



Public Health for Responsible Life and Well-being Social Media of Students in Health Sciences, Suan Sunandha Rajabhat University

¹Tipvarin Benjanirat, ²Nisa Chaiwichit, ³Kittiya Thueanpong, ⁴Jatuporn Ounprasertsuk, ⁵Phanee Rojanabenjapun, ⁶Pongsak Jaroengarmsamer⁶

^{1,2,3,4,5,6} College of Allied Health Sciences, Suan Sunandha Rajabhat University, Samut Songkram Province, Thailand.

E-mail: tipvarin.be@ssru.ac.th¹, kungzi18052544@gmail.com², Kittiya.kr19@gmail.com³, jatuporn.ou@ssru.ac.th⁴, phanee.ro@ssru.ac.th⁵, pongsak.ja@ssru.ac.th⁶

(Received: 02 September 2023)

(Revised: 14 October)

(Accepted: 07 November)

KEYWORDS

Social Media,
Environmental,
Occupational
Health, Well-being

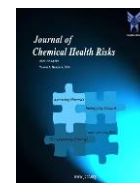
ABSTRACT:

On the digital platform, social media is utilized for facilitating communication, idea exchange, and story-sharing through the internet. This domain is occupied by major players such as Facebook, YouTube, Instagram, TikTok, and Twitter. The easy accessibility and availability of diverse information have resulted in numerous advantages, bringing people closer together. It is projected that access to social media will be available to approximately 50.00 percent of the global population, totaling 3,800 million people in the near future, with an expected increase of 1,000 million internet users. In Thailand, social media has assumed the role of the primary channel for news updates, ranking first globally, with 78.00 percent of the population utilizing it. Nevertheless, the noticeable prevalence of the "Fear of Missing Out" (FOMO) phenomenon is observed, where individuals fear not keeping up with social media trends. The consequences of excessive social media use can lead to addiction, impacting both the body and mind, potentially causing various health issues, including ADHD, bipolar disorder, depression, and even eye problems like floaters. Additionally, the constant exposure to vulgar content may interfere with sleep and overall well-being. Recognizing the potential negative impacts, a study is being conducted to provide insights for the proper utilization of social media in the context of "The Social Media Landscape: Balancing Environmental and Occupational Health for Responsible Life and Well-being of Students in Health Sciences, Suan Sunandha Rajabhat University." The research aim to serve as a guideline for individuals and be conveyed to relevant agencies, contributing to prevention, assistance, and addressing the pertinent issues at hand.

I. INTRODUCTION

These platforms are instrumental in brand building and directing traffic to business websites. The digital nature of social media allows for swift and almost immediate results, emphasizing its dynamic and real-time nature. This rapid response capability is a defining feature of social media, enabling users to engage with content and communicate with others in a timely manner. This immediacy is particularly valuable for individuals, businesses, and organizations seeking to connect with their audience promptly and

effectively. The diverse functionalities provided by social media platforms contribute to their versatility. Public relations efforts can be amplified through strategic communication, sharing of updates, and interactive engagement with the audience. The platforms become spaces for information retrieval, allowing users to access a wide range of content, from news and entertainment to educational resources. Moreover, social media serves as a potent tool for brand building. Businesses and individuals can establish and promote their brand identity, share their values, and engage with their target audience (Ying Gao, 2021). Through visual



content, interactive features, and compelling narratives, social media platforms become avenues for creating a strong and recognizable brand presence. Directing traffic to business websites is another crucial aspect of social media's impact. By strategically sharing links, content, and promotions, social media channels act as pathways to drive users to official websites (N. Niamsa, 2009). This not only enhances online visibility but also contributes to the overall success of businesses by increasing website traffic and potentially converting visitors into customers. In essence, social media, as a digital platform, serves multifaceted purposes in the modern digital landscape. It enables dynamic communication, fosters the exchange of diverse perspectives, and provides a space for storytelling. The prominent social media providers contribute significantly to public relations, sharing of information, brand building, and driving traffic to business websites. The emphasis on the rapid production of results underscores the immediacy and responsiveness that characterize social media's role in shaping contemporary communication and online interaction. (Veena .M, 2021). Currently, access to social media is held by approximately 3,800 million people, constituting about 50.00 percent of the global population. With an anticipated increase of 1,000 million internet users in the near future, a significant rise in the number of social media users is expected (Thanong Khanthong, 2020).

