PROLONGED USAGE OF SOCIAL MEDIA: A STUDY ON THE IMPACT OF SOCIAL MEDIA ON THE MENTAL HEALTH OF YOUTH

DISSERTATION

Submitted by

SURYA C S

SM22JMC020

Under the guidance of

NAFEESATHUL MISRIYA K

In partial fulfilment of requirements for award of the degree

Of Master of Arts

St. Teresa's College (Autonomous), Ernakulam

College With Potential for

Excellence Accredited by NAAC with 'A++'

Grade

Affiliated to

Mahatma Gandhi University

Kottayam-686560

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CERTIFICATE

I hereby certify that this project entitled "**PROLONGED USAGE OF SOCIAL MEDIA: A STUDY ON THE IMPACT OF SOCIAL MEDIA ON THE MENTAL HEALTH OF YOUTH**" by **SURYA C S** is a record of bonafide work carried out by her under my supervision and guidance.

Ernakulam

Date. 25 04 2024

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DECLARATION

I do affirm that the dissertation "**PROLONGED USAGE OF SOCIAL MEDIA: A STUDY ON THE IMPACT OF SOCIAL MEDIA ON THE MENTAL HEALTH OF YOUTH**" submitted in partial fulfilment of the requirement for the award of the Master of Arts in Journalism and Mass Communication has not previously formed the basis for the award of any degree, diploma, fellowship or any other similar title or recognition.

Ernakulam

SURYA C S

date   25 04 2024

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MA in Journalism and Mass Communication

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ABSTRACT

This study investigates the relationship between the prolonged social media usage and mental health and well being of young adults. The ubiquitous prevalence of social media platforms has fundamentally transformed communication, facilitating instantaneous connections between persons worldwide. Nevertheless, in the middle of this digital revolution, there are growing concerns about the potential negative effects of extended social media use on the mental well-being of young people. This study seeks to analyze the correlation between prolonged exposure to social media and the psychological well-being of young individuals.

This study examines many aspects of social media usage, such as how often and how long it is used, as well as the type of information consumed. It also investigates the potential effects of these factors on the mental health of young people, based on a thorough analysis of existing literature. This study explores the psychological processes that explain the link between spending too much time on social media and experiencing negative mental health consequences, such as depression, anxiety, and low self-esteem.

This research enhances our comprehension of the intricate relationship between social media participation and the mental health of young individuals by combining empirical evidence and theoretical frameworks. It emphasizes the significance of using a detailed and comprehensive strategy to tackle the problems caused by excessive use of social media. This has implications for both research and practical applications in the disciplines of psychology, education, and public health.

CHAPTER I

INTRODUCTION

Mental health pertains to an individual's comprehensive psychological state, which includes their emotional, psychological, and social well-being. It encompasses cognitive processes, emotional experiences, behavioral patterns, stress management, interpersonal relationships, and decision-making. Mental health encompasses more than just the absence of mental disease; it also encompasses qualities such as resilience, self-esteem, and the capacity to effectively negotiate life's challenges. Human functioning is a multifaceted and intricate phenomenon that is shaped by a range of elements including genetics, environment, life experiences, and social support. Ensuring proper mental well-being is crucial for attaining peak performance and a satisfying existence.

Over the past few years, the mental well-being of young people has become a significant issue on a global scale. Adolescence is a critical phase characterized by swift physical, emotional, and social transformations, which make young people especially susceptible to mental health difficulties. These challenges can be worsened by factors such as academic pressure, social media, family dynamics, and societal expectations. Comprehending and tackling the mental well-being of young people is of utmost importance for their holistic growth and future achievements. Social media encompasses a diverse array of internet platforms and technologies that empower individuals to generate and distribute self-created material. The impact of media on the modern world is overwhelming. We have surpassed the domain of new media, abandoning traditional media. In recent decades, there has been a profound and essential transformation in the digital landscape, fundamentally revolutionizing the methods by which individuals communicate,

interact, and share information. Social media platforms have become indispensable elements of our everyday existence, taking the lead in this process of transformation. The media has enabled consumers to easily share and enhance their information, as well as engage in business transactions with a great degree of convenience. Technology is enabling the use and consumption of media, especially among young people. The media plays a vital role in expediting the quick progress and development of nations. The world has evolved into exactly what Marshal McLuhan described as a "global village".

One notable attribute of social media is its capacity to democratise the dissemination of knowledge. Social media platforms provide immediate dissemination of users' perspectives, viewpoints, and personal encounters to a global audience, in contrast to conventional media channels that are often governed by a limited number of decision-makers. Understanding the complexities of social media is crucial for efficiently managing its benefits and drawbacks in a constantly evolving landscape. The increasing influence of social media on the lives of young folks has become more evident in recent years. Adolescents and young adults are dedicating more and more time to consuming digital content and shaping their online identities. The influence of social media on the psychological well-being of adolescents has become a growing issue, despite the several benefits it offers for connecting with others, expressing oneself, and sharing information.

Di Cara et al. (2022) carried out a study examining the correlation between the utilisation of social media by young adults and their mental health and overall well-being. Studies have shown a strong connection between the usage of social media and the occurrence of mental health problems, particularly symptoms of hopelessness and unease. The more often young adults use social media, the lower their levels of life satisfaction and self-esteem. The influence of social

media on mental health and well-being is contingent upon elements such as the particular

platform utilized, the frequency of usage, and the degree of involvement. Studies have shown

potential correlations between excessive screen usage and adverse mental health effects,

including anxiety and depression.

Excessive screen time refers to the prolonged and unregulated use of technologies that rely on

screens. It entails dedicating long periods of time to interacting with digital material, which can

result in disregarding other activities such as physical exercise, in-person social interaction, and

sleep. The overutilization of screens has been associated with several adverse mental health

consequences, including depression, anxiety, ADHD, and compromised self-regulation. Although

screens have the potential to provide educational and recreational benefits, excessive use can

have negative implications. A significant concern associated with excessive screen usage is its

impact on cognitive function and attention processes, particularly in children and adolescents.

Prolonged exposure to screens, especially during important periods of brain development, has

been linked to deficits in attention, impulse control, and executive function, which can manifest

as symptoms of ADHD and other behavioral issues.

1.1 THEORY

This study utilizes the media dependency theory as its theoretical framework. The media

dependency theory posits that humans progressively develop a dependence on various forms of

media to obtain knowledge, seek entertainment, and participate in social relationships. According

to this hypothesis, those who heavily depend on the media are more likely to experience negative

psychological impacts such as anxiety, depression, and other unpleasant outcomes when they are

denied access to the media. The aim of this theory is to analyze the factors that contribute to the

continuous utilization of social media among young individuals and how those factors affect their mental health and overall well-being.

1.2 OBJECTIVES

The primary objective of this research study is to identify how the usage of social media effects the mental health of youth.

- The aim is to examine the different types and extent of media use among young individuals.
- To assess the mental health of young participants.
- The objective is to investigate the potential associations between media consumption patterns and their impact on mental well-being.
  To ascertain the variables that may impact or mitigate this relationship.

1.3 STATEMENT OF RESEARCH PROBLEM

Young people are increasingly worried about the excessive use of social media. Several studies have investigated the detrimental effects of it on mental health and overall well-being. However, a deeper understanding of this issue is required. The aim of this study is to examine the relationship between prolonged usage of social media and the mental health and general well-being of young individuals. The study will explicitly investigate the factors that contribute to dependency, including anxiety, despair, and feelings of isolation. Despite extensive study on the relationship between social media consumption and mental health, the current body of literature remains complex and oftentimes contradictory. While numerous studies suggest that heavy use of social media can lead to negative outcomes such as increased levels of anxiety, sadness, loneliness, and reduced sleep quality, other research highlights positive effects such as enhanced social support, self-esteem, and a sense of belonging. Moreover, the interconnections among

these interactions are intricate and influenced by various factors, including individual differences, social context, and the unique features of social media platforms. Therefore, it is crucial to conduct further empirical research to elucidate the complex relationship between social media usage habits and mental health outcomes among young individuals. The study is expected to yield useful insights that can improve future interventions and policies targeted at fostering positive mental health in young individuals.

1.4 NEED FOR THE STUDY

The results of this study will improve our comprehension of the correlation between media consumption and the psychological well-being of adolescents, therefore providing a significant contribution to the fields of psychology and public health. The findings can be employed to develop strategies for promoting positive media behaviors and improving mental health support for this particular demographic. This research has significant ramifications for several stakeholders, such as educators, mental health professionals, legislators, parents, and young individuals themselves. This study aims to improve our understanding of the complex correlation between the use of social media and the mental well-being of young individuals. The primary goal is to offer significant insights that support evidence-based therapies, laws, and educational programs aimed at fostering healthy digital behaviors and minimizing the likelihood of negative consequences.

1.5 SCOPE OF THE STUDY

The study can be employed to encourage responsible utilization of social media and enhance the psychological well-being and welfare of young individuals. In recent years, there has been significant attention from researchers, policymakers, and the general public over the extensive

influence of social media on the lives of young individuals. As technology advances rapidly and smartphones and internet access become widely accessible, young people are increasingly involved in virtual environments. These platforms offer avenues for communication, social interaction, self-expression, and information exchange, which impact how young individuals handle their social relationships and everyday routines. However, despite the benefits of being connected and sharing knowledge, there is increasing concern about the potential negative impact of excessive social media use on the mental health and well-being of young individuals. Adolescence and young adulthood are crucial stages of growth characterized by heightened vulnerability to social pressures, the formation of one's sense of self, and the onset of mental health disorders. Hence, it is imperative to grasp the correlation between the usage of social media and its impact on mental well-being in this particular demographic in order to efficiently address the escalating public health concerns.

1.6 LIMITATIONS OF THE STUDY

The study employed an online survey as an instrument for collecting data. Nevertheless, it is crucial to acknowledge that this method could potentially result in response biases, since participants might not furnish entirely precise responses or fully grasp the topics posed.

- Restricted timeframe: The study is conducted within a limited length, which may impede a comprehensive understanding of the long-term effects of social media consumption on mental health and well-being.

- Sample size: The study is limited to a sample size of 130 participants. The sample comprises exclusively of individuals in the young adult demographic, aged 15 to 30,

who regularly engage with social media sites. The findings may not be generalizable to other age groups.

- The study neglects to account for other confounding factors, such as pre-existing mental health illnesses or other sources of stress, which could impact the relationship between social media usage and mental health outcomes.

