

# The Effect of Social Media News Feed Consumption on Personal Productivity: A Statistical Study

Advaita Iyer

Symbiosis Centre for Management Studies Pune

**Abstract:**– There is relatively lesser research considering the topic of news-feed as compared to the numerous ones done related to social media in general. The aim is to fill this gap. The importance of this research lies in comprehending the complex relationship between social media news feed usage and individual productivity. This idea is relevant and interesting to readers concerned about the impact of social media on daily life and productivity. The study's findings provide insights into this topic and contribute to the existing literature, which can inform future research and practical interventions.

This study investigates how people's life and productivity is affected by social media news feed, which is similar to an unending scrolling cycle. Along with some of the positives, such as how it has been extremely helpful to small businesses, how people can improve or get above the negative effects has also been briefly discussed. It's social media noise, genuine noise in the brain that interferes with the ability to relax. Search terms including news feed eradicators, doom-scrolling, scrolling loops, and dopamine have all been looked into.

To investigate these effects, a survey of a number of participants (30), individuals who use social media regularly, asked about their news consumption habits and their perceptions of the world around them was conducted. An online questionnaire tool for data collection was used.

The findings demonstrate that social media newsfeeds can have beneficial as well as adverse consequences on individuals' attitudes and behaviors. On the one hand, social media newsfeeds can expose individuals to a wider range of viewpoints and increase their awareness about various issues. On the other hand, they can also contribute to the spread of misinformation and polarization, as well as a decrease in critical thinking and civic engagement. The study's findings emphasize the significance of comprehending the intricate link between social media news feeds and individual productivity.

Since there has been relatively lesser or no research about particularly news feeds as mentioned above, this work adds to the related body of knowledge on the topic further. It addresses existing gaps in the literature but also doesn't mind the need for further research to build on these findings and expand our knowledge in this area.

The findings of this study have practical implications for individuals, who can use the insights to make informed decisions about their screen usage and optimize their productivity. There are theoretical applications for the study of the same two and their correlation. Future research might look at the possible productivity advantages of social media use as well as new strategies for creating social media platforms that encourage successful results for people.

**Keywords:**- News Feed, Productivity, Doom-Scrolling, Dopamine, Escapism, Algorithm, Lockdown.

## I. INTRODUCTION

In recent years, social media has become an indispensable part of people's lives, and it has brought about a significant change in the manner in which we converse as well as interact with one another. Social media has transformed communication, but it has also been associated with a number of detrimental side effects, including a decline in productivity.

Social media has become ubiquitous, and we find ourselves constantly scrolling through endless news feeds and reels, losing track of time. This phenomenon, known as doom-scrolling, has been associated with adverse impacts on mental health and productivity. Still, it's crucial to understand that productivity need not always be impacted negatively and can also be improved through social media usage. As of 2022, Internet users globally spent an average of 147 minutes each day on social media, up from 145 minutes the year before. Nearly 54% of people use social networks globally right now, and they do so for a variety of reasons.

These platforms, such as Facebook, Twitter, and Instagram, provide users with information coming in constantly and various updates through their news feeds. Despite this, social media companies often design their platforms in ways that trap us in an endless scrolling loop, designed to keep us engaged and consuming content. These algorithms and layouts are now present on almost every social media app, and while they may be beneficial for companies looking to market their products, they can have negative effects on individuals. Social media usage has also been linked to escapism, with individuals often using these platforms as a means of avoiding responsibilities and tasks and getting addicted as well.

This study contributes to the body of knowledge by offering fresh perspectives on how social media design and features, like infinite scrolling and personalized algorithms, can affect individual productivity. It also helps to understand the potential benefits of social media usage for productivity to suggest ways in which people can improve their lives by first becoming self-aware and understanding how things work and affect them.

The aim of this paper is to investigate the relationship between social media news feed usage and productivity among individuals. Specifically it emphasises on examining how news feeds on social media sites affect productivity and determining if there is a positive impact on individuals as well. The study will use statistical methods to analyze the data collected from a survey to determine the strength and significance of the relationship or the link between social media news feed usage and productivity and offer and add to information about how social media news feeds affect users' feeds on productivity and its implications for individuals and organizations. The findings will help individuals understand the impact of social media news feeds on productivity and make informed decisions to maximize the benefits of social media while minimizing the negative effects.

#### ➤ *Objective*

To analyse the relationship between social media news feed usage and productivity among individuals.

## II. REVIEW OF LITERATURE

Social media in general and personal productivity are two topics that frequently face off in academic research. The present review looks at various studies that investigate how social media impacts individual productivity and highlights a gap in the research by concentrating on how social media influences productivity with a focus on the news feed.

One study conducted by Andrew J. Ouderkirk and Michael D. Harms (2019) investigated the college students' use of social media and academic output was compared, and it was discovered that the more social media usage, the less academic productivity was, insinuating that social media can be a distraction for students. Similarly, a study by Khe Foon Hew and Wing Sum Cheung (2019) found that using social media might result in procrastination and a loss of motivation, this implied that university students' usage of social media had a negative correlation with productivity and academic success. This indicates a pattern of a negative relationship between increased social media news and productivity.

Not all research, however, has discovered a detrimental impact of social media on individual productivity. A 2020 study by Robert D. Marx and colleagues found that using social media for communication and collaboration may in fact improve productivity. Similarly, Christina Sagioglou and Tobias Greitemeyer (2020) discovered that social media use can improve creativity and productivity, especially when utilised for inspiration and idea development.

Another study conducted by Duane M. Carr (2019) focused on the impact of technology on personal productivity. While social media can be a distraction, productivity apps and tools can help individuals stay organized and focused on their tasks. A study by Shawn M. Burn (2015) explored the concept of "flow" and how it can enhance personal productivity. The study found that individuals who experience flow are more productive and satisfied with their work.

The academic literature on the relationship between social media and personal productivity presents conflicting or mixed findings. Several studies have also explored the relationship between personal productivity and various factors, including employee performance, technology, flow, workplace flexibility, as well as wellness. According to several research, social media may actually impede productivity, while others argue that it can facilitate communication, collaboration, inspiration, and idea generation. It is crucial for individuals to use social media in a way that enhances their productivity rather than hinders it.

The Unity Journal (2022) did a study and I found that if social media is utilized productively and informatively, it can provide numerous benefits. However, if misused, it can quickly waste our time and negatively impact our lives. Based on this analysis, it is pertinent to examine how social media and its platforms affect individuals' minds in their development. Femi Awolusi (Indiana State University) in 2012 studied social media impacts on workplace productivity specifically; this relates to about 10 years ago from the present which would have been very less intense. Businesses utilise them as tools to improve relationships with their staff and consumers, but they can also pose an issue given that they can be a distraction. Geeksforgeeks [5] published an article through one of their users exploring the algorithm behind The Facebook Newsfeed and it is found that Each feed seems to have been tailored to a person to supply material that has been anticipated in order to give users the best platform. This got deeper and particularly recognized the word '*news feed*'.

This literature review examines the impact of social media on productivity or significant and fruitful output with particular attention to the news feed's impact, highlighting a gap in the literature. Primary sources such as published articles and scholarly journals were consulted to identify existing research on social media's impact on productivity. The findings suggest that social media usage is linked to decreased productivity, higher rates of procrastination, and increased distraction. However, the impact of the news feed on productivity has been largely overlooked in previous research. This study sheds light on this relationship and underscores the importance of limiting social media usage to avoid distractions and procrastination. Furthermore, this study makes a significant scholarly contribution to the existing body of literature pertaining to the influence of social media on productivity, hence, establishing a solid groundwork or foundation for prospective research directions.

Numerous academic contributions have examined news avoidance as a strategy for mitigating the negative effects of emotionally unsettling news on individuals' well-being. Specifically, these studies have highlighted the role of social media and other online platforms in exacerbating the effects of distressing news by creating a constant barrage of information. While a significant body of literature has explored the implications of news avoidance, few studies have specifically investigated the impact of social media news feeds on productivity. The present research aims to address this gap by exploring the relationship between social media news feeds and productivity.

### III. RESEARCH METHODOLOGY

This study is based on the questionnaire. A survey has been conducted to find first-hand information or primary data with the help of a questionnaire and that data has been analyzed to get further information in order to fill gaps or just add a personal point of view. The secondary data in this research was collected from research books, journals, and websites.

A Google form, which is an online survey tool, was employed for data collecting. There was a mix of open-ended and closed-ended questions in the survey. As participants filled out the questionnaire, valuable tidbits of data were acquired, be it qualitative or quantitative. It is a

fast, effective, and inexpensive method best suited to this type of project where the survey was on a small scale. The actual questionnaire used has been attached at the end of the paper under the appendix category for reference. The Likert Scale has also been utilized for some questions.

This study utilized a mixed-methods approach that involved conducting a survey and conducting a systematic review of published literature to address gaps in prior studies exploring the correlation between social media news feed usage and productivity. Additionally, there was an engagement in extensive reading and analysis of secondary data sources to supplement the findings of the survey and literature review.

**Social media** is a term used to describe the online interaction among individuals and groups, involving the creation, distribution, and occasional exchange of various types of content, such as ideas, photos, and videos. Initially designed as a means to connect with friends and family, social media quickly expanded its scope and utility. With the emergence of platforms like Facebook and Twitter, social media usage experienced a tremendous surge, attracting businesses seeking to swiftly engage with a global customer base.

