CREATING AWARENESS ON DIGITAL STRESS DURING EMERGING CONTEMPORARY ISSUES ON CORONAVIRUS DISEASE CIRCUMSTANCES - A REVIEW

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Abstract

The present paper is presenting the present situation of COVID-19 and the awareness on digital stress and also expresses for the understanding of the causes of digital stress, types of digital stress, tools of managing digital stress, electronic devices on digital stress, corona awareness and its role on digital stress, advantages of social media during an emergency, disadvantages of social media on digital stress, and pros and cons of social media. The world people are customarily practiced with the electronic smart devices under very comfortable and compatible with the internet for the day-to-day of update information prevailing in the world. People are also sharing their feelings through social media mostly in the platform of mobile telecommunications and the internet. Social media applications like email, Facebook, Instagram, WhatsApp, and others are utilized to know and share information on authentic and informal communications. The author creates awareness to describe the impact of digital stress that going to distress the community in destructions of human health in the long term that may be incurable easily. The present article will help future scholars to study further on digital stress under stress management in organizational behaviour.

Keywords: Stress Management; Digital Stress; Social Media; Social Network; and COVID-19

Introduction

The world people are customarily practiced with the electronic smart devices under very comfortable and compatible with the internet for the day-to-day of update information prevailing in the world. People are also sharing their feelings through social media mostly in the platform of mobile telecommunications and the internet. Social media applications like email, Facebook, Instagram, WhatsApp, and others are utilized to know and share information on authentic and informal communications. At this juncture, digital stress fetched the people invariability of age, gender, educational qualification and other socioeconomic characters of the users of smart

electronic communicable devices with help of internet. The stress is many types; the digital stress is one among them. The emotional imbalances on the matters coming and sending through the smart electronic communicable devices are called digital stress. The users are now utilizing the smart electronic communicable devices per day that are increasing many hours during the coronavirus spreading circumstances. The anxiety of the users or general public on the coronavirus is induced to know any related information accessible through friends, websites, social media, televisions news, e-journals, e-newspapers, e-magazine, and the like. The author creates awareness to describe the impact of digital stress that going to distress the community in destructions of human health in the long term that may be incurable easily.

Digital Stress

Digital stress is stress caused by negative interactions in emails, texts, social media, chat rooms and forums.[1] Based on research, Weinstein and Selman (2014)[2] have identified two types of digital stress and six stressors. Digital stress is caused by negative interactions with digital technologies such as emails, texts, social media, smart phones, technical applications etc. In the workplace, it can be much more far-reaching. It can be caused by issues such as communication load or overload, application multitasking, reactive processes or software that is poorly designed from a UX (user experience) perspective (for example, software that requires continuous input or activity without any natural breaks for the human using it).[3] Hence, digital stress refers to negative or emotionally imbalanced effects of an individual through electronic communicable interfacing devices and its utilization commitment.

Causes of Digital Stress

There are several causes of digital stress. The digital world enables what people call an "always-on" culture so that they are accessible at all times, and in turn, people have to access the technologies that can use for work at any time. And while technology is not "bad" in and of itself, it is the behaviours and habits, and those expected from an organizational level, that can cause stress. The romance and sexual interactions of the youth are caused more digital stresses as per the verbatim of Collins and Madsen, 2006[4]. People are learning, communicating, earning, and working to fulfill their needs. Digital device utilizations are part of the needs of the people. During the full-time working/enjoying on digital devices then the problems will come and it will pervert uncontrollable or unidentified factors into stress. All are to be in its limit of utilization, otherwise stress will fetch the situation. The attitude of watching frequent social media messages

will induce stress. Maintaining secrecy of messages to spouse, friends, relatives, and parents will cause stress to users. Most of the investigations are ending with the result of electronic connections oriented evidence. The transmission of voices, texts, videos, and photographs are being as evidence or as causes of stress depending upon the situations.

