



Bachelor of Arts: Honours in Strategic Brand Communication
Research Methodology
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Assignment 5
Research Report

An exploration on the impact of hyperconnectivity to social media on the mental wellbeing among millennials in Cape Town.

Abstract

The growing number of people suffering from mental illness namely anxiety has been largely contributed to the growing number of technological advancements. The dominant explanation for this rapid increase seems to be linked to the hyperconnected state in which we function as a society today. Previous research to understand this trend has primarily been conducted in developed countries, while the data indicates that the hyperconnected state we live in has many negative influences on society, little to no data exist on how hyperconnectivity to social media is experienced in developing countries. A quantitative research was conducted to better understand the impact of hyperconnectivity to social media on the mental wellbeing among millennials in Cape Town. The study conducted examined the beliefs and attitude of respondents toward social media platforms.

Keywords: SNS (social networking sites), Blue Light , FOMO (Fear of missing out), trolls

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Introduction

The following document aims to provide a roadmap that will explore if a relationship exists between hyper-connectedness to social media and the increasing number of millennials suffering from mental illnesses namely anxiety. This literature review is thus straightforwardly put as a compendium of published information, textbooks, journal articles and online material relating to the aforementioned topic (Du Plooy-Cilliers, Davis and Joseph, 2014). The purpose of the literature review is to best comprehend what previous scholars have written on the topic and ultimately to identify what is yet to be explored and how to best contribute to the advancement of the topic (Du Plooy-Cilliers, Davis and Joseph, 2014.). The researcher will be making use of empirical reviews for the compilation of the following research report.

Rational

Social media is a new phenomenon. As such there are still many unexplored details about the influence it may have on our wellbeing. A growing body of research indicates that social media may be a lot more harmful to our mental health. Researchers from all over the world are conducting studies to better understand the relationship between social media and mental wellness(Pantic, 2014). An alarming number of mental health studies indicates that respondents suffering from mental illnesses have also reported spending extended amounts of time on social media. Understanding the relationship between social media and Anxiety will aid in the advancement of how mental illness is treated and how we manage our time spent on social media platforms (Gillen,2019). Understanding the intricacies of social media will allow for better utilization of the platforms by those who make use of the tool. As academics, it is our duty to conduct research that will advance mankind, by allowing us to understand the role of social media and the increasing number of anxiety.

Problem Statement

Existing literature on the correlations between variables does exist, however, generally excluded millennials in a developing country such as South Africa (Gillen, 2019). South Africa has many nuances thus understanding how social media affects users who are greatly diverse in their usage of social media in be great for the advancement of the study (Pantic, 2014). South African social media users differ in many ways from cultural diversity, race, income, demographic and psychographic segments. The pool of diverse users allowed for a more in-depth understanding of social media in the context of its South African users. The current lack of literature suggests that the relationship between social media and millennials in South Africa is relatively unknown. Therefore, this research was an attempt to address the recognize lack in literature and broaden our understanding of prolonged (hyperconnectivity) amounts of time spent on social media and its influence on anxiety amongst South African millennials in Cape Town.

Research Goal

To better understand how hyperconnectivity to social media and mindless scrolling influenced the increased amount of millennials suffering from anxiety.

Research Question

What is the relationship between anxiety and social media amongst millennials in Cape Town?

How would an increasing number of people suffering from anxiety affect the South African economy?

To understand the role of time and frequency as a contributing factor in establishing the correlation between hyperconnectivity to social media and anxiety?

What is the impact of hyperconnectivity to social media on the mental state of millennials in Cape Town.

Objectives

- To determine if there was a link between anxiety and hyper-connectivity to social media amongst millennials in Cape Town.
- To understand the role of time and frequency as a contributing factor in establishing the correlation between hyperconnectivity to social media and anxiety.
- To discover the potential implications that an increase in anxiety would have on the South African economy.

Hypothesis

To prove that overexposure and hyperconnectivity to social media does contribute to mental illness namely anxiety.

Null hypotheses

Hyperconnectivity to social media and mindless scrolling does not correlate to millennials suffering from anxiety.

Dependent variable

The dependant variable identified by the researcher was :

→Σ Mental state

Independent variable

The independent variable identified by the researcher was :

→Σ Time-spent on social media

Theoretical Foundation

Maslow's hierarchy of needs is a theory developed by Abraham Maslow that states people are motivated by five basic categories of needs: physiological, safety, love, esteem and self-actualization. To better understand what motivates human beings, Maslow proposed that human needs can be organized into a hierarchy. This hierarchy ranges from more concrete needs such as food and water to abstract concepts such as self-fulfilment (Hopper,2020). According to Maslow, when a lower need is met, the next need on the hierarchy becomes our focus of attention (Hopper,2020). Understanding the third tier of Maslow's hierarchy: Love and Belonging it is evident that social media addresses one of our most foundational needs the ability to be loved and belong.

Literature Review,

Variables

According to a paper published by the University of Glasgow, two key variables were identified as contributors to the deterioration of mental health amongst young adults. One key variable was sleep (Woods and Scott, 2016). A study was conducted on 467 young adults examining how social media relates to the quality of sleep, self-esteem, anxiety and depression. The study measured overall social media use both daytime and night time-specific usage. The emotional attachment was identified as the second key variable respondents with high emotional attachment reported feelings of high anxiety due to the inability to respond to texts and other direct messages during the

night-time thus resulting in poorer sleep cycles. There is a substantial body of evidence linking poor sleep to excessive internet use, however recent studies are now more so interested in examining the relationship between sleep quality and social media specifically (Woods and Scott, 2016). Sleep is important to several brain functions, how neurons communicate with each other. Sleep is crucial as the brain uses the low activity time to remove toxins in your brain that build up while you were awake. Research indicates that a lack of sleep or poor sleep quality increases the risk of disorders such as high blood pressure, cardiovascular disease, diabetes, depression and obesity.

The portrayal of Anxiety in media

Anxiety like many other mental illnesses has frequently been portrayed in media in a negative light. Many of these portrayals are often greatly exaggerated what anxiety is. We are all familiar with the frantic office worker on the verge of breakdown archetype. These depictions slowly are being broken down by social media, however, now Anxiety is being used as a blanket statement for feelings of anxiety which may cause those that have been diagnosed with Anxiety feeling affronted (Ma, 2017). Feelings of anxiousness are normal when experiencing high-stress situations, these feelings may subside and arise based on the situation. People diagnosed with Anxiety experience those feelings of anxious on a much frequent basis with more complexities (Woods and Scott, 2016).

Addiction

Health experts frequently link sitting to smoking, given the number of diseases to which sitting is linked, however, it is what we do while sitting that is threatening our collective psychology (Watson, 2017). A great lack of physical activity exists amongst young adults, scrolling social media on their phones or other devices meant that young people sat for longer periods and had less time for exercise. As a result, they missed out on the beneficial impact of exercise on mental health. The phenomenon of

Mindless scrolling through our social media feeds is the end goal for countless attention engineers and corporation that benefit from the zombie-like state we go into when scrolling through our feeds.

According to a study done by Pew Research Centre 28% of adults in the United States go online constantly, the study found that our brains are specifically wired to love endless scrolling. The same brain pathways get stimulated while scrolling as they do in a chemical addiction (Fishbein, 2019). Experts have not been in total agreement on if social media addiction is real. A study from Nottingham Trent University which looked at psychological characteristics, personality and social media use, concluded that it may be plausible to speak specifically of "Facebook addiction disorder" owing to the fact that addiction criteria, such as neglect of personal life, mental preoccupation, escapism, mood modifying experiences, tolerance and concealing the addictive behaviour appear to be present in some people who use social media excessively (Watson,2017). Whilst we may not be able to conclusively answer whether or not social media is addictive and growing body research indicates that more we use social media the less happy we seem to be. Theodore Roosevelt once said that "comparison is the thief of joy". Social media can thus be seen as a vehicle that drives comparison. Users fall trap to making a comparison about themselves and those around them as they scroll down their feeds in a heighten state of comparison making judgements about how they measure up to their peers. Comparisons of any nature are linked to depressive symptoms, jealousy is a clear output of comparison. Jealousy is a toxic emotion that gives life to phenomena such as cyberbullying. Cyberbullying in many ways is worse than traditional bullying as it is an immersive ordeal for the victim that lasts 24/7/365. It can happen from proximity or great distances.

Comments and likes

The comments and likes feature is fundamental to social media platforms. The features allow the user to understand what content is his or her followers most resonate with based on the amount of engagement it garners (Jenner,2017). The

feature is a great tool for brands and influencers tracking their analytics and understands how different content is received by those who follow them on social media, However, recent bodies of research indicate that social media likes and comments light up the dopamine receptors in the brain similar way to how you would when consuming an alcoholic beverage (Watson,2017). The likes and comments, one received on social media create a reward cycle which prompts users to constantly check their social media for the next dose of dopamine. If not manage one can easily fall into a cycle of addiction. Comments and likes may not always stimulate the pleasures receptors in the brain. Trolling is a global phenomenon in which users say the most hurtful and mean comments in response to a reaction. The comments are normally posted from a fake account. Trolls are rewarded for their actions by likes and laughs, however, there have been cases where trolling has caused users to take their health due to online abuse. Internet trolling is now being taken seriously by law and can have serious consequences In the United Kingdom. In October 2014, the UK's Justice Secretary said that "Internet trolls" could face up to two years in jail. Several people have been imprisoned in the UK for online harassment (2020, Skentelbery)See image 1

Fear of missing out

Our need to be in the know and a part of the conversation has been greatly amplified with the use of social media. Social media has allowed us to a part of the news and other current events as it happens. Information has become a commodity which is being traded under the pseudonym of social currency. Social currency is a term coined by Johan Burger that refers to valuable insider information one has that could benefit a larger group or information that could make one seem like an insider of a certain institution (2016, Burger). To be seen as someone of value or a contributor is something that is hard-wired into human DNA.