CHAPTER II

REVIEW OF LITERATURE

Social media has become an essential component of our everyday existence, influencing our methods of communication, information sharing, and media consumption. Social media platforms such as Facebook, Snapchat, Instagram, and WhatsApp have facilitated communication by making it more convenient and widely available. Soubra et al. (2022) argue that social media has provided a medium for individuals to voice their viewpoints and disseminate information, resulting in heightened transparency and consciousness. The utilization of social media can significantly impact young individuals, leading to adverse consequences such as sadness, anxiety, FOMO (fear of missing out), body dissatisfaction, cyberbullying, and sleep disturbances, among others. (A.Wong, 2014)

Social media is a prevalent and impactful aspect of adolescents' life, with the potential to yield both favorable and unfavorable consequences for their growth and maturation. Social media offers adolescents a platform to freely express themselves, interact with like-minded others, and gain access to a vast amount of knowledge and tools. Additionally, it serves as a valuable instrument for maintaining communication with acquaintances and relatives, as well as for remaining informed about the latest happenings (Monks et al, 2021). Childhood and adolescence are critical stages of development during which social and emotional well-being can have the greatest influence, shaping habits and behaviors that persist into adulthood. Given the significance of this time period, it is crucial to thoroughly examine and assess the possible effects of social media on children and adolescents, as they may be particularly vulnerable to adverse outcomes (Barry et al., 2017). While the full extent of these

effects, whether they are negative or positive, has not been definitively established, extensive research suggests a potential connection between the use of social media and mental health conditions such as depression and anxiety. Additionally, social media usage may contribute to issues such as low self-esteem, self-harm, reduced sleep, and heightened stress levels in children and teenagers (Barry et al., 2017). Richards et al.,2015 found that those who spent just three hours per week on social media had elevated rates of depression, particularly among teenagers who were most vulnerable to these negative consequences.

2.1 DEMOGRAPHICS

Digital interaction of young people increases year by year, social networking sites play a key role in their personal and professional relationships, and a very high percentage of jobs require digital skills. In the article Impact of social media on youth,2023: ''However alongside these benefits, social media also presents several negative consequences for youth. Excessive use can lead to mental health issues, including anxiety, depression, and feelings of inadequacy, exacerbated by the culture of comparison and unrealistic standards prevalent on these platforms. Cyberbullying and privacy concerns pose serious risks to young individuals, impacting their emotional well-being and safety.''

Arora Shivani has written an article on "Social Networking : A study of Indian Youth". The main purpose of this study was to understand the impact of networking sites on the future of our country. For this, researchers selected respondents from age 17 to 23 years. 150 respondents were selected as a sample. Researchers concluded that social media has become part of life but it becomes very addictive for college students. It makes students physically and mentally disturbed. In a research study "Addiction to social networking websites and its effect on life course of

college going students in Surat city", 300 college students were selected from various colleges of Surat city on the basis of purposive sampling. All the respondents belonged to the age group 19 to 24. Pre-tested and structured questionnaire was used. The networking sites are part and parcel of the lives of youth, the life stage of creativity, exploring of social and cultural life innovation, physical activity, cheerfulness, shaping of personality and social skills etc. seems to be eroded by the evil in the form of networking sites. Majority of the users are addicted to these sites. Mental health disorders have increased among youth because of social media.

It depends on how young people see social media and whether they like it or not. Youth self-esteem can be boosted by informing them of their own value and maintaining social connections with friends, family, and acquaintances through social media. The path to their skill development is not far away if the youth can recognize the pessimistic aspect and socio-psychological issues of social media and use them to develop their self-identity.

2.2 Depression and Social Anxiety

The consumption of social media has experienced a notable rise among young individuals in recent times, and its influence on mental well-being has been a topic of substantial investigation and apprehension. Teaching young people about responsible use of social media and offering assistance in establishing effective ways to deal with challenges can help reduce some of the adverse psychological effects connected with its use. Social anxiety is a common mental health issue that frequently affects young individuals, and its symptoms usually start to appear around the later stages of adolescence (Crome et al., 2015; Kessler, 2003; Spence et al., 2018; Stein et al., 2017a). Social anxiety is defined as a strong and enduring dread of being judged badly by others in social settings, which often leads to thoughts and actions that perpetuate the condition (Clark, 2005; Hofmann, 2007). People who have symptoms of social anxiety often feel lonely

and separated from others (Lim et al., 2016; Meltzer et al., 2013). They are also more likely to suffer depression, have thoughts of suicide, engage in substance use, and have problems in their relationships with others (Aderka et al., 2012).

Adolescent depression and suicidal tendencies have experienced a significant rise over the past few decades. According to a study by the Pew Research Centre in 2018, 97% of adolescents aged 13 to 17 use at least one of the seven social networking sites (SNS) listed: YouTube (85%), Instagram (72%), Snapchat (69%), Facebook (51%), Twitter (32%), Tumblr (9%), or Reddit (7%).

There are concerns about how social media affects the mental health of adolescents. This is because social media is linked to reduced in-person interactions, addictive behaviours, cyberbullying, increased social pressure from comparing oneself to others, and exposure to stories about suicide on social media, which can have a contagious effect (Kraut et al., 1998).

A significant disparity between present-day teenagers and young adults, in contrast to previous generations, is their reduced amount of face-to-face interaction with friends and increased reliance on electronic means, mostly through social media platforms.

According to Kraut et al. (1998), the increase in sadness can be seen as proof that the relationships formed through social media are not emotionally fulfilling, leading to feelings of social isolation.

A study conducted in 2015 revealed that almost 50% of psychiatric patients were active users of social media, with a higher prevalence among younger individuals (Trefflich et al., 2015). Additionally, 47% of individuals with schizophrenia who were receiving inpatient or outpatient treatment reported using social media, and out of those, 79% reported using social media websites at least once a week (Miller et al., 2015). The prevalence of social media usage has

risen among individuals with psychiatric conditions in recent years. This is evident in a study conducted in 2017, which found that approximately 70% of individuals with serious mental illness in treatment were using social media. This rate is comparable to that of low-income groups in the general population (Brunette et al., 2019).

2.2.1 SLEEP DEPRIVATION

Excessive use of social media, particularly before going to sleep, might cause sleep disruptions in young individuals. Electronic device screens emit blue light, which can disturb the circadian rhythm, the body's natural sleep-wake cycle. Evening exposure to blue light can inhibit the production of melatonin, the hormone responsible for regulating sleep, leading to increased difficulty in both falling asleep and staying asleep. In recent times, there has been an increasing amount of written works focusing on the usage of social media and its impact on the quality of sleep and mental well-being among young individuals (Aderka et al., 2012).

Adolescents may experience difficulty in unwinding and relaxing if they engage with social media content immediately prior to going to sleep due to the potential emotional and cognitive strain it can bring. Social media platforms are designed to be engaging and captivating, encouraging users to explore content, see videos, and engage in conversations with other users. This additional stimulus can stimulate the brain, resulting in a delay in the onset of sleep and making it more difficult to fall asleep and stay awake in bed for a longer period of time. Excessive utilization of social media immediately prior to going to sleep can disrupt established patterns of sleep hygiene and evening routines (Lim et al., 2016).

. Frequent utilization of social media immediately prior to bedtime can result in a delayed sleep phase in adolescents, characterized by difficulty in falling asleep at an early hour and

subsequently staying awake for an extended period in the evening. As a result of the accumulation of sleep debt and experiencing daytime fatigue, young individuals who adhere to this delayed sleep pattern may not obtain sufficient sleep due to the necessity of waking up early for education or other commitments. Excessive use of social media before bedtime can negatively impact an individual's mood and overall well-being by disrupting their sleep quality. Insomnia can exacerbate feelings of fatigue, restlessness, and stress, so impeding the ability of adolescents to effectively manage their daily responsibilities and duties (Pirdeghan et al.,2021).

Addressing sleep issues in young individuals is of utmost importance as persistent sleep deprivation has been linked to an increased susceptibility to mental health disorders such as anxiety and depression (Brunette et al., 2019). To summarize, the excessive utilization of social media by teenagers before to going to bed can disrupt their sleep patterns due to the exposure to blue light, increased levels of alertness, disturbance of bedtime routines, and postponement of the onset of sleep. The sleep disturbances can adversely affect an individual's mood, overall health, and sense of well-being. This highlights the importance of promoting good sleep habits and reducing screen time before going to bed. Implementing consistent bedtime routines, creating a sleep-conducive atmosphere, and engaging in digital detoxes before to going to bed can help mitigate the adverse impact of social media on sleep quality and enhance overall sleep hygiene among young individuals.

2.2.2 ADDICTION AND DEPENDENCY

Social networking platforms are designed to be addictive, triggering the release of dopamine in the brain through features such as likes, comments, and notifications. Adolescents may disregard their other responsibilities and engagements in order to excessively engage with social media, which can have detrimental effects on their overall welfare and psychological state. The

addiction is acknowledged as a socializing pastime among young individuals, who dedicate a significant amount of their time to it. The rise in screen time also amplifies the chances of young individuals becoming addicted to social media (Chung et al., 2019). There is a favorable correlation between the amount of time spent on social media and the level of addiction (Simsek et al., 2019).

A comprehensive analysis conducted by Khan and Khan has identified that social media addiction exerts a detrimental influence on the mental well-being of individuals. For instance, excessive use of social media might result in an increase in stress levels, feelings of loneliness, and depression. Anxiety is a prevalent mental health issue that is often linked to addiction to social media. Research has indicated that young adolescents who have a dependency on social media are more prone to experiencing anxiety compared to individuals who do not have a dependency on social media . Furthermore, excessive use of social media can result in physical health issues, including obesity and carpal tunnel syndrome, due to prolonged computer usage. Social media addiction has been found to negatively impact mental health by diminishing individual self-esteem and causing a decline in academic performance (Hou et al., 2019).

The excessive utilization of social media can disturb individuals' daily routines, obligations, and responsibilities, leading them to neglect their interpersonal connections, academic tasks, household chores, and other essential aspects of life. Adolescents may spend a significant amount of time on social media, engaging in activities such as reading, interacting with material, and responding to notifications, which can detract from vital or productive tasks. This lack of adherence to responsibilities can result in subpar academic achievement, difficulties in interpersonal relationships, and overall functional decline, all of which negatively impact mental health and overall well-being.

