

Use of social media and its association with lifestyle related factors and quality of life among the employees of Aligarh Muslim University.: Reg No: 387

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ABSTRACT

Introduction: Social media has become integral to daily life but is linked to lifestyle disturbances like poor sleep and inactivity. This study examined its use patterns and impact on lifestyle and quality of life among university employees. **Methods:** A cross-sectional study was conducted among 100 employees of Aligarh Muslim University from May 2025 to September 2025. The individual participant served as the study unit. Statistical analysis was done using SPSS version 20.0. **Results:** Among the participants, 78% were males and 22% females, with a mean age of 42.18 ± 8.45 years. Almost all (98%) used social media with YouTube (98%) being most used followed by WhatsApp (84%) and Facebook (74%). About 80% used it for more than 2 hours daily, primarily for entertainment (86%). Reported adverse effects included disturbed sleep (36%), reduced physical activity (30%), altered eating habits (16%) and poorer conversation quality (70.6%). Significant associations were found between type of social media use and its impact on sleep ($p < 0.05$) and physical inactivity ($p < 0.05$), while quality of life showed no significant association with type or duration of use. **Conclusion:** Social media use is nearly universal among university employees. However, prolonged and excessive use adversely affects sleep and physical activity, underscoring the need for balanced and mindful engagement to promote better lifestyle and quality of life.

KEYWORDS