Seeking group validation or being part of a group is believed to one of the evolutionary traits. In a recent study where young adults were asked to partake in a study where their interaction with their mobile devices would be limited, showed that many young adults experienced extreme levels of distress when being in a position of not respond to text messages and other social media notifications (Woods and Scott, 2016). The high levels of anxiousness are known to many and have often been referred to as FOMO (Fear of missing out). There is a serious and constant fear of missing out, mobile devices have unique notifications allowing the user to know based on a particular tone which social media platform delivered a message. 62% of young adults in the United States reported going to sleep with their mobile devices' bedside or at arm's reach. These high levels of connectedness come at a price. Sleep quality is suffering due to high levels of connectedness, this lack of sleep is resulting in lower productivity rates, inability to deal with work, school and emotional pressure which results in feelings of anxiousness.

The aforementioned literature discusses and reflects information that is beneficial in the advancement of a growing body of work that looks at the relationship between social media and anxiety. These views, however, only reflect that of users in the United State and Europe. South Africa is one of Africa's more technologically advanced countries and for many who visits draw a comparison to Europe and the United States.

South Africa is a country of nuance thus understanding how the intricacies of the day to day interaction with social media will play a large role in understanding the role of social media in the context of the South African users. The aforementioned topics all apply to the South African social media user, however in a country with a unique set of challenges how does it influence the relationship social media and mental illness. To illustrate if users in the United States are experiencing distress when not able to respond to text messages and other direct messages on social media. How does this scenario play out in the South African context? Where there are varying influencing factors that disrupt that coherent flow of messaging, such as bad internet connectivity, or no connectivity, would these situations amplify the distress experienced by our counterparts in the United States and Europe or have the South African social media users adapted their feelings of anxiety and fear of missing out based on these influencing factors.

Conceptualisation

Existing literature pertaining to the correlations between the above-mentioned variables do exist (Woods and Scott, 2016), however generally exclude millennials in a developing country such as South Africa. The lack of literature suggests that the relationship between social media and millennials in South Africa is relatively unknown (Ma, 2017). Therefore, this research is an attempt to address the recognized lack in literature and broaden our understanding of prolonged (hyperconnectivity) amounts of time spent on social media and mental illnesses namely anxiety amongst South African millennials in Cape Town.

Paradigm

A paradigm can be explained as a grouping of preconceptions or ideologies about rudimentary aspects of reality that shapes and gives rise to a particular Worldview (Maree, 2016). Paradigms serve as a representation of what we believe to be true but cannot prove, these representations serve as a lens or organization of principles that shape how we interpret the world around us (Du Plooy-Cilliers, Davis and Joseph, 2014). For the purposes of the study, the researcher made use of positivist theorising, a theory that makes use of rational and objective reasoning that can only be justified by direct observation. The aim of the research was purely to understand if a relationship does exist between hyper-connectivity and anxiety in millennials. The positivist approach is thus the perfect vehicle for understanding the relationship between these two entities. A methodological position of positivism tradition was applied as a lens that would aid the researcher gain objective information on the aforementioned topic.

Research Paradigm

A research paradigm according to du Plooy-Cilliers (Du Plooy-Cilliers, Davis and Joseph, n.d.) can be described as a collection of ideologies that dictates what should be studied, how it should be done and how the findings should be construed. An

epistemological position of positivism paradigm is aligned with quantitative studies and empirical evidence on causal relationships. This paradigm seeks to better understand and predict events in the natural and social world. The Positivism paradigm, however, is not without fault there are a number of weaknesses to positivism. The positivism paradigm lacks the empathy and consideration of the subjective, individual and hermeneutic aspects of social phenomenon. In the context of the conducted research study positivism would be unable to provide the research with deeper insight and understanding as to why South African millennials spend prolonged amounts of time on social media (Hugh-Jones, S. & Laidlaw, J, 2000: p88). These disadvantages, nevertheless do not compromise the validity of the research as the conducted research was not about understanding the emotions and motivations attached to social media but rather understanding the impact it has on the mental wellbeing on those who spend prolonged amounts of time on the platform.

Research Design

The research approach is a plan and procedure that is designed to achieve a collection, measurement and analysis of data during a research study (Chetty, 2016). The researcher selected a quantitative approach that is defined by (Chetty, 2016) as statistical analysis to make the connection between what is known and what can be learned by the research.

The positivist approach strengthened the correlations believed to exist between the variables. A quantitative research approach was thus fitting as the researcher intended to develop a better understanding and prove beyond doubt that hyperconnectivity to social media influences anxiety in millennials.

Population.

A population is the total group of individuals from whom information is required (Du Plooy-Cilliers, Davis and Joseph, n.d.). The group of individuals whose information was required were millennials in Cape Town. The research population was segmented into

the target and accessible population based on the given population principles. The study's target population was millennials in Cape Town: which was further segmented to form the accessible population based on the following population's principles:

Smartphone user.

Connectivity to the internet by way of WIFI or data.

Active on social media platforms.

Millennial

Sampling

→Σ Snowballing

Non-Probability sampling was the preferred method for this research as it eliminates humans bias. Human bias could result in the researcher selecting a sample that does not reflect the population accurately (Du Plooy-Cilliers, Davis and Joseph, n.d.). A sample size of 100+ subjects was selected based on the following characteristics:

Active on: social media

Born between: 1988 -2002

Spend 5hours per week on Social networking sites (SNS).

Sample method: Snowball & Convenience sampling

The researcher aimed to get an accurate snapshot of the populus through snowball and convenience sampling. This sampling strategy ensured that questionnaires reach respondents of different walks of life thus being void of any misrepresentation and bias of information.

Duration: 1 1/2 months

The online survey was available for 1 1/2 months and ran day and night. The survey allowed users to only take the survey once, no users will be allowed to take the survey one than once, no limit of respondents has been set to the survey, however, the researcher aimed to have +100 responses at the end of the 1 1/2 month duration. No changes were made to the survey once uploaded to Google forms.

The online survey rendered 107 respondent results. It ran for a total of 43 days

(1 month and 12 days) .Clipboard questionnaire were abandoned due to Covid -19 restrictions.

Data Collection Method

The researcher selected a closed-ended online survey questionnaire as the primary data collections methods for the conducted study. A Clipboard Questionnaires was proposed as a secondary data collection method but due to ongoing safety precautions taken to stop the spread of the virus, it was abandoned.

The questionnaire consisted of 19 questions which investigated the relationship between hyper-connectedness to social media and anxiety. The researcher collection strategy was to repeat questions on both primary and secondary to measure if the same sentiments were true for both data collection methods. Likert scales were used to prove the strength of validity. As the primary method of data collection, the online survey was distributed through digital channels such as WhatsApp sharing and the WhatsApp status feature. Instagram, Twitter, Facebook and TikTok. All platforms had a short description of the study as well as an embedded link in the researcher's social media profiles.

Data analysis method

Google forms are widely used to create online surveys. The platform allows for a variety of questions to be asked, ranging from short answers, paragraphs, multiple selections, verification boxes, pull-down and Likert scale among others. The data was gathered and analyzed to better understand the relationship between the variables. The online survey results were assimilated automatically and displayed, the data in a pie chart. Google forms additionally output the collected data in tabular excel format.

Validity & Trustworthiness

The researcher ensured that all data collected is reliable and valid through means ensuring that the sample size was large and diverse enough that it reflected that the views of the majority, millennials in Cape Town and their relationship with social media and not merely conveniently selected group. The data collection method made use of short ended and Likert scale questions to measure the strength of the responses. The use of paragraph questions was not used as the study focused on a positivist paradigm, the use of paragraph question would thus be irrelevant as we do not seek to understand the qualitative aspect of the study. Both collection methods were to consist of the same questions to compare for correlation. The cross-validation strategy of data collection was done with the intent to confirm validity and reliability. The researcher aimed to compare the different data collection methods to better understand if the respondents of the different data collections method would have different results.

Presentation of Findings

The entire google forms data make up has been included in the annexure. The researcher chose to display the data in tabular format ,pie and bar chart for seamless digestion of the gathered data.

Interpretation of Findings

The researcher posed the question to better understand the relationship between hyperconnectivity to social media and its influence on anxiety. A pilot study was conducted which rendered a total of 106 respondents.

89% of the respondents were millennials based in Cape Town. 32% of the respondents were male and 66% of the respondents were female additionally, the option of preferring not to state one's sex was available but 0% of respondents selected this option. 100% of respondents were total respondents were active on social media platforms, 58% of respondents stated that they use social media a multitude of purposes including work, occasional research and private use, this significantly influenced this time spent on social media platforms.