Social media addiction can be seen as a manifestation of cyber-relationship addiction, as the purpose of utilizing social media is to establish and sustain relationships both online and offline (Kuss & Griffiths, 2011). Various reasons, such as economic challenges, psychological issues, and physical limitations, contribute to the tendency of young individuals to withdraw from reality. Nevertheless, adolescents who have limited social connections and experience isolation are more likely to engage in excessive use of social media and develop addiction (Kirik et al., 2015). Young individuals may be compelled to seek attention on social media platforms due to the lack of satisfactory social interactions in their offline lives.

Excessive use of social media will disrupt the time management of young individuals, while also diverting their attention from their tasks. Individuals that suffer from social media addiction prioritize their follower count on social media platforms in order to garner more attention from the online realm. Excessive online activity heightens the likelihood of young individuals being subjected to many negative outcomes of social media, such as cyber victimization (Longobardi et al., 2020). These factors may contribute to the development of additional mental health issues in young individuals.

There is a strong correlation between social media addiction and life happiness among young individuals. A study conducted by Sahin (2017) found that there is a positive correlation between lower life satisfaction and higher levels of social media addiction among young individuals. Social media addiction plays a significant role in determining life satisfaction. Young individuals who are addicted to social media exhibit a greater capacity for endurance and communication in virtual environments compared to their abilities in real-life interactions. They merged their online presence with their offline existence (Aksoy, 2018) due to their inability to find fulfilment in their present circumstances. According to Yu et al. (2016), there is a correlation between low

self-efficacy and the extent of addiction to social media among young individuals.

Social networking services are designed to be addictive by using psychological mechanisms such as dopamine release and intermittent reinforcement to encourage compulsive behaviors. Adolescents may realize that they are overly engaging with social media to the detriment of their other responsibilities and pursuits, which can have negative effects on their overall well-being and mental state. To effectively deal with problematic usage patterns and encourage better engagement with technology, it is crucial to identify the signs of social media addiction and seek assistance from reliable individuals or mental health professionals.

2.2.3 REDUCED FACE TO FACE SOCIAL INTERACTION

Over two billion individuals own a smartphone and dedicate an average of 3 hours daily to using their mobile devices (Comscore et al.,2017). A substantial amount of that time is allocated to interpersonal communication through phone calls, messaging, or engaging with people on social networking platforms such as Facebook or Instagram. Adolescents have incorporated technology-based forms of communication, such as social media and video games, into their daily life due to the growing popularity of internet apps. Smartphones have become indispensable in this regard. Technological advancements have revolutionized the ways in which adolescents engage in social interactions. The nature of our interactions, whether in friendships or romantic relationships, has significantly changed from how it was in the past (Allcott et al., 2019). In a study, Yu, et.al 2016 explicitly stated that social media platforms provide possibilities to establish virtual relationships as a means of compensating for the absence of face-to-face social interaction and fulfilling the desire for social connection.

Nie and Erbring (2000) and Kraut et al. (1998) discovered a positive correlation between Internet usage and feelings of loneliness, as well as a decrease in interpersonal communication, even

within familial relationships.

The over utilization of social media, leading to a decrease in face-to-face social connections, might indeed have substantial consequences for the mental health and overall well-being of young individuals. Social media serves as a convenient alternative to face-to-face talks by allowing individuals to communicate with each other online, regardless of their physical distance. Young people are increasingly choosing to communicate online rather than in person, and cellphones can disrupt face-to-face encounters through a behavior known as "phubbing," which involves paying attention to one's phone instead of the people around them (Comscore et al.,2017). Social media facilitates convenient and efficient connection and contact with those who are geographically distant. However, excessive dependence on digital means of communication may restrict the potential for establishing profound face-to-face relationships. Adolescents may allocate a greater amount of time engaging with others via electronic devices compared to face-to-face interactions, perhaps leading to a decline in the profoundness and excellence of their interpersonal connections. Excessive usage of social media may impede the development of essential social skills needed to negotiate real-life social interactions (Yu, et.al 2016). The lack of opportunities for face-to-face interactions can exacerbate feelings of isolation and loneliness, increasing the vulnerability to mental health issues. Furthermore Authentic laughter, physical contact, and shared experiences are essential components of meaningful relationships that cannot be fully replicated through internet communication. If young individuals choose virtual communication over face-to-face interactions, they may fail to experience the benefits of genuine human connection, potentially leading to feelings of emptiness and dissatisfaction in their relationships. In order to enhance their mental well-being and overall health, young individuals should actively pursue opportunities for face-to-face social

interaction, prioritize the quality of their interactions over the quantity, and maintain a healthy balance between their online and offline activities.

2.3 HIGH EXPECTATION ANS SELF SATISFACTION

Social medias over usage has fostered a culture characterized by high expectations and self-satisfaction among young individuals. Continuous exposure to carefully selected and perfected representations of life on sites such as Instagram and TikTok establishes unattainable benchmarks (Paramboukis et al., 2016). When comparing oneself to others, it is unavoidable to feel inadequate and have an unyielding want for approval. The relentless pursuit of perfection perpetuates a circle of discontent, since actual experiences frequently fail to measure up to their digitally improved counterparts. The relentless craving for likes, shares, and comments perpetuates a longing for continual validation, impeding the authentic cultivation of self-esteem. As a result, young people are caught in a pattern of always seeking approval from others instead of finding satisfaction from within (Schaufeli et al., 2000).

Self-satisfaction is an essential component of subjective well-being and has a substantial role in psychological health (Pavot & Diener, 2008). Self-satisfaction pertains to the degree of contentment individuals experience in their lives with respect to their physical and mental aspirations (Demerouti et al., 2000). Various circumstances in life, including school, family, and friends, have an impact on these objectives (Rostami & Abedi, 2012). Research has found that there is a direct link between life satisfaction and self-esteem, as well as happiness and optimism. Conversely, there is an inverse relationship between life satisfaction and loneliness and despair (Stankov et al., 2013).

2.3.1 COMPARISON AND SELF ESTEEM

Social media often presents a meticulously constructed storyline and portrayal of an idealized existence. This can lead to an incessant loop of comparing oneself to others, which can have a negative impact on one's self-worth, especially in young individuals who are still developing their identity. Individuals often employ social media platforms as a showcase to share their most notable experiences, moments, and achievements. Typically, users share narratives and images that have been selectively curated to present an idealized portrayal of their lives. This can result in a distorted perception of reality, where challenges and hardships are often concealed, and only the positive aspects of individuals' lives are emphasized (Mackson et al., 2019).

The perspectives of teenagers regarding others and themselves are influenced by social media, which might significantly affect this process. Individuals may imitate unrealistic norms and societal expectations when they overly compare themselves on social media, rather than enjoying their unique talents and personality. This can hinder the development of a secure and authentic identity.

Heatherton and Polivy (1991) argue that self-esteem can exhibit either stability or fluidity. In other words, it may require a significant amount of time to develop in certain individuals, while in others, it can fluctuate in response to current trends and daily occurrences. According to Valkenburg et al. 2006, negative feedback decreases individuals' self-esteem, while good feedback significantly boosts self-esteem. In their study, Hawi and Samaha (2017) discovered a positive correlation between poorer self-esteem and increased usage of social media among young individuals.

Most persons are driven by a basic instinct to meet their need for connection, which leads them to constantly compare themselves to others (Schachter, 1959). These affiliation needs are

stimulated by various social networking sites. Festinger (1954) argued that these sites prompt individuals to engage in self-evaluations and engage in social comparisons with others based on factors such as social classes, social roles, beauty, popularity, wealth accumulation, and other social functions.

Multiple researchers have deduced from their studies that excessive use of social media leads to depression and reduced well-being in individuals (Feinstein et al., 2013). According to Kross et al. (2013), the majority of individuals do not utilize social media to express their emotions or moods. Instead, they turn to social media as a means to alleviate their feelings of loneliness. However, this ultimately leads to a decrease in overall life satisfaction.

Adolescents who engage in frequent use of social media often express lower levels of body satisfaction, especially when they are exposed to the idealized beauty standards that are propagated on these platforms. (Tylka, Rodgers, Calogero, Thompson, & Harriger, 2023) Cyberbullying, a prevalent issue in digital environments, is associated with a decrease in the self-esteem of its victims.

2.3.2 BODY IMAGE ISSUES

The utilization of social media can lead to profound and enduring effects on the mental and emotional well-being of young individuals, specifically in relation to body image concerns. Social media sites often display photographs of persons who adhere to society's limited concept of beauty, which is typically associated with being slender, muscular, having flawless skin, and possessing symmetrical features.

Body image refers to an individual's perception, cognition, and emotions regarding their own physical appearance. It is susceptible to several influences, such as cultural and societal messages, personal experiences, and relationships. An individual's perception of their physical

appearance can have a significant impact on their self-worth, assurance, and general psychological and emotional state. An individual possesses a healthy body image when they have a sense of ease and self-assurance in relation to their physical form, and are able to value their inherent proportions and dimensions. An unhealthy body image refers to a state in which an individual harbors pessimistic ideas and emotions regarding their physical appearance, leading to feelings of self-consciousness and dissatisfaction (Appel et al., 2020).

Body image encompasses an individual's cognitive processes, beliefs, and emotions regarding their physical attributes, such as weight, shape, size, and other bodily features (Cameron et al., 2019). Excessive exposure to the idealized representations of beauty on social media can distort an individual's perception of their own physical appearance, leading to dissatisfaction with their looks. Adolescents may possess a distorted perception of their physical appearance, perceiving themselves as being overweight, unattractive, or flawed, despite objective measurements indicating otherwise. This negative perception of one's own physique can worsen mental health issues by contributing to feelings of poor self-worth, heightened anxiety, and increased melancholy. Social media platforms foster comparison self-assessment, propagate unattainable beauty norms, and bolster the notion that an individual's physical appearance dictates their value, all of which contribute to the development of body image problems among young people. It is important for adolescents to comprehend that the portrayals of celebrities they encounter in the media are frequently heavily manipulated and do not accurately depict reality. It is advisable for individuals to prioritize their personal health and well-being instead of striving to meet conventional beauty norms. Parents, teachers, and other adults should actively support and guide teenagers in accepting and celebrating their unique qualities, while also assisting them in cultivating a healthy and confident perception of themselves (Bakeer, 2018).