This is the daily time spent on social networking worldwide from 2012-2022 (in minutes).

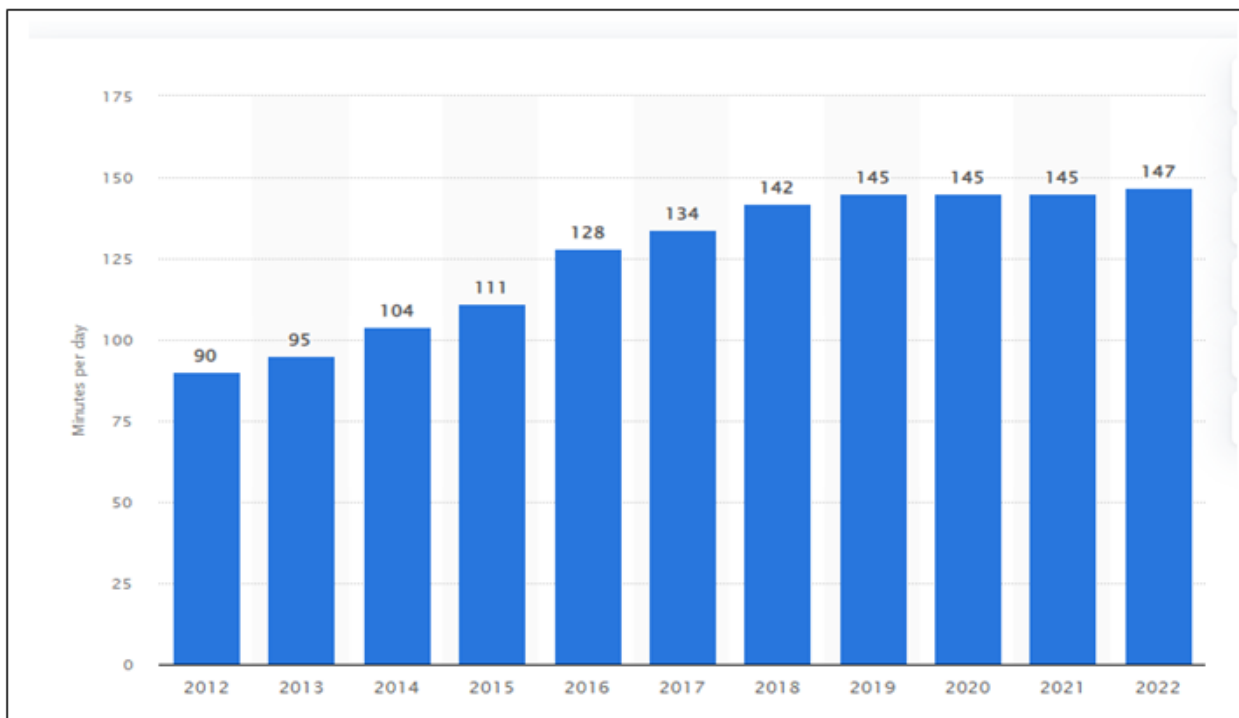


Fig 1 Daily Time Spent on Social Networking Worldwide from 2012-2022

The average daily time spent on social networks by users around the world was 2.24 hours in 2020, the largest amount of time spent on practically any sort of media with 46% of them getting their news on social media platforms compared to 40% getting it from websites.

Social networks have a significant impact on young people, and it is increasingly evident that they have become an integral part of their lives. Social media encompasses a range of platforms, including blogs, micro-blogs, wikis, social networking sites (SNS), instant messaging, and popular applications such as Pinterest, Instagram, Twitter, Tumblr, YouTube, and Facebook. These enable users to

engage in communication with social circles, acquire knowledge, pursue interests of choice, explore personal interests, and find entertainment.

Moreover, social media has significant professional and business applications, such as expanding knowledge in a specific field, building a professional network, engaging in conversations with customers, and enhancing brand recognition.

According to Investopedia, further over 4.7 billion individuals use social media globally, and in 2022, there were 137 million additional users, a 3% rise. Various social media platforms, including those for social networking, bookmarking, social news, media sharing, microblogging, and online forums that appeal to a range of users, can be grouped depending on their user interests and personal goals.

**News feed** referred to as such on Facebook and commonly known as the feed on other social networks, displays the most recent updates shared by individuals whom a user follows. It serves as the primary destination where social media users dedicate a significant portion of their time and actively interact with content posted by other users.

Users of social media platforms have the ability to exercise control over their news feeds, although not all individuals take advantage of these features. The news feed is an ever-changing or dynamic compilation of recently uploaded content from the accounts that a user follows on social media. Most of these are algorithm-controlled rather than strictly chronological. It is the primary system through which users are exposed to content posted on the network. These are not just a source of entertainment and information but also a powerful marketing tool for businesses.

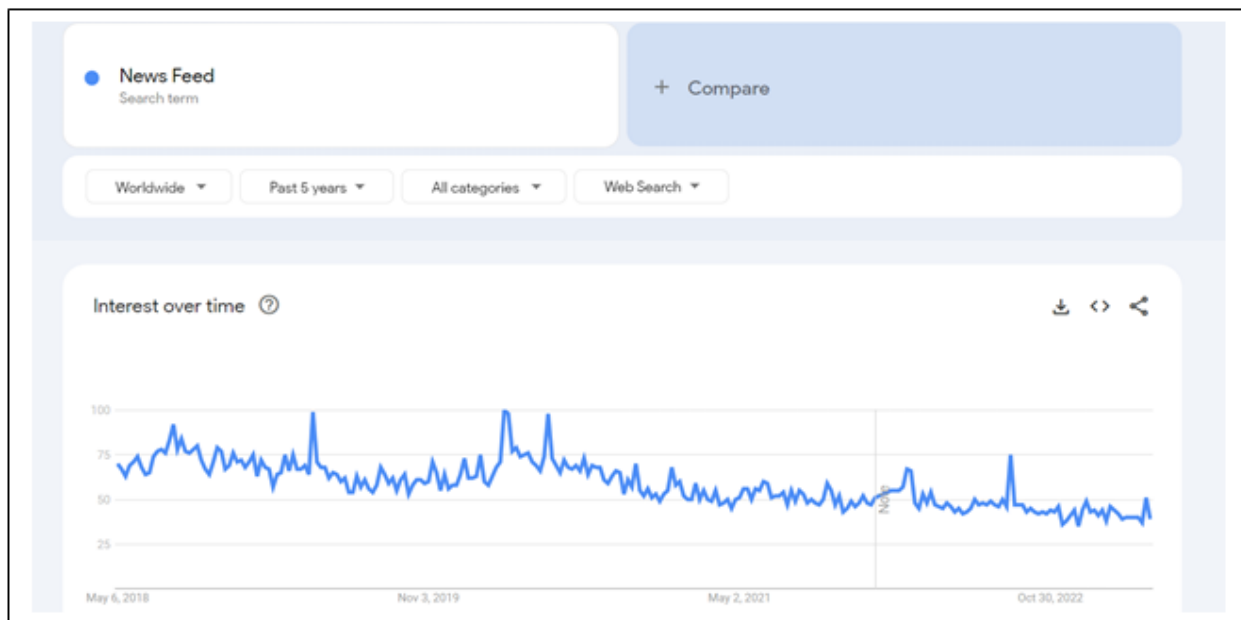


Fig 2 The Popularity of the Term “News Feed” Found Through Google

To look at the term in general, this detail about the popularity of the term newsfeed over the years worldwide shown by Google Trends would provide a better understanding.

These days for instance, “stories” are the **new newsfeed** being incorporated into almost all kinds of apps. This feature allows users to submit this kind of vanishing or disappearing material that shows at the top of a news feed for 24 hours and has over 50% of their users watching and utilising stories on Instagram, which has over a billion users monthly. LinkedIn also has a newsfeed feature showcasing people’s resumes, skills, etc. enabling them to make connections.

Assuredly, users typically have limited exposure to the vast pool of available content. On platforms such as Facebook, the content that appears on a user’s news feed is influenced by their browsing or reading habits and the curation efforts of friends, professional communicators and

the Facebook algorithm (Thorson & Wells Wallace)[7]. Consequently, some individuals may utilize this social media simply to relax or unwind and “let the content come to them.”

It is addictive or so to say, meant to be **addictive**. Sites like Facebook most common for this term being discussed so far and also originating the “news feed eradicator” about to be discussed further into the paper do have apps that possess a number of characteristics that entice or tempt consumers to use them again. Sites make every effort to retain consumers on their applications or websites by providing continual feeds and pushing alerts to users’ devices.

It is made to be **attractive**. Dopamine causes us to seek, desire, and search. ‘The oversaturation of our current way of interpreting news has become my point of interest. I believe we have become globalized yet isolated by our social media and news feeds, which has led to an inability to

understand the graveness of what we learn. This is a consequence of the algorithmic attention-grabbing focus that companies have been driven to.'[1]. We live in a world where things are designed to be as pleasurable as possible. **Supernormal stimuli** take over our natural reward pathways, deceiving our brain into believing that the current activity is of the utmost importance for basic survival making us have an irresistible urge towards doing that thing. Taking a dopamine detox helps them go cold turkey, not affecting them anytime soon. There has to be a limit to this attractive stimulation.