During the corona, most of the friends are commenting and sharing the Memes, text messages, documents (PDF and Word), images, and voice message to update the situations prevailed over the local, national, and international conditions of the victim of Corona. Most of the corporate instructed their employees to work home and fulfill the cliental needs as their own risk within the stipulated period. After completion of the project or work the employees suppose to inform the work completed to the concerned authority, but the traffic of data transmission goes delay, which will create the digital stress. Most of the IT employees are fed down on the higher pressure on the family commitments and additional duty of organizational works both are increasing the digital and mental stress. The leisure and recreation will reduce the mental and digital stress during working in the works spots are commonly is possible. Now the situation is disturbed both the work and family culture. If anyone fails in any one culture, the stress will succeed in the situation. Hence, the causes of digital stress are depending upon the situation of one individual and the commitment to the utilization of electronic devices. Therefore, the causes of digital stress are based on accepting the information to do the works, conveying the results through the electronic devices which are to be assured based on the connectivity, accessibility, and affordability of the devices and the capability of the users.

Types of digital stress

As per the understanding of the author the digital stress are two types; such as individual and group digital stresses. Individual digital stress refers to an individual affecting or stressing as uncomfortable, inaccessible, unavailable, and unsatisfied from the smart electronics communicable devices' performances through utilization for work or enjoy. Group digital stress refers to group/organizations or group of individuals are affecting or stressing as uncomfortable, inaccessible, unavailable, and unsatisfied from their smart electronics communicable devices' performances through utilization for work or enjoy. As per the understanding of the author, digital stress is two types; such as individual and group digital stresses. Individual digital stress refers to an individual affecting or stressing as uncomfortable, inaccessible, unavailable, and unsatisfied from the smart electronics communicable devices' performances through utilization

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Dr. Mari Radzik, Coordinator of Mental Health Services at the Division of Adolescent and Young Adult medicine of Children's Hospital Los Angeles says that digital stresses are two types. Type 1 is seen as an expression of hostility, meanness, and cruelty. Type 2 refers to encompasses stresses related to navigating closeness in relationships.[5] Type 1 consists of mean and harassing personal attacks, public shaming and humiliation, and impersonation. Mean and harassing personal attacks that are usually anonymous, hateful messages directed at an individual. Public shaming and humiliation are referred to as humiliating messages about an individual that is posted in a public way. Impersonation means pretending to be someone else either by hacking someone's account or by creating a fake account. Type 2 encompasses stresses related to navigating closeness in relationships. This includes: Feeling smothered, Pressure to comply with requests for access, and Breaking into digital accounts and devices. Feeling smothered is refers to occurs when one person feels overwhelmed by someone sending excessive messages; Pressure to comply with requests for access means feeling pressure from a friend or significant other to give them access to online accounts or to send sexual messages or nude pictures as a symbol of trust; and Breaking into digital accounts and devices which are means that going through someone's texts, pictures, emails, or online accounts on their phone or computer without their permission. Radzik also added that the Common signs that your child maybe experiencing digital stress include the anxiety or panic attacks, isolation or withdrawal from social activities, increased secrecy, anger, depression, failing grades, rebellion, stomachaches, and headaches or other general body aches not explained by a medical condition.

Tools of managing digital stress

According to Gini Harrison and Mathijs Lucassen (2018)[6] the digital stresses can be managed from certain technology related to stress such as managing the digital detoxification; setting clear smart phone social usage boundaries; re-balancing work and home life; audit and curate your social media feed; and there's an app for that; using technology to advantage.

Electronic devices on digital stress

According to American Psychological Association (2017)[7] survey reports reported that "A decade after the emergence of smart phones, Facebook and Twitter, more than four out of

five adults in the U.S. (86 percent) report that they constantly or often check their email, texts and social media accounts, according to part two of the American Psychological Association's report "Stress in America™: Coping with Change" released today. This attachment to devices and the constant use of technology is associated with higher stress levels for these Americans." Social media also negatively affects a greater proportion of constant checkers compared with those who do not check as frequently. More than two in five constant checkers (42 percent) say that political and cultural discussions on social media causes them on stress, compared with 33 percent of non-constant checkers. Additionally, 42 percent of constant checkers say they worry about negative effects of social media on their physical and mental health, compared with 27 percent of people who don't check as often. Almost two-thirds of Americans (65 percent) somewhat or strongly agree that periodically "unplugging" or taking a "digital detox" is important for their mental health. However, only 28 percent of those who say this actually report doing so. "Taking a digital detox is one of the most helpful ways to manage stress related to technology use," Bufka said. "Constant checkers could benefit from limiting their use of technology and presence on social media. Adults, and particularly parents, should strive to set a good example for children when it comes to a healthy relationship with technology." For the first time in the survey's 10-year history, APA released it in two parts, including this section focusing on stress related to technology and social media. The first section (released on Feb. 2015) highlighted how Americans are stressed about the future of our nation, with concerns about the current political climate and the outcome of the presidential election.