Adolescents, being more susceptible to cultural expectations regarding beauty, can experience heightened sensitivity towards their body image. It is important for individuals to cultivate a favorable perception of their physical selves by valuing and honouring their bodies for their capabilities, rather than fixating on their outward looks. Parents and other adults should also demonstrate positive body image and self-acceptance as examples for adolescents (Hosseini, and Padhy, 2019).

Various factors can contribute to the development of poor body image in adolescents. These include the influence of social media and advertising, which often promote unrealistic beauty ideals. Peer pressure to adhere to a specific appearance also plays a role, as well as unpleasant comments or criticism from family members or peers (Grunewald et al., 2021).

Social media can exert both beneficial and detrimental impacts on body image. Social media can serve as a forum for individuals to share their experiences and interact with like-minded individuals, fostering a supportive and empowering environment. Additionally, it serves as a valuable instrument for being informed about ongoing events and gaining access to a vast array of information and resources (Aichner et al., 2021). Social media can exacerbate bad body image by promoting an unattainable and frequently detrimental ideal of beauty. Viewing meticulously selected and frequently edited images from others can prompt individuals to compare themselves to others and experience feelings of inadequacy. Social media platforms can serve as a fertile environment for the proliferation of cyberbullying and various other forms of online harassment. These harmful behaviors can significantly impact individuals' mental health and overall well-being (Anderson & Jiang, 2018).

Social media can exert both beneficial and detrimental influences on body image in adolescents, necessitating responsible and moderate usage of these platforms. Parents and other adults should

educate adolescents about the possible hazards of social media and offer assistance and direction as they confront these difficulties (Fuchs, 2021). Numerous research have been carried out to examine the impact of social media usage on body image in adolescents. Several studies have discovered a correlation between social media usage and poor body image as well as decreased self-esteem, especially among adolescents who engage in online comparisons or are exposed to pictures of thinness or idealized beauty. Additional research has indicated that there is no direct correlation between social media usage and body image. However, it can potentially contribute to poor body image if it results in heightened comparisons to others or if it is utilized to propagate unattainable ideals of beauty (Auxier & Anderson, 2021). The correlation between social media usage and body image is intricate and can be affected by various factors, such as individual disparities, the particular platforms and content that adolescents encounter, and the circumstances in which social media is utilized (Evans, Bratton, and McKee, 2021).

To tackle these obstacles, it is necessary to adopt a multimodal approach that encompasses various strategies. These strategies include educating individuals on media literacy, promoting diversity and body positivity, fostering self-acceptance and self-compassion, and providing assistance and resources to young people struggling with body image issues. To mitigate the adverse impact on the mental and emotional well-being of young individuals and promote healthier body image perspectives, we should advocate for a more comprehensive and authentic portrayal of beauty on social media.

Therefore, it can be inferred that the use of social media has a substantial influence on the mental well-being of young individuals, namely in relation to depression, social anxiety, and self-satisfaction and high expectation. Nevertheless, exercising moderation and imposing restrictions on usage can potentially result in enhanced results. Emphasizing the importance of health in the

digital domain entails establishing limits, regulating the amount of time spent on screens, and participating in activities that foster equilibrium and mindfulness. The mental well-being of young individuals is of utmost importance as it significantly impacts their general welfare, growth, and future opportunities. An optimal psychological state empowers individuals to effectively handle difficulties, cultivate resilience, and promote positive interpersonal connections. It establishes the groundwork for a satisfying existence, enabling individuals to pursue objectives with clearness and assurance. Placing mental health as a top priority in young people cultivates a generation that is more capable of making constructive contributions to society, disrupting patterns of discrimination and advocating for overall well-being. Developing a conscious understanding of digital behaviors and their impact on mental well-being is essential. By cultivating a positive and balanced interaction with technology, individuals can protect their mental health, alleviate stress, and improve their overall quality of life in today's technology-driven society.

CHAPTER 3
RESEARCH METHODOLOGY

This study explores the correlation between extended use of social media platforms and the mental health and overall well-being of young individuals. The project aims to investigate the reasons behind the increased reliance of young people on social media platforms. It also seeks to explore the impact of sleep deprivation, fear of missing out (FOMO), body image difficulties, comparison and self-esteem, diminished face-to-face connection, as well as addiction and dependency.

3.1 RESEARCH METHODOLOGY

The study employed a descriptive-analytical research strategy, which involved the classification, description, comparison, and measurement of data. The study primarily examined the causal relationship between the extended use of social media platforms and young adults. The study also investigated the potential impact of demographic factors, such as age and gender, on the mental health and well-being of the participants. The investigation examined the concepts of sadness, self-satisfaction, self-esteem, and social anxiety as probable factors that contribute to the dependence of young people on social media platforms.

3.2 VARIABLES USED IN THE STUDY

Independent variables and their distribution

SI NO	Independent Variable	Levels
1.	Age	15-19, 20-24, 24-30

2.	Gender	Male, Female, Transgender

Dependent Variable

SI NO	Dependent Variable
1.	Depression and Social Anxiety
2.	High expectation and Self Satisfaction

3.3 SAMPLE SELECTION

The researcher collected 130 samples from various locations using Google Forms, with the participants being individuals between the ages of 15 and 30. The study used purposive sampling, specifically targeting individuals who actively engage with diverse social media platforms. The primary data was obtained via a meticulously designed questionnaire, while the secondary data was gathered from a variety of sources such as reviews, journals, and published research papers on websites.

3.4 DATA COLLECTION TOOL

Data collection was conducted solely via the internet. In order to collect information from the participants in alignment with the objectives of the research, Google forms were employed.

3.5 INSTRUMENTS USED FOR THE STUDY

A meticulously designed closed-ended questionnaire was utilized for data collection, which was conducted only through online means. The researcher disseminated the Google form to the participants at different sites. The initial section of the questionnaire comprises demographic information, encompassing age, gender, and occupation. The second section of the questionnaire focuses on inquiries regarding the frequency of social media utilization, the primary social media platforms used, and the amount of time spent on these sites. The concluding section of the questionnaire centered on the impact of social media on mental well-being, encompassing inquiries regarding depression, sleep quality, body image concerns, self-contentment, self-esteem, and the fear of missing out (FOMO) among young individuals. The participants' replies were documented on a continuum that spanned from expressing varying levels of agreement to dissent, using a 4-point Likert scale.

In this study, the researcher constructed, applied and used two major instruments which are as follows:

1. Depression and Social Anxiety Scale
2. Self-Satisfaction and High Expectation Scale

3.6 DISTRIBUTION OF SAMPLES

The researcher used 130 samples for this study. The samples were distributed based on demographic variables such as Age and Gender of the respondents.

Frequency Distribution Of Respondents and their Age

AGE	FREQUENCY

15-19	23
20-24	91
25-30	16
Total	130

Frequency distribution of Respondents and their Gender

GENDER	FREQUENCY
FEMALE	64
MALE	66
Total	130

3.7 REALIBILITY AND VALIDITY OF SCALES

In order to measure the consistency of the instrument on mental health, the scale formulated for the research was standardized using reliability and validity tests. The reliability and validity of the scales used in research study are critical in ensuring that the data gathered is accurate, consistent, and trustworthy. In the case of the research paper 'The prolonged usage of social media and mental health on youth'. Multiple measures were likely employed to asses factors such as sleep deprivation, body image issues, comparison and self esteem, FOMO, dependency and addiction.

3.8 HYPOTHESIS

H01: Prolonged social media usage has no significant influence on the Age of respondents in relation to their levels of Depression and Social Anxiety.

H02: Prolonged social media usage has no significant influence on the Age of respondents in relation to their levels of High expectation and Self-satisfaction.

H03: Prolonged social media usage has no significant influence on the Gender of respondents in relation to their levels of Depression and Social Anxiety.

H04: Prolonged social media usage has no significant influence on the Gender of respondents in relation to their levels of High expectation and Self-satisfaction.

3.9 DATA ANALYSIS

The collection of data was completed within 2 weeks. For this study, the researcher collected data from 130 respondents. Google forms were used to collect the data with a well structured close ended questions. The information accrued from the questionnaire was analyzed with the use of both quantitative and qualitative methods to gain comprehensive expertise on the impact of over usage of social media on mental health of youth. Quantitative evaluation uses statistical techniques to summarize the responses and identify styles in the records. To analyze the responses to questions about social media usage patterns, content material options, and perceptions of the platform's impact, frequency distributions and chances were calculated. This allowed for the identification of developments and commonalities among respondents. The Likert scale responses also analyzed the usage of measures which includes approach and well-known deviations to gauge the degree of settlement or disagreement with statements associated

with over usage of social media platforms and mental health of youth. Qualitative analysis is conducted on open-ended inquiries to extract topics and insights from the individuals' responses. Common issues were identified via coding and categorization of the responses, presenting extra intensity to the quantitative findings. The combination of both quantitative and qualitative methods provided a sophisticated understanding of the intricate relationship between juvenile mental health and excessive social media use.

DATA ANALYSIS AND INTERPRETATION

FINDINGS AND DISCUSSION

1. Based on the obtained data, the sample population is predominantly female, accounting for 63% of the total respondents, while male respondents constitute 36% of the total. Consequently, there exists a significant disparity in the number of male and female respondents, indicating a gender gap.

2. Out of the 130 responses, 57.7% (that is 75 individuals) of respondents spends 6 to 8 hours of time in using social media platforms.

On average, how many hours per day do you spend on social media?
130 responses

- Less than 2 hour
- 3-5 hours
- 6-8 hours
- More than 8 hours

26.9%

57.7%

15.4%
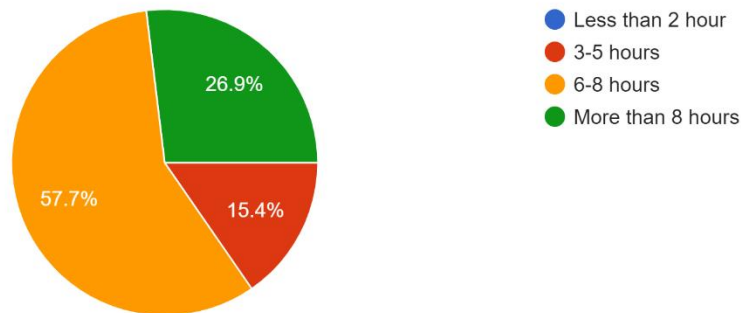
3. Based on the gathered statistics, Instagram is the predominant social media site among young individuals in comparison to other platforms such as YouTube, Facebook, and Snapchat.