78% of respondents stated that Instagram is their favourite social media platform. The platform allows users a window into the lives of those they follow. These windows often showcase a snapshot of a reality that may not entirely be true, 66% of respondents admitted to comparing themselves with their peers on Instagram the comparison of lifestyle, wealth and body shape is often what leads to feelings of anxiety and depression. 75% of respondents said yes, to reading the comments on the posts of their peers. Comparative behaviour has been known to negatively influence, our mental state, how we perceive ourselves and everything around us. As human beings, we constantly compare ourselves with those around us however these comparisons have now become unhealthy as we endlessly scroll and consume visuals of celebrities and high-end influencers.

58% of the respondents said yes when asked if they spent more than 3 hours per day on social media. The prolonged time spent on social media results in a lack of physical activity, as a result, users who spend prolonged amounts of time on social media miss out on the beneficial impact physical activity has on mental health. The findings directly correlate to a research study conducted by Pew Research Centre exploring the addictive nature of social media. The study found that the same pathways in the brain get stimulated while scrolling through social media as they do in a chemical addiction. The same phenomenon is true for reading positive comments on your post and receiving likes. The brain gets flooded with dopamine known as the pleasure chemical, these bursts of pleasure are addictive. There is another side to reading comments and its impact may be much more significant to the contribution of anxiety and depression.

The aforementioned 75% of respondents who said yes to reading comments may not always receive more and kind messages. Internet Trolling is a global phenomenon in which users say the most hurtful and mean comments in response to a reaction. The comments are normally posted from a fake account. Trolls are rewarded for their actions by likes and laughs, however, there have been cases where trolling has caused users to take their health due to online abuse. Internet trolling is now being taken seriously by law and can have serious consequences.

The hyperconnectivity to social media has many negative influences on the brain. The overwhelming numbers indicate that the addiction to social media may be causing sleep deprivation, people who are diagnosed with depression or anxiety were are likely to sleep less than six hours at night (Peri, 2020). The lack of sleep may be caused by the overstimulating of the dopamine receptors as we scroll through social media as well as the blue light which is emitted from our devices. Blue lights can interfere with your body's natural circadian rhythm, which is responsible for your body's daily cycle. Circadian rhythms are responsible for controlling the timing of various physiological processes. This includes your brain activity, cell regeneration, mental and behavioural changes as well as hormone production. Circadian rhythm also controls your sleeping, 85 % of respondents stated that logged onto social media as a bedtime ritual unaware of how this may affect their ability to sleep. Due to the addictiveness of mindless scrolling through social media, many users are unable to get an adequate nights rest with 15 % of respondents stating that they spend more than 5 hours per day scrolling through their social media feed and 18% of respondents believed that their close friends spend more than 5 hours a day on social media.

A profuse number of respondents admitted to mindless scrolling, 34% of respondents strongly agreeing that they spend too much time on social media. The conducted research results do not bare a conclusive answer but rather leans in a particular direction as majority respondents feeling frustrated with the amount of time they spend on social media. The overbearing number of respondents indicates to a strong positive correlation in the way that hypothesis suggests, however current findings cannot prove the relationship is not concrete and further research is needed.

Objectives

To determine the link between anxiety and hyper-connectivity to social media amongst millennials in Cape Town.

To understand the role of time and frequency as a contributing factor in establishing the correlation between hyperconnectivity to social media and anxiety.

To discover the potential implications an increase in anxiety would have on the South African economy.

An overwhelming number of responses indicates that there is a strong positive correlation exist in the way that hypothesis suggests. Social media has a variety of factors that influence anxiety. The extended periods spent on social platforms such as Instagram is testament to the addictive nature of mindless scrolling. The addiction causes a lack of sleep due to overstimulation received from the blue light that is emitted from the screen.

Ethical Considerations

Due to the sensitivity around the topic, precautions were taken to ensure that all respondents were informed and signed a consent form which stated the reason for the study as well as the needed background.

The respondents and their identities were kept anonymous to ensure truthful and honest responses in the survey(Du Plooy-Cilliers, Davis and Joseph, n.d.). Respondents were in no way be compensated for participating in the study, as providing incentives would have skewed the results. The online questionnaire on the Google forms platform did not allow for the results to be modified by the research nor the research team thus reflecting the true sentiment of the respondents.

Ethical considerations which ensured the responsible collection of participant information.

Informed consent: Participants knew what they were participating in a research study utilized signed agreements.

Responsible use of personal information: Responsible collection, use and protection of personal information

Respondents were also able to contact the researcher via email if they had any questions on the research or further questions.

Limitation

Data Cost

South African data rates are some of the highest in Africa and the 143rd highest in the world according to Cable a UK mobile broadband comparison website (Kesler,2020). As the average price of 1GB (Gigabyte) of data in South Africa is estimated at around R106,20 data cost would be the primary limitations when looking at the segment of millennials in Cape Town that do not have access to WIFI (wireless fidelity).

Time and availability

In a fast-paced and hyper-connected world, many potential respondents may not have the time or availability to partake in the research study. During the Covid-19 pandemic, many potential respondents may have increased workloads and may have to work extended hours. The COVID-19 pandemic may also affect the availability of respondents both mentally and physically. The novel coronavirus has contributed to many people losing their loved ones and income thus forever altering their lives and how they may view the world, therefore time and availability is a secondary limitation

Clipboard questionnaire

The clipboard questionnaire was the third and final limitation. Many potential respondents were reluctant to participate in the research as the idea of interacting with

strangers during the current pandemic is considered a health risk. As the safety of respondents is the primary concern, all needed protocols were taken to ensure the safety of the participants, but ultimately clipboard questionnaire was cancelled as a data collection instrument. The abandoning of the clipboard questionnaire was taking after the extension of the state of disaster by pres. Cyril Ramaphosa.

Heuristics-

The research conducted produced valuable findings that could potentially contribute to a growing body of research, that looks at how social media is used in developing countries such as South Africa. Understanding what contributes positively and negatively to the advancement of a society is essential information of any country to understand. The research thoroughly explored time, frequency and other habitual factors as contributors to hyperconnectivity to social media and how it influences anxiety.

To conclude, further research is needed to concretely confirm a strong positive correlation, although the results indicate an outcome that supports the hypothesis, to ensure that these results are in fact true. The clipboard questionnaire has to be redone as the state of disaster restricted any and all contact if not deemed necessary. Furthermore, a longitudinal study needs to be conducted, which looks of measurable medical records and a history of mental illness and how social media impacted respondents over a longer period of time. More quantitative and qualitative data is need over a long period of time with respondents that admitted to online addictions with a diagnosed medical condition directly related to online addiction.

Annexure A: Final Research Report Summary Document Template

TITLE: An exploration on the impact of hyperconnectivity to social media on the mental wellbeing among millennials in Cape Town.

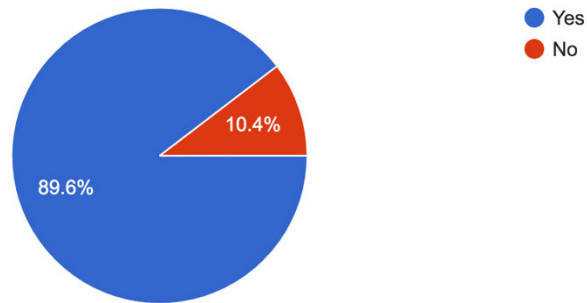
Research Purpose/ Objective	Primary Research Question	Research Rationale	Seminal Authors/ Sources	Literature Review – Conceptual Framework	Paradigm	Approach	Data Collection Method(s)	Ethics	Key Findings	Recommendations
To establish if a relationship between hyper connectivity of social media and anxiety.	What is the effect of social media hyperconnectivity of anxiety level in millennials in Cape Town ?	Understanding if social media and usage Contribute negatively to the advancement of our society	(Dobreen and Pászirelu, 2016) (Keles, McCrae and Grealish, 2019)	Theme 1: Impact of Social Media on Social Anxiety: A Systematic Review Theme 2: A systematic review: the influence of social media on depression, anxiety and psychological distress in adolescents Theme 3: Online social networking and mental Health Theme 4: Blue light and The brain Theme 5: Theme 6: Theme 7:	An epistemological position of positivism paradigm is aligned with quantitative studies and empirical evidence pertaining to causal relationships Positivism Ontology reality is real and has an effect on anxiety and is influenced by certain factors	Quantitative Population Target population Millennials in Cape Town Smart phone user Active on social media platforms Connectivity to internet	Online surveys Clipboard questionnaire was cancelled due to state of disaster restrictions	Informed consent stating the purpose of the research Responsible use of personal and sensitive information. Respondents right to stay Anonymous	Social media does play a crucial part in the increase of anxiety in millennials, however more research is needed to prove a strong positive correlation.	Social media is one of the worlds most powerful tools however due to its novelty we are yet to understand the long term affects it has on our mental health. It is clearly proven to be extremely addictive based on the research findings with a large majority of respondents mindlessly scrolling through their feeds, the scrolling stimulus chemical receptors in the brain.
Existing literature pertaining to the correlations between variables did exist, however generally excluded millennials in developing country such as South Africa.	Does hyperconnectivity cause anxiety & depression? Does it have the ability to greatly affect the future of South Africa and the economy.				Deductive reasoning will be used in this research study.	End closed questions, headcounts Sampling method Size	Unit of Analysis Automated headcounts Data Analysis Method(s) Online survey automatic calculations Google forms	• Load shedding • Data Cost • Covid-19 • Bad internet • Social distancing • Mindless scrolling • Time and availability to take part	As the topic was relatively unexplored in developing countries the findings serve as a baseline for future academics interested in exploring the affects of social media on anxiety.	Deeper and richer research needs to be done in order to understand the long- and short-term effects social media as on the brain ,our mental health and society as a whole.