For example, Google and Facebook expand their influence by integrating sign-in functionalities with other websites. These sites appear to have a noteworthy effect on users' emotional experiences, fostering a stronger sense of connection to them. A recent study observed that when positive posts were removed from the feeds of over 680,000 Facebook users, there was a decrease in positive posts and an increase in negative ones. Conversely, when negative posts were eliminated from the feeds, the opposite pattern emerged, indicating contagiousness and the potential infectiveness or communicability of emotions. It may be considered emotional and addictive, being an official addiction or not, it is certainly something that will have problems and it is always helpful to take a **break** if felt that it's taking away areas from one's life.

In rapport with the same, there have been applications and google chrome extensions designed for this, used by more than 200,000 people who are consumed by the endless scrolling but cannot bear to delete the apps altogether, still wanting their lives back. This is the **News Feed Eradicator** which eliminates the primary source of distraction of Facebook, Twitter, and other social networks—the feed—and replaces it instead with an inspirational quote allowing users to still utilize the other functionality as usual, just without getting sucked into the attention hole and succumbing to the entrapment of the attention vortex or whirlpool. This has proved beneficial for so many people as they confirm how it got rid of distractions and boosted their productivity.

Dopamine is released into the brain every time we swiftly switch between information as we read through our feeds, giving us a kind of neurological "high." You keep scrolling through the content because of that haste or rush created.

These algorithms are what make us keep scrolling endlessly.

The **algorithm** knows what we like and what interests us by way of us liking and interacting more with that specific type of content and displays only those types of content. We keep seeing things we enjoy which makes us keep scrolling. The algorithmic stimulus created the online potential for addiction and distraction, such as the well-known short-video app TikTok. The addictive nature of TikTok has frequently come up in discourse. Observers and skeptics frequently use the app as an illustration of how

digital media as a whole distracts users from richer, more fruitful, and more fulfilling activities.

Social media companies have been known to employ manipulative tactics to increase user engagement and time spent on their platforms—Companies made this in such a way as to get ahold of the people and make them spend more time on the app. Scrolling loops/loop scrolling is designed—Infinite scrolling is a web design approach that facilitates continuous scrolling by dynamically loading new content as the user reaches the bottom of the page. This eliminates the need for users to navigate to a new page for additional content, as new items are automatically loaded and appended to the existing page. Consequently, it offers users a seamless and captivating browsing experience, particularly when accessing extensive content but without the limitation

Limitation of *waiting*, the massive loss of time awareness due to prolonged engagement with this activity has a significant negative impact on productivity.

Facebook utilizes algorithmic curation, employing automated content selection and ranking, to deliver personalized News Feeds to its users. An analysis conducted on the "News Feed FYI" blog, which aims to provide insights into significant updates and the rationale behind Facebook's News Feed algorithm, employs "how" and "why" explanations of its algorithm, indicates that the "News Feed FYI" series is more effective in enhancing users' confidence in the system rather than improving their trust in it.

The Placebo effect is experienced by a person when their physical or mental health seems to improve after receiving a placebo or "dummy" therapy. This was devised when it is known that they used control settings because algorithmic prioritization was becoming more of a focus for social media users to adjust their news feeds to prioritize content was studied using an experimental system that that these settings functioned as placebos to prove just how extremely **convenient** everything is made to be.

**Mindlessly scrolling away** [2] being sucked into the algorithm or the scrolling loop, turning into a *zombie* and **Doomscrolling**—a vicious cycle when users often become trapped in a harmful pattern of continuously seeking negative information. This cycle perpetuates a pattern of behavior where users consistently gravitate towards negative content regardless of the severity of the news, making it worse as people already depressed are likely to take negative or world events such as this pandemic with increased difficulty; A 2019 NAS study found that **Doomscrolling** can be linked to a decline in mental and physical health—famous, especially during the pandemic was a very significant problem.

TikTok has cleverly used the binge-watching trend to tackle the issue of feeling bored during lockdown, creating a new concept called binge-scrolling. This pandemic has highlighted the significant role of binge-watching in regulating and controlling people's thoughts and behaviors,

referred to as "digital psychopolitics." People who have internalized the need to continually control their emotions, well-being, and general health in accordance with neoliberal values hold influence in this system. The pleasure of bingeing turns into desperation and exhaustion as the lockdown continues on, representing what Han refers to as the "violence of positivity." This condition develops not just

when freedom is constrained but also when there are an excessive number of options and expectations, even overwhelming. The "positivity of the ability to do everything" transforms freedom into compulsion the psychological parts of it that lead ultimately consequently to emotions and states leading to burnout, exhaustion, feelings of emptiness or numbness, depression, and more boredom.

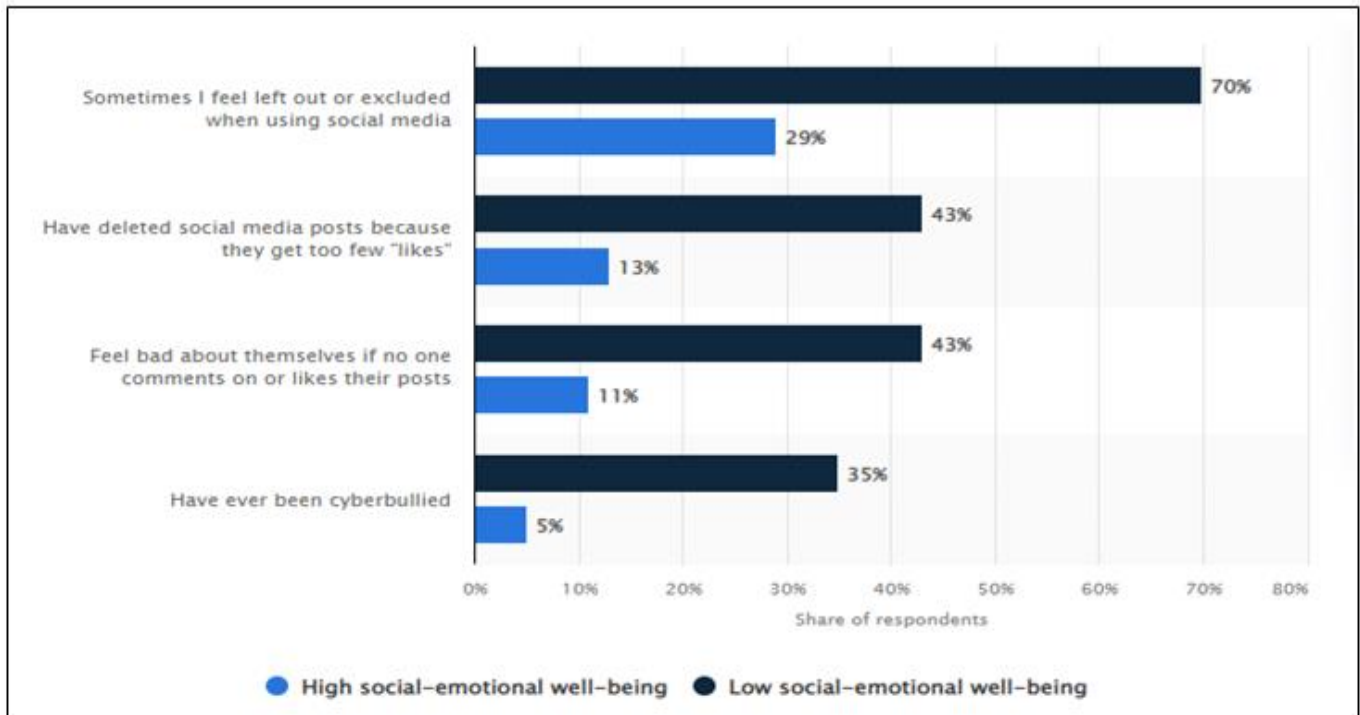


Fig 3 Statistics Show Various Aspects of People’s Lives Getting Affected Due to Social Media use.

There came a bored body problem when individuals found it hard to organize daily routines to optimize themselves physically and mentally for the time spent in quarantine, which had been accustomed by now, taking into account all of the aforementioned points, being the lockdown’s central problem.

It was needed to monitor and avoid doom-scrolling on the newsfeed, **and balance** between conflicting needs for information and disconnection especially in an extraordinary and unexpected situation like the pandemic. This one analysis considered a study that examined empirical data from a quantitative questionnaire conducted during the peak pandemic period of March-April 2020 among Norwegian media users. The study shed light on the intensified scrutiny of constantly updating news feeds and the perception of news consumption as emotionally burdensome. This experience was encapsulated by the term "doomscrolling." Even individuals who were highly engaged with news intentionally and intermittently disengaged to cope with feelings of fear and being overwhelmed.

Scrolling away or spending too much time on social media affects fatigue, gives rise to or increases mental illnesses, and adds to negative feelings (Fig. 3). There have been numerous studies in this regard proving the same right.

A 2016 paper [6] identifies several domains in which social media is utilized, including online conferences and webinars for health-related purposes, e-procurement of health commodities, and telemedicine.

In contrast to this, it raises a number of negative health effects that affect people directly or indirectly, particularly in Nepal, such as internet addiction, cyberbullying, depression, anxiety, and sleep difficulties.