Communication through social media transcends the limitations imposed by different operating systems, enabling users to interact seamlessly across various platforms and facilitating the formation of interest groups. The versatility of social media is evident in its ability to accommodate various forms of information, ranging from text and illustrations to multimedia data, animation, and sound (Sayowan, 2013). The inclusive nature of social media communication breaks down barriers that may arise due to differences in operating systems. Users, regardless of the devices or software they use, can engage with each other, share content, and participate in discussions across the diverse landscape of social media platforms. This cross-platform interaction fosters a more interconnected and inclusive digital environment. Moreover, social media platforms offer a rich array of content formats. Users can convey information through traditional text-based messages,

enhance their communication with visual elements like illustrations, and embrace multimedia formats such as photos and videos. The dynamic nature of social media is further emphasized by the integration of animation and sound, providing users with a multi-sensory experience. Text-based communication allows for the expression of thoughts, ideas, and information in a concise and straightforward manner. Illustrations and visual content contribute to a more engaging and visually appealing communication style. Multimedia data, such as images and videos, enables users to share experiences, tell stories, and convey complex information in a more immersive way. The integration of animation adds a dynamic dimension to social media communication, allowing for the conveyance of movement and change. Additionally, the inclusion of sound enhances the overall communication experience, providing auditory cues and enabling the expression of emotions or conveying messages that go beyond the written or visual components. In essence, the flexibility and inclusivity of social media communication enable users to transcend the constraints of different operating systems. This, coupled with the diverse range of content formats accommodated by social media platforms, contributes to a rich and interactive digital space where individuals can connect, share, and engage in a manner that goes beyond the limitations of traditional communication channels. (Wiranchana Jaisom, 2017). In 2021, a study on consumer behavior revealed that social media is utilized by Thai people as their primary channel for news updates, ranking first globally with 78.00 percent of users across all occupations. However, this extensive use has given rise to the phenomenon of "Fear Of Missing Out" (FOMO), where individuals fear not keeping up with the latest trends. The impact of social media on physical and mental health, as well as relationships, is emphasized by excessive addiction to social media (Jiraporn Arunakoon, 2016).

People use social media for various purposes, encompassing contact with others, interaction, information retrieval, task management, diversion, and stress coping. While social media offers advantages in terms of facilitating communication and providing easy access to information, the escalating use of these platforms raises concerns about potential mental health risks and the risk of developing conditions such as ADHD, bipolar disorder, depression, and



even physical issues like eye floaters. In addition, the prevalence of distractions from personal goals and exposure to vulgar content on social media can negatively impact sleep patterns and overall well-being. The multifaceted nature of social media usage reflects its role in fulfilling diverse needs for individuals. It serves as a means of staying in touch with friends, family, and acquaintances, fostering interaction and communication across various social circles. Additionally, social media platforms act as information hubs, allowing users to retrieve news, updates, and knowledge efficiently. However, the increasing reliance on social media has raised concerns about its potential impact on mental health. Conditions such as Attention-Deficit/Hyperactivity Disorder (ADHD), characterized by difficulties in sustaining attention and controlling impulses, may be exacerbated by the constant stimuli and interruptions inherent in social media use. Bipolar disorder, marked by mood swings between depressive and manic states, may also be influenced by the emotional highs and lows experienced in the online social sphere. Depression, a pervasive mental health condition, is another area of concern linked to social media use. Comparisons with others, cyberbullying, and the curated nature of online content may contribute to feelings of inadequacy and low self-esteem. Furthermore, the excessive use of social media has been associated with disturbances in sleep patterns, leading to issues such as insomnia. Physical health concerns also come into play, as prolonged screen time can contribute to eye problems like floaters, impacting visual health. The constant exposure to content that diverges from personal goals and values can create distractions, hindering individuals from achieving their objectives and contributing to a sense of dissatisfaction. In conclusion, while social media serves various purposes and has undeniable benefits, its expanding influence raises important considerations regarding mental and physical health. Addressing these concerns involves promoting a balanced and responsible approach to social media use, emphasizing the importance of mindful engagement and self-care to mitigate the potential risks associated with its pervasive presence in our lives. (Tham Chuathapansiri, 2019). Research conducted in London has established a correlation between frequent social media use and mental health issues. The findings suggest that individuals who engage in frequent

