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The Contribution of Social Media and Mobile Application to Individual Subjective Well-Being in Counseling Perspective

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ABSTRACT

Various researches in information technology, especially in the era of industrial revolution 4.0 have revealed that there has been a major change in the use of wireless devices in the past decade. The high internet usage is directly proportional to the use of social media which is increasing every year. Social media in principle provides various communities in accordance with the purpose and development goals of the platform. This of course will arouse the arena of new problems at the client's life level, thus becoming a challenge for counselors in the era of industrial revolution 4.0. Counselors in this era are required to have a deeper understanding of the root causes that might arise from the online world. Counselors are also required to have special skills in handling individual welfare conditions related to the impact of activities on social media. This study discusses the general impact of social media on individual subjective well-being conditions. This study involved 174 respondents spread throughout the territory of Indonesia by its demography. The results showed that respondents needed mental health interventions through online channels and not in the form of social media.

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Introduction

The development of technology that has now reached the stage of industrial revolution 4.0 is one of the advances made by humans in the 21st century (Ardi et al., 2018, 2019; Carley & Spapens, 2017; Fitria et al., 2018; O'Neill et al., 2017; Romero, Usart, & Ott, 2015; Sheikh, Sood, & Bates, 2015). In the last decade, various branches of research and development have been carried out related to this technology. One of the most striking developments in information technology is the dynamics of the internet globally (Andreassen et al., 2016; Billieux, Maurage, Lopez-Fernandez, Kuss, & Griffiths, 2015; Prestin, Vieux, & Chou, 2015; Xiang, Wang, O'Leary, & Fesenmaier, 2015). This rapid development has experienced a very significant increase since the launch of Web 2.0 in the early 2000s (Ardi et al., 2019; Ifdil et al., 2018; Ngai, Moon, Eric, & Spencer, 2015).

Content and innovation on social media is a new era in the internet in recent years (Benkler, Roberts, Faris, Solow-Niederman, & Etling, 2015; Lyytinen, Yoo, & Boland Jr, 2016; Simula, Töllmen, & Karjaluoto, 2015). Social media is a new area for internet usage that is targeted more by internet users around the world. This condition makes social media a platform that provides certain content on the internet with large capacity

and continues to grow because of the very active interaction between users in it (Loeb, 2015; Pittman & Reich, 2016; Seltzer, Jean, Kramer-Golinkoff, Asch, & Merchant, 2015; Thoma et al., 2015).

Recent studies have shown that more than 86% of internet users in the United States, 79% of users from Europe are active accessers of social media with content that continues to evolve to adapt to existing topics in the world (Brooks, 2015). In addition, at least more than 2.3 billion people from all over the world are registered as active social media users. For Indonesia itself, there are more than 139 million active social media users who make up 87% of internet users in Indonesia (Hasfi, Usman, & Santosa, 2015), so that almost all internet users in Indonesia have social media accounts (Alwagait, Shahzad, & Alim, 2015; Ceron, 2015; Obar & Wildman, 2015). This figure proves that the strength of social media is something that cannot be underestimated and requires more attention by various parties.

Literally, the term social media is an activity carried out by many people in a particular period of time through internet-based technology, so that there is a connection between users and forming a particular community (Carley & Spapens, 2017; Xiang et al., 2015). In many studies, social media development focuses on various behavioral activities of individuals involved in it, such as sharing personal influences, sharing personal info-info, sharing identities etc (Afdal et al., 2019; Zadrian Ardi & Maizura, 2018; 2017; Ngai, Tao, & Moon, 2015; Roth, Bobko, Van Iddekinge, & Thatcher, 2016).

Most significant changes occur in the use of internet platforms in the world, which initially focused more on personal blogs, official websites and the like to be focused on social media with stronger data strength (Benkler et al., 2015; Carley & Spapens, 2017; Prestin et al., 2015). Social media can build a new community, access the latest news shared by others on the same network platform or across platforms, share new knowledge, connect with new friends or cancel friendships in one community and many other things, including in personal business development, corporate and career development (Ding, Phang, & Zhang, 2012; Ngai, Moon, et al., 2015). The delivery of personal and corporate information to stakeholders is very likely to be done through social media and even has been specifically built platforms according to their respective characteristics (Lyytinen et al., 2016; Seltzer et al., 2015; Thoma et al., 2015). So that this becomes its own strength for social media and its benefits to individuals in general.

