The Impact of Social Media Usage on Sleep Deprivation: A Case Study of Youngsters

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Abstract

This study aimed to determine the impacts of social media usage on sleep deprivation among youngsters, focusing on the most used social media site, Facebook, as sleep deprivation has also been connected to Facebook addiction. This study consists of a sample of 151 youngsters based in Karachi, following a non-probabilistic sampling technique with convenient sampling through an online questionnaire. Discussing such issues can help youngsters to analyse their usage of social media to be able to lower the percentage of sleep deprivation among themselves to some extent and how much time they should be spending on this networking site so that they can get enough of their sleep. This research has evaluated the connection between social media usage and sleep deprivation. The study's findings reveal that youngsters with high usage of social media sleep late at night and wake up early, which means they get to sleep for a shorter period and don't get enough sleep, implying that social media usage impacts sleep, which could be harmful. Internet use has become a possible contributor to sleep disruption. Sleep delay and sleep duration shortening are two effects of social media consumption. This study found that people who used social media for longer and spent more time on it had lower sleep quality. Through Regression analysis, the hypotheses are tested.

Keywords: Sleep deprivation, Sleep disruption, Social media usage, Youngsters

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INTRODUCTION

Social media is a big platform where people connect, create, share, and exchange information through applications like Facebook, Twitter, Instagram, YouTube, and Snapchat. Lack of sleep has apparently become a common aspect of our lifestyle in today's connected, fast, and virtual world. While our sleeping habits and routines may change frequently, a consistent lack of sleep can lead to a condition called sleep deprivation. A disorder that occurs when we do not get enough sleep consistently. There is a very strong and deep connection between social media and sleep deprivation in youngsters, as most of their time is spent using social media platforms, even when they should be given to sleep. Still, they spend that time on social media, which gives rise to sleep deprivation, and once they get sleep deprived, there is no way out. They get used to either sleeping late or not sleeping at all[1].

Pakistan's youth account for about half of the country's population. Out of the total population, Pakistan's youth is estimated to be 64%, aged between 15 and 33. Out of which, 80% are sleep-deprived due to social media usage[2]. Most Pakistani youths check their social media daily at different periods and again and again, and they do it usually close to bedtime, which affects their sleep patterns. Browsing social media, writing emails, or reading the news before bedtime keeps us awake, as using social media during sleep can interfere with sleep through the effects of light from electronic devices[3]. This research is to determine how sleep patterns are disturbed using social media and its impacts on sleep deprivation. If we talk about social media usage, there is another very common and very widely used app, which is Facebook that is always on the top list when we talk about social media platforms. Due to its widespread appeal, Facebook has a large user base with a monthly active user count of 2.91 billion. Nearly 61.34 million people have access to the Internet in Pakistan, which gradually increased by 11 million between 2020 and 2021. The number of social media users in Pakistan is up to 46.00 million, which again increased by 9.0 million between 2020 and 2021. The increasing number of social media users means the more users the more people are there with sleep deprivation[4].

Sleep is, although very important for day-to-day functioning, but giving hours of sleep to social media usage makes sleep disappear. Researchers in the discipline of sleep research and human-computer interaction (HCI) have observed interactions between sleep and internet use among youngsters. Researchers have employed experimental and self-report studies to investigate connections among university students between different types of digital media and sleep, which clearly indicates a negative association between digital media usage and sleep. The use of digital media among youngsters is prevalent, and many among them experience poor sleep quantity-wise, which is the hours slept and quality-wise, which is the interruptions to sleep[5].

[1] Scott, Holly, Stephany M. Biello, and Heather Cleland Woods. "Identifying drivers for bedtime social media use despite sleep costs: The adolescent perspective." *Sleep Health* 5, no. 6 (2019): 539-545.
[2] Kamray, Ahsan. "Youth bulge in Pakistan: Bane or boon." *The Express Tribune* (2021).
[3] Ali, Rabia. "Social Media and Youth in Pakistan: Social Media and Youth in Pakistan: Implications on Family Relations." *Global Media Journal* 14 (2016): 26.
[4] Ibid.
[5] Orzech, Kathryn M., Michael A. Grandner, Brandy M. Roane, and Mary A. Carskadon. "Digital media use in the 2 h before bedtime is associated with sleep variables in university students." *Computers in human behavior* 55 (2016): 43-50.