social media activities tend to experience negative outcomes, including reduced sleep duration, decreased levels of physical activity, and an increase in symptoms associated with depression. The study implies a potential connection between the extensive use of social media platforms and adverse effects on mental well-being, emphasizing the importance of understanding and addressing the impact of digital interactions on overall health. (Chaffey D., 2020).

In addition, an inquiry into the current lifestyle patterns of students revealed a prevalent use of social media for various activities. This discovery emphasizes the necessity of encouraging healthier lifestyle behaviors, including the moderation of alcohol consumption and a reduction in using social media purely for entertainment purposes. These recommendations aim to promote a more balanced and mindful approach to students' lifestyles, fostering overall well-being. The research endeavors to comprehend the influence of social media on the lives of students within the College of Allied Health at Suan Sunandha Rajabhat University. By exploring this impact, the study aims to provide valuable insights that guide responsible social media usage and effectively address the challenges affecting these students. The specific focus on students in the College of Allied Health acknowledges the unique nature of their academic pursuits and professional aspirations. Understanding how social media intertwines with their lives becomes crucial for tailoring recommendations and interventions that align with the demands and goals of students in this specific academic context. The ultimate objective of the research is not only to identify potential issues but also to propose practical solutions. By shedding light on the challenges posed by social media usage, the study aspires to contribute to the development of preventive guidelines. These guidelines are designed to promote responsible social media habits, ensuring that students can harness the benefits of digital connectivity while mitigating any adverse effects on their overall well-being. Moreover, the findings of the research are intended to be shared with relevant agencies. This dissemination serves a dual purpose: first, to create awareness about the specific challenges faced by students in the College of Allied Health, and second, to provide actionable insights that can inform policies and initiatives aimed at supporting the mental, emotional, and



physical health of these students. The broader context of "The Social Media Landscape: Balancing Environmental and Occupational Health for Responsible Life and Well-being of Students in Health Sciences, Suan Sunandha Rajabhat University" highlights the comprehensive nature of the study. It not only considers the individual well-being of students but also incorporates the broader perspectives of environmental and occupational health. This integrative approach recognizes the interconnectedness of various factors and seeks to address them holistically. In conclusion, the research serves as a catalyst for positive change within the College of Allied Health. By understanding the intricate relationship between social media and the lives of students, the study aims to empower both individuals and institutions with the knowledge needed to foster a balanced and responsible digital environment. The envisioned preventive guidelines and proposed solutions aspire to create a supportive framework that enhances the overall well-being of students in Health Sciences at Suan Sunandha Rajabhat University.

II. METHOD

Study Design:

A survey approach, employing a questionnaire, is adopted in this research to explore the impact of social media usage on the lives of students. The questionnaire, developed meticulously after a comprehensive review of documents, literature, and related research, has undergone a conformity analysis for validity, specifically using the Index of Item Objective Congruence (IOC), resulting in a score of 0.75. Reliability, assessed through Cronbach's Coefficient Alpha, yielded a robust value of 0.89. This validated tool serves as an effective means to collect data for research purposes.

Sample:

Students from the College of Allied Health Sciences, Suan Sunandha Rajabhat University, constitute the target population, totaling 826 individuals (data as of July 19, 2021). The sample size, calculated based on Taro Yamane's concept (Taro Yamane, 1973), is 270 people, considering a confidence level of 95 percent and a 5 percent tolerance. The sample was selected through random sampling utilizing a probability (Probability Sampling) approach with a stratified

sampling method, ensuring representation from various academic levels. Data collection continued until reaching the targeted sample size of 270 individuals.

