

Impact of Social Media usage on Social Etiquette: A Predictive Analysis among Undergraduates

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Abstract

The rapid growth of social media in the digital age has raised increasing concerns regarding its influence on human interaction and social behaviour. Although recent studies have examined social media usage and social etiquette independently, limited studies have attempted to explore the relationship between the two variables together. Therefore, the present study contributes to the existing literature by providing a predictive model on how social media usage influences social etiquette among undergraduate students. The investigator adopted a descriptive research design for the study, and standardized tools were used to collect data from undergraduate students. The findings indicated that higher levels of social media utilisation demonstrated higher levels of social etiquette among the respondents. Based on the findings, the study further emphasized importance on the integration of interpersonal skill development and digital literacy training programmes within the existing curriculum for promoting holistic social competency and behavioural development among undergraduate students.

Keywords: *Social Media, Social Etiquette, Predictive Analysis Model*

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Introduction

In the contemporary world, the emergence of digital technologies in the mid-20th century has positioned social media as a central force in the engagement and interaction of humans. The development has revolutionized the globe in terms of social communication, interaction, and the form of access to information. Social media usage has enhanced global social connectivity and transformed the traditional communication patterns and social interactions (Amelia, L., & Balqis, N., 2023). Platforms such as Facebook, Instagram, WhatsApp, X (formerly Twitter), Google Meet, YouTube, and countless others have emerged as powerful tools and transformative forces in communication, leading to a fundamental shift in how people connect, share information, and interact with others (Anuashok et al., 2024). Social Media platforms utilizes latest technology and complex algorithms to provide personalise content that aligns with the interests of the user based on their past behaviour to increase user engagement (Singh, R., 2025). Social media has become an integral component in the day-to-day life of every individual, regardless of their age. With the widespread adoption of social media across the globe, the 21st century is also known as the 'Digital Age' or the 'Information Age'. The commonly cited 1-9-90 rule suggests that whereas 1% of users will create new content for encyclopaedia and other resources and communities, 9% may edit this content, and the remaining 90% will only read or view it (Jensen, 2015). Despite this, there is no insurance on the reliability and accountability of the information available on these platforms. Therefore, it depends on the user to discern between credible information and misinformation.

Social etiquette refers to the set of behaviours and moral standards that govern the interaction of individuals in public and social settings (Yuldashev, 2021). Societies are governed by social norms which are expected to be practised for ensuring peace, harmony, and equality to constitute a civilized society. Failure to adhere to the established norms disrupts the social order, giving rise to instability, chaos, conflicts and various societal challenges. Proper social etiquette among the people living together in the society promotes peace, harmony, social cohesion, and respect. Particularly the younger populations are more sensitive and influenced by their environment, and their moral standings are set in their early days. Additionally, they play a major role and contribute largely towards the development of a society. The contents present on different platforms are not limited to entertainment and recreation purposes only; it ranges from simple information and showcase of lifestyles to subjective arguments and claims about diverse topics. Thus, the users are exposed to various forms of communication styles, social norms, public behaviours and

cultural trends without critically assessing the positive and negative aspect. Continuous exposure to such online interactions enables social media to act as a behavioural modelling mechanism, influencing the attitudes, behaviour patterns and interpersonal conduct to shape their social etiquette in the real world setting.

Reviews of Related Literature

Zani et al. (2025) investigated a study on '*Navigating Social Media: How Offline Ethics, Online Etiquette, and Protection Behaviour Shape Self-Disclosure*'. The study aims to examine how offline ethical behaviour influences social media etiquette and explore relationships between offline ethics, online etiquette, perceived risks, and protective behaviours in relation to self-disclosure on social media. The findings showed that offline ethical behaviour significantly affects social media etiquette, and wisdom was the strongest predictor of offline ethics influencing social media etiquette.

Cakir et al. (2023) conducted a study on the topic '*A study on social media addiction*'. The main objective of the study was to investigate the level of social media addiction among university students by using purposive sampling method from 238 voluntary students enrolled in the faculty of sports sciences Istanbul University-Cerrahpasa. The study found that social media addiction in young individuals varies according to the socio-demographic characteristics of the individual such as age and occupation, but no significant difference was found on grade, gender, and daily social media use.

Solekhan, M. (2023) examined '*Communication Ethics in Social Relationships Using Social Media Wisely in Islamic Values*'. The study aimed to discuss the etiquette of communication on social media from an Islamic perspective to foster civilized communication reflecting Islamic moral guidance and to prevent conflicts caused by unethical communication. A qualitative method, emphasizing description, interpretation, and systematic analysis of communication behaviour from Islamic teachings were adopted. The findings of the study suggested that many social media users lack awareness or practice of ethical communication thereby leading to the spread of hoaxes, slander, hate speech, and misinformation.