In a study conducted in 2017, involving 8th to 12th graders, it was observed that the prevalence of depressive symptoms among the participants increased by 33% from 2010 to 2015. Also, the suicide rate for girls in this age group exhibited a significant increase of 65% [4]. Another study by S. Dixon, published on Jan 28, 2022, examined the adverse effects of social media on the emotional well-being of U.S. teenagers in 2018.

There are relations with **escapism** from the social media **“noise”**. Social media noise really sounds like a cacophony in the back of our minds, preventing us from even starting down the path to productivity. It sounds like a racket, comparable to a constant noise in the background of the brain, creating a cognitive burden that may hinder the cognitive processes necessary for task initiation. This intrusive and distracting nature of social media noise can impede an individual's ability to initiate productive tasks.

In modern times, individuals face an inner disturbance that impedes their ability to initiate productive tasks. This cognitive dissonance acts as a persistent noise, disrupting their focus and making it difficult to take the initial step towards achieving their goals. Yee in 2006 explained escapism as “using the online environment to avoid thinking about real life problems” (p. 774), while Masur et al. in 2014 described escapism as using Facebook “to take [an individual’s] mind off things” (p. 380). Expanding on previous research, the current study defines escapism as a behavioral strategy adopted to divert attention from problems in real life.

In a study by Pew Research Center, Global Digital Overview 2020 data presented that, “there were 3.80 billion social media users worldwide in January 2020, and that number has grown by more than 9% since 2019, with 321 million new users joining.”

Despite the potential negative effects of social media usage, it is important to acknowledge that there are also **positive aspects**, with the responses from my online questionnaire survey containing people sharing “It shows me new concepts to learn from”, “yes, through some creators”, “discipline”, and “helping in getting work done. I found websites that increase my work quality”, etc., in the form of productivity platforms or collaborative systems in workplaces. But some responses say “distracting”, “Sometimes good, but mostly very distracting”, and “yes, knowledgeable sometimes”, likewise. It is vindicated by the topic’s discussion presented, it speaks for itself over the whole thing being looked into so far.

The influence of dopamine can create a persistent distraction in individuals' cognitive processes, rendering them disinclined to initiate productive activities, ultimately leading to procrastination and reduced performance.

All of this does impact productivity since it hinders or balks with the ability to even do anything else. It designs and accustomed our brains in such a way via reduced attention spans, the need to watch stimulating content, fragmenting our focus abilities, making us far far away from performing any kind of “deep work” required to achieve maximum productivity. The impact of dopamine on the brain has been recognized as a potential contributing factor to decreased concentration and productivity. Individuals who have become accustomed to elevated levels of dopamine may find it difficult to engage in activities that do not provide the same level of stimulation. This can lead to procrastination, a sense of guilt, and a cycle of unproductivity.

Thus, while there is much discussion around the negative impact of social media on productivity, this paper has identified a specific gap in the literature which is less study done particularly about the news feed’s impact in comparison to the abundant information available about social media in general and its impact on productivity, and attempted to fill it through the use of a survey. The findings support previous literature reviews and add to my understanding of the intricate, rather complex relationship between usage of social media and productivity. As a result, this research sheds light on the **complex relationship between social media feeds and productivity**, providing insights for personal individuals.

**IV. RESEARCH FINDINGS**

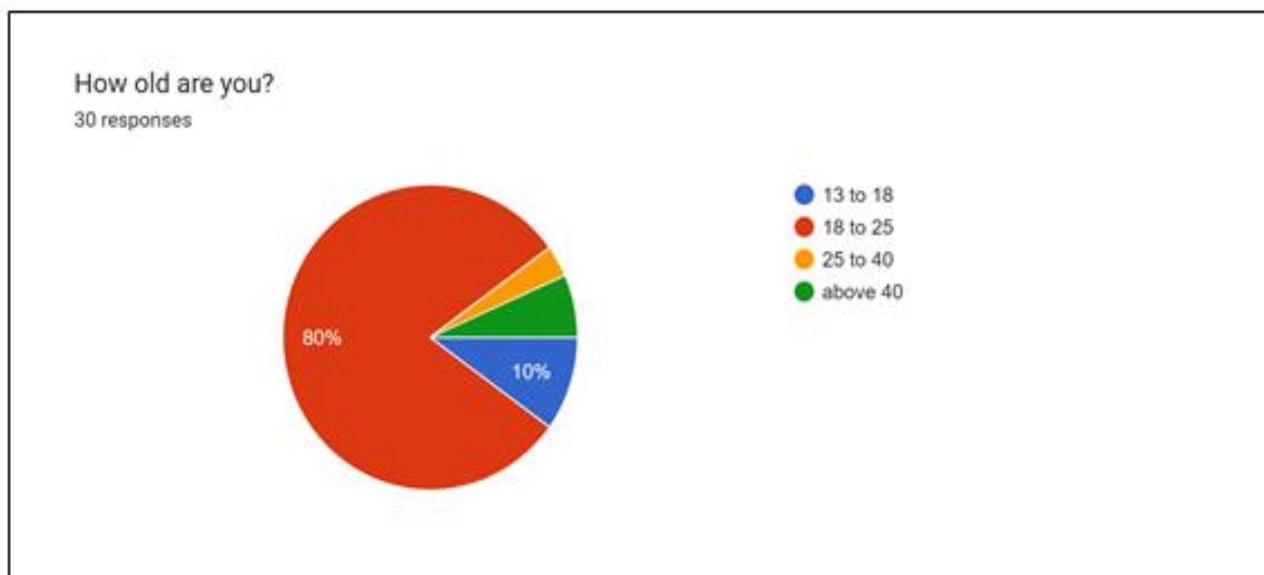


Fig 4 Responses to Questions Asking the Age of the Respondents

As this form represents (Fig. 4), the maximum response are from the age group of 18-25 comprising mainly of college students or the working class.

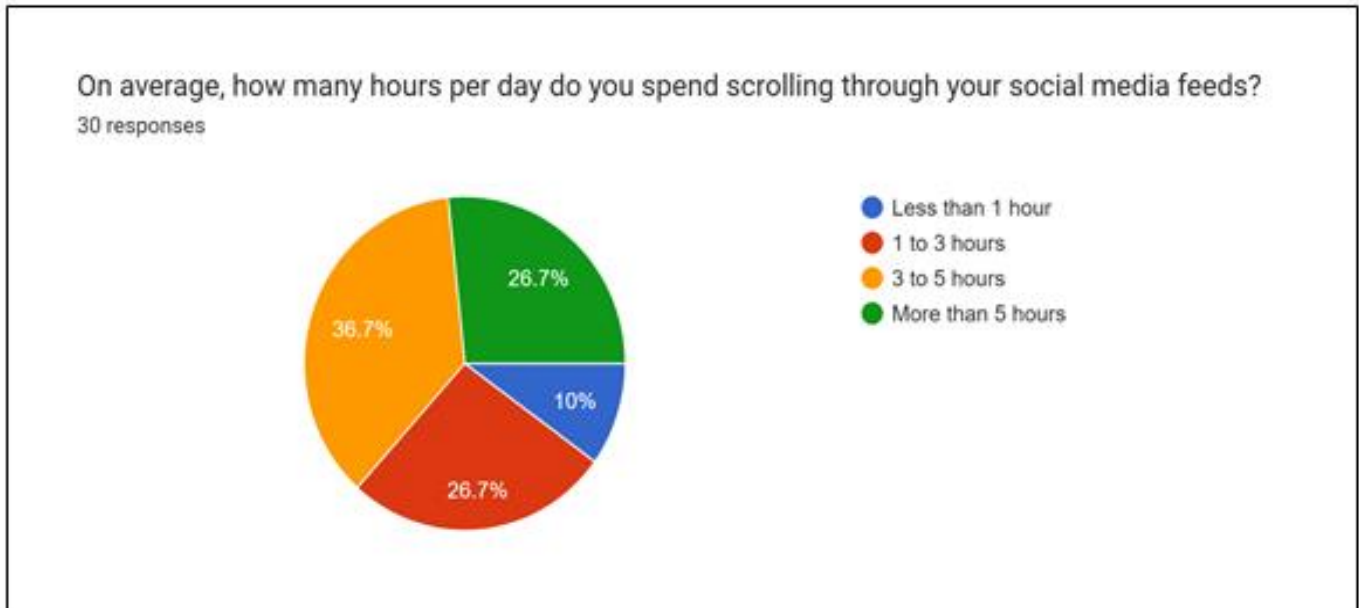


Fig 5 Responses to Average Time Spent Scrolling Through Respective Social Media Feeds

As seen (Fig. 5), the issue is indeed relevant, with 36.7% of respondents using social media for 3 to 5 hours and 26.7% reporting an astounding more than 5 hours. This has negative effects on both physical and mental health.