Instruments and Data Collection

The questionnaire, which consists of three parts focusing on personal information, social media usage behavior, and aspects of a healthy lifestyle based on Pender's conceptual framework, underwent rigorous validation and reliability testing. Data collection, which took place between January 2021 and March 2022, saw voluntary participation from students of the College of Allied Health Sciences. Meticulous verification was carried out for data completeness, accuracy, and integrity. On average, each participant spent approximately 15-30 minutes completing the questionnaire.

Data Analysis:

Statistical analyses included general data analysis using frequency and percentage, lifestyle information analysis utilizing mean and standard deviation, Pearson correlation for assessing the impact of social media on life, and factor analysis. Chi-square (Chi-Square) was employed to analyze the relationship between personal factors and lifestyle.

III. RESEARCH RESULTS

The surveyed population is comprised of students, with a majority (55.9%) having more than 10 years of experience using social media. The primary purposes for engaging in social media activities include stress relief (63.7%), communication (20.4%), and the pursuit of educational information (12.6%). Instagram stands out as the most utilized social media platform (57.8%), followed by Facebook (28.9%) and TikTok (8.1%). The predominant device for accessing social media is the mobile phone (83%), while tablets/iPads, computers, and other devices contribute to the remaining percentages. A significant portion of respondents spends 4-6 hours per session on social media (45.9%), with the majority using these platforms more than three times per day (59.3%). The peak usage times are 6:00 p.m.-12:00 a.m. (60.4%), and the most common usage locations include homes (45%) and schools (50.4%). Regarding costs, nearly half of the respondents spend between 100-300 baht per month (48.9%). In terms of time,



a notable percentage dedicates 4–6 hours per session (45.9%) and utilizes social media most frequently in the evening (6:00 p.m.–12:00 a.m.). In summary, a comprehensive overview of social media use behavior among the surveyed students is provided by the data. It highlights their extensive experience, varied purposes, platform preferences, device usage, time allocation, frequency, peak usage times, and associated costs. This information lays the foundation for a deeper understanding of the impact of social media on the lives of these students. The data on social media use behavior reveals that a majority of individuals, specifically 151 people, constituting 55.90%, have a history of using social media for 10 years or more. The primary motivation for utilizing social media among these individuals is stress relief. A total of 172 people, accounting for 63.70%, predominantly favor Instagram as their social media platform of choice. Additionally, 156 people, equivalent to 57.80%, access social media primarily through mobile devices, with a significant majority of 224 people, representing 83.00%. Concerning usage frequency, 124 people, making up 45.90%, spend 4 to 6 hours per session, while 160 people, totaling 59.30%, engage with social media more than three times a day. The peak usage time falls between 18:00 and 24:00, as reported by 163 people, constituting 60.40%. Regarding the location of social media use, educational institutions are the most common, with 163 people, making up 60.40%. In terms of expenditure, 136 people, representing 50.40%, allocate a monthly budget of 100 to 300 baht for social media usage, while 132 people, or 48.90%, fall into this category. Lifestyle Assessment Summary: Health Responsibility ($\bar{x} = 3.53$, $SD = 0.76$): Interpretation: A good level of health responsibility is indicated by the average score, suggesting a positive inclination towards taking charge of one's health and well-being.

Interpersonal Relationship ($\bar{x} = 3.66$, $SD = 0.69$): Interpretation: A good level of interpersonal relationship skills is reflected in the average score, indicating effective communication and relationship-building abilities.

Exercise ($\bar{x} = 3.49$, $SD = 0.70$): Interpretation: A good level of engagement in physical exercise is suggested by the

average score, indicating a positive attitude towards maintaining an active and healthy lifestyle.

Nutrition ($\bar{x} = 3.69$, $SD = 0.67$): Interpretation: A good level of nutritional awareness and practices is indicated by the average score, suggesting a prioritization of healthy eating habits.

Stress Management ($\bar{x} = 3.64$, $SD = 0.67$): Interpretation: A good level of stress management is suggested by the average score, demonstrating effective coping mechanisms and resilience in dealing with stressors.