Annexure 1

An exploration on the impact of hyper connectivity to social media on the mental wellbeing among millennials in Cape Town.

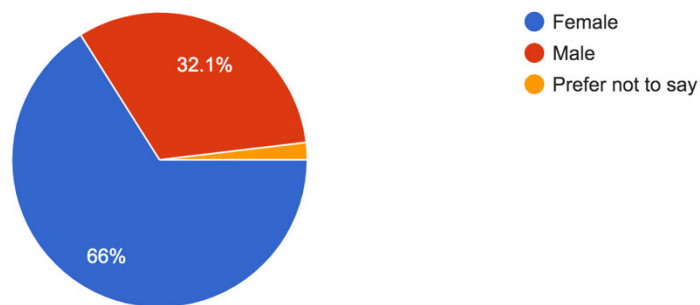
1. Are you between 20 - 32?

106 responses



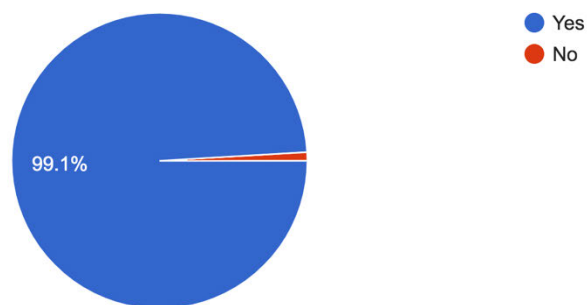
2. Are you male or female

106 responses



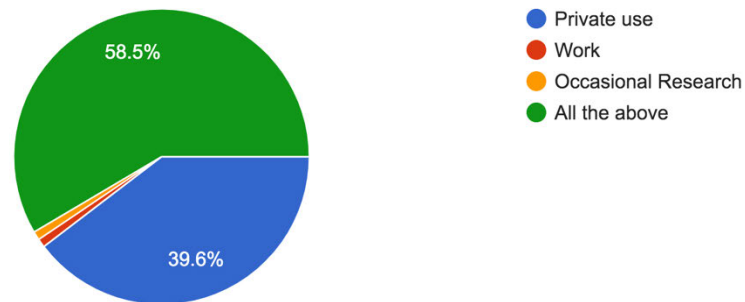
3. Are you on any social media platforms?

106 responses



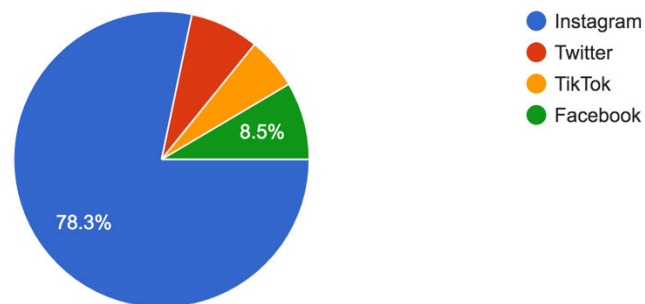
4. Are you on social media for?

106 responses



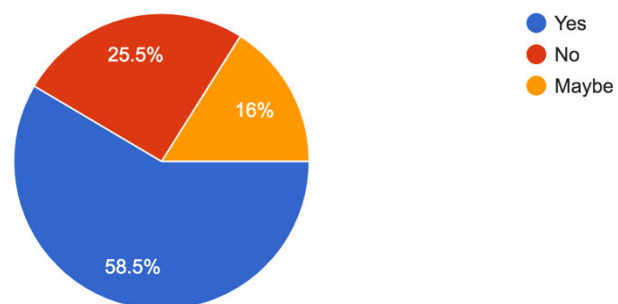
5. What is your favourite social media platform?

106 responses



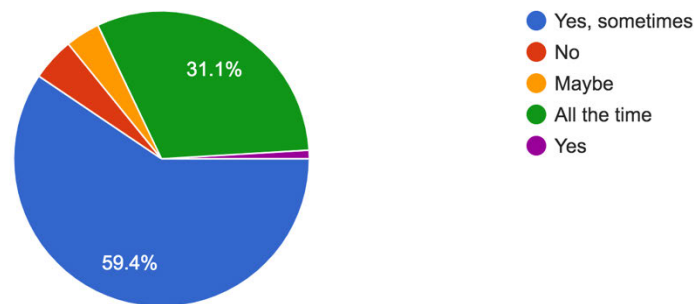
6. Do you spend more than 3 hours a day on social media?

106 responses



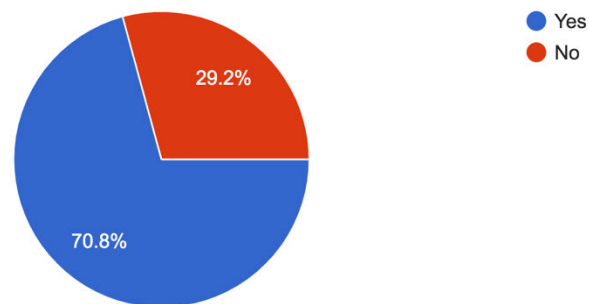
7. Do you log on to social media for no particular reason?

106 responses



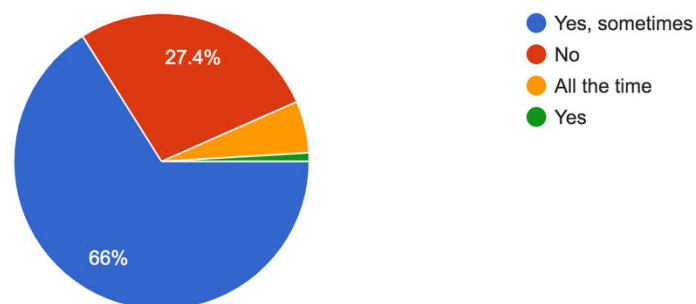
8. Do you ever feel frustrated with the amount of time you spend on social media?

106 responses



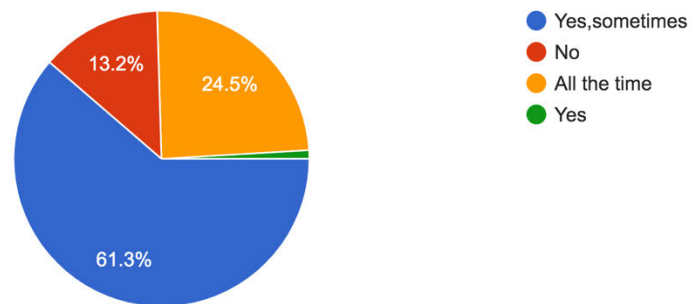
10. Do you compare yourself with your peers and people you follow on social media?

106 responses



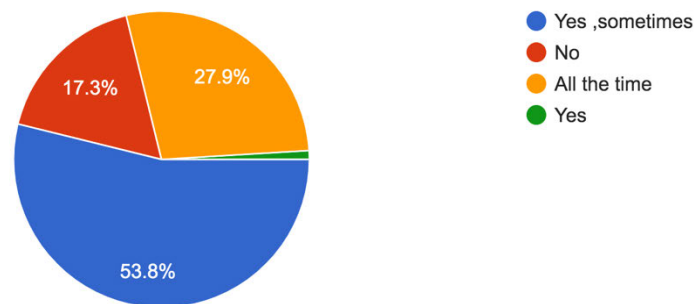
11. Do you log on to social media platforms right before bed?

106 responses



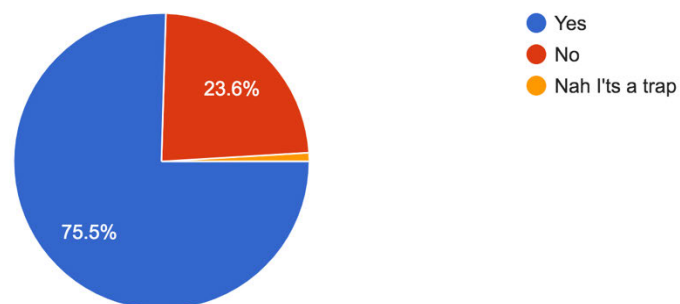
12. Do you check your social media platforms within the first 30mins of being awake?

104 responses



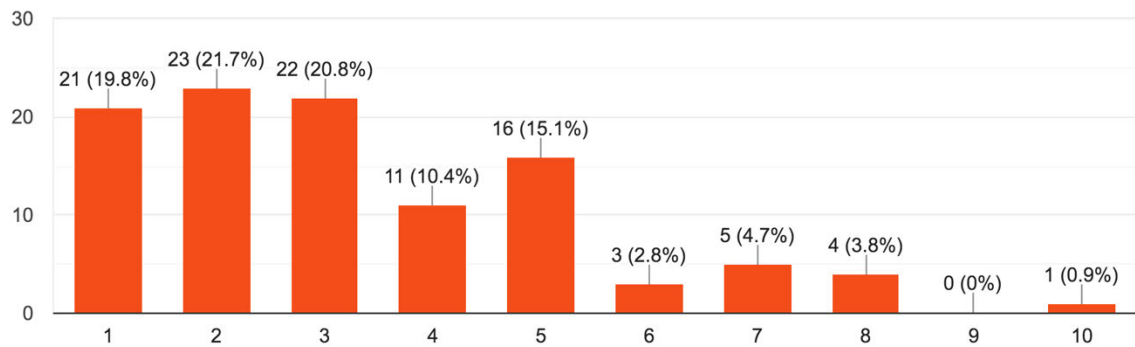
13. Do you read the comments on your post and the comments on the post of your peers?