According to National Sleep Foundation (2011), 67% of polled Americans use cell phones, and 60% use computers or laptops the hour before trying to sleep. This is also the case in Pakistan, where the percentage of social media users keeps on increasing, 88.61% are Facebook users, which makes it the most used app than the rest of the apps. Although youngsters use it half of the day, it is more at nighttime during sleep. It has been reported in various prior studies which have researched the link between the use of social media and sleep that increased usage of social media, particularly before bedtime, leads to poorer sleep patterns (sleep deprivation), most commonly among youngsters. It is possible that any social media usage, regardless of the time of day, is linked to poor sleep. Social media use is typically associated with notifications disrupting brain processes throughout the day, making it difficult to relax before bed and disrupting sleep[6].

Staring at a phone screen can affect sleep. Mobile phones generate primarily blue light, which is particularly effective at keeping us active and engaged, making them ideal for daytime phone use. When we go to bed, our brain is ready for sleep, but when we keep using our eyes to look at social media, we offer constant stimulus to our brain and body, signalling them to stay active and engaged. By introducing light from the blue end of the colour spectrum close to the eyes, social media use near bedtime may disturb regular sleep-wake cycles and circadian rhythms. Many gadgets on which people use social media emit this type of short-wavelength-enriched light. The relative relevance of social media usage shortly before bed versus total social media use (social media use throughout the day) will be useful in developing evidence-based recommendations for young adults about best practices for ubiquitous social media use. If the last 30 minutes before bed are potentially critical, healthcare recommendations for people with trouble sleeping can be tailored accordingly[7].

This research paper was proposed to determine the social media usage's impact on sleep deprivation, which has become so common among youngsters. This includes the social media aspects that affect sleep patterns in youngsters, such as communication on social media, the eagerness to stay with content, friends and family, content sharing, etc., all on social media platforms. The main objective of this research was to investigate how social media usage, specifically the use of Facebook, as the most popular and utilised social media site, affects sleep deprivation in youngsters. This research highlighted the relationship between social media usage and sleep deprivation. The secondary objectives include:

- To figure out the factors that are responsible for sleep deprivation using social media
- To be able to bring solutions to some extent to solve this problem

Research Questions

- Does social media usage have an impact on sleep deprivation among youngsters?
- Specifically, the use of Facebook.
- What is the relationship between social media usage and sleep deprivation?

[6] Levenson, Jessica C., Ariel Shensa, Jaime E. Sidani, Jason B. Colditz, and Brian A. Primack. "Social media use before bed and sleep disturbance among young adults in the United States: A nationally representative study." *Sleep* 40, no. 9 (2017): zsx113.

[7] Bhat, Sushanth, Genevieve Pinto-Zipp, Hinesh Upadhyay, and Peter G. Polos. "'To sleep, perchance to tweet': in-bed electronic social media use and its associations with insomnia, daytime sleepiness, mood, and sleep duration in adults." *Sleep Health* 4, no. 2 (2018): 166-173.

- What factors of social media are responsible for sleep deprivation?
- What could be the solution to solve this problem?

LITERATURE REVIEW

There are around 2.5 billion users based on social media platforms. Almost every individual has smartphones nowadays, through which they surf more. The more the number of smartphones, the more internet users are there. The use of smartphones is very high at nighttime[8], which is due to the availability of smartphones and access to the internet. Disturbances in the onset and maintenance of sleep, sleep-wake schedule disorders, and dysfunction linked to sleep, sleep phase, or partial arousals are all examples of sleep disturbances. Among the social media networking sites, youth engagement on Facebook has risen, with 45 million Pakistani users. One of the factors that can cause sleep disruptions in people is Facebook addiction. Previous research has found a link between increased social media or electronic media use and sleep disturbance[9].