Social Media Use and Stress
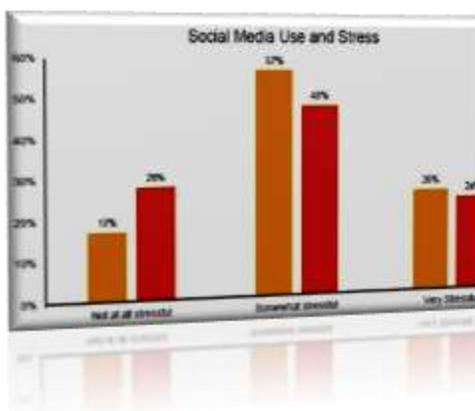
Source: Adapted from "Why do Social Networks Increase Stress?" Huffington Post, July 12, 2013

According to World Economic Forum (WEF) (2015)[8] reports mentioned that "dealing with the stress generated by social media connections begins with awareness. Some people even go as far as to keep a journal of their interactions and responses. They refer to their notes so they can identify the situations that cause the most stress and find ways to react to those."

"Moreover, stress can be as contagious as the common cold, with social media acting as one disease vector. Their natural human tendency to be empathetic makes them sensitive to

distressing events in the lives of network members. The more social media connections they have, the greater that awareness may become, as may the risk of stress contagion. The above mentioned <u>Pew Research Center</u> analysis concluded that caring about others brings a cost that increases when social media expand their exposure to others' unfortunate circumstances."

John Dick (2017)[9] said that maybe the lack of privacy and discretion in social media is driving up our stress levels. When nearly every part of our lives is only a cell-phone-camera-click away from being viral content, are we doomed to high anxiety? Our data suggests this is possible. For example: Social network users who are "very concerned" about consumer privacy are 20 percent more likely to characterize their lives as "very stressful."; 83 percent of people believe Facebook does the worst job of protecting their privacy, compared to 11 percent who say Google, and 6 percent who say Apple. 69 percent of Facebook users do not believe the social network does enough to protect privacy. 77 percent of Americans do NOT believe employers should be able to review Facebook profiles as part of the job application process (even though they do). Obviously, most people with extreme privacy concerns never join social networks in the first place. That might just be too much anxiety for them to handle.

Corona awareness and its Role on digital stress

WHO (6 March, 2020)[10] pointed out that "Stay connected and maintain your social networks. Even in situations of isolations, try as much as possible to keep your personal daily routines. If health authorities have recommended limiting your physical social contact to contain the outbreak, you can stay connected via e-mail, social media, video conference and telephone." WHO also added "During times of stress, pay attention to your own needs and feelings. Engage in healthy activities that you enjoy and find relaxing. Exercise regularly, keep regular sleep routines and eat healthy food. Keep things in perspective. Public health agencies and experts in all countries are working on the outbreak to ensure the availability of the best care to those affected. A near-constant stream of news reports about an outbreak can cause anyone to feel anxious or distressed. Seek information updates and practical guidance at specific times during the day from health professionals and WHO website and avoid listening to or following rumors that make you feel uncomfortable."

Peter Varnum of WEF (2020) in his report entitled "Managing mental health during coronavirus - experts around the world share insights" mentioned Sandro Galea, Dean and Robert A. Knox Professor at Boston University of Public Health and a population health expert

that who has focused on the social causes of health, mental health and trauma, said he does not dismiss the risk of spread of the novel coronavirus, but it's also important to consider unexpected risks associated with the response to the outbreak. "The fact that social isolation is associated with poor mental health is unquestionable," he explained. "In addition, macro-level stress across society could have an undue social burden on specific populations." There will be medium and long-term consequences on people whose employment is in sectors like retail and transportation" he explained "Adding economic pressures will inevitably result in worse mental health." Galea also noted the effects of quarantining on people's mental health. Though quarantining measures and guidance vary by country and are still evolving, Galea pointed to a study of the 2003 SARS outbreak of the psychological effects of quarantining on residents in Toronto, which found that a substantial portion of those quarantined displayed symptoms of post-traumatic stress disorder and depression. If quarantining is necessary, there are steps that can mitigate the effects of being isolated, including: Staying connected with your social and family networks via technology; Keeping your daily routines as much as possible; Exercising regularly and practicing habits that you enjoy and find relaxing; and Seeking practical, credible information at specific times of the day.