Spiritual ($\bar{x} = 3.21$, $SD = 0.87$): Interpretation: A moderate level of spirituality is reflected in the average score. While not in the "good" range, respondents still exhibit a satisfactory level of spiritual engagement.

Overall Lifestyle ($\bar{x} = 3.53$, $SD = 0.72$): Interpretation: Combining all aspects, the overall lifestyle score is at a good level. This suggests that, on average, respondents maintain a positive and balanced lifestyle across various dimensions, contributing to their overall well-being.

The overall lifestyle assessment reveals an average life ($\bar{x} = 3.53$) with a standard deviation of 0.72, placing it in a good level. Delving into specific aspects, nutritional practices stand out with the highest mean ($\bar{x} = 3.69$), demonstrating a good level of awareness and healthy habits. Interpersonal relationships, stress management, health responsibility, and exercise also exhibit positive scores, falling within the good level range. Meanwhile, spirituality, with the lowest mean ($\bar{x} = 3.21$), is rated at a moderate level. In essence, respondents maintain a generally positive and balanced lifestyle, with notable strengths in nutrition and interpersonal relationships contributing to their overall well-being. In the analysis of social media use behavior and its impact on lifestyle, specific factors like purpose, device preferences, duration, and associated costs show significant correlations, emphasizing their influence on overall well-being. However, other aspects such as experience, most used platform, daily frequency, preferred time, and location of usage do not exhibit statistically significant effects on life at the .05 significance level. This highlights the nuanced relationship between these factors and overall well-being. Further examining the level of social media use behavior, it is evident that objectives,



devices, duration, and costs significantly affect various aspects of life at a low level, with statistical significance at the .05 level. A correlation analysis between general information and lifestyle indicates that sex has a low-level relationship, while personal disease information and education loans exhibit a moderate relationship with lifestyle, both statistically significant at the .05 level. Chi-square statistics were used to analyze general data correlation with students' lifestyles, revealing that age, average monthly income, and internet usage expenses are related to lifestyle at the .05 significance level, while the year of study shows no significant relationship. In summary, the analysis highlights the intricate connections between social media behavior, general information, and lifestyle, providing valuable insights into the multifaceted influences on students' well-being.

The analysis reveals the intricate links between social media behavior, general information, and lifestyle, offering crucial insights into the diverse influences on students' well-being in today's context. It emphasizes the nuanced relationship between factors such as the purpose, device preferences, duration, and associated costs of social media use, underscoring their impact on overall well-being. The findings highlight specific correlations that contribute to a deeper understanding of how these elements intersect and shape students' lifestyles. The findings from the survey highlight the commendable strength of nutritional practices among the surveyed students. The high mean associated with this aspect signifies a significant level of awareness and the adoption of healthy habits in terms of dietary choices. Moreover, positive scores in various domains such as interpersonal relationships, stress management, health responsibility, and exercise contribute collectively to the establishment of a generally positive and balanced lifestyle among the students. These aspects reflect the students' commitment to fostering overall well-being beyond just dietary considerations. While the level of spirituality is noted as moderate, the holistic assessment of students' lifestyles positions them at a good level. This suggests that students are adopting a comprehensive and well-rounded approach to their well-being, encompassing various facets of life. In summary, the survey underscores the students' commendable practices in nutrition and the positive dimensions of their

lifestyle, contributing to an overall good level of well-being. The multifaceted approach displayed by the students indicates a conscious effort towards maintaining a healthy and balanced life across various aspects.

Noteworthy is the absence of statistically significant effects in certain aspects, such as experience, the most-used platform, daily frequency, preferred time, and location of social media usage. This underscores the complexity of the relationship between these factors and overall well-being, highlighting the need for a nuanced understanding of the diverse influences at play. Further exploration of social media use behavior indicates that objectives, devices, duration, and costs exert a significant influence on various aspects of life at a low level, with statistical significance at the .05 level. Correlation analyses between general information and lifestyle reveal varying relationships, with sex displaying a low-level relationship, and personal disease information and education loans exhibiting a moderate relationship. In conclusion, this analysis provides valuable insights that extend beyond the surface, emphasizing the multifaceted nature of the connections between social media behavior, general information, and lifestyle. The findings contribute to a more comprehensive understanding of the factors influencing students' well-being in the current landscape.