Using social networking sites is linked to poor sleep quality. Concerns have been voiced about the impact of social media use on young people's sleep. It has been suggested that social media could be more addictive than cigarettes or alcohol. The use of social media is high because nobody wants to miss important updates and any activity that is being goi9ng on, on social media and by being on social media, they feel socially connected. A study in the UK found that youngsters who use social media for longer than 3 hours are likely to be more sleep deprived and sleep late until 11 pm. The CDC recommends the sleep time at least 7 hours each night. According to studies, 60% of college-going students are reported to have a poor sleep quality. Facebook has around 2.4 billion active users and 1.59 billion daily users. Facebook has the power to promote feelings of own popularity by providing users with a sense of connection, belonging, and social support. As a result, people are more likely to use Facebook frequently. Individuals who use Facebook excessively are likelier to become addicted to it. Users may become hooked to Facebook's social components, such as posting, sharing content, and commenting on others' posts, or to other hobbies, such as gaming. Sleep deprivation has been connected to Facebook addiction.

Mohammadbeigi et al. (2016) compared the sleep quality of 380 respondents who underwent cell phone and application use using a non-experimental, cross-sectional approach[10]. According to the result, the subjects with higher social media usage reported the poorest sleep quality. Researchers looked at additional factors that could affect sleep quality and discovered that the respondents' sleep quality was poor, in addition to their excessive social media usage. According to a study of the general Populus in the United States, 50% of people sleep with their phones and get up in the middle of the night to check their messages, resulting in serious sleep deprivation[11].

[8] Adams, Sue K., and Tiffani S. Kisler. "Sleep quality as a mediator between technology-related sleep quality, depression, and anxiety." *Cyberpsychology, Behavior, and Social Networking* 16, no. 1 (2013): 25-30.

[9] Levenson, Jessica C., Ariel Shensa, Jaime E. Sidani, Jason B. Colditz, and Brian A. Primack. "The association between social media use and sleep disturbance among young adults." *Preventive medicine* 85 (2016): 36-41.

[10] Mohammadbeigi, Abolfazl, Rozita Absari, Farzaneh Valizadeh, Mohammadreza Saadati, Soroush Sharifimoghadam, Ali Ahmadi, Mohsen Mokhtari, and Hossein Ansari. "Sleep quality in medical students; the impact of over-use of mobile cellphone and social networks." *Journal of research in health sciences* 16, no. 1 (2016): 46.

[11] Levenson, Jessica C., Ariel Shensa, Jaime E. Sidani, Jason B. Colditz, and Brian A. Primack. "The association between social media use and sleep disturbance among young adults." *Preventive medicine* 85 (2016): 36-41.

Some studies on sleep have found out how the duration and individual's timings of social media activities connect to sleep problems, based on a perspective of social media within a technology use context. The results show a relationship between increased social media use and poorer sleep outcomes, such as shorter sleep duration, later bedtimes, and lower sleep quality. Social media use at bedtime is a powerful predictor of poorer sleep outcomes, regardless of overall use. Without access to social media, young people, in particular, report feeling detached and out of touch and prefer to have their phones nearby at night[12].

According to the study conducted by Gulden and Kubra (2018), social media is being used significantly in Pakistan[13]. More than 30 million people come online every day in Pakistan, with the significant increase in number rapidly. Furthermore, Pakistan is said to the fifth-largest cellular phone market in Asia, having 120 million mobile phone users. Among the nine million phone users, Facebook is considered one of the most widely used social networking platform in Pakistan. In addition, when people cannot sleep in the middle of the night, they grab their phones and check social media accounts. It is a simple diversion from whatever keeps you awake at night, but you cannot stop scrolling and become more aware, making it impossible to sleep[14]. It is a never-ending symbiotic relationship. This distinction between the effects of bedtime social media usage in children and adults has been discovered in adult studies[15]. Mobile phones emit blue light, which has a greater impact on melatonin levels than any other wavelength. It tells the brain that it is daylight, which suppresses melatonin production and causes sleep to be postponed. We remain awake and alert in a state of 'cognitive arousal' if we do not have enough melatonin to tell us we are tired[16].