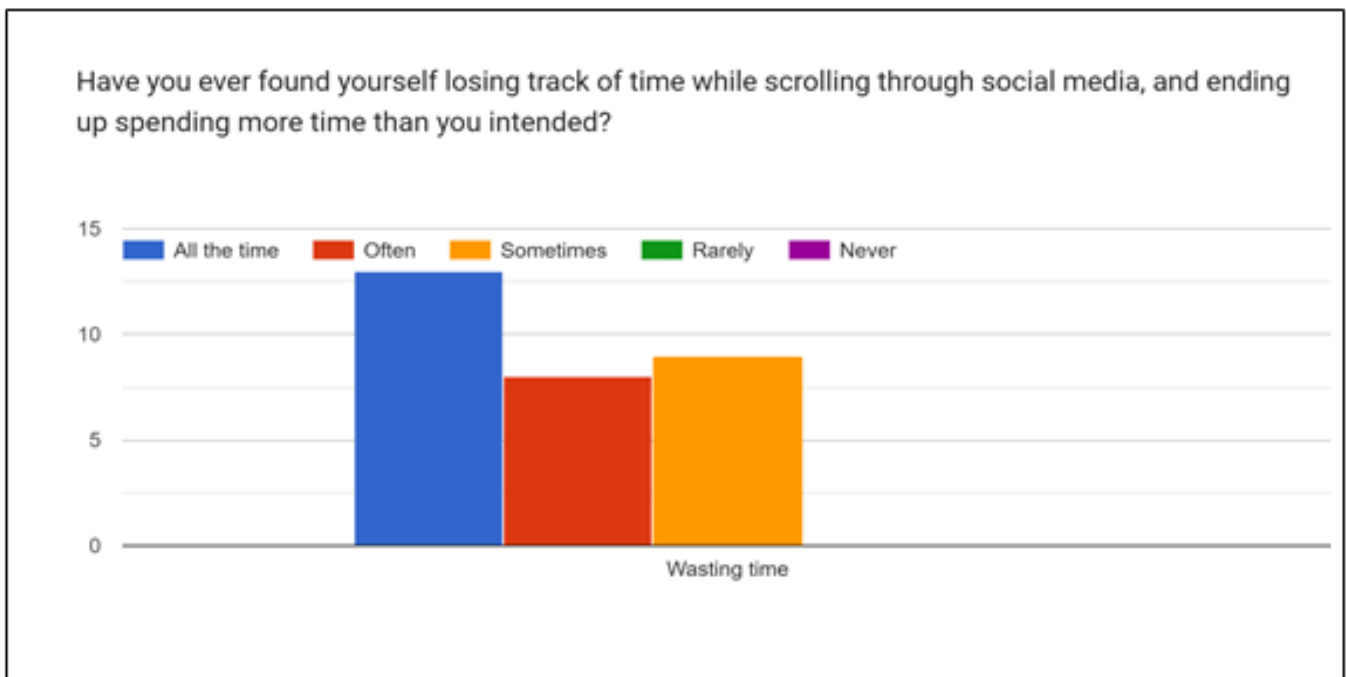


Fig 6 Responses to losing Track of Time While Scrolling Through Social Media

It is evident from Fig. 6 that people frequently lose track of time while surfing or scrolling through social media and end up staying longer than intended. In response to the survey question, the majority of participants answered "all the time". The available response options were limited to "often" and "sometimes", with no options for "rarely" or "never". The results of the survey indicate that frequent social media scrolling can significantly impede productivity

by serving as a major source of distraction and time-wasting. The overwhelming majority of respondents reported losing track of time while surfing or scrolling through social media, and all the answers were skewed towards the affirmative. This suggests that individuals should exercise caution and be mindful of their social media usage to avoid excessive scrolling and improve productivity.



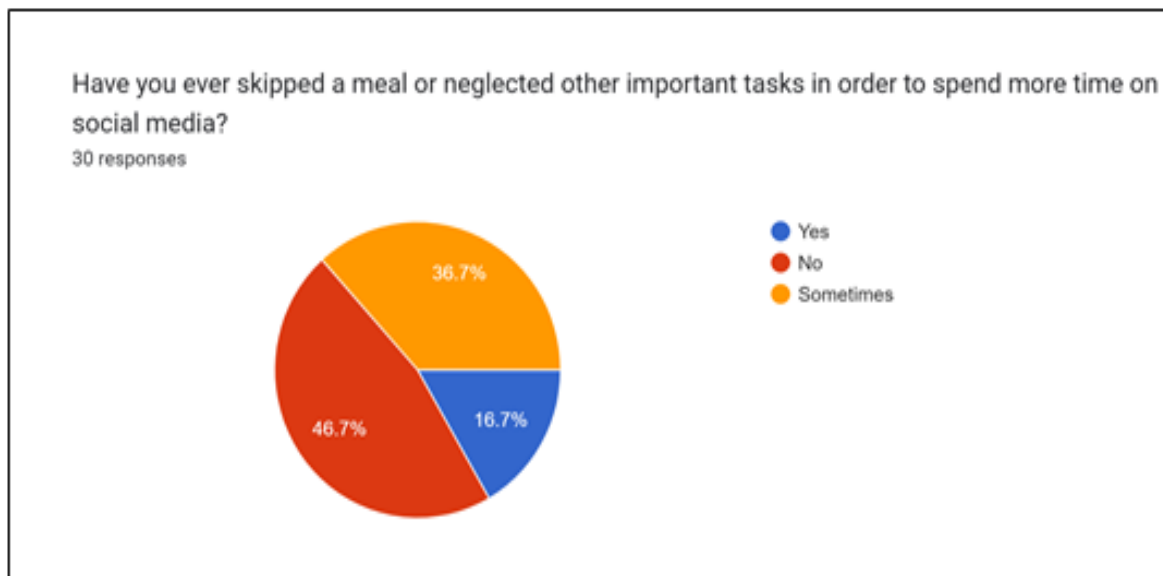


Fig 7 Responses to Instances of Neglecting Important Tasks in Order to Spend More Time on Social Media

The majority of responses as indicated by Fig. 7 show that social media does not significantly interfere with people's daily routines, such as eating meals and completing priority tasks. However, it is important to note that a small proportion, 16.7%, reported being so engrossed in scrolling through their social media feed that they neglected these basic habits. This can have real-life consequences, particularly for individuals struggling with mental health

issues such as depression, as neglecting even basic self-care habits can exacerbate their condition. The disease doesn't have a direct impact but no doubt adds on or does not help in getting better mental health. The distinction between the "no" and "sometimes" responses is minor, indicating that the surveyed individuals still maintain some level of control over their lives.

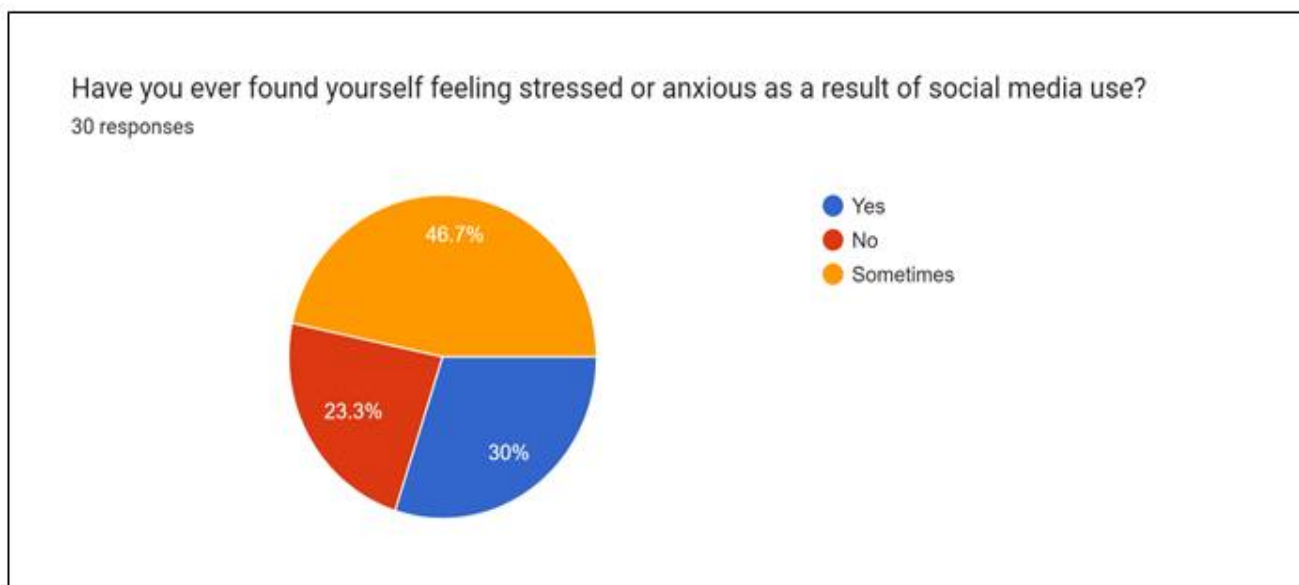


Fig 8 Responses to Feelings of Stress or Anxiety If Ever, as a Result of Social Media use

The maximum number of respondents, which is evident from Fig. 8 being 46.7%, reported feeling anxious or stressed sometimes due to prolonged social media use. The responses are skewed towards the 'yes' side, as 30% of respondents confirmed feeling stressed, while only 23.3% responded negatively. As previously mentioned in the paper, social media feeds and mindlessly scrolling can lead to

feelings of guilt, anxiety, insecurity, and even contribute to procrastination habits. These unpleasant feelings can directly affect how productive an individual is since they can cause distractions and a lack of attention, which make it challenging to finish tasks effectively. To increase personal productivity, people should be aware of how they use social media, refrain from scrolling for too long, and set limits.

