67
	3-5 hours	1 hour	-1.810*	.463	.000	-2.73	-.89
		2-3 hours	-1.580*	.464	.001	-2.50	-.66
		More than 5 hours	-.833	.617	.180	-2.06	.39
	More than 5 hours	1 hour	-.976*	.463	.037	-1.89	-.06
		2-3 hours	-.746	.464	.111	-1.67	.17
		3-5 hours	.833	.617	.180	-.39	2.06

*. The mean difference is significant at the 0.05 level.

Figure 35: Post-hoc analysis

(Source: Self)

In the ANOVA test, significant variance is seen for age groups. For this, a post-hoc analysis is conducted (Burger, 2023). Now, by age, it can be seen that 1-hour has a significant difference with 3-5 hours and over 5 hours with Sig values 0.00 and 0.37 respectively. The 3-5 hours group is not significantly different than 5-hour group with a P-value of $0.180 > 0.05$. Similarly, 1-hour and 2-3 hours are not significantly different with a P-value of $0.111 > 0.05$.

0.05. This is also observed from cross-tabulation where the percentage of responses from these groups is changing almost similarly. In the case of gender, the ANOVA analysis already confirms that there is no significant difference which is also observed from previous analysis. Therefore, it is not analysed using the post-hoc analysis method.

4.2.4 Plots

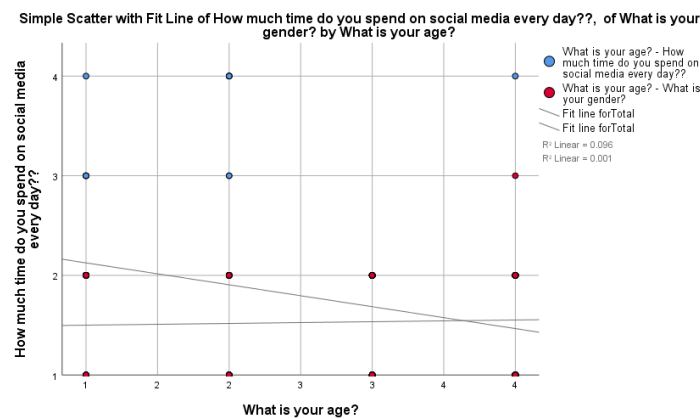
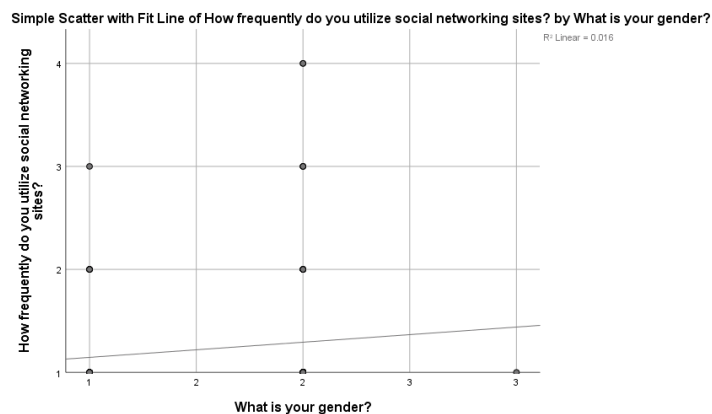


Figure 36: Plot 1

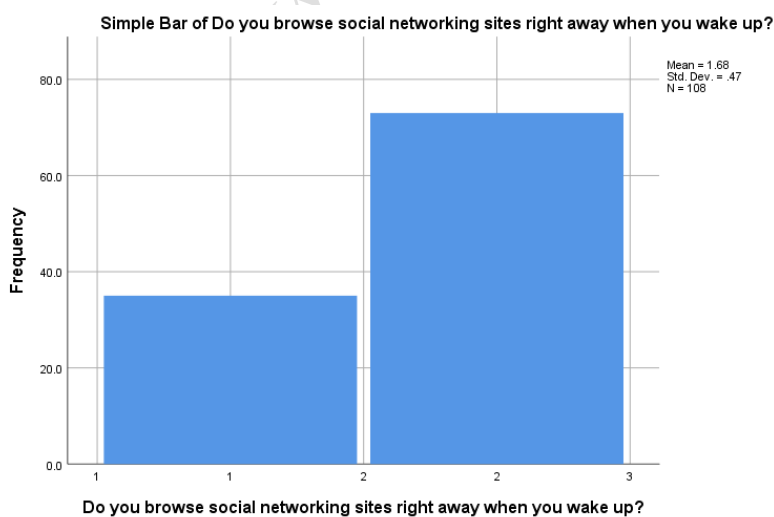
(Source: Self)

The above graph shows that, the time spent on social media has been decreasing with increasing age. This is a visual representation of the time spent on social media by age and gender. On the other hand, it also showed there is a slight increase in the usage of SM platforms as the value of gender increases. Now, the value of gender has increased from males to females, third gender and not to be mentioned. Hence, third-gender people are expected to spend more time on SM than females and females spend more than males.