There have been large variations in the amount of time spent on social media among 16–64-year-olds, with the average time spent escalating from 90 minutes per day in 2012 to almost 2 hours per day now. This is roughly one-sixth of our waking hours. There are currently 2.45 billion active monthly Facebook users, with 183 million from the United States and 307 million from Europe accounting for only 2% of the overall number of Facebook users. Furthermore, emerging adults in Canada and the United States are more likely to use online social networking than any other age group. Social media use is not coming down but increasing, as youngsters feel incomplete if they have not used their social media accounts in a day. It has become a daily thing to view the accounts,

[12] Vorderer, Peter, Nicola Krömer, and Frank M. Schneider. "Permanently online–Permanently connected: Explorations into university students' use of social media and mobile smart devices." *Computers in Human Behavior* 63 (2016): 694-703.

[13] Gulden, A., and Y. Kubra. "Relationship between social media use and sleep quality in university students." *Scholars Journal of Applied Medical Sciences* 6, no. 8 (2018): 2960-2965.

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[15] Exelmans, Liese, and Jan Van den Bulck. "Bedtime mobile phone use and sleep in adults." *Social Science & Medicine* 148 (2016): 93-101.

[16] Bhat, Sushanth, Genevieve Pinto-Zipp, Hinesh Upadhyay, and Peter G. Polos. "'To sleep, perchance to tweet': in-bed electronic social media use and its associations with insomnia, daytime sleepiness, mood, and sleep duration in adults." *Sleep Health* 4, no. 2 (2018): 166-173.

check for updates, and scroll. This later leads them towards sleep deprivation, the disturbed sleeping pattern that further leads to other problems[17].

According to Exelmans and Jan (2017), sleep displacement has evolved into a two-step process[18]. The first stage of sleep displacement happens when people put off going to bed to spend more time on social media. On the other hand, people are utilising media more frequently and for longer periods while already in bed. As a result, people may be putting off not only going to bed, but also going to sleep once they are in bed. There were almost 40 minutes between people's bedtime (the time they went to bed) and what they called shuteye-time in their poll of 338 young adults (when they decided to try to sleep). Internet use is becoming a possible contributor to sleep disruption in the twenty-first century. Sleep delay and sleep duration shortening are two effects of social media consumption around lights out time. After 9:00 p.m., it was discovered that digital gadgets hurt sleep quality (with differences at various ages).

Theoretical Framework

Less self-control in interacting to social media at inopportune times, such as during periods of sleep deprivation, may lead to the beginning of sleep problems. Constant social media networking can build a cascade of signals that prompt users to respond to notifications and messages. Previous studies indicate a link between self-control and social media involvement, implying the need to investigate the processes and reasons that underpin people's social media use. The length of time and distracting aspect of social media platforms and instant messengers may play a vital role in the influence of the level of impatience in youngsters on the link between social media usage and sleep deprivation[19]. In addition, the self-determination theory is the most appropriate one to explain why this is. When a new message arrives on a smartphone, the screen's ringing, vibration, or lighting up is distracting, and it takes a lot of self-control to resist it. Impulsive youngsters lack self-control and hence are unable to avoid becoming distracted. Using the self-determination theory, we are able to determine whether impulsive youngsters use more social media than those who are less impulsive and who have a higher prevalence of social media addiction and what effect this has on sleep deprivation among youngsters who are easily distracted by the usage of social media.