106 responses



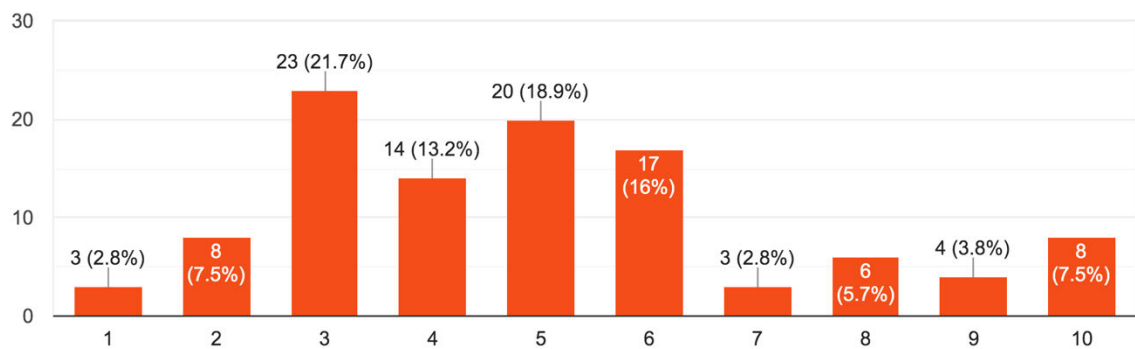
14. How many hours per day do you spend scrolling through your feeds?

106 responses



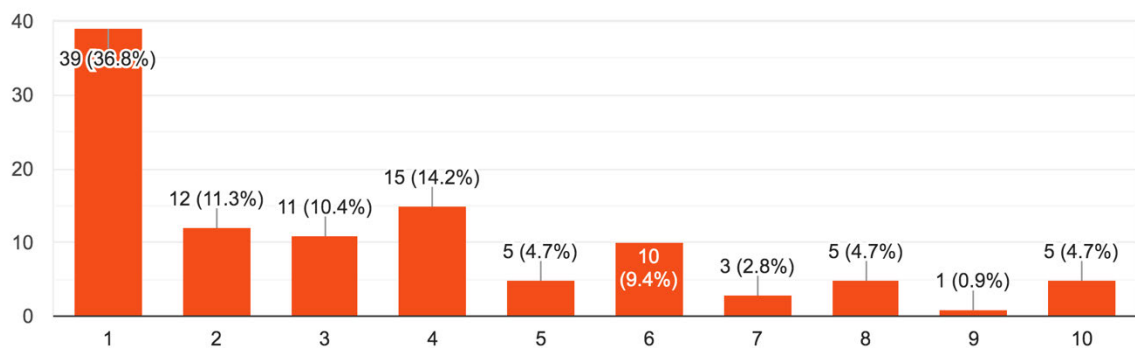
15. How many hours do you think your friends spend on social media?

106 responses



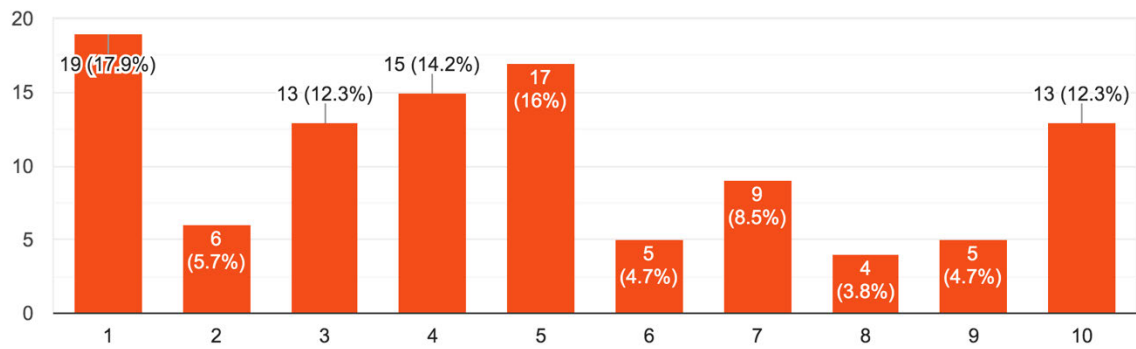
16. How many of your friends have confessed that they suffer from anxiety due to time spent online

106 responses



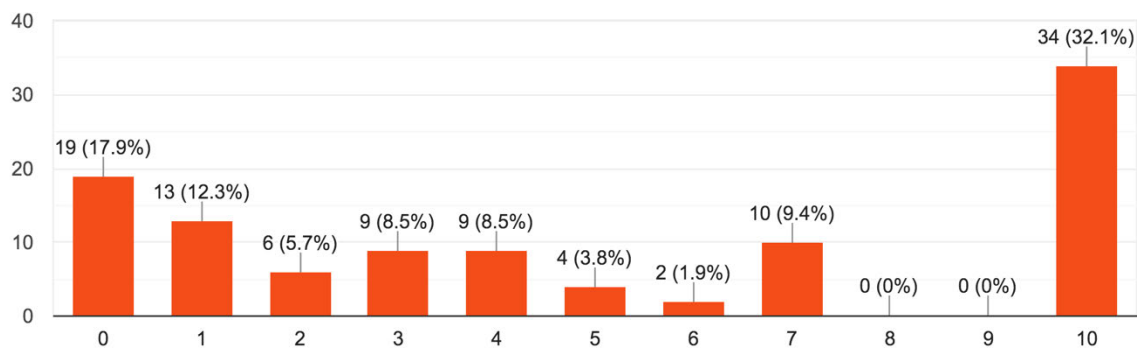
17. How often you break from social media?

106 responses



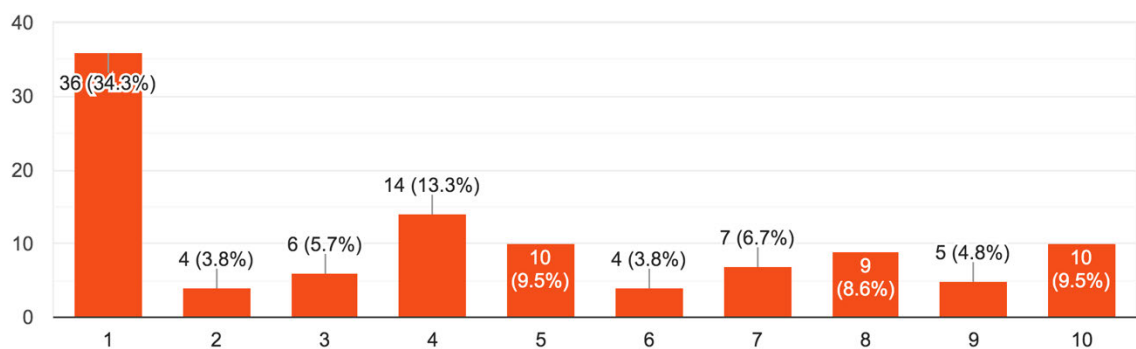
18. Have you abstained from social media, if so how long?

106 responses



19. I believe I spend too much time on social media

105 responses



An exploration on the impact of hyper connectivity to social media on the mental wellbeing among millennials in Cape Town. (Responses)

Timestamp	1. Are you between 20 - 29 years old?	2. Are you male or female?	3. Are you on any social media?	4. Are you on social media more than once a day?	5. What is your favourite social media platform?
7/15/2020 19:51:53	Yes	Male	Yes	All the above	Instagram
7/15/2020 21:12:35	Yes	Female	Yes	All the above	Instagram
7/15/2020 21:13:16	Yes	Female	Yes	All the above	Facebook
7/15/2020 21:21:59	Yes	Female	Yes	Private use	TikTok
7/15/2020 21:23:35	Yes	Male	Yes	All the above	Facebook
7/15/2020 21:23:45	Yes	Male	Yes	All the above	Instagram
7/15/2020 21:27:49	Yes	Male	Yes	Private use	Facebook
7/15/2020 21:28:36	Yes	Female	Yes	All the above	TikTok
7/15/2020 21:28:52	Yes	Male	Yes	All the above	Facebook
7/15/2020 21:29:39	Yes	Female	Yes	All the above	Instagram
7/15/2020 21:33:26	Yes	Female	Yes	Private use	TikTok
7/15/2020 21:34:14	Yes	Female	Yes	All the above	Instagram
7/15/2020 21:40:00	Yes	Male	Yes	Private use	Instagram
7/15/2020 21:41:27	Yes	Female	No	Private use	Instagram
7/15/2020 21:42:27	No	Female	Yes	All the above	Twitter
7/15/2020 21:45:52	No	Male	Yes	All the above	Instagram
7/15/2020 22:08:31	Yes	Male	Yes	Private use	Facebook
7/15/2020 22:16:00	Yes	Male	Yes	Private use	Instagram
7/15/2020 22:17:58	Yes	Male	Yes	All the above	Instagram
7/15/2020 22:26:24	Yes	Male	Yes	Private use	Instagram
7/15/2020 22:29:57	No	Female	Yes	All the above	Instagram
7/15/2020 22:30:43	Yes	Male	Yes	All the above	Instagram
7/15/2020 22:36:34	Yes	Male	Yes	All the above	Instagram
7/15/2020 22:44:46	Yes	Female	Yes	Private use	Instagram
7/15/2020 23:10:10	Yes	Female	Yes	Private use	Twitter
7/16/2020 6:27:46	Yes	Female	Yes	All the above	Instagram
7/16/2020 7:23:25	Yes	Female	Yes	Private use	Instagram
7/16/2020 8:14:51	Yes	Female	Yes	All the above	Instagram
7/16/2020 8:48:24	Yes	Male	Yes	Private use	Instagram