**Figure 37: Plot 2**

(Source: Self)

The scatter plot in Figure 4.32 showed that, with increasing value of gender that is from male to female, and third gender, the value for frequency of using SM sites is increasing. Now, with the increasing weight the frequency is reduced from every day, weekly, monthly and yearly. Hence, it can be stated that females and third genders use social media less frequently than males. However, this difference is not very significant as found from the ANOVA analysis.

**Figure 38: Plot 3**

(Source: Self)

Here, 1 is weighted for "yes" and 2 is given for "no". Hence, the above graph showed that most of the participants do not browse SM sites right after waking up. For this, the impact of SM on the decision-making of overall participants is low. The mean of 1.68 also suggests this. Significantly, 73% of the participants (out of 108 participants as 1 participant did not respond to this question) are saying no to the use of SM sites after waking up. Hence, little over 32% of them are using SM sites just after waking up.

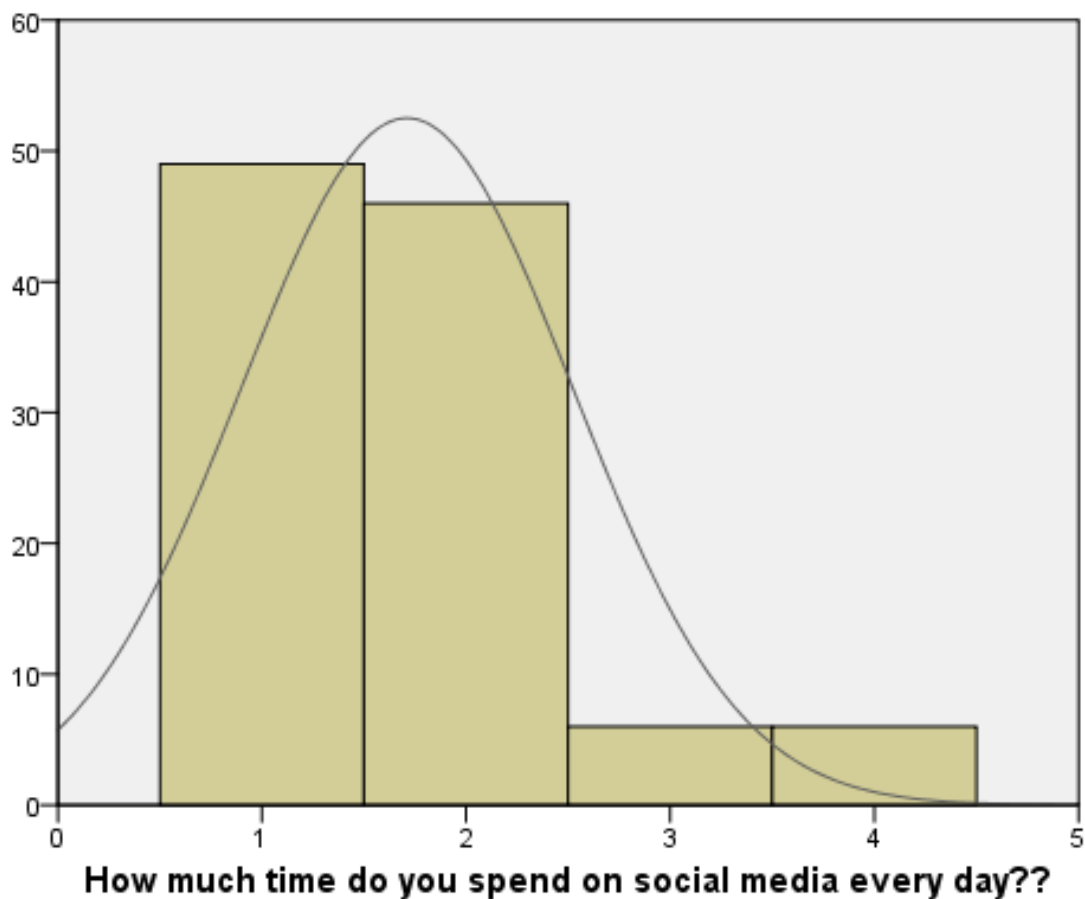


Figure 39: Plot 4

(Source: Self)

According to the above graph, the values weighted 1, and 2 have the highest columns. Hence, most of the participants spent 1 hour followed by 2-3 hours. The number of participants who spent 3-5 and more than 5 hours on SM is the same.