Bandura's social cognitive theory is applied in this research[20]. In addition, his social cognitive theory of mass communication focuses on the importance of cognition in people's abilities to build reality, self-regulate, absorb knowledge, and act. Social cognitive theory portrays People as self-organising, proactive, self-reflective, and self-regulating rather than just reactive organisms influenced by external factors or driven by basic inner drives. TCIU may also be an appropriate theoretical lens for analysing the connection between the two, as this and the other two theories

[17] Tavernier, Royette, and Teena Willoughby. "Sleep problems: predictor or outcome of media use among emerging adults at university?." *Journal of sleep research* 23, no. 4 (2014): 389-396.
[18] Exelmans, Liese, and Jan Van den Bulck. "Sleep research: A primer for media scholars." *Health Communication* 34, no. 5 (2019): 519-528.
[19] Van Der Schuur, Winneke A., Susanne E. Baumgartner, Sindy R. Sumter, and Patti M. Valkenburg. "The consequences of media multitasking for youth: A review." *Computers in Human Behavior* 53 (2015): 204-215.
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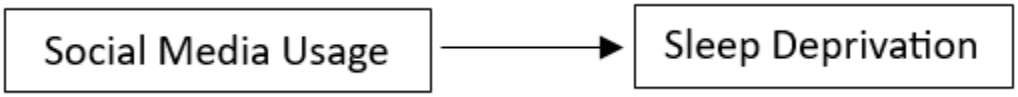
are concerned with the motivations and psychological processes for concrete behaviours relating to social media usage[21].

Conceptual Framework

Continuous usage of social media seeks all the attention of the individual and make the person feel like if they closed the application, they might miss important updates etc. as on Facebook specifically. Youngsters tend to use social media late at night that leads them to sleep deprivation. Social media usage can have a great impact on the youth's sleeping patterns. Social media users, moderating relationship between usage of social media and sleep deprivation.



Hypothesis

Social Media Usage has a positive impact on Sleep Deprivation.

METHODOLOGY

Primary data was collected using questionnaire. An online survey questionnaire was prepared (close close-ended questionnaire), which included basic questions about youth's engagement with social media platforms and how much time they spend on these platforms. Data was evaluated, and it was found whether there is an impact of social media usage on sleep deprivation. In this research, the independent variable is social media usage among youngsters. According to data from social media Stats Pakistan, Facebook is the most used social media platform. Youth engagement to this networking site has increased with time, and is now proven the most used social media application. Keeping the focus limited to the usage of Facebook. In contrast, the dependent variable is sleeping deprivation among youngsters to social media usage. The targeted population is the youngsters in Karachi, mainly in the area of Defence. The respondents filled out the questionnaires between the ages of 18 and 30. The sample size was 151, based on an 8% margin of error and 95% confidence level.

Inclusion Criteria

The usage of social media is more common in youngsters as they tend to be spending half of their time on social media platforms and even let social media usage come in between their sleep time, and that is why this research had youngsters between the age group of 18 and 30, generating data from both genders, male and female. The focus of the research was limited to one platform of social media, which is the one that has the most reach among the youth, and that is Facebook, deriving its impact on sleep deprivation.

[21] Kardefelt-Winther, Daniel. "A conceptual and methodological critique of internet addiction research: Towards a model of compensatory internet use." *Computers in human behavior* 31 (2014): 351-354.

Sampling Technique

Non-probabilistic sampling technique was used and the sample selected was convenient sampling as it was easier to circulate a questionnaire online. The convenience sampling was used, as it was convenient to collect data for the research from youngsters who are easily accessible. Mostly university going students. Regression analysis between times spent on social media (Facebook) and sleep deprivation.

RESULTS AND DISCUSSION

Descriptive Statistics

The respondents who were sent the questionnaires were youngsters between the age of 18 to 30 years, from which the majority of the respondents were found to be between the age bracket of 20-24 years, and more were females on a ratio of 51%. 49% of them are university graduates. 33.3% out of the 100 respondents agreed that they are always eager to use social media and very less of the people strongly disagreed with it and only 12.1% were the ones who disagreed with the statement, which proves that the use of social media is very high among youngsters. 34% of the 100 respondents use social media to casually socialize and very few use it for academic purposes or other purposes which is useful. It has also been found out that youngsters stay on social media for longer period of times than which they intend as majority of the respondent's responses were on the agreement side on the Likert scale. 29% were the ones to strongly agree and agree to it.