1

An exploration on the impact of hyper connectivity to social media on the mental wellbeing among millennials in Cape Town. (Responses)

6. Do you spend more than 2 hours a day on social media?	7. Do you log on to social media more than once a day?	8. Do you ever feel frustrated or stressed because of social media?	10. Do you compare yourself to others on social media?	11. Do you log on to social media more than once a day?	12. Do you check your social media more than once a day?
Yes	Yes	Yes	Yes	Yes	Yes
Yes	Yes, sometimes	Yes	Yes, sometimes	Yes, sometimes	Yes, sometimes
Yes	Yes, sometimes	Yes	No	All the time	All the time
Yes	Yes, sometimes	Yes	No	Yes, sometimes	Yes, sometimes
Yes	Yes, sometimes	Yes	Yes, sometimes	No	Yes, sometimes
Maybe	Maybe	Yes	Yes, sometimes	All the time	Yes, sometimes
Maybe	Yes, sometimes	Yes	No	Yes, sometimes	Yes, sometimes
Yes	Yes, sometimes	Yes	Yes, sometimes	Yes, sometimes	Yes, sometimes
Yes	Yes, sometimes	Yes	Yes, sometimes	Yes, sometimes	No
Yes	Yes, sometimes	Yes	Yes, sometimes	Yes, sometimes	Yes, sometimes
No	All the time	No	Yes, sometimes	Yes, sometimes	Yes, sometimes
Maybe	Yes, sometimes	Yes	Yes, sometimes	Yes, sometimes	Yes, sometimes
Yes	Yes, sometimes	No	No	Yes, sometimes	Yes, sometimes
Yes	All the time	Yes	Yes, sometimes	Yes, sometimes	All the time
Yes	All the time	No	Yes, sometimes	Yes, sometimes	All the time
Yes	All the time	Yes	Yes, sometimes	All the time	All the time
Yes	All the time	Yes	No	Yes, sometimes	Yes, sometimes
No	Yes, sometimes	Yes	No	Yes, sometimes	Yes, sometimes
Yes	All the time	Yes	Yes, sometimes	Yes, sometimes	Yes, sometimes
Yes	Yes, sometimes	Yes	No	All the time	Yes, sometimes
Yes	All the time	Yes	Yes, sometimes	All the time	All the time
Yes	Maybe	No	No	Yes, sometimes	No
Maybe	No	No	No	All the time	Yes, sometimes
Yes	Maybe	Yes	Yes, sometimes	All the time	All the time
Yes	All the time	No	Yes, sometimes	All the time	All the time
Yes	All the time	Yes	Yes, sometimes	All the time	All the time
Yes	All the time	Yes	Yes, sometimes	Yes, sometimes	All the time
Yes	Yes, sometimes	Yes	Yes, sometimes	Yes, sometimes	Yes, sometimes
No	No	No	Yes, sometimes	Yes, sometimes	No

2

An exploration on the impact of hyper connectivity to social media on the mental wellbeing among millennials in Cape Town. (Responses)

13. Do you read the comm	14. How many hours per d	15. How many hours do y	16. How many of your frier	17. How often you break fr	18. Have you abstained fr
Yes	2	6	3	10	1
Yes	3	6	1	1	3
Yes	2	5	1	7	10
Yes	2	3	2	7	10
No	3	6	4	4	10
No	2	3	2	4	10
No	4	2	1	10	3
Yes	6	10	6	5	10
No	2	5	3	2	7
Yes	7	6	8	3	4
Yes	1	1	1	7	10
Yes	2	3	4	9	7
Yes	10	10	10	1	10
Yes	8	8	5	10	0
Yes	4	7	3	6	10
Yes	2	3	10	6	0
No	1	3	1	1	1
No	1	2	1	10	4
Yes	5	5	7	1	10
Yes	3	3	4	5	4
Yes	6	6	7	10	0
Yes	5	5	2	5	5
Yes	1	2	1	1	1
Yes	5	8	1	7	4
Yes	5	5	1	10	0
No	4	4	1	3	7
Yes	4	4	3	10	3
Yes	7	6	8	3	4
No	3	4	6	3	7

3

An exploration on the impact of hyper connectivity to social media on the mental wellbeing among millennials in Cape Town. (Responses)

19. I believe I spend too much time on social media
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4

An exploration on the impact of hyper connectivity to social media on the mental wellbeing among millennials in Cape Town. (Responses)

Timestamp	1. Are you between 20 - 29	2. Are you male or female	3. Are you on any social media	4. Are you on social media	5. What is your favourite social media
7/16/2020 9:55:58	Yes	Female	Yes	All the above	Twitter
7/16/2020 10:01:25	Yes	Male	Yes	Private use	Instagram
7/16/2020 10:01:34	Yes	Male	Yes	Private use	Instagram
7/16/2020 10:49:35	Yes	Female	Yes	Private use	Instagram
7/16/2020 12:07:47	Yes	Female	Yes	All the above	Instagram
7/16/2020 13:02:39	Yes	Male	Yes	All the above	Instagram
7/16/2020 13:44:43	Yes	Male	Yes	All the above	Instagram
7/16/2020 14:14:48	Yes	Male	Yes	Private use	Instagram
7/16/2020 16:38:44	Yes	Female	Yes	Private use	Instagram
7/16/2020 19:29:28	Yes	Female	Yes	All the above	Instagram
7/16/2020 19:42:09	No	Female	Yes	All the above	Instagram
7/16/2020 20:39:37	Yes	Female	Yes	All the above	Instagram
7/16/2020 20:52:44	Yes	Female	Yes	All the above	Instagram
7/16/2020 20:53:40	Yes	Female	Yes	Private use	TikTok
7/16/2020 20:53:54	Yes	Female	Yes	All the above	Instagram
7/16/2020 20:54:02	Yes	Female	Yes	All the above	Instagram
7/16/2020 20:59:02	Yes	Female	Yes	Private use	Instagram
7/16/2020 20:59:24	Yes	Female	Yes	Private use	Instagram
7/16/2020 21:00:57	Yes	Male	Yes	Private use	Facebook
7/16/2020 21:01:26	Yes	Male	Yes	All the above	Instagram
7/16/2020 21:02:22	Yes	Female	Yes	Private use	Instagram
7/16/2020 21:09:18	Yes	Female	Yes	All the above	Instagram
7/16/2020 21:18:18	Yes	Female	Yes	Private use	Instagram
7/16/2020 21:18:41	Yes	Female	Yes	Private use	Instagram
7/16/2020 21:43:03	Yes	Male	Yes	Private use	Instagram
7/16/2020 21:45:35	Yes	Female	Yes	All the above	Instagram
7/16/2020 21:47:01	Yes	Female	Yes	All the above	TikTok
7/16/2020 22:49:37	Yes	Female	Yes	Work	Instagram
7/16/2020 23:05:52	Yes	Female	Yes	All the above	Instagram

5

An exploration on the impact of hyper connectivity to social media on the mental wellbeing among millennials in Cape Town. (Responses)

6. Do you spend more than 1 hour on social media	7. Do you log on to social media	8. Do you ever feel frustrated	10. Do you compare yourself	11. Do you log on to social media	12. Do you check your social media
No	Yes, sometimes	Yes	Yes, sometimes	No	Yes, sometimes
Yes	Yes, sometimes	No	No	No	No
Yes	Yes, sometimes	No	No	No	No
Maybe	Yes, sometimes	No	Yes, sometimes	Yes, sometimes	Yes, sometimes
Maybe	Yes, sometimes	Yes	Yes, sometimes	Yes, sometimes	Yes, sometimes
Yes	Maybe	No	No	Yes, sometimes	No
No	Yes, sometimes	Yes	No	No	No
No	Yes, sometimes	Yes	Yes, sometimes	Yes, sometimes	Yes, sometimes
Yes	All the time	No	Yes, sometimes	All the time	All the time
No	Yes, sometimes	No	Yes, sometimes	Yes, sometimes	No
No	Yes, sometimes	No	No	Yes, sometimes	Yes, sometimes
Yes	Yes, sometimes	Yes	Yes, sometimes	Yes, sometimes	Yes, sometimes
Yes	Yes, sometimes	Yes	No	Yes, sometimes	Yes, sometimes
Maybe	Yes, sometimes	Yes	Yes, sometimes	Yes, sometimes	All the time
Maybe	Yes, sometimes	Yes	Yes, sometimes	Yes, sometimes	All the time
Yes	All the time	Yes	Yes, sometimes	All the time	Yes, sometimes
Yes	Yes, sometimes	No	Yes, sometimes	Yes, sometimes	Yes, sometimes
Yes	All the time	Yes	Yes, sometimes	All the time	Yes, sometimes
No	Yes, sometimes	Yes	No	No	Yes, sometimes
Yes	All the time	Yes	Yes, sometimes	Yes, sometimes	All the time
Yes	Yes, sometimes	Yes	Yes, sometimes	Yes, sometimes	All the time
No	No	Yes	All the time	Yes, sometimes	Yes, sometimes
Yes	Yes, sometimes	Yes	Yes, sometimes	Yes, sometimes	No
Yes	Yes, sometimes	Yes	Yes, sometimes	Yes, sometimes	Yes, sometimes
Yes	All the time	Yes	All the time	All the time	All the time
No	Yes, sometimes	No	No	Yes, sometimes	Yes, sometimes
Yes	Yes, sometimes	Yes	Yes, sometimes	Yes, sometimes	All the time
No	No	Yes	No	Yes, sometimes	No
Maybe	Yes, sometimes	Yes	Yes, sometimes	Yes, sometimes	Yes, sometimes