Research Gaps

The previous existing literatures have examined extensively and shown how the usage of social media affects the communication patters, behaviours, and interpersonal interaction of the users involved in the online community. Despite the findings, there was a lack of empirical study investigating how social media influences offline social etiquette. Studies were also conducted on students but it

did not explore the interrelations between social media addiction and other concepts such as communication skills, loneliness, and leisure activities which directly addresses the micro-level social behaviours, such as social etiquette, particularly within specific groups like undergraduate students. Thus, a critical gap emerges for applying these insights to predictive analysis of social media usage and social etiquette.

Significance of The Study

The present study contributes literature to the growing concern on how the usage of social media affects the social etiquette among youths. The findings may help the young individuals to understand how the prolonged exposure to online platforms can influence the behavioural patterns and interpersonal conduct in the society. The study may also assist parents, educators, and institutions to identify patterns for developing a healthy strategy of promoting healthy digital engagement and proper social etiquette among the users. It may also help policy makers and stakeholders in the society to provide awareness for encouraging responsible online behaviour. Moreover, the study may serve as a reference for researchers to examine the psychological and behavioural impacts of social media across different demographic groups.

Objectives of The Study

- 1) To assess the levels of social media usage and social etiquette among undergraduate students.
- 2) To determine the relationship between social media usage and social etiquette among undergraduate students.
- 3) To develop a predictive model of social etiquette based on social media usage among undergraduate students.

Hypotheses of The Study

- 1) There is a significant relationship between social media usage and social etiquette among undergraduate students.
- 2) Social media usage significantly predicts social etiquette among undergraduate students.

Methodology

The investigator employed Descriptive statistics to assess the levels and Pearson correlation to determine relationship between social media usage and social etiquette. Simple Linear regression analysis was conducted to develop a predictive model of social etiquette based on social media usage among the undergraduate students.

Population of the study – The study was confined to 50 Undergraduate students studying in Imphal College of Imphal West District, Manipur affiliated under Manipur University.

Tools Used – The investigator employed the following standardised tools -

- i) Social Media Utilisation Scale (SMUS – AKPT) to measure the extent of Social Media Utilisation among the respondents.
- ii) Social Intelligence Scale (SIS – JBSPP) to measure the dimensions associated with social etiquette among the participants.

For the present study social etiquette was operationalized through the dimensions of social intelligence such as interpersonal sensitivity, communication, social awareness, and relational management which constitutes important behavioural components of socially appropriate conduct.

Data Analysis and Interpretation

Table No.1: Levels of social media usage among the undergraduate students (related with objective no. 1)

Remark	Z-Score range	Frequency	Percentage
High	Above +1	1	2%
Moderate	-1 to +1	33	66%
Low	Below -1	16	32%
TOTAL		N = 50	100%

Findings - The levels of social media usage among the undergraduates of the present sample have been assessed by conducting a descriptive analysis through z-score classification. The analysis indicated that the majority of the students (n=33, 66%) used social media moderately, while 16 participants (32%) exhibited low levels, and only 1 participant (2%) fell within the high levels of social media usage.

Interpretation – The findings suggested that the majority of the participants use social media moderately, indicating regular usage of social media but avoiding excessive usage. The moderate usage reflects the balanced usage of social media by the undergraduates without being overly dependent on it. This usage pattern may indicate that social media have become an integrated part of the academic life of the undergraduates.

Table No.2. Levels of Social Etiquette among the undergraduates

Remark	Range of Z-Scores	Frequency	Percentage
Extremely High	+2.01 and above	-	-
High	+1.26 to +2.00	1	2%
Above Average	+0.51 to +1.25	-	-
Average	-0.50 to +0.50	4	8%
Below Average	-1.25 to -0.51	9	38%
Low	-2.00 to -1.26	25	50%
Extremely Low	-2.01 to Below	1	2%
TOTAL		50	100%

Findings – The assessment of social etiquette, which has been operationalized through the social intelligence scale, revealed that the majority (i.e., n=25, 50%) of the participants demonstrated a relatively low level of social etiquette. The remaining 9 participants (18%) fell within the below-average category, 4 participants (8%) were classified as average, 1 participant (2%) was in the high category, and 1 participant (2%) was in the extremely low category. It is to be noted that there were no participants in the above-average or extremely high categories.

Interpretation – The findings indicated predominance of low social etiquette suggesting challenges for the students in effective face-to-face communication, recognition of the environment, management of emotion, fostering relationships, empathetic concern, and their confidence. This pattern raises concern for the undergraduates with regard to social development, particularly in the contemporary digital era, where almost every form of communication has been digitalized.

Table No. 3. Relationship between social media usage and social etiquette among undergraduate students (related with objective no. 2)

Correlations			
		Social Media Utilisation	Social Etiquette
Social Media Utilisation	Pearson Correlation	1	.464**
	Sig. (2-tailed)	-	.001
	N	50	50
Social Etiquette	Pearson Correlation	.464**	1
	Sig. (2-tailed)	.001	-
	N	50	50
** <i>. Correlation is significant at the 0.01 level (2-tailed).</i>			

Findings - The result highlighted a statistically significant moderate positive correlation between social media usage and social etiquette, $r(48)=.464, p=.001$.

Thus, the undergraduate students with higher social media utilization tend to report higher social etiquette scores.