The study found out that youngsters are using social media at the time of their sleep, which makes them to spend more time on social media and sleep less, which has an effect on their sleeping schedules and makes them become sleep deprived. 32.7% was the highest ratio of people strongly agreeing to use social media more frequently at the time they must be sleeping. Most of them would leave sleep to use social media, as can be seen by the percentage of people saying they do this; they skip sleep to be on social media at night time. 31% were the ones who agreed with the statement and said that they really did it. This study's results showed that youngsters spend more than 3 hours just using social media for socialising, and 54% daily check their social media before going to bed.

Half of the targeted population is sleep deprived, and they get disrupted sleep every night. Not only this, but they agreed to be having issues sleeping for 1-2 years which is a matter of concern, but it is not taken seriously as youngsters get so involved in using their social media accounts that even if they have to skip sleep because of it, they do it by thinking that they log out in some time but the involvement gets deep and takes their sleeping time making them sleep deprived. Even if they try to sleep and if their cell phones vibrate, they immediately turn towards it to check the notifications. Most youngsters accept that they check their social media accounts on every single notification at night time. Facebook is not the only source for youngsters to spend more time at the time of their sleep, as very few among the 100 respondents have agreed to it.

Reliability and Descriptive Analysis

Table 1
Reliability Analysis with Cronbach's Alpha

Variables	Cronbach's Alpha	N of Items
Social Media Usage	.850	6
Sleep Deprivation	.779	7

Cronbach's Alpha calculates reliability, it is based on Inter Item Correlation and its cut-off is 0.7. All values are greater than 0.7 which depict that inter-item correlation is strong thus, the data obtain is reliable.

Table 2
Descriptive Analysis

	Mean	Std. Deviation	Skewness	Kurtosis
Social Media Usage	3.545	0.92931	-0.487	-0.577
Sleep Deprivation	3.4364	0.89387	-0.085	-0.454

The average values of both the constructs are greater than 3, the middle value on the 5-piont likert scale. Followed by their standard deviations, which show the spread about the average scores, with the score less than 1. Skewness values are closer to 0 (sk=0 means normal distribution) and so does the kurtosis (kr=0 means normal distribution).

Table 3
Correlation

		Sleep Deprivation
Social Media Usage	Pearson Correlation	.614**
	Sig. (2-tailed)	.000
**. Correlation is significant at the 0.01 level (2-tailed).		

Correlation is calculated with one 1 dependent variable then the other independent variable and it goes on like this and it is calculated even between both variables. This study has the correlation significant at the 0.01 level. Here the two variables are checked in coordination with one another. The correlation value tells us whether the two variables are interdependent or not. Here, social media usage and sleep deprivation are interdependent, and the coefficient value is 61.4 per cent, which depicts a positive and significant association between social media usage and sleep deprivation among youngsters.

Regression Analysis

In regression, independent variable vs dependent variable correlation is calculated irrespective of the number of independent variables.

Table 4
Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.614a	.377	.370	.70927

a. Predictors: (Constant), Social Media Usage

The above table shows the R Square value as 0.377, which tells us that explained variations of the model is 37.7 per cent, i.e., goodness of fit of the model. Moreover, the values of R-square and adjusted R-square are close, i.e., 0.7 per cent difference, which depicts that the sample size obtained is adequate.

Table 5
ANOVA

Model		Sum of Squares	Df	Mean Square	F	Sig.
1	Regression	29.800	1	29.800	59.237	.000b
	Residual	49.301	98	.503		
	Total	79.101	99			

a. Dependent Variable: Sleep Deprivation

b. Predictors: (Constant), Social Media Usage

ANOVA in regression explains whether the R square and the overall model is significant. Here, F-stat = 59.23 which is greater than the bench mark (F=4) followed by the sig value = 0.000 which is lesser than the bench mark (sig<0.01). The results show that R-square as well as the overall model are significant at 1% level of significance.