IV. DISCUSSION

A significant portion, amounting to 63.70 percent, of the sampled population employs social media as a stress-relief mechanism. The peak utilization period for social media falls between 6:00 p.m. and 12:00 a.m., involving 60.40% of respondents, while a smaller segment, constituting 7.80%, engages with social media during the late-night hours from 24:00 to 06:00. To optimize the constructive use of social media among students, the study recommends implementing educational initiatives. The primary focus of these initiatives should be to guide students in utilizing social media for information retrieval and income generation. Recognizing the prevalent use of social media for stress relief, these initiatives aim to channel such usage towards more constructive and purposeful endeavors. This redirection of social media usage aligns with the study's understanding of its current role as a stress-relief mechanism. By



incorporating these recommendations into educational programs, institutions can play a crucial role in shaping students' social media habits, fostering a more positive and purposeful integration into their lives. Another important aspect is educating students on the optimal timing of social media use, with an emphasis on appropriateness to mitigate any adverse effects on sleep patterns. These recommendations stem from the study's findings that highlight the prevalent use of social media for stress relief among students. The proposed initiatives aim to channel this usage in a more positive direction, aligning with educational and income-related goals. By incorporating these recommendations into educational programs, institutions can play a pivotal role in shaping students' social media habits. Providing guidance on effective usage and emphasizing the importance of timing contributes to a more balanced and beneficial integration of social media into students' lives. Furthermore, the establishment of a comprehensive counseling center for students is proposed by the study. This center would address a wide range of challenges arising from social media use, including academic stress, exam-related issues, ongoing education concerns, and adaptation to changing environments. The aim is to provide holistic support to students navigating the complexities associated with social media usage.

REFERENCE

- [1] Paweenut Holdaew. (2018). Essential oil. Retrieved on October 12, 2020. from https://www.mhesi.go.th/main/en/knowledge/modern-science/165-practical-rad/7425-essential-oil_7425
- [2] Pisamai Kulkanjanatorn , Nirawan Kitprapaiamphol , Surin Youyong . (2009). Drug Archives. Faculty of Pharmacy Mahidol University ;4(2):12-14
- [3] Rattana Kaewsaen. (2011) Local Planning for Balanced Development with Sufficiency Economy Planning Schedule: A Case Study in Chiang Mai Province. Chiang Mai University/Chiang Mai. DOI : https://doi.nrct.go.th/ListDoi/listDetail?Resolve_Doi=10.14457/CMU.res.2011.103 .
- [4] Rungrawee Temsirererkkul and Pinit Chinsoi. (2010). Fragrant medicine, aromatic medicine throughout Thailand Fragrant all over the world. Academic papers In the 7th National Herb Expo.
- [5] Gupta, VK, & Batra, S. (2016). Entrepreneurial orientation and firm performance in Indian SMEs: Universal and contingency perspectives. *International Small Business Journal*, 34(5), 660-682.
- [6] N. Niamsa and C. Sittiwet. (2009). Antimicrobial Activity of Curcuma longa Aqueous Extract. *Journal of Pharmacology and Toxicology*, 4: 173-177.
- [7] Sayowan, W., Siripornpanich , V., Hongratanaworakit , T., Kotchabhakdi , N., & Ruangrunsi , N. (2013). The Effects of Jasmine Oil Inhalation on Brain Wave Activities and Emotions. *Journal of Health Research*, 27(2) , 73-77. Retrieved from <https://he01.tci-thaijo.org/index.php/jhealthres/article/view/85772>
- [8] Ying Gao, Nan Hu, XiaoYou Han, Carol Giffen, Ti Ding, Alisa M. Goldstein, and Philip R. Taylor. (2011). The Effects of Jasmine Oil Inhalation on Brain Wave Activities and Emotions. *Journal of Health Research*, 27(2), 73-77. Retrieved from <https://www.ncbi.nlm.nih.gov/pmc/articles/PMC3236106/> Corey