4. 44.6% of the overall respondents have poor mental health whereas 2% of the respondents have excellent mental health condition.

How would you rate your overall mental health?
130 responses

Legend:
- Excellent
- Good
- Fair
- Poor

44.6%
16.2%
37.7%
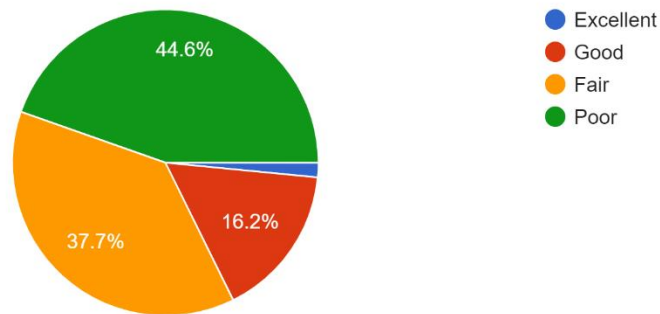
5.   The individuals within the age range of 20-24 years, regardless of gender, allocate the most amount of time on social media sites. This may be attributed to the fact that a significant number of individuals within this age bracket are either pursuing higher education or embarking on the initial stages of their professional journeys, so placing them in a state of transition in their life. Individuals have the ability to establish connections with their friends, family, and professional acquaintances via these platforms. Additionally, they may stay informed about the latest trends and current affairs.

6.   The statistics indicate that a significant majority of respondents (75 individuals) experience a strong urge to use social media regularly due to their persistent fear of missing out and their want to be connected and informed about the world around them.

7.   According to the statistical findings, the mental health of the respondents was rated as follows: excellent 1.5%, good 16.2%, fair 37.7%, and poor 44.6%.

8.   The majority of individuals engage in phone usage for over one hour before bed time, resulting in, the emission of blue light from phone screens can interfere with the

production of melatonin, the hormone responsible for regulating your circadian cycle.

This can hinder the capacity to initiate sleep and result in overall poor sleep quality.

Approximately how many minutes/hours before bedtime do you typically spend on social media each night?

130 responses
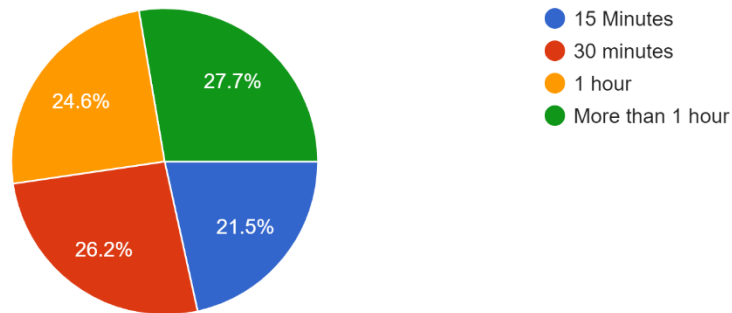
9. According to the data obtained, 53.1% of individuals frequently feel forced to remain awake longer than planned in order to use their phones, which negatively affects their sleep patterns. Additionally, 63.1% reported feeling lethargic or sleepy during the day as a consequence of staying up late on social media.

10. Based on the collected data, 55.4% of individuals reported observing variations in their sleep quality or length on nights when they engage in extensive use of social media, as opposed to nights when they abstain from it.

11. Based on the collected data, just 5.4% of respondents reported that their social media usage does not have a negative impact on their capacity to operate well during the day as a result of sleep deprivation. In contrast, 47.7% of individuals are affected by this issue.

Have you ever felt fatigued or tired during the day as a result of staying up late on social media?
130 responses

Legend:
- Yes
- No
- Maybe

22.3%
14.6%
63.1%
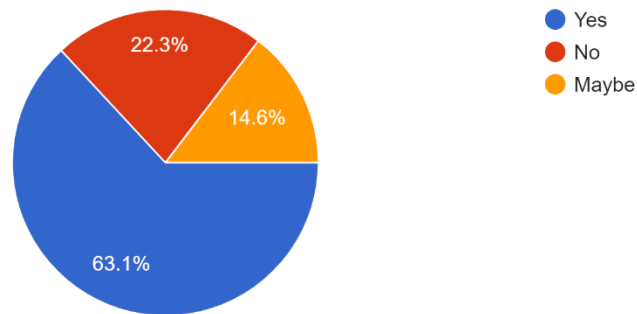
12. 10. 50% of the participants reported experiencing anxiety or tension as a result of their extensive use of social media. The prevalence of a culture of comparison, wherein individuals engage in the act of comparing themselves to idealized online images, leads to the development of social media anxiety and dissatisfaction. This can lead to feelings of inadequacy, diminished self-esteem, and fear of missing out (FOMO). The presence of abuse and hostility on social media can exacerbate these emotions, leading to higher levels of isolation and insecurity. The dependency on social media and the overwhelming influx of information can disrupt sleep patterns and induce feelings of anxiety and distress. The superficial and insincere nature of social networking can negatively impact one's self-esteem and induce feelings of anxiety.

Have you ever experienced feelings of anxiety or stress related to your social media usage?
130 responses

- Yes
- No
- Maybe

35.4%

14.6%

50%
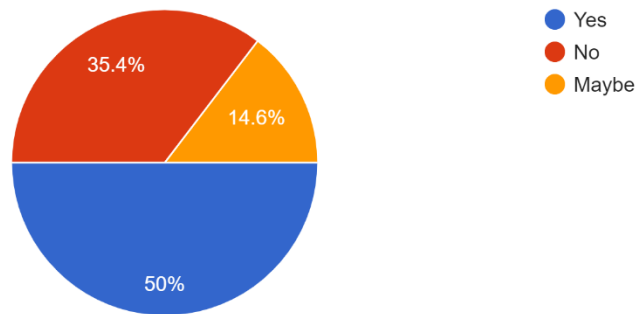
13. A total of 43.5% of the participants in the survey reported experiencing pressure to portray a specific image or lifestyle on social media as a result of external influences. Many people feel compelled to project a specific image or way of life on social media because they seek reinforcement, acceptance, and social approval. This pressure arises from the ubiquitous culture of selectively displaying just the most outstanding and ideal moments of one's life, so giving a false impression of flawlessness. Nevertheless, making an effort to uphold this carefully crafted portrayal can be mentally draining and result in emotions of insufficiency, unease, and diminished self-esteem. Continuously pursuing validation through social media engagement, such as likes, comments, and follows, can create a recurring pattern of relying on external validation for self-worth, which can have a negative influence on mental well-being. Furthermore, the disparity between an individual's actual existence and the idealized depiction on social media can intensify sensations of alone, seclusion, and detachment from actuality, hence exacerbating depression and anxiety.

Do you ever feel pressured to present a certain image or lifestyle on social media?
130 responses

- Yes
- No
- Maybe

40.8%

17.7%

41.5%
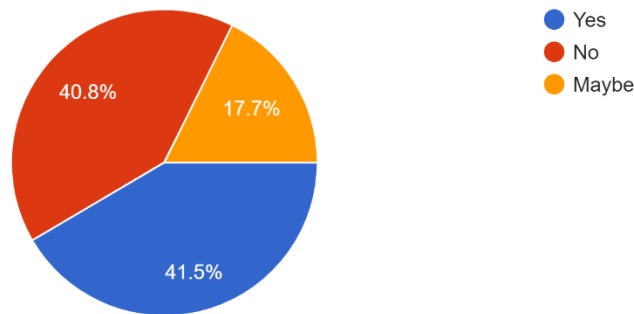
14. 57.7% of the respondents didn't experiences cyberbullying or negative interactions on social media whereas 26.2% experiences cyberbullying or negative interactions on social media. Although the rate of cyberbullying among the respondents is low, it is a significant issue that demands discussion. Cyberbullying can inflict severe consequences on individuals, leading to emotional anguish, suicidal tendency, diminished self-worth, heightened anxiety, and profound sadness. Victims frequently undergo social isolation and withdrawal, which can have an influence on their academic or professional performance.

15. According to the survey, a majority of 60% of the participants acknowledge that their utilization of social media has impacted their in-person communication with others. Social media usage can diminish face-to-face interaction by decreasing in-person conversation as individuals allocate more time to online engagement. This can result in diminished social aptitude and shallower interpersonal connections.

16. 44.6% of respondents believe that social media excludes them from social activities. The virtual platform provides a secure environment for individuals with social anxiety, confining them within their self-imposed boundaries.

17. Out of the obtained data, 60 respondents (46.3% of the total responses) reported comparing their physical appearance to others on social media. Social media frequently showcases idealized and edited depictions of reality, resulting in the establishment of unattainable beauty norms. Prolonged exposure to these images might cultivate emotions of inadequacy, lower sense of worth and dissatisfaction with one's body. This comparison may elicit feelings of anxiety, despair, and other mental health issues when individuals endeavor to achieve unreachable benchmarks.

Do you ever compare your physical appearance to others on social media?
130 responses
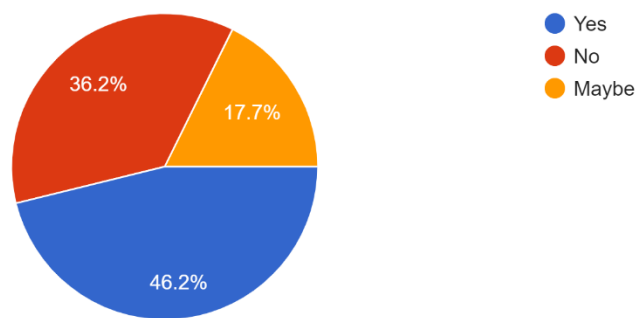
18. A significant proportion of the participants (41.5%) experience a sense of pressure to portray a specific image or lifestyle on social media. The demand to uphold a specific mask might result in emotions of anxiety, uncertainty, and even a crisis of authenticity. Perpetually endeavoring to depict a perfected rendition of one's life can engender a feeling of insufficiency and a tendency to compare oneself with others, ultimately resulting in diminished self-worth and heightened anxiety. In addition, the apprehension of being judged or criticized by others can lead to increased feelings of worry and self-doubt.

19. Only 34 respondents out of the total respondents have faced cyberbullying, which is a serious problem that can greatly affect an individual's mental health. Cyberbullying can have profound consequences on mental well-being, leading to emotional anguish, heightened anxiety, depressive symptoms, and in severe instances, potentially culminating in suicide.