Table 6
Coefficients

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	1.344	.281		4.781	.000
	Social Media Usage	.590	.077	.614	7.697	.000

a. Dependent Variable: Sleep Deprivation

The above table shows that the social media usage (independent variable) is having a positive and significant impact on sleep deprivation (dependent variable). When social media usage increases by 1 unit, sleep deprivation increases by 0.59 units. As the t-stat = 7.69 which is greater than the

benchmark (t=2) followed by the sig value = 0.000 which is lesser than the benchmark (sig<0.01) shows the relationship is significant at 1% level of significance.

Social media usage is very high among youngsters and does not seem controlled, but it controls young people's sleep. The use of social media is more common in today's world, where the use of gadgets and technology is the highest. Social media has a great connection with sleep deprivation as young people are found to be very much into using their social media accounts even during their sleep. The study's hypothesis was also nullified, which stated that there was no link between social media usage and sleep deprivation. Hence, it was found that social media impacts sleep among youngsters as they are more frequent users of social media. They are most active on social media accounts and never want to miss out on any notifications. This study used individuals who come under the category of youngsters aged between 16-30 years as they tend to be the most active social media users who do not mind giving their sleep time to social media, eventually leading them towards sleep deprivation.

However, they do not realise it, and even if they do, they do not take it very seriously. Forty-nine of them were students at universities in Karachi, and fourteen of them were college students. However, the respondent's responses confirmed the impact one variable is having over the other, as the study has found out the impact of social media usage on sleep deprivation. The results obtained by this study eventually nullified the hypotheses as it has been found out that youngest people have difficulty sleeping, as they tend to be using social media at the time of their sleep. Youngsters have disturbed sleeping patterns that they cannot control and are unwilling to improve their sleeping schedules, but their social media use increases. The study shows there is a great impact of social media usage on sleep deprivation.

Moreover, there is a relationship between social media usage and sleep deprivation. This has also been supported as the connection between the use of social media and sleep deprivation has been seen through the results. Eventually, hypothesis is supported for this study. The reason being the sig value was below 0.01 and came out as 0.000. Most of the respondents were sleep deprived and tended to be active social media users, fearing missing updates, posts, and other social media activities they are engaged in, which makes them lose their sleep and sleep late at night. Sometimes, they do not sleep as they spend time on social media. They must be sleeping at that time.

CONCLUSION AND RECOMMENDATIONS

This study was conducted for to purpose of finding out whether social media usage can have any impact on sleep deprivation or not. However, as the results show, the rising social media usage affects young people's sleeping patterns. The study found very little connection among youngsters who spend time only on Facebook but keep taking updates from their social media accounts. They do not seem to be missing any notification as they respond to every single notification at the same time and at the time of their sleep when they must be sleeping. However, they choose to stay on social media instead, leading them to sleep deprivation, and once a person gets sleep deprived, and if they get used to it, it is very hard for them to change it until and unless they are strongly willing to work on it.

As the focus had to be just on Facebook, but as the results did not show that people are using Facebook more at the time of their sleep, it is found to be the overall social media which is making them stay active and lose their sleep due to it. In simpler words, the study found out that there is an impact of social media on sleep deprivation among youngsters as almost every youngster has a smartphone which they are always carrying along and at night-time when they must be sleeping, they keep on holding their smartphones to surf to the internet and switching from one social media platform to another ignoring the time, some are even up late till 3 or 4 am, as once they are on social media they do not realise the time factor. They rely on whenever they feel sleepy, they sleep, and if not, they keep spending time on social media.

Youngsters should analyse their use of social media and use it at times which does not lead them towards sleep deprivation. They should become careful with their sleeping time and be spending only some of that time on social media and set timings for they must be using their accounts. This way, they become more organised, and their sleeping schedule can return to normal.

Recommendations

Firstly, as the hypotheses of the present study were not nullified, future researchers should do an in-depth analysis of social media's impacts on disturbed sleeping patterns among young people. Secondly, future research should work on finding solutions that can be made and implemented to control social media usage and how it does not lead them towards disturbed sleeping patterns.

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