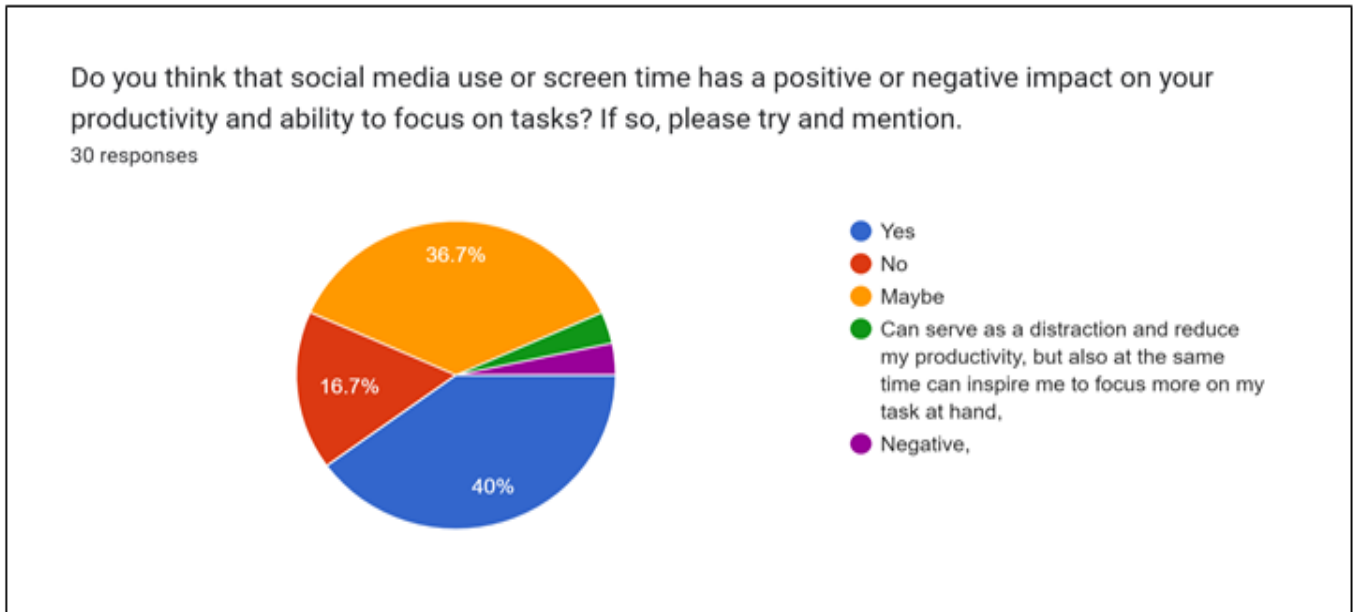


Fig 9 Responses to Social Media and its Negative or Positive Impact on Focus and Finish Tasks

Based on the responses (Fig. 9), it is apparent that social media use and screen time have both positive and negative effects on ‘flow’ or one’s ability to focus on tasks and be productive. The responses are divided between those who answered ‘yes’ and ‘maybe’, with the majority (40%) being just level with the other response (36.7%). This indicates a mixed response, with only one person answering ‘no’. It has been detailed with the respondent adding that social media can serve as a distraction and reduce productivity, but also at the same time inspire them to focus more on the task at hand (the process of ‘how?’ is still

unclear, this being a limitation of this questionnaire). The mixed response suggests that some individuals find social media helpful in staying focused on tasks, while others find it to be a distraction. Therefore, it is essential for individuals to be aware of their social media use and how it affects their productivity. They should use it in a way that enhances their ability to focus and complete tasks rather than hinders it. This could include limiting social media use during work hours, avoiding mindless scrolling, and using social media as a tool for motivation and inspiration.

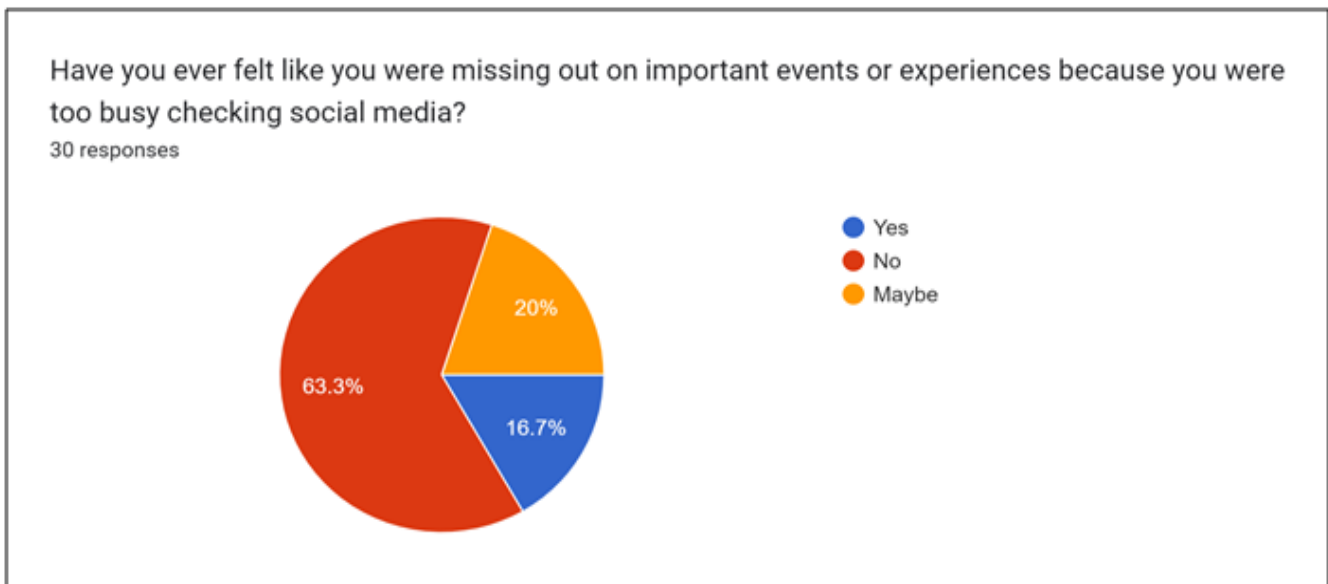


Fig 10 Responses to Feelings of Missing Out on Events and Experiences

Observing from the responses and Fig. 10, there are 63.3% of people felt that checking social media had no relation with them missing out on important events or experiences. The people who *have* felt this way definitively are 16.7% of the total 30 respondents and those unsure are

20%. This implies that while social media use may not have a significant negative impact on everyone’s productivity, there are still some individuals who may need to be more mindful of their social media habits to prevent missed opportunities or experiences.

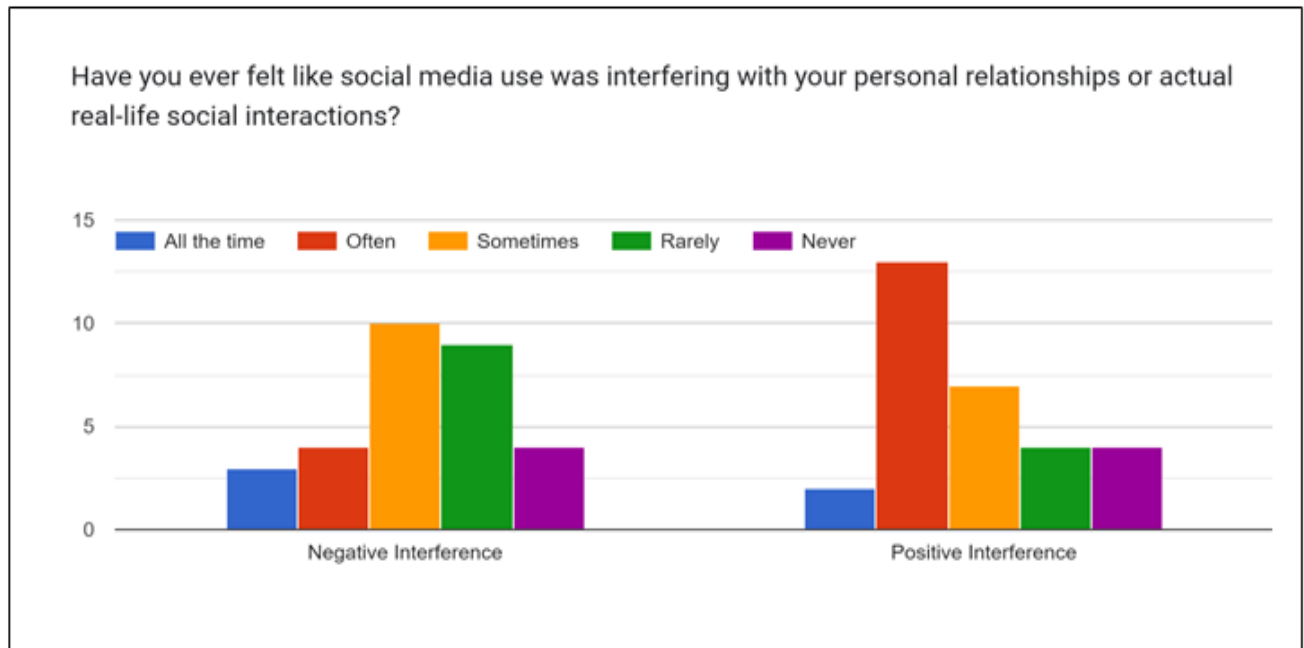


Fig 11 Responses to Feelings of Social Media Interfering with Interactions and Relationships

A more positive interference has been indicated (Fig. 11) with ‘sometimes’ being just the next. A negative interference has been recorded but only sometimes or ‘rarely’ as can be observed. The Likert Scale has been utilised for this question for the purpose of better study. The fact that ‘sometimes’ is the most common response suggests that social media use can be balanced to some extent, but it requires conscious effort and self-discipline to avoid negative impacts on productivity. The use of ‘rarely’ and ‘no’ responses indicates that some individuals are able to effectively manage their social media use and avoid any interference with their productivity.