Interpretation - The results indicated contrary findings to the assumptions of social media usage diminishing social etiquette; rather, a more nuanced interpretation where social media behaves as a supplementary factor capable of reinforcing certain dimensions of social etiquette by providing various platforms, opportunities, and a medium of interaction for the users when the usage remains balanced and purposeful.

Hypothesis Testing

The analysis has highlighted the correlation coefficient to be statistically significant at the .01 level ($p=.001$). Thus, the hypothesis is accepted.

Table No. 4. Model Summary for Predicting Social Etiquette based on Social Media Usage among Undergraduate Students (related with objective no. 3)

Model Summary				
Model	R	R ²	Adjusted R ²	Std. Error of the Estimate
1	.464 ^a	.215	.199	17.668
a. Predictors: (Constant), Social Media Utilisation				

Table No. 5. ANOVA of Regression Model

ANOVA ^a						
Model	Sum of Squares	df	Mean Square	F	Sig.	
1	Regression	4103.034	1	4103.034	13.144	.001 ^b
	Residual	14983.466	48	312.156		
	Total	19086.500	49			
a. Dependent Variable: Social Etiquette						
b. Predictors: (Constant), Social Media Utilisation						

Table No. 6. Regression Coefficients for Predicting Social Etiquette.

Coefficients [*]							
Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.	95.0% Confidence Interval for B	
	B	Std. Error	Beta			Lower Bound	Upper Bound
(Constant)	134.405	18.128		7.414	.000	97.956	170.853
Social Media Utilisation	.672	.185	.464	3.625	.001	.299	1.044
*. Dependent Variable: Social Etiquette							

Findings – The result indicated a statistically significant regression model, $F(1,48) = 13.144, p = .001$. The model also yielded $R = .464, R^2 = .215$ and Adjusted $R^2 = .199$. These statistics indicated that social media usage significantly explains 21.5% of the variance in social etiquette scores among the participants.

Interpretation – The findings of the regression model provide an empirical claim where increased social media engagement is associated with higher levels of social etiquette. The adjusted R^2 value (.199) also reinforces that the model retained reasonable explanatory power even after adjusting for sample size. Although social media usage emerges as a statistically significant predictor, 78.5% of the variance in social etiquette remains unexplained by the predictor variable.

Hypothesis Testing

The second hypothesis posits that social media usage significantly predicts social etiquette among undergraduate students. The analysis of the regression model was found to be statistically significant ($p = .001 < .05$), supporting the claim of the hypothesis. Therefore, the hypothesis has been accepted.

Discussion

The results have suggested the existence of a balanced integration of social media usage into the academic sphere and social life of the participants without being overly dependent on it. The finding aligns with the previous literature that affirms social media as a routine yet non-excessive activity among young adults (Cakir et al., 2023). Social media platforms may have a potential supplementary role in developing social interaction, cultural exposure, and relational skills when the usage is balanced and purposeful. However, the levels of social etiquette were predominantly low among the participants. This shows that online engagement does not necessarily improve offline social skills like effective face-to-face communication, recognition of the environment, management of emotion, fostering relationships, empathetic concern, etc. This concern was also raised by Solekhan (2023), who highlighted that the digital communication platform may not be sufficient to promote ethical interaction. The predictive model further reveals that social media significantly predicts 21.5% of the variance in social etiquette scores. This is also partly because social media platforms in today's digital era provide opportunities for users to improve and develop their social skills, share their ideas, and get feedback from different perspectives, and vice versa. However, the majority of the variance (78.5%) in social etiquette remains unchallenged. This highlights that external factors such as family background, personality traits, cultural norms, and offline ethical orientations may also play a substantive role.

The observed patterns of the study underscore critical implications for the stakeholders and policymakers. Although social media can be used as an effective tool for fostering social etiquette, overdependence and relying solely on digital media is insufficient to address the issue of declining social skills. There arises a need for the integration of interpersonal skill development along with digital literacy training programs in the existing curriculum to promote holistic social competency among undergraduate students.

The present study is limited to a relatively small sample size and a localized area. The cross-sectional design also restricts causal interpretation for the findings. Additionally, the study highlighted that various external psychosocial factors also influenced social etiquette apart from social media, underscoring the inadequacy of a single predictor in the study. Therefore, future research may focus on employing a larger sample size with longitudinal studies. Moreover, a broader predictive framework is required to explain the complex association between social media and social etiquette.

Conclusion

Social media is one of the prevailing media of communication in the digitalized contemporary world. The findings of the study underscore the complexity of digital socialization, where there is a low social etiquette level, but also a positive relationship between social media usage and social etiquette. Despite the demonstration of limited social etiquette among the undergraduate students, social media may serve as a relative enhancer of interpersonal functioning.

In conclusion, the study contributes empirical evidence towards the ongoing discourse with regard to the impact of social media on social etiquette. Positive and purposeful usage of social media provides positive reinforcement towards the social etiquette of the undergraduate students. However, social media is not the sole defining factor of social etiquette as there are other psychosocial factors that still need to be dived into further.

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