Advantages of social media during emergency

Ademola Abimbola[11] has informed that "When disaster strikes, most people turn to social media networks to get news. They get necessary updates from persons who are at the centre of the event. This article notes that After Haiti's 2010 earthquake, social media was used to link healthcare providers requiring supplies to those who had them. In Haiti and the 2011 Japan earthquake and tsunami, trapped victims were able to use social media services via their mobile phones to summon help and communicate with responders. The use of social media in emergency management situations has made many disaster relief organisations focus on boosting their social media activities. They alert the public of efforts they're preparing to give relief. The American Red Cross' " Social Media in Disasters and Emergencies" survey of 1,058 adults indicates that 18 per cent would turn to digital social media if calls to 911 were unsuccessful. Moreover, even after disaster strikes, social media is still used to help others find their loved ones. For example, Facebook has introduced a feature that allows you to mark yourself 'safe' during an emergency. This feature will notify your loved ones that you are safe and reduce their anxiety."

Cassandra Nordyke (2018) [12] says that "When disasters hit, chaos tends to follow. Emergency managers have successfully utilized social media at the core of their preparedness efforts in order to effectively communicate during disastrous events to keep such chaos to a minimum. Social media has made it possible to make smart decisions and spread information instantaneously, something that can ultimately help save lives. The use of social media to aid emergency management includes steps to broadcast important safety information, correct misinformation and build situational awareness. Recently, social media served as a means of conversing and engaging with communities around the world in the wake of the devastation wrought by Hurricanes Harvey and Irma. Twitter, Facebook and Instagram posts aided in informing the world about these hurricanes and its effects, and these platforms encouraged individuals to support relief efforts. Volunteers around the world used social media to provide aid workers in these affected areas with pertinent information such as real-time maps of who needed help and where. With a lack of telephone capabilities, social media provided a connection between families seeking news about their loved ones' status. Emergency management was improved in speed and effectiveness of relief efforts, and social media served as a two-way information flow that helped with tactical decisions. The benefits of using social media for emergency management are very clear, and emergency managers can strategically start to incorporate social media into their communication plans. By integrating the following suggestions, agencies and managers alike can more readily disseminate information and provide critical information for resource deployment."

Misha Ketchell (2020)[13] said that "News and views about coronavirus has spread via social media in a way that no health emergency has done before. Platforms like Twitter, Facebook, Tik Tok and Instagram have played critical roles in sharing news and information, but also in disseminating rumours and misinformation. Early on, snippets of information circulated on Chinese social media platforms such as Weibo and WeChat, before state censors banned discussions. These posts already painted a grim picture, and Chinese users continue to play cat and mouse with the Internet police in order to share unfiltered information. As the virus spread, so did the social media conversation. On Facebook and Twitter, discussions have often taken place ahead of official announcements: calls to cancel the Australian Formula One Grand Prix were trending on Twitter days before the official decision. Similarly, user-generated public

health explainers have circulated while official government agencies in many countries discuss campaign briefs with advertising agencies."

Elizabeth Nolan Brown (2020)[14] said that "it's almost hard to believe now, but there was time when Twitter, Facebook, and other forms of "participatory media" were widely heralded as great gifts to public perception and global democracy. For going on nearly half a decade now, the tone on tech companies and social media has shifted to one of suspicion, hostility, grievance, and moral panic. But as COVID-19 continues to spread around the world and as many governments continue to mishandle things, people are starting to remember why the platforms we love to hate are important after all. "All through February and early March, the voices of doctors and nurses on social media provided a vital antidote to those of confused and complacent political leaders embodied by President Trump," noted Ben Smith in The New York Times yesterday. Social media have also been providing news from early outbreak zones across the globe, as users widely disseminate stories from foreign news outlets, statements from foreign leaders, and first-hand accounts from residents of affected areas abroad. These snapshots helped give Americans a better sense of the scope of the threat posed by COVID-19 at a time when the messages coming from official channels were conflicting and confusing. They also illustrated the ways in which various social responses could play out-giving credence to calls here for "social distancing" and spurring measures to make room in medical facilities."