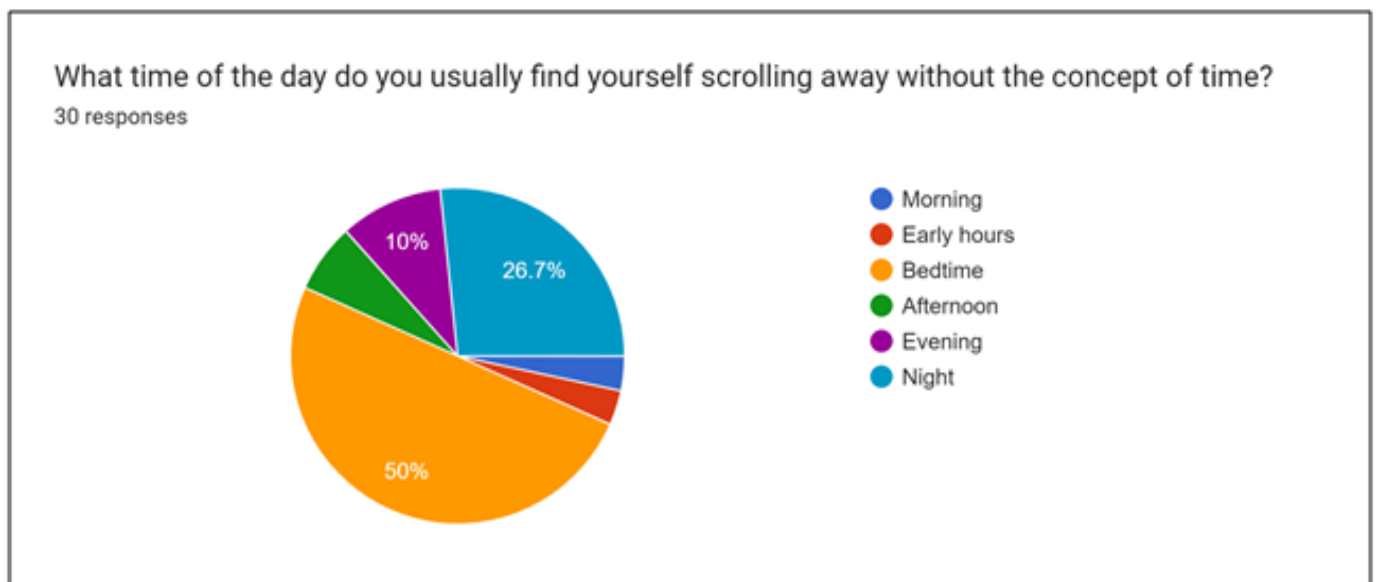


Fig 12 Responses to the Time of Day Spent Doomscrolling

The major among this (Fig. 12) is Bedtime (50%), it can also be associated with the fact that most of the respondents are college students and this is generally a very common form of procrastination or distraction. ‘Night’ is just the next in line with 26.7% of the 30 people. 10% of the evening also combined with this indicates that the action of scrolling away happens mainly during the later hours of the day. The fact that the majority of respondents reported bedtime as the most common time for social media use suggests that individuals may be using social media as a

way to unwind and relax before going to sleep, but this can lead to a cycle of late-night scrolling and decreased productivity the next day. Furthermore, the fact that evening hours are also commonly associated with social media use indicates that individuals may be prioritizing social media over other productive activities during these times. Therefore, it is important to be mindful of social media use and to set boundaries to avoid it interfering with important tasks and productivity.

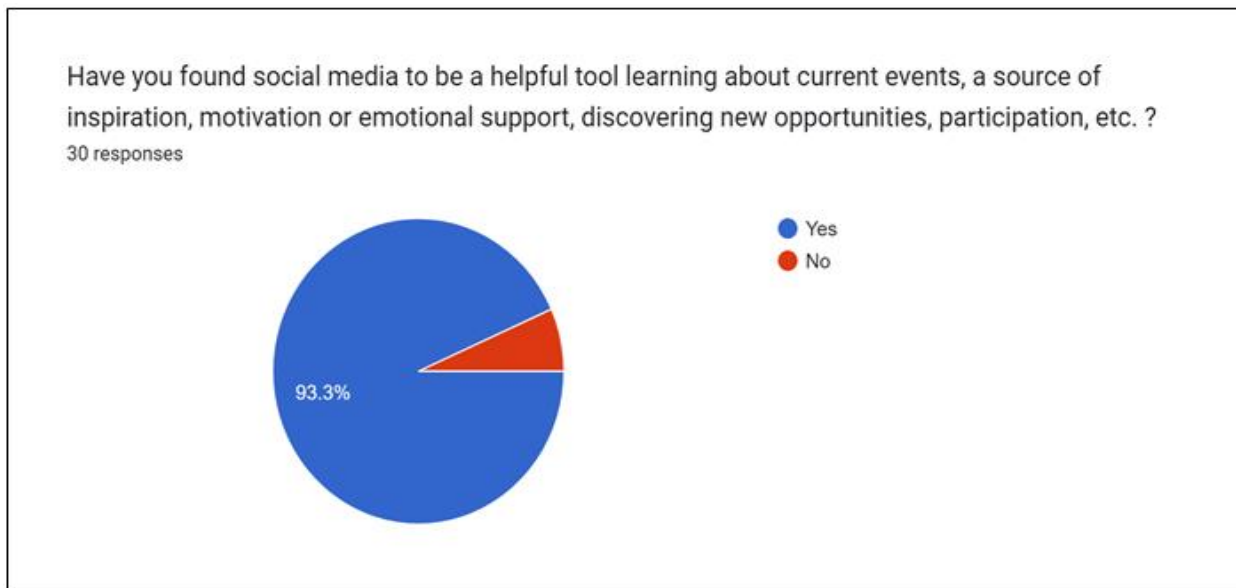


Fig 13 Responses to Ever Finding Social Media Being a Helpful Tool

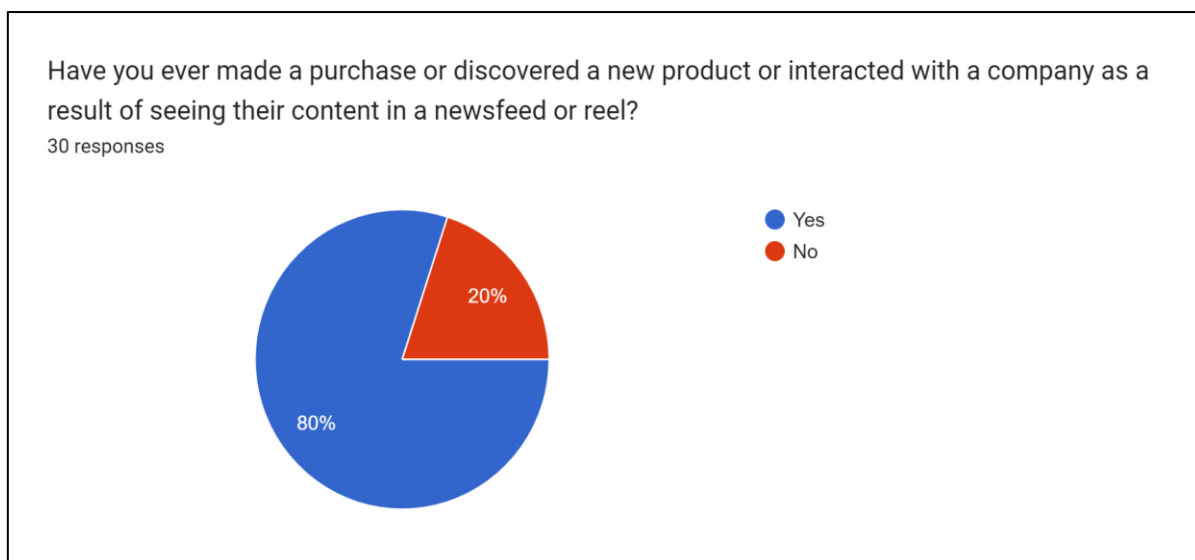


Fig 14 Responses to Making a Purchase Through Social Media



Fig 15 Expression of Thoughts of Respondents to Social Media Making a Positive Impact, If any on Life

The overly positive responses to the above questions from Fig. 13 and 14 suggest the positives of the news feed and also its positive correlation with productivity which is majorly what has been discussed so far in the course of this paper. There have been times when the perfect thing required for the moment, such as a home decor essential, is chosen and purchased as a result of an advertisement popping up in the social media feed. There have also been instances where people learn about current events, and facts or gain motivation through the occasional informational reels/feed shown according to the user's algorithm. This suggests that there is not always a negative association with social media, and feeds have, in fact, improved people's lives with new information and boosted productivity. People have also shared their thoughts (Fig. 15) and for instance, been helped by discovering tools to help with their tasks, utilizing technology in the process, it also helped another respondent in getting insights of how a successful person works and adopting some of their habits. This implies that social media has the potential to positively impact personal productivity by providing access to tools and insights that can help individuals in their tasks and daily routines. By discovering new tools and adopting successful habits, people can enhance their productivity and efficiency. Social media can serve as a platform for sharing knowledge and experiences, which can be beneficial for personal growth and development.