6

An exploration on the impact of hyper connectivity to social media on the mental wellbeing among millennials in Cape Town. (Responses)

13.Do you read the comm	14.How many hours per d	15.How many hours do y	16.How many of your frier	17.How often you break fr	18.Have you abstained fr
Yes	3	5	4	2	2
Yes	1	10	2	5	5
Yes	1	10	2	5	5
Yes	3	8	2	1	0
Yes	2	3	4	9	7
Yes	5	5	2	5	5
No	1	10	1	1	10
Yes	2	10	6	2	10
No	1	1	1	1	0
Yes	2	3	3	8	10
No	2	5	1	4	0
Yes	5	5	4	3	1
Yes	4	10	6	5	10
Yes	7	10	5	1	10
Yes	3	5	1	5	7
Yes	8	9	8	4	6
Yes	3	4	6	4	3
No	7	7	6	7	1
Yes	2	4	1	2	10
Yes	5	6	8	3	10
Yes	3	3	4	7	10
Yes	4	8	10	9	10
No	2	5	9	5	10
Yes	5	8	3	4	10
Yes	8	4	7	4	1
Yes	1	3	1	3	10
Yes	5	5	5	4	1
No	1	9	2	6	10
Yes	3	4	3	4	4

7

An exploration on the impact of hyper connectivity to social media on the mental wellbeing among millennials in Cape Town. (Responses)

19. I believe I spend too much time on social media
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8

An exploration on the impact of hyper connectivity to social media on the mental wellbeing among millennials in Cape Town. (Responses)

Timestamp	1. Are you between 20 - 29	2. Are you male or female	3. Are you on any social media	4. Are you on social media	5. What is your favourite social media
7/16/2020 23:56:30	Yes	Female	Yes	All the above	Instagram
7/17/2020 8:54:44	Yes	Female	Yes	All the above	Instagram
7/17/2020 13:42:57	Yes	Female	Yes	All the above	Instagram
7/18/2020 12:29:36	Yes	Female	Yes	Private use	Twitter
7/20/2020 9:37:44	Yes	Female	Yes	Private use	Instagram
7/20/2020 16:29:49	Yes	Female	Yes	All the above	Instagram
7/28/2020 10:20:51	Yes	Female	Yes	All the above	Instagram
7/28/2020 10:22:08	Yes	Female	Yes	All the above	Instagram
7/28/2020 10:30:47	Yes	Female	Yes	All the above	Instagram
7/28/2020 11:16:27	Yes	Female	Yes	All the above	Instagram
7/28/2020 18:36:50	Yes	Female	Yes	All the above	Instagram
7/29/2020 19:11:24	Yes	Prefer not to say	Yes	All the above	Facebook
7/30/2020 8:12:11	Yes	Female	Yes	All the above	Instagram
7/30/2020 16:56:06	Yes	Female	Yes	Private use	Instagram
8/3/2020 16:23:17	Yes	Female	Yes	All the above	Instagram
8/3/2020 22:11:09	Yes	Female	Yes	Private use	Instagram
8/4/2020 13:12:54	Yes	Female	Yes	Private use	Instagram
8/4/2020 16:51:45	Yes	Female	Yes	Private use	Instagram
8/4/2020 16:55:07	Yes	Male	Yes	Occasional Research	Instagram
8/4/2020 16:58:01	Yes	Female	Yes	All the above	Instagram
8/4/2020 17:05:44	Yes	Female	Yes	All the above	Instagram
8/4/2020 17:10:42	Yes	Female	Yes	All the above	Instagram
8/4/2020 17:35:33	Yes	Female	Yes	Private use	Instagram
8/4/2020 18:20:07	Yes	Female	Yes	All the above	Instagram
8/4/2020 18:28:25	Yes	Female	Yes	Private use	Instagram
8/4/2020 19:42:44	Yes	Female	Yes	All the above	Instagram
8/4/2020 20:22:49	Yes	Female	Yes	Private use	Instagram
8/5/2020 11:02:48	Yes	Male	Yes	All the above	Twitter
8/11/2020 13:13:58	Yes	Female	Yes	Private use	Instagram

9

An exploration on the impact of hyper connectivity to social media on the mental wellbeing among millennials in Cape Town. (Responses)

6. Do you spend more than 2 hours a day on social media	7. Do you log on to social media	8. Do you ever feel frustrated	10. Do you compare yourself to others	11. Do you log on to social media	12. Do you check your social media
Yes	All the time	Yes	Yes, sometimes	All the time	Yes, sometimes
No	Yes, sometimes	No	No	Yes, sometimes	Yes, sometimes
Yes	Yes, sometimes	Yes	Yes, sometimes	Yes, sometimes	All the time
No	All the time	Yes	No	No	No
Yes	All the time	Yes	Yes, sometimes	All the time	Yes, sometimes
Yes	Yes, sometimes	Yes	Yes, sometimes	Yes, sometimes	No
Yes	All the time	No	Yes, sometimes	All the time	All the time
Yes	Yes, sometimes	Yes	Yes, sometimes	Yes, sometimes	Yes, sometimes
Yes	All the time	Yes	Yes, sometimes	All the time	All the time
Yes	Yes, sometimes	Yes	Yes, sometimes	Yes, sometimes	Yes, sometimes
Yes	All the time	No	Yes, sometimes	All the time	All the time
Yes	Yes, sometimes	Yes	Yes, sometimes	All the time	All the time
Yes	All the time	No	No	Yes, sometimes	All the time
Yes	Yes, sometimes	No	Yes, sometimes	Yes, sometimes	Yes, sometimes
Yes	All the time	Yes	Yes, sometimes	All the time	All the time
Maybe	Yes, sometimes	Yes	Yes, sometimes	Yes, sometimes	Yes, sometimes
Maybe	Yes, sometimes	Yes	Yes, sometimes	Yes, sometimes	Yes, sometimes
No	Yes, sometimes	No	No	No	No
Yes	Yes, sometimes	Yes	Yes, sometimes	No	Yes, sometimes
Yes	Yes, sometimes	Yes	Yes, sometimes	No	Yes, sometimes
Maybe	Yes, sometimes	Yes	No	Yes, sometimes	Yes, sometimes
Yes	All the time	Yes	Yes, sometimes	Yes, sometimes	Yes, sometimes
No	All the time	Yes	Yes, sometimes	Yes, sometimes	Yes, sometimes
No	Yes, sometimes	No	Yes, sometimes	No	Yes, sometimes
Yes	All the time	Yes	Yes, sometimes	All the time	All the time
Yes	All the time	Yes	Yes, sometimes	Yes, sometimes	Yes, sometimes
Yes	All the time	Yes	Yes, sometimes	Yes, sometimes	All the time
No	Yes, sometimes	Yes	All the time	Yes, sometimes	Yes, sometimes

10

An exploration on the impact of hyper connectivity to social media on the mental wellbeing among millennials in Cape Town. (Responses)

13.Do you read the comm	14.How many hours per d	15.How many hours do y	16.How many of your frie	17.How often you break fi	18.Have you abstained fr
Yes	8	9	8	4	6
Yes	1	3	1	3	10
Yes	7	9	3	1	4
Yes	1	1	1	10	10
Yes	2	7	1	10	0
Yes	4	5	1	8	0
Yes	5	6	1	1	0
Yes	3	5	4	1	10
No	5	3	2	10	2
Yes	3	5	4	1	10
Yes	5	6	1	1	0
Yes	4	2	6	6	1
Yes	2	3	1	5	3
Yes	3	4	6	4	3
Yes	4	4	1	7	0
No	3	3	6	5	2
Yes	3	4	1	3	2
Yes	3	4	3	4	10
No	1	3	1	5	3
No	5	5	4	5	10
No	5	5	4	5	10
Yes	2	2	1	4	2
Yes	3	6	5	10	0
No	1	4	3	3	4
Yes	1	4	1	1	10
Yes	4	6	6	6	1
Yes	3	6	5	10	0
Nah l'ts a trap	6	8	2	9	0
Yes	2	3	3	9	10

11

An exploration on the impact of hyper connectivity to social media on the mental wellbeing among millennials in Cape Town. (Responses)

19.I believe I spend too m	much time on social media
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12