Methods

This study involved 174 respondents from various cultural, educational, socio-economic backgrounds and basic insights. This study involved respondents spread across all regions in Indonesia with a demographic distribution of 25.85% men 74.14% women and 31.79% working, and the remaining 68.21% were unemployed. This study uses two instruments for measurement, which are Mental Health Inventory (MHI) (Al Mutair et al., 2018) which has been translated and adapted into Indonesian in a shortened version and has met the feasibility test and fulfills the requirements of a good instrument with Cronbach Alpha-KR20 value of 0.93. The next instrument uses the Acceptability of Mental-Health Mobile App Survey (AMMS) with Cronbach Alpha-KR20 value of 0.89. The data findings were analyzed by using Network Psychometrics analysis (Epskamp, Maris, Waldorp, & Borsboom, 2016) and Rasch analysis (Sumintono & Widhiarso, 2014).

Result and Discussion

Data analysis shows that the use of mobile applications in the form of social media and similar applications has a certain impact on individual mental health conditions. More specifically, some items in the research show that respondents tend to share their feelings and emotions through a platform to be heard by others. This condition can generally be seen in Figures 1 and 2.

In Figures 1 and 2 it can be seen that there are groups of interconnected items. The green line indicates there is positive connectivity (positive relation) between the two factors, while the red line indicates the opposite. The MH code shows measurements regarding Mental Health, while A code shows the level of acceptance and use of mobile applications and social media related to well-being.

More specifically in Figure 1, there is a contradictory relationship between items MH14 and item A11, MH 14 contains the desire of individuals to end their lives and feel depressed, while item A11 contains the ability to be able to adapt to mobile-based applications in telling about the state of self own. This indicates that the process of good adaptation and the presence of a mobile-based application with the sharing method of information on self-condition can reduce a person's level of depression. This is certainly supported by a system that does not open up the possibility of mistaken interventions to the depressed state of individuals such as cyberbullying. While in Figure 2 it can be seen that the overall conditions of acceptance of the use of mobile and social media applications interact positively in supporting individual well-being conditions. Discussions about the findings of this model have been described previously (Z Ardi et al., 2018, 2019).

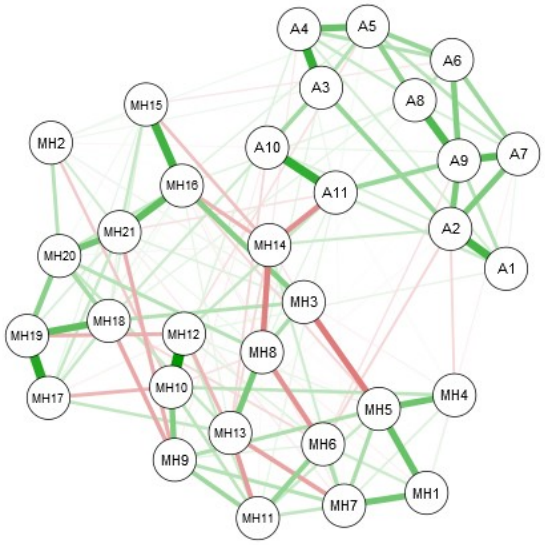

Figure 1. The interaction between mental health condition and acceptability intervention using mobile-app based on network model structure

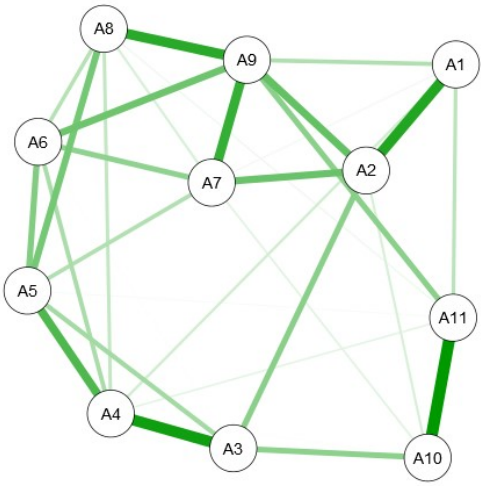

Figure 2. The acceptability of mental health intervention using mobile-app network model structure

The internet and social media usage in the industrial revolution 4.0

At the beginning of its development, social media was built on the basic assumption as a platform that served as an "Open Diary" in the late 1990s by Bruce and Susan Abelson (Machin-Mastromatteo, 2011; Mastromatteo, 2017). This development is intended so that other platform users can read diaries written by someone in the same community (Bosoteanu, 2013; Kohli & Gupt, 2015). With the development of the internet that is very significant, so that the development of models and platforms also occur, so users who initially can only read, can provide comments, such as sharing advice and so on.

The current movement of the global economy is also one of them driven by the development of the internet (Castells, 2015; Poushter, 2016; Van Bergeijk, 2014), especially social media. For example, if it was difficult to give comments / testimonials to a product that was marketed, through social media such activities were very easy to occur, so that market dynamics would be more diverse (Leung, Law, Van Hoof, & Buhalis, 2013; Luo, Zhang, & Duan, 2013; Ngai, Tao, et al., 2015). In addition, social dynamics movements in the community also began to change from conventional community forums to online communities. Where individuals can make an open or secret association through social media (Bontcheva & Rout, 2014; Dekker & Engbersen, 2014; Hensby, 2017). Discussion of various things can be done through this media very effectively without having to meet and meet face to face.