Have you ever experienced cyberbullying or negative interactions on social media?
130 responses

- Yes
- No
- Maybe

57.7%

16.2%

26.2%
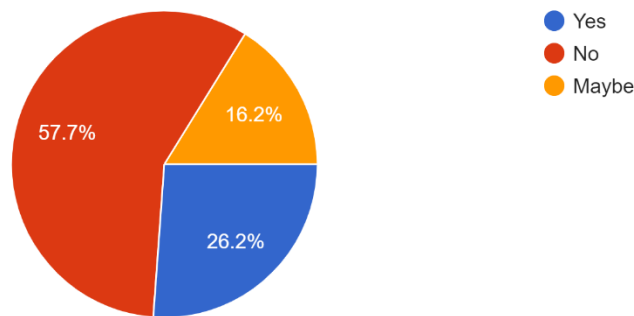
20. According to the collected data 60% of the overall respondents feel that your social media usage has impacted your face-to-face interactions with others. The reduction in face-to-face interaction can be closely linked to social anxiety.

21. Majority of respondents have experienced feelings of body dissatisfaction or low self-esteem related to social media. Constant exposure to carefully curated and frequently unattainable depictions of beauty on social media platforms might result in making comparisons and experiencing a sense of insufficiency. This can lead to increased levels of anxiety, depression, and general reduced psychological well-being. Some people may have an altered perception of themselves and engage in unhealthy actions, such as

intense dieting or excessive exercise, in an effort to fit in with what they believe are cultural norms.

Have you ever experienced feelings of body dissatisfaction or low self-esteem related to social media?
130 responses
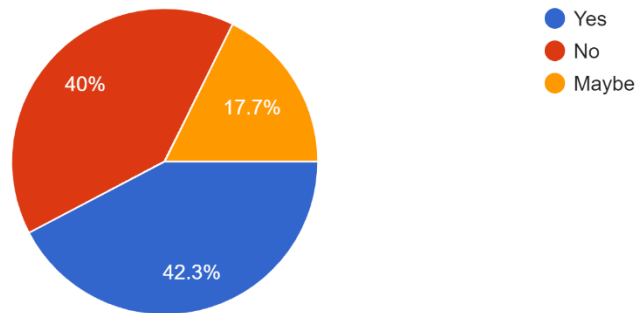
22. Out of all the respondents, 52.3% experience the compulsion to frequently monitor social media platforms in order to remain informed about the activities of others. This will result in over use of mobile phones and reduce their everyday engagements.

23. 66.9% of the overall respondents feels that social media have a great role in promoting unrealistic beauty standards.

24. Out of 130 responses 60 people feel overwhelmed or stressed by the constant stream of updates and information on social media. The continuous influx of content can result in an overwhelming amount of information, leading to emotions of anxiety or irritation, and impaired concentration.

CHAPTER 5
CONCLUSION

Social media has become an indispensable component of our lives, particularly for teens. Social media can have a significant influence on the mental health and general well-being of young adults, with the potential for both positive and negative effects. While the excessive use of social media platforms can lead to increased feelings of anxiety, despair, and loneliness, as well as difficulties with self-esteem and body image, it can also provide users with a sense of social connectedness and a means of self-expression. The relationship between the use of social media and the mental well-being of young individuals is complex and varied, with numerous factors influencing both positive and negative outcomes. Through the course of the research, it has been evident that social media exerts a significant influence on the psychological well-being of young individuals, resulting in effects that extend beyond mere online interactions.

The relationship between the use of social media and mental health is reciprocal and always changing. Overindulgence in social media can result in detrimental impacts on mental well-being. Nevertheless, it is crucial to acknowledge that those who already suffer from mental health illnesses may have a higher propensity to seek solace or affirmation through online platforms. Furthermore, the kind and context of interactions on social media, along with individual differences in how people handle stress and bounce back from challenges, can have a role in impacting mental well-being.

Undoubtedly, social media has a significant impact on the mental well-being of young individuals, however its influence is intricate and contingent upon various factors. In order to maximize the benefits of social media while minimizing its detrimental effects on the mental

well-being of young individuals, we can promote digital literacy, endorse responsible online conduct, and provide support to those who are susceptible. Through promoting collaboration among researchers, legislators, educators, and tech corporations, we can develop a secure and nurturing online environment that fosters the well-being of young people's mental health. Insomnia, Prolonged use of electronic devices, particularly close to bedtime, is associated with disturbed sleep patterns, which can subsequently contribute to mental health difficulties. Social media platforms frequently enable social comparison, resulting in emotions of inadequacy and jealousy, which can have a detrimental effect on mental well-being. Decreased physical activity, Excessive media consumption is often linked to reduced levels of physical activity, which is a major contributor to mental well-being. Young individuals may interact with material that strengthens their previous beliefs or emotional states, which could potentially amplify unpleasant emotions. Several studies indicate that intentional media consumption, such as engaging with instructional information or utilizing digital platforms that promote pleasant social interactions, can positively impact cognitive development and mental well-being.

Parental engagement in monitoring and discussing media consumption habits can have a crucial impact in reducing potential adverse effects on the mental well-being of young people. Efforts to enhance media literacy and cultivate positive media behaviors through educational programs and interventions have demonstrated potential in reducing adverse mental health consequences. Ultimately, the connection between media use and the mental well-being of young people is complex. Excessive and unregulated media exposure can lead to poor mental health consequences. However, intentional and balanced intake, coupled with parental guidance, can help reduce these dangers. Continuing research in this field is crucial in order to develop effective therapies and strategies for enhancing the mental well-being of young people.

To conclude, Promoting digital literacy is crucial. Educating young people about online safety, critical thinking, and healthy social media habits enables them to navigate platforms more responsibly. Encouraging balanced lifestyles is also essential. Emphasizing offline activities, such as hobbies, sports, and spending time with friends and family, helps reduce reliance on social media for validation and entertainment. Encouraging healthy habits like regular exercise, adequate sleep, and mindfulness practices supports overall mental well-being. Furthermore, fostering positive relationships offline is vital. Promoting face-to-face social interactions and providing opportunities for meaningful connections helps combat feelings of loneliness and isolation exacerbated by excessive social media use. Access to mental health support services is crucial for early intervention and support. Ensuring that young people have access to counselling and therapy can help address underlying mental health issues exacerbated by social media use. Lastly, collaboration among stakeholders is key. Parents, educators, policymakers, and tech companies should work together to implement strategies such as setting age restrictions, regulating harmful content, and promoting responsible social media use. By addressing these issues holistically, we can mitigate the negative impact of social media on youth mental health and foster a healthier digital environment.

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QUESTIONNAIRE

1. NAME

2. AGE

   - 15-19

   - 20-24

   - 25-30

3. GENDER

   - Male

   - Female

   - Prefer not to say

4. QUALIFICATION

   - UG

   - PG

   - PhD

   - Other

5. OCCUPATION

   - Not working

   - Private

   - Entrepreneur

   - Other

6. Which social media platforms do you use regularly?

- Instagram

- Facebook

- YouTube

- Snapchat

- Other

7. On average, how many hours per day do you spend on social media?

- Less than 2 hour

- 3-5 hours

- 6-8 hours

- More than 8 hours

8. How would you rate your overall mental health?

- Excellent

- Good

- Fair

- Poor

9. Do you feel compelled to check social media frequently throughout the day?

- Yes

- No

- Maybe

10. Approximately how many minutes/hours before bedtime do you typically spend on social media each night?

- 15 Minutes

- 30 minutes

- 1 hour

- More than 1 hour

11. Do you often find yourself staying awake later than intended because you're engrossed in social media activity?

- Yes

- No

- Maybe

12. Do you notice any changes in your sleep quality or duration on nights when you use social media heavily compared to nights when you don't?

- Yes

- No

- Maybe

13. Have you ever felt fatigued or tired during the day as a result of staying up late on social media?

- Yes

- No

- Maybe

14. How often do you feel that your social media usage negatively impacts your ability to function effectively during the day due to sleep deprivation?

- Always

- Often

- Occasionally

- Sometimes

- Rarely

- Never

15. Have you ever experienced feelings of anxiety or stress related to your social media usage?

- Yes

- No

- Maybe

16. Do you ever feel pressured to present a certain image or lifestyle on social media?

- Yes

- No

- Maybe

17. Have your ever experienced cyberbullying or negative interactions on social media?

- Yes

- No

- Maybe

18. Do you feel that your social media usage has impacted your face-to-face interactions with others?

- Ye

- No

- Maybe

19. Have you ever felt left out or excluded from social events or activities because of social media?

- Yes

- No

- Maybe

20. How would you describe the quality of your relationships with friends and family offline compared to online?

- Significantly better offline

- Somewhat better offline

- About the same offline and online

- Somewhat better online

- Significantly better online

21. Do you ever compare your physical appearance to others on social media?

- Yes

- No

- Maybe

22. Have you ever experienced feelings of body dissatisfaction or low self-esteem related to social media?

- Yes

- No

- Maybe

23. Do you believe that social media contributes to unrealistic beauty standards?

- Yes

- No

- Maybe

24. Do you feel pressure to constantly check social media in order to stay updated on what others are doing?

- Yes

- No

- Maybe

25. Have you ever felt overwhelmed or stressed by the constant stream of updates and information on social media?

- Yes

- No

- Maybe

APPENDIX

Age

130 responses

- 15-19
- 20-24
- 25-30
- 22-24

69.2%   12.3%   17.7%

Gender

130 responses

- Male
- Female
- Prefer not to say

63.1%   36.9%
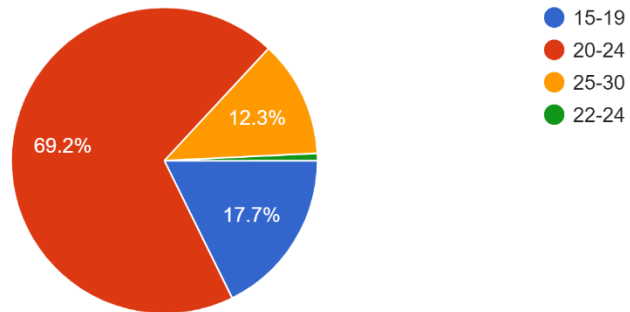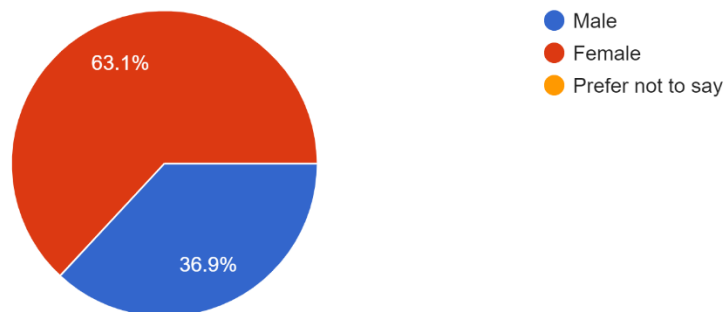
Qualification