An exploration on the impact of hyper connectivity to social media on the mental wellbeing among millennials in Cape Town. (Responses)

Timestamp	1. Are you between 20 - 29	2. Are you male or female	3. Are you on any social media	4. Are you on social media	5. What is your favourite social media
8/11/2020 13:25:27	Yes	Female	Yes	Private use	Instagram
8/11/2020 16:17:25	No	Male	Yes	Private use	Instagram
8/11/2020 16:22:15	No	Male	Yes	Private use	TikTok
8/11/2020 16:43:08	Yes	Female	Yes	Private use	Instagram
8/11/2020 16:50:23	No	Female	Yes	All the above	Facebook
8/11/2020 16:52:14	Yes	Female	Yes	All the above	Instagram
8/11/2020 16:54:21	Yes	Male	Yes	All the above	Instagram
8/11/2020 16:54:56	No	Male	Yes	All the above	Instagram
8/11/2020 16:55:14	Yes	Male	Yes	All the above	Instagram
8/11/2020 16:55:43	Yes	Male	Yes	Private use	Instagram
8/11/2020 16:55:47	Yes	Female	Yes	All the above	Twitter
8/11/2020 16:56:37	No	Prefer not to say	Yes	All the above	Instagram
8/11/2020 17:00:08	No	Female	Yes	All the above	Facebook
8/11/2020 17:06:07	Yes	Female	Yes	All the above	Instagram
8/11/2020 17:17:40	Yes	Male	Yes	Private use	Twitter
8/11/2020 17:49:21	Yes	Male	Yes	All the above	Instagram
8/11/2020 20:46:30	Yes	Male	Yes	All the above	Instagram
8/12/2020 7:02:42	No	Female	Yes	All the above	Twitter
8/12/2020 10:09:30	Yes	Male	Yes	Private use	Instagram

13

An exploration on the impact of hyper connectivity to social media on the mental wellbeing among millennials in Cape Town. (Responses)

6. Do you spend more than 1 hour on social media	7. Do you log on to social media	8. Do you ever feel frustrated	10. Do you compare yours	11. Do you log on to social media	12. Do you check your social media
Yes	All the time	Yes	All the time	All the time	
No	All the time	No	No	No	No
No	Yes, sometimes	No	Yes, sometimes	Yes, sometimes	Yes, sometimes
Yes	Yes, sometimes	Yes	Yes, sometimes	Yes, sometimes	Yes, sometimes
No	Yes, sometimes	No	No	Yes, sometimes	No
Maybe	Yes, sometimes	Yes	Yes, sometimes	Yes, sometimes	No
No	Yes, sometimes	No	No	All the time	Yes, sometimes
No	Yes, sometimes	Yes	Yes, sometimes	No	Yes, sometimes
Maybe	Yes, sometimes	No	Yes, sometimes	All the time	Yes, sometimes
Yes	Yes, sometimes	Yes	Yes, sometimes	Yes, sometimes	Yes, sometimes
Yes	Yes, sometimes	Yes	Yes, sometimes	Yes, sometimes	All the time
Maybe	Yes, sometimes	Yes	No	Yes, sometimes	All the time
No	No	No	No	No	No
No	Yes, sometimes	Yes	Yes, sometimes	Yes, sometimes	Yes, sometimes
Maybe	Yes, sometimes	Yes	No	Yes, sometimes	No
No	Yes, sometimes	No	All the time	Yes, sometimes	Yes, sometimes
No	Yes, sometimes	No	All the time	Yes, sometimes	Yes, sometimes
Yes	All the time	Yes	Yes, sometimes	Yes, sometimes	All the time
Maybe	All the time	Yes	Yes, sometimes	All the time	All the time

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An exploration on the impact of hyper connectivity to social media on the mental wellbeing among millennials in Cape Town. (Responses)

13.Do you read the comm	14.How many hours per d	15.How many hours do y	16.How many of your frie	17.How often you break fr	18.Have you abstained fr
Yes	3	3	1	3	1
No	1	3	1	1	7
Yes	2	2	4	8	3
Yes	3	3	4	4	1
Yes	2	2	1	3	4
Yes	2	3	4	4	3
Yes	2	3	1	8	7
Yes	1	2	2	1	1
Yes	1	5	1	2	0
Yes	5	6	4	7	7
Yes	5	5	1	5	10
No	2	5	1	1	7
Yes	1	3	1	1	2
Yes	2	3	2	10	0
No	3	6	1	3	0
No	1	6	10	5	10
No	1	6	10	5	10
Yes	4	6	1	2	1
Yes	3	4	1	7	0

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An exploration on the impact of hyper connectivity to social media on the mental wellbeing among millennials in Cape Town. (Responses)

19.I believe I spend too much time on social media		
1		
10		
2		
1		
1		
4		
5		
1		
1		
1		
8		
1		
10		
5		
1		
1		
1		
8		
8		

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Annexure 2

Consent form



CONSENT FORM TEMPLATE

Explanatory information sheet and consent form for participants
To whom it may concern, My name is John Joseph and I am a student at Vega School. I am currently conducting research under the supervision of Donna Bernhardt about the exploration of hypoconnectivity to social media as a contributing factor of anxiety in millennials in Cape Town and I hope that this research will enhance our understanding of how social media and the over exposure thereof may negatively impact our well-being. I would like to invite you to participate in my study. In order to explain to you what your participation in my study will involve, I have formulated questions that I will try to fully answer so that you can make an informed decision about whether or not to participate. If you have any additional questions that you feel are not addressed or explained in this information sheet, please do not hesitate to ask me for more information. Once you have read and understood all the information contained in this sheet and are willing to participate, please complete and sign the consent form below.
What will I be doing if I participate in your study?
I would like to invite you to participate in this research because (insert reason). If you decide to participate in this research, I would like to (explain exactly what participation will involve). You can decide whether or not to participate in this research. If you decide to participate, you can choose to withdraw at any time or to decide not to answer particular interview questions.
Are there any risks/ or discomforts involved in participating in this study?
Whether or not you decide to participate in this research, there will be no negative impact on you. There are no direct risks or benefits to you if you participate in this study. You might, however, indirectly find that it is helpful to talk about your (insert what you are examining). If you find at any stage that you are not comfortable with the line of questioning, you may withdraw or refrain from participating.
Do I have to participate in the study?
• Your inclusion in this study is completely voluntary; • If you do not wish to participate in this study, you have every right not to do so; • Even if you agree to participate in this study, you may withdraw at any time without having to provide an explanation for your decision.
Will my identity be protected?
I promise to protect your identity. I will not use your name in any research summaries to come out of this research and I will also make sure that any other details are disguised so that nobody will be able to identify you. I would like to ask your permission to record the interviews, but only my supervisor, I and possibly a professional transcriber (who will sign a confidentiality agreement) will have access to these recordings. Nobody else, including anybody at Vega School, will have access to your interview information. I would like

to use quotes when I discuss the findings of the research, but I will not use any recognisable information in these quotes that can be linked to you.

What will happen to the information that participants provide?

Once I have finished all interviews, I will write summaries to be included in my research report, which is a requirement to complete my Bachelor of Arts Honours in Strategic Brand Communication. You may ask me to send you a summary of the research if you are interested in the final outcome of the study.

What happens if I have more questions about the study?

Please feel free to contact me or my supervisor should you have any questions or concerns about this research, or if there is anything you need to know before you decide whether or not to participate.

You should not agree to participate unless you are completely comfortable with the procedures followed.

My contact details are as follows:

John Joseph

[REDACTED]

The contact details of my supervisor are as follows:

Donna Bernhardt

[REDACTED]

Annexure 3



**Bachelor of Arts: Honours in Strategic Brand Communication
Research Methodology
John Joseph
15012345**

**An exploration on the impact of hyper connectivity to social media on the
mental wellbeing among millennials in Cape Town.**

Survey Questions

Thank you for taking part the study is about the impact of hyper connectivity to social media on the mental wellbeing amongst millennials in Cape Town. I need your consent before taking part, please note your details and information conducted during this study will be kept confidential.

If you agree _____ sign please.

Date_____2020

1. Are you older than 20?
2. Are you male or female? prefer not to say
3. Are you on any social media platforms?
4. Are you on social media for work (Research purposes) ,personal use or both?
5. What is your favourite social media platform?
6. Do you spend more than 3 hours a day on social media?
7. Do you log on to social media for no particular reason?
8. Are you frustrated with the amount of time you spend on social media?
9. Does the sound of notifications influence your level of anxiety?
10. Do you compare yourself with yours peer and people you follow on social media?
11. Do you log on to social media platforms right before bed?
12. Do you check your social media platforms within the first 30mins of being awake?
13. You read the comments on your post and the comments on the post of your peers?
14. How many hours daily do you spend mindless scrolling? Likert scale
15. How many hours do you think your friends spend on social media? Likert scale
16. How many of your friends have confessed that they suffer to from anxiety due to time spent online Likert scale
17. How often you break from social media? Likert scale
18. Have you abstained from social media,if so how long? Likert scale
19. I believe I spend too much time on social media

*****Thank you for helping me collect data thanx guys*****

If you have any questions about the study feel free to contact me

John Joseph





Annexure 4

Trolling defined as

Internet slang, a troll is a person who starts flame wars or intentionally upsets people on the Internet by posting inflammatory and digressive, extraneous, or off-topic messages in an online community