Disadvantages of social media on digital stress

Sabrina Barr (2019)[15] in his article entitled "Six ways social media negatively affects your mental health" expressed that there are six ways of social media that could be negatively affecting mental health without even realizing it. Such as, first, Self-esteem which means that people all have their fair share of insecurities, some that they speak about openly and others that they prefer to keep to their selves. Second, the human connection which refers to human beings, it's so important for us to be able to communicate and forge personal connections with one another. Third, the memory, social media can be great for looking back fondly on memories and recounting how past events occurred. However, it can also distort how you remember certain tidbits from your life. Fourth, Sleep, it is having enough sleep is of paramount importance. However, many of us use our phones too soon before choosing the hit the hay, making it harder to doze off. Fifth, Attention span, it's not just individuals' subconscious brain that they need to worry about, but also the extent to which their brain can fully concentrate when they're awake.

Sixth, Mental health, not only has social media been proven to cause unhappiness, but it can also lead to the development of mental health issues such as anxiety or depression when used too much or without caution.

Pros and Cons of Social Media

The author has mentioned that the pros and cons of social media and the digital stresses will determine from the factors which have identified from the following table information.

Pros	Cons
Raises awareness	Promotes fake news
Can combat loneliness	Can increase loneliness
Normalizes help seeking behavior	Encourages anti-social behaviour
Creates and maintains relationships	Cyber bullying

Source: https://ontheline.org.au/mental-health-blog/pros-and-cons-of-social-media-for-mental-health/

Fake news will increase the stress to justify that news as genuine, from that the digital stress will increase the tendency of seeking more information to oblige the information. The social media is helping the human-being being as lonely during the COVID-19. But it is normally bad for health as mentally and physically. Social media will mostly encourage the youth for anti-social behaviour, which will affect their surroundings family, friends, future life and employment opportunities. The fake news and other irrelevant information sharing behaviour is cyber harassment that should be avoided. Hence, social media will mostly promote individuals to negative ways and means of digital stresses is obviously understood from the above differentiation.

According to TELUS Wise (2018)[16] digital stress deals with three main ways such as the first is through time management: if user's time is better organized, their online life won't get in the way of other things they need to do. The second is through changing their habits and attitudes to make their digital life less stressful. Finally, it's important to make time for rest and reflection so that they aren't constantly under stress.

Discussion and Recommendation

From the above discussions, the author has recommended that social media is good for the emergency to get the information from the source and authentic information from the government and concerned organizations for the benefit of their stakeholders to communicate the urgency of information. During the coronavirus, quarantine people are aware of the negative side

of the diseases to spread over the country. Social media and digital stress are the inherent factors to affect humans mentally and physically. Due to social media, most of the youth are not sleeping in time in a day, the undue of sleep sensation will affect human health in an adverse effect on the growth of mental abilities and good well-being conditions of the body. The continuous of getting information from social media is enforcing the people to watch the most important news. Social media applications like, WhatsApp, Facebook, Instagram, and Twitter are played a good role in COVID-19 awareness and propaganda to safeguard the people from the disease. The digital stress is too high during the COVID-19 among the people who afraid of this disease. But most of the people in India are not aware of the seriousness of the disease. The author has reported that the government should enter into social media awareness and alert the people will give more impact to control the situations.

Conclusion

As per the above discussion and recommendations of the present article, the author has concluded that digital stress refers to the negative or emotionally imbalanced effects of an individual through electronic communicable interfacing devices and its utilization commitment. The causes of digital stress are depending upon the situation of one individual and the commitment to the utilization of electronic devices. Therefore, the causes of digital stress are based on accepting the information to do the works, conveying the results through the electronic devices which are to be assured based on the connectivity, accessibility, and affordability of the devices and the capability of the users. The social media is helping the human-being being as lonely during the COVID-19. But it is normally bad for health as mentally and physically. Social media will mostly encourage the youth for anti-social behaviour, which will affect their surroundings family, friends, future life and employment opportunities. The fake news and other irrelevant information sharing behaviour is cyber harassment that should be avoided. Hence, social media will mostly promote individuals to negative ways and means of digital stresses is understood from the above differentiation. Anyhow, the author has pointed out that social media applications like WhatsApp, Facebook, Instagram, and Twitter are played a good role in COVID-19 awareness and propaganda to safeguard the people from the disease. The digital stress is too high during the COVID-19 among the people who afraid of this disease. But most of the people in India are not aware of the seriousness of the disease. The author has reported that

the government should enter into social media awareness and alert the people will give more impact to control the situations.

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