130 responses

- UG
- PG
- PhD
- +2
- CMA USA
- 12th Pass
- 12th pass
- Sslc

1/2

42.3%   48.5%
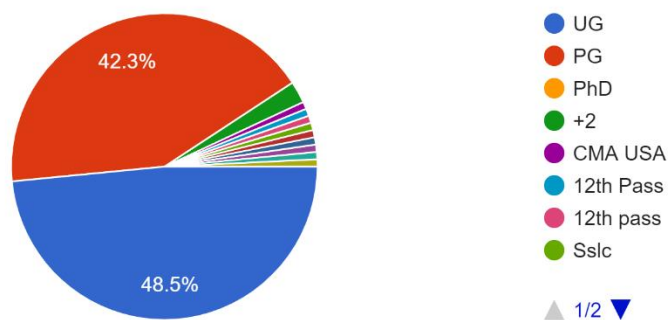
Occupation

128 responses

- ● Not Working
- ● Private
- ● Entrepreneur
- ● Other

25.8%

11.7%

59.4%
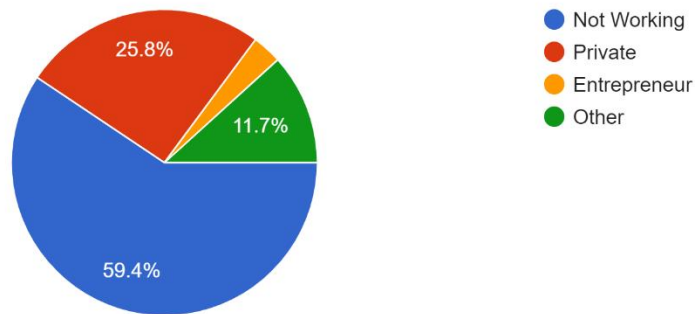
Which social media platforms do you use regularly?

130 responses
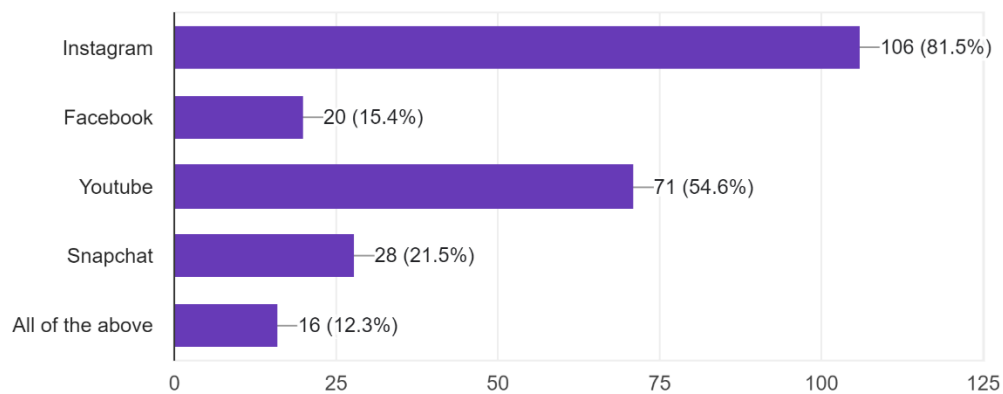
Instagram	106 (81.5%)
Facebook	20 (15.4%)
Youtube	71 (54.6%)
Snapchat	28 (21.5%)
All of the above	16 (12.3%)

On average, how many hours per day do you spend on social media?

130 responses

- ● Less than 2 hour
- ● 3-5 hours
- ● 6-8 hours
- ● More than 8 hours

26.9%

57.7%

15.4%

How would you rate your overall mental health?

130 responses

- Excellent
- Good
- Fair
- Poor

44.6%
16.2%
37.7%

Approximately how many minutes/hours before bedtime do you typically spend on social media each night?

130 responses

- 15 Minutes
- 30 minutes
- 1 hour
- More than 1 hour

27.7%
24.6%
21.5%
26.2%
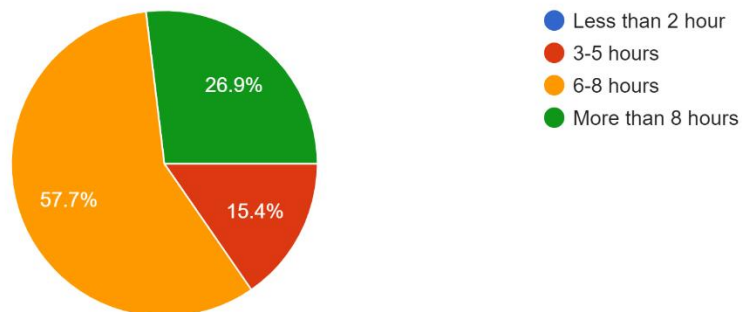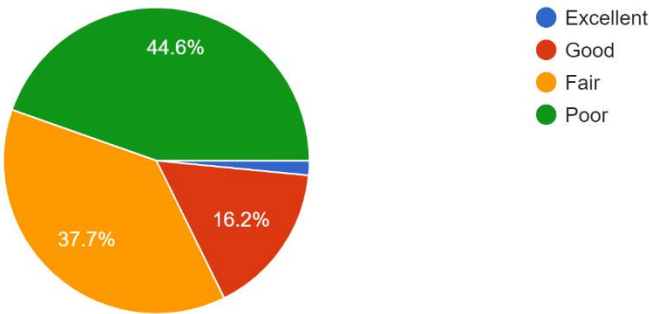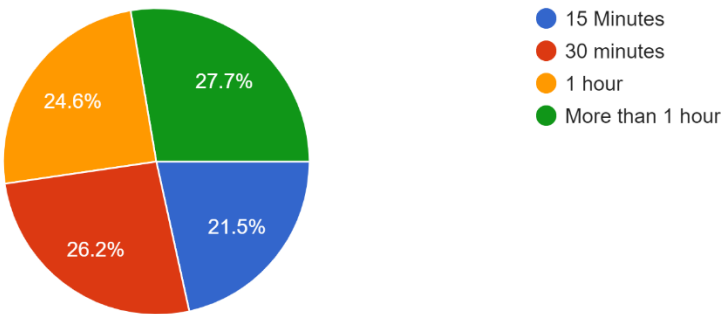
Do you feel compelled to check social media frequently throughout the day?

130 responses
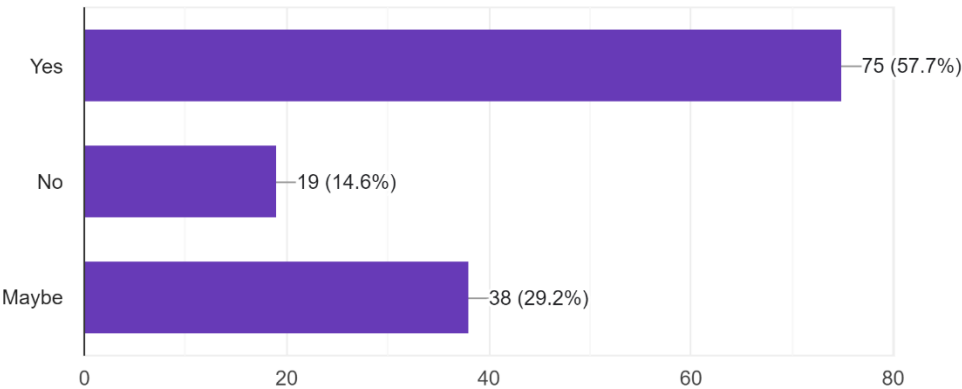
Yes — 75 (57.7%)
No — 19 (14.6%)
Maybe — 38 (29.2%)

Have you ever felt fatigued or tired during the day as a result of staying up late on social media?

130 responses

- Yes
- No
- Maybe

22.3%
14.6%
63.1%
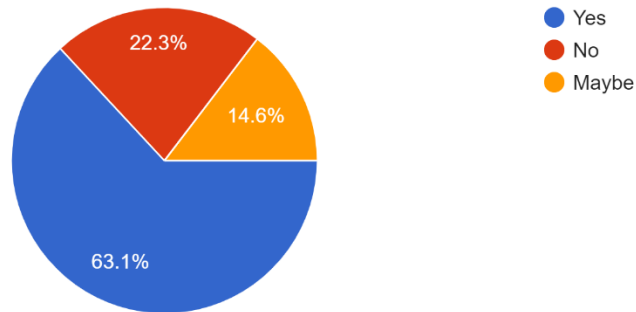
Do you notice any changes in your sleep quality or duration on nights when you use social media heavily compared to nights when you don't?