## V. CONCLUSION

Upon examining the research findings, a mixed response has been observed regarding the correlation between social media newsfeed consumption and individual productivity. Though the major part was negative or while negative responses were prevalent, consistent with prior research, it is imperative to acknowledge both sides. The constant exposure to social media feed or news feed has forward the cognitive phenomenon of incessant thoughts, akin to an unwavering noise, often thwarts the ability to initiate and sustain productive behaviour. This inability to take the first step towards productivity is a pervasive issue in today's fast-paced and digitally-connected world, with implications for individual and collective outcomes. A suggestion to limit social media usage could be to first identify what we're doing wrong. Looking into what particular apps we are using to the maximum, makes us waste most of our time turning us into somewhat of the zombie phenomenon. We need to understand the implications, the reasons why this is happening, become self-aware, and be determined to do the following for our own good. Next remove or restrict the app, this means, setting a time limit or even employing one of the news feed eradicator applications. Taking advantage of technology to help you restrict is also like a power move. Slowly sticking to the schedule or following this diet or detox will help reduce usage and make us spend time on more valuable things, be it on the internet itself, but away from the feed. The intended use case of these tools is to encourage the fragmentation of our attention throughout the day, as designed by their creators. A growing body of research suggests that extensive engagement in fragmented attention,

such as constant feed-scrolling, can have lasting effects on our ability to concentrate. This reduction in attention span can pose challenges in an increasingly competitive economy, where concentration skills are highly valued. Therefore, it is important to recognize that social media use is not without consequences and can potentially hinder one's ability to succeed and thrive in the economy.

## LIMITATIONS IN STUDY

It is crucial to recognise that, despite referring to the quantity of comparable research and published statistics, the risk of human error cannot be completely avoided.

The present study was conducted by a novice in the field of academic research, with limited experience in writing research papers. While efforts were made to seek guidance and improve writing skills by referring to various sources and websites, there remains a possibility of errors and limitations in the study. The lack of experience in writing research papers may have influenced the quality of the work presented, which could be considered a limitation of the study. However, steps were taken to mitigate the impact of this limitation by seeking assistance and conducting a thorough review of the work to ensure accuracy to the best of the researcher's ability.

Another limitation is specifically related to the questionnaire. These questions can help you assess how much time and productivity impacts newsfeed and social media noise has consumed for people. However, it's important to note that these questions may not capture the full complexity of people's experiences with social media and that individual experiences can vary widely. Additionally, since it was important to approach the topic with insight, affinity, appropriate rapport and understanding, avoid making judgments or assumptions about people based on their answers, It is pertinent to acknowledge the possibility of some disturbance or foul ups.

## REFERENCES

- [1]. Better Ideas. (2020, Jul 16). *How overstimulation is ruining your life* [Video]. YouTube. <https://youtu.be/yYWvUoN4yt8>
- [2]. Francis L. F. Lee, Michael Che-ming Chan, Hsuan-Ting Chen, Rasmus Nielsen & Richard Fletcher (2019) *Consumptive News Feed Curation on Social Media as Proactive Personalization: A Study of Six East Asian Markets*, *Journalism Studies*, 20:15, 2277-2292, DOI: 10.1080/1461670X.2019.1586567
- [3]. A. Gillblad, 'CURRENT: An interactive experience of stories', Dissertation, 2022.
- [4]. Life Noggin. (2018, Jul 23). *This Is How Social Media Is Made To Be Addicting* [Video]. YouTube. <https://youtu.be/r1D1URiQcXo>
- [5]. Bhatia, A. (2022, September 30). *Facebook News Feed Algorithm*. GeeksforGeeks. Retrieved May 4, 2023, from <https://www.geeksforgeeks.org/facebook-news-feed-algorithm/>

- [6]. Kelley Cotter, Janghee Cho, and Emilee Rader. 2017. *Explaining the News Feed Algorithm: An Analysis of the "News Feed FYI" Blog*. In Proceedings of the 2017 CHI Conference Extended Abstracts on Human Factors in Computing Systems (CHI EA '17). Association for Computing Machinery, New York, NY, USA, 1553–1560. <https://doi.org/10.1145/3027063.3053114>
- [7]. TEDx Talks. (2016, Sep 19). Quit social media | Dr. Cal Newport | TEDxTysons [Video]. YouTube. <https://youtu.be/3E7hkPZ-HTk>
- [8]. Kristen Vaccaro, Dylan Huang, Motahhare Eslami, Christian Sandvig, Kevin Hamilton, and Karrie Karahalios. 2018. *The Illusion of Control: Placebo Effects of Control Settings*. In Proceedings of the 2018 CHI Conference on Human Factors in Computing Systems (CHI '18). Association for Computing Machinery, New York, NY, USA, Paper 16, 1–13. <https://doi.org/10.1145/3173574.3173590>
- [9]. Lupinacci, Ludmila. (2020). 'Absentmindedly scrolling through nothing': liveness and compulsory continuous connectedness in social media. *Media, Culture & Society*, 43. 016344372093945. [10.1177/0163443720939454](https://doi.org/10.1177/0163443720939454)
- [10]. Kendall, T. (2021). From binge-watching to binge-scrolling: *TikTok and the rhythms of lockdown life*. *Film Quarterly*, 75(1), 41–46.
- [11]. Byung-Chul Han, *Psychopolitics: Neoliberalism and New Technologies of Power*, trans. Erik Butler (London and Brooklyn: Verso, 2017), 28.
- [12]. Byung-Chul Han, *Topology of Violence*, trans. Amanda DeMarco (Cambridge, MA, and London: MIT Press, 2018), 82.
- [13]. Brita Ytre-Arne & Hallvard Moe (2021) Doomscrolling, Monitoring and Avoiding: *News Use in COVID-19 Pandemic Lockdown*, *Journalism Studies*, 22:13, 1739-1755, DOI: [10.1080/1461670X.2021.1952475](https://doi.org/10.1080/1461670X.2021.1952475)
- [14]. Ilic, M. (2023, January 11). *Getting creative with Infinite Loop scrolling*, Codrops. Retrieved April 29, 2023. <https://tympanus.net/codrops/2023/02/11/getting-creative-with-infinite-loop-scrolling/>
- [15]. Schellewald, A. (2021). ON GETTING CARRIED AWAY BY THE TIKTOK ALGORITHM. *AoIR Selected Papers of Internet Research, 2021*. <https://doi.org/10.5210/spir.v2021i0.12039>
- [16]. Nicola L. Young, Daria J. Kuss, Mark D. Griffiths, Christina J. Howard, Passive Facebook use, Facebook addiction, and associations with escapism: An experimental vignette study, *Computers in Human Behavior*, Volume 71, 2017, Pages 24–31, ISSN 0747-5632, <https://doi.org/10.1016/j.chb.2017.01.039>.
- [17]. Kircaburun, K., & Griffiths, M. D. (2019). Problematic Instagram use: The role of perceived feeling of presence and escapism. *International Journal of Mental Health and Addiction*, 17, 909–921.
- [18]. "Teens Have Mixed Views on Social Media's Effect on People Their Age; Many Say It Helps Them Connect with Others, Some Express Concerns about Bullying." *Pew Research Center: Internet, Science & Tech*, Pew Research Center, 29 May 2018, [https://www.pewresearch.org/internet/2018/05/31/teens-social-media-technology-2018/pi\\_2018-05-31\\_teenstech\\_0-03/](https://www.pewresearch.org/internet/2018/05/31/teens-social-media-technology-2018/pi_2018-05-31_teenstech_0-03/).
- [19]. Nkhi, S. E. (2023). An Investigation into the Impact of Digital Social Media on the Writing and Speaking Skills of Tertiary Level Students in one Institution in Lesotho. *J-SHMIC : Journal of English for Academic*, 10(1), 83–93. [https://doi.org/10.25299/jshmic.2023.vol10\(1\).11784](https://doi.org/10.25299/jshmic.2023.vol10(1).11784)
- [20]. Thakur, D. N. (2017). Social Media: Opportunity or threat to public health in context of Nepal. *Health Prospect*, 16(1), 7–9. <https://doi.org/10.3126/hprospect.v16i1.17099>
- [21]. Adhikari, S. . (2022). Social Media and its Impacts in Human Minds. *Unity Journal*, 3(01), 317–330. <https://doi.org/10.3126/unityj.v3i01.43335>
- [22]. Tankovsha, H. (2022). Daily time spent on social networking by internet users worldwide from 2012 to 2022 (in minutes). Statista.
- [23]. Bhatia 1A. Facebook News Feed Algorithm - GeeksforGeeks. Retrieved May 1, 2023, from <https://www.geeksforgeeks.org/facebook-news-feed-algorithm/>
- [24]. Awolusi, F., (2012) "The Impacts of Social Networking Sites on Workplace Productivity", *The Journal of Technology, Management, and Applied Engineering* 28(1).
- [25]. Lee, F. L. F. (n.d.). Retrieved from <https://www.tandfonline.com/doi/full/10.1080/1461670X.2019.1586567>