4.2.5 Reliability Test

Case Processing Summary			
		N	%
Cases	Valid	79	72.5
	Excluded ^a	30	27.5
	Total	109	100.0

a. Listwise deletion based on all variables in the procedure.

Figure 40: Missing data

(Source: Self)

A reliability test in statistical analysis is done to check the internal consistency of the data. For this, only the data with the same scale are considered (Bujang *et al.*, 2018). Hence, the number of valid N is 79 which is 72.5% of the entire dataset of 109 participants. 27.5% or 30 datasets are excluded. This is also found from the descriptive analysis that 79 is the valid N.

Reliability Statistics	
Cronbach's Alpha	N of Items
.810	68

Figure 41: Reliability statistics

(Source: Self)

According to the above statistics, the value of Cronbach's alpha is 0.81 and the number of items is 68. This is because; the values for A1 to A68 are taken as the scale of variables must be same to analyse reliability. Now, the value of Cronbach's alpha must be between 0 and 1 and the dataset is considered to be reliable or have higher internal consistency as the value is closer to 1 (Bonniga & Saraswathi, 2020). Internal consistency is excellent if the value is equal to or more than 0.9. It is good if the value is between 0.8 and 0.9. It is acceptable if the value is between 0.7 and 0.8 but questionable if the value is below

0.7 (Aithal & Aithal, 2020). Cronbach's alpha values less than 0.6 and 0.5 are considered poor and unacceptable respectively (Robertson & Evans, 2020). In such cases, the test must be done again after checking the scale and removing higher P-values or insignificant data. In the current case, the value is 0.81 which is between 0.8 and 0.9. Hence, the internal consistency of data can be considered as “good” and reliable.

4.3 Chapter Summary

This chapter is all about data analysis using SPSS which considered different variables like Age, Gender, time spent on social media, and their correlation with impulsive decision-making. According to the descriptive analysis, it includes 109 participants though the valid N is influenced by missing data in some instances.

As per the findings, there is a weak but positive correlation between age and investment in social media. However, the relationship between age and SM's influence on decision-making is negatively correlated to each other. By gender, females and the third gender are more influenced by SM trends than males. Time spent on social media has a positive but weak relationship with the impact on decision-making. However, it has a negative correlation with extension.

The cross-tabulation analysis helps to identify that the age groups especially the older group over 50 years have a moderate impact on decision-making due to SM. Significant differences between the age groups were found related to the time spent over SM through ANOVA analysis. Post-hoc analysis helps to identify the significant differences between these age groups. Trends are well visualized using the plots. For example, with increasing age, the time spent on social media is decreasing as identified from the plot. At last, the reliability test confirms that the data is internally consistent and reliable.

The major findings include quantity of time spent over SM has a weak but positive correlation with impulsive decision-making. Similarly, gender differences exist in impulsive decision-making under SM influence but females make more impulsive decisions due to it. This also revealed impulsive decision-making is affected by interaction over SM as per social incompetence and gender. At last, the influence of SM on decision-making is different per age group as time spent decreases with increasing age.

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Chapter 5: Conclusion and Recommendations

5.1 Conclusion

Through the critical examination of a variety of sources and the method of acquiring data, the research sought to shed light on how online social networking consumption affects the individual capacity to make decisions and their level of social ineptitude. Moreover, a critical assessment of the evolving discourse on the impact of online platform exposure on making choices and sociocultural competence is being conducted. According to the study's findings, multidisciplinary curiosity concerning social communities' capacity to discourage individuals from making hasty judgments is expanding since individuals develop increasingly invested in them. The analysis of gender disparities in quick judgment centres on women's elevated feelings. This research paper has also talked about how social media affects individuals differently depending on how old they are, from teenagers who act impulsively to adults who make thoughtful decisions. All the necessary data has been compared and critically analysed with the collected data from the survey process. According to the study's objectives, the effects of age, and gender, alongside online social networking usage on quick judgment are primarily examined. The influence of internet usage on decisions is positively, yet, not significantly, correlated with this. Moreover, it is inversely correlated with implication, though. Some suggestions on decision-making abilities, influenced by social media usage are outlined below.