In other words, social media can be said to be an internet-based application that allows users to exchange general and personal content (Brooks, 2015). Content on social media is very different from professional content available in the form of online newspapers, official sites and the like (Castells, 2015; Van Bergeijk, 2014). Content on social media depends on the creativity of users and is related to the personal lives of users.

Social media and subjective well-being

Social media is identified as having six basic functions, including the management of user identity, efforts to find experts on the internet, context awareness, content management, network awareness, and content exchange, six of which are based on the purpose of the internet community in sharing content and knowledge, and that also based on the need to stay connected with others through the internet network (Oh & Syn, 2015).

This fact allows for changes in psychological conditions in individuals when making access to social media. To some extent, social media can generate positive reactions in individuals (Hudson, Roth, Madden, & Hudson, 2015; Maier, Laumer, Eckhardt, & Weitzel, 2015; Utz, Schultz, & Glocka, 2013), such as feeling

happy when His posts were responded to by others, gained important insights through content shared by others, met other individuals with similar interests, got new things to develop themselves, and other positive things. However, social media can also interfere with the daily conditions of individuals, especially conditions related to the psychological aspects of individuals (Maier et al., 2015).

Excessive use of social media can lead to conditions of addiction to the individual. Research shows that only 40% of employee time is used to focus on work. More than 28% of employee time is used up to use / access social media on the sidelines of work, and if employees have accessed the social media, it will take 25 minutes to refocus on their work (Brooks, 2015). Based on the results of the Cengage Learning survey (2014) revealed that more than 59% of students access social media when learning takes place, so that this results in a lack of focus on students participating in learning, lack of participation in discussion activities, lack of focus on assignments, and disruption of the transfer process in learning to students (Jin, Liu, & Austin, 2014; Perloff, 2014; Uche & Obiora, 2016).

Another addictive condition that affects the mental health of individuals, especially on subjective well being is dependence on activities and activities on social media. For example activities to post content, comments, share personal activities and so on. Individual mood changes because comments from social media will also affect the condition of well being (Best, Manktelow, & Taylor, 2014; Sengupta & Chaudhuri, 2014; Whittaker & Kowalski, 2015). The desire to be noticed is also shown by users of social media, such as sharing personal stories with the public and hoping for the expected response from others (Naslund, Grande, Aschbrenner, & Elwyn, 2014; Uche & Obiora, 2016). So that it can be said that social media is a technology that has a positive and negative side so that if individuals have been at the level of addiction, it will affect the subjective well being conditions.

Challenges of counselors in the millennial era

Technological developments provide various facilities in the types of humanitarian services, including in the counseling service process (Zadrian Ardi, 2014; Zadrian Ardi, Ibrahim, & Said, 2012; Restu, Yusri, & Ardi, 2013). With the presence of the internet, counseling services can be offered through the network (online) to clients without having to meet face to face (face to face). Various client problems can also come from internet use and other things related to it, including in the use of social media (Cundy, 2014; Dowling & Rickwood, 2013; Richards & Viganó, 2013). Counselors as educators and social workers have their own challenges in providing services, especially in the millennium with the goal of digital generation services (digital native).

The challenge of the counselor can be maladjusment conditions that arise from excessive internet use, social problems originating from the internet, as well as other addictions that arise (Karvinen et al., 2017; Whittaker & Kowalski, 2015). Another case that can arise is the rampant cyberbullying behavior on various social media platforms so that further effects emerge which can harm individuals and those around them. These facts require counselors to be responsive to the development of information technology and various cases that arise because of this technology. In addition, counselors are also expected to have various insights, knowledge, values and attitudes that can be used as appropriate references in handling clients with cases relating to the influence of information technology (Ardi, Z., 2017).

Conclusion

The innovation and development of information technology has opened up opportunities for the growth of various social media platforms in the world (Ruths & Pfeffer, 2014). Social media is a new world that is mostly aimed at by various users in the world to share certain content and interact with each other so as to form a digital community (Bonilla & Rosa, 2015; Habibi, Laroche, & Richard, 2014). To some extent, social media can create positive reactions in individuals, such as gaining important insights through content shared by others, meeting other individuals with similar interests, getting new things to develop themselves, and other positive things. However, social media can also interfere with the daily conditions of individuals, especially conditions related to the psychological aspects of individuals (Ardi, Z. & Erlamsyah, 2017; Ardi, Z., Viola, & Sukmawati, 2018; Ardi, Z. & Yendi, 2017). Various problems that arise from social media require counselors to be responsive to the development of information technology are expected to have various insights, knowledge, values and attitudes that can be used as an appropriate reference in handling clients with cases relating to the influence of information technology.

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