130 responses
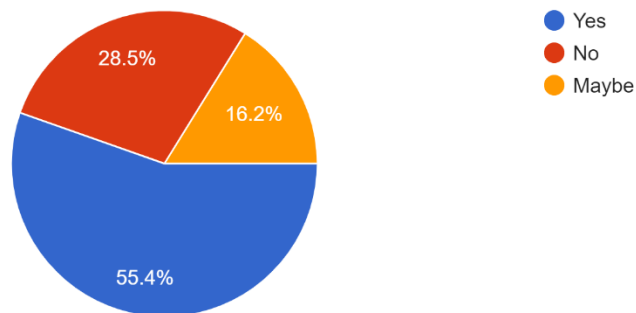
- Yes
- No
- Maybe

28.5%
16.2%
55.4%

Do you often find yourself staying awake later than intended because you're engrossed in social media activity?
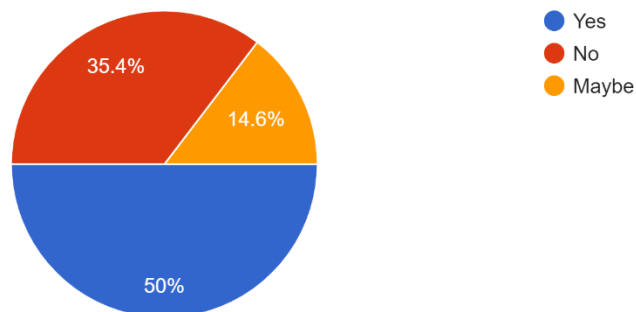
130 responses
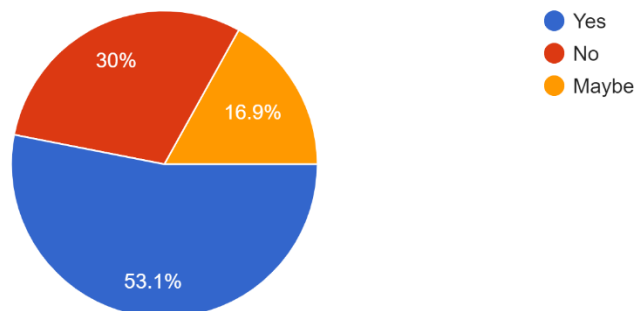
- Yes
- No
- Maybe

30%
16.9%
53.1%

Do you ever feel pressured to present a certain image or lifestyle on social media?
130 responses

- Yes
- No
- Maybe

40.8%
17.7%
41.5%

Have you ever experienced feelings of anxiety or stress related to your social media usage?
130 responses

- Yes
- No
- Maybe

35.4%
14.6%
50%
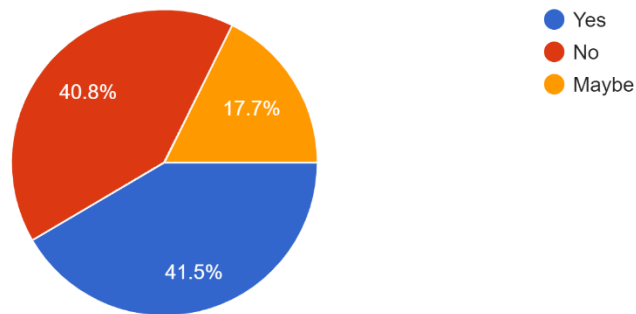
How often do you feel that your social media usage negatively impacts your ability to function effectively during the day due to sleep deprivation?
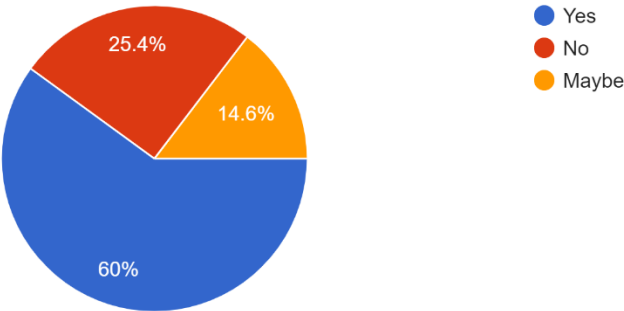130 responses
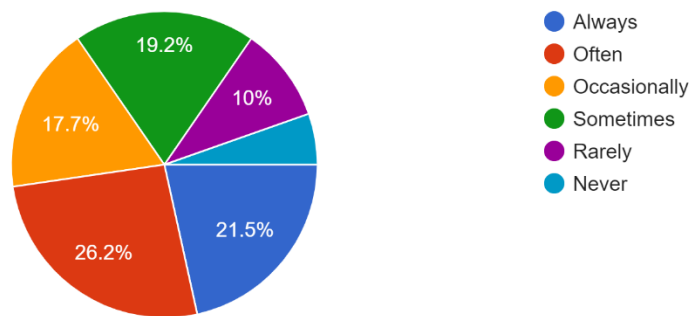
- Always
- Often
- Occasionally
- Sometimes
- Rarely
- Never

19.2%
10%
17.7%
26.2%
21.5%

Have you ever felt left out or excluded from social events or activities because of social media?
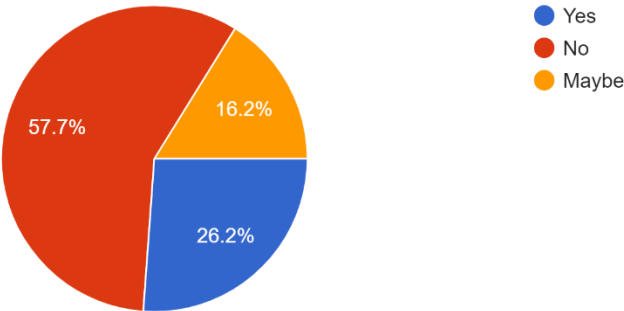
130 responses

Legend:
- Yes
- No
- Maybe

33.8%
21.5%
44.6%
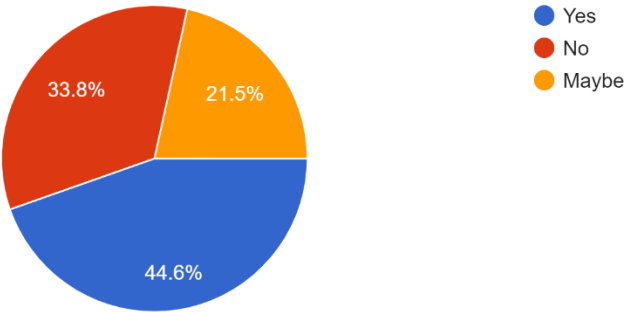
Do you feel that your social media usage has impacted your face-to-face interactions with others?

130 responses

Legend:
- Yes
- No
- Maybe

25.4%
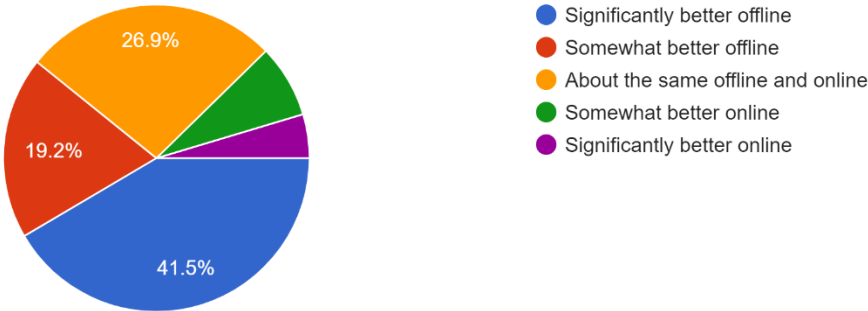14.6%
60%

Have you ever experienced cyberbullying or negative interactions on social media?

130 responses

Legend:
- Yes
- No
- Maybe

57.7%
16.2%
26.2%

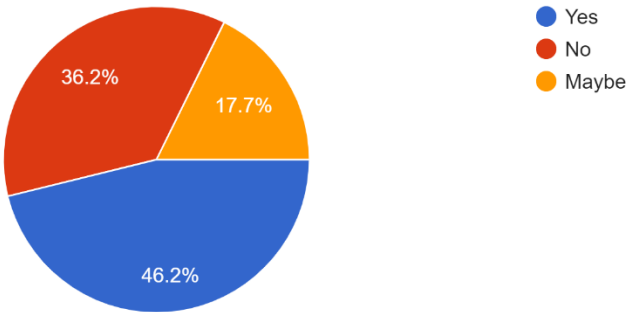How would you describe the quality of your relationships with friends and family offline compared to online?

130 responses

- Significantly better offline
- Somewhat better offline
- About the same offline and online
- Somewhat better online
- Significantly better online

41.5%
26.9%
19.2%

Do you ever compare your physical appearance to others on social media?
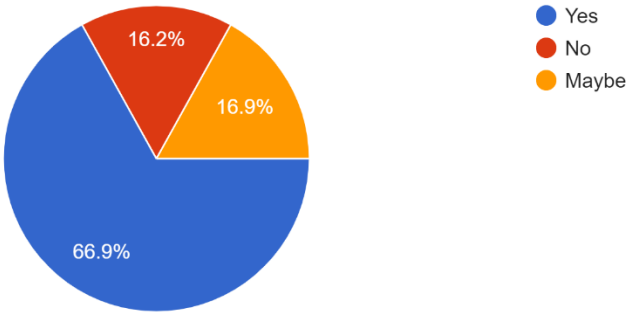
130 responses

- Yes
- No
- Maybe

46.2%
36.2%
17.7%

Have you ever experienced feelings of body dissatisfaction or low self-esteem related to social media?

130 responses

- Yes
- No
- Maybe

42.3%
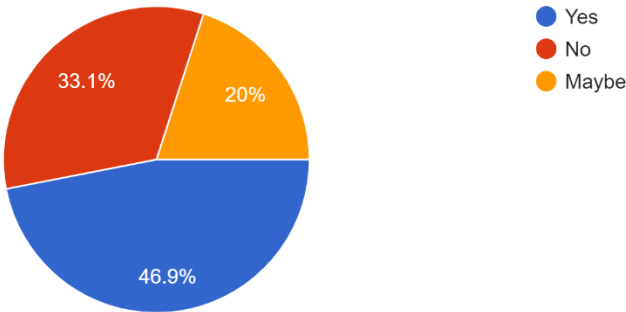40%
17.7%
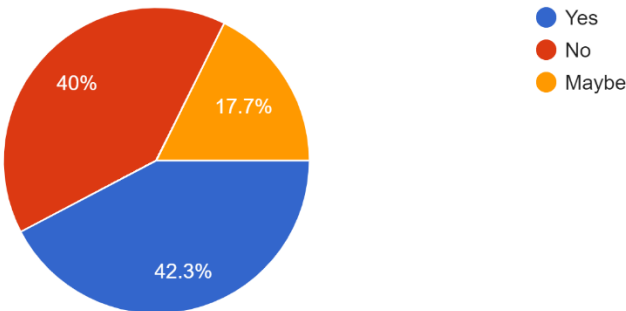
Do you believe that social media contributes to unrealistic beauty standards?

130 responses

- Yes
- No
- Maybe

16.2%

16.9%

66.9%

Have you ever felt overwhelmed or stressed by the constant stream of updates and information on social media?

130 responses

- Yes
- No
- Maybe

33.1%

20%

46.9%

Do you feel pressure to constantly check social media in order to stay updated on what others are doing?

130 responses

- Yes
- No
- Maybe

26.9%

20.8%

52.3%