5.2 Recommendations

Social media may have a big influence on interpersonal abilities and decision-making processes. The following advice could prove useful in navigating various effects:

Being Conscious and Knowing: Urge people to practice caution when using social networking sites. This is important to be conscious of exactly how many hours individuals spend on the internet and the feelings that certain types of information might elicit. When people take advantage of social media platforms, they should interact carefully (Naslund et al., 2020). Having a firm knowledge and idea about spending time on social media can restrict any users of any age from wasting valuable moments that may influence social interactions.

Acceptable limits: Promote establishing limits on the utilization of social media platforms. Therefore, sustaining social competency requires striking a balance between virtual and in-person relationships. Someone sets individual limits to safeguard their psychological wellness as well as fulfilment. These include the norms, restrictions, standards, and appropriate behaviour. According to Can & Alatas (2019), there can be a lot of settings, especially social networking sites, where maintaining such limits could seem like a challenge.

Promote In-person Contacts: It is also advised to support in-person conversations and social skills-building exercises. Furthermore, establishing and preserving offline contacts is essential to being socially competent. It is important to remember that while engaging with others, individuals of various ages should constantly be modelled and role-played.

Incorporate social interaction-promoting elements into instructional spaces. More face-to-face interactions can minimise the usage of social media (Nguyen et al., 2022), and that can help people make more practical decisions instead of being influenced by social media.

Create Approaches for Making Decisions: Promote the application of concepts or techniques for determining options when faced with decisions impacted by social networking sites. Moreover, this might include considering the benefits and drawbacks, getting feedback from others, or doing an investigation before making a choice.

5.3 Linking with Objectives

Objective 1: To look into how much time spent on social media affects impulsive decisions

Parameters changed from the initial idea that focused on web-based applications designed mainly for the generation and dissemination of user-generated material as various social media sites saw rapid development. Contrarily, excessive usage of social networking sites may be harmful to one's personal well-being and other aspects of existence.

Objective 2: To investigate how men and women differ when it comes to making quick choices that are influenced by social media

Every gender gets affected by online platforms, yet, there are some minor variations in how internet usage impacts rash decisions. The impact of contrasting oneself with others includes a significant component.

Objective 3: To discover how using social media, social incompetence and gender interaction affect impulsive decision-making

An additional layer of complexity is introduced to this scenario by social ineptitude, which includes problems with social interactions and successfully communicating ideas. It becomes apparent that quick judgment is influenced by gender, online usage patterns, and an absence of interpersonal abilities.

Objective 4: To assess whether the influence of social media on decision-making is affected by age

Social media's broad impact on psychological well-being reveals distinct tendencies among genders irrespective of the seeming disparities across different ages. Moreover, the survey process and information evaluation in the above chapter reveal that different aged persons are being influenced by social media usage regarding making decisions.

5.4 Research limitations

Throughout the assessment of this research paper, the researcher experienced many obstacles. Although the number of participants in this particular dissertation appeared sufficient, the author had difficulties interpreting the data, which led to mistakes. In addition, time constraints have presented challenges for the scholar. Due to schedule constraints, the researcher was required to accomplish the task quickly, which reduced the amount of published material that could be found. Moreover, it must be added that budget constraints were another issue. The researcher was unable to obtain certain pricey research papers and books due to financial constraints. In order to gain expertise in basic information gathering, the researcher must get instruction. This allows for the author's development of the approach.

5.5 Future scope

There are plenty of opportunities for additional investigation in the current subject matter discipline. When it comes to using social networking channels, individuals of various communities use a combination of ageing-related effects as well as cultural norms to drive their decision-making. This study has highlighted that there are many impacts on the decision-making process of people who belong to different ages just because of the use of various social networking sites. Furthermore, the researchers who will be doing additional studies on this issue in the coming days may additionally link characteristics like age, marital status, duration on social networking sites, and other aspects with their effects on spontaneous taking decisions. As various trends and factors may influence this area of the decision-making process, further study on this can provide a better light on social media usage and its influences.

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