**Self-construal, Wellbeing and Social Media Use among Young Adults**

Dissertation submitted in partial fulfillment of the requirements for the award of

Master of Science in Psychology
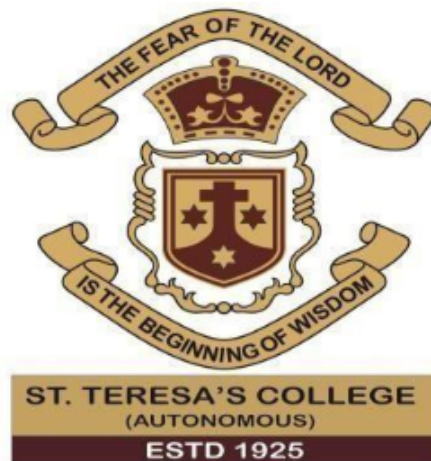
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# CERTIFICATE

This is to certify that the dissertation entitled, "Self-construal, Wellbeing and Social media use among young adults", is a bonafide record submitted by Sneha Ann Sunil, SM21PSY010, of St. Teresa's College, Ernakulam under the supervision and guidance of Ms. Ann Joseph and that it has not been submitted to any other university or institution for the award of any degree or diploma, fellowship, title or recognition before.

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# DECLARATION

I, Sneha Ann Sunil, do hereby declare that the work represented in the dissertation embodies the results of the original research work done by me in St. Teresa's College, Ernakulam under the supervision and guidance of Ms. Ann Joseph, Assistant Professor, Department of Psychology, St. Teresa's College, Ernakulam, has not been submitted by me to any other university or institution for the award of any degree, diploma, fellowship, title or recognition before.

Sneha Ann Sunil

Place: Ernakulam

Date:

# ACKNOWLEDGMENT

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**Abstract**

This present study examines the relationship between self-construal, well-being, and social media use in young adults. Self-construal refers to the manner in which individuals define and perceive themselves in relation to others. Well-being is a multifaceted construct that includes physical, psychological, and social components. Social media use has become a ubiquitous part of modern life, particularly among young adults. The study aims to explore the variables wellbeing and social media use among the two self-construal - independent and interdependent self-construal. The study employs a quantitative research design, using a survey questionnaire to collect data from a sample of young adults. The findings reveal that wellbeing is greater among those with independent self-construal (U=8713.000, p=.020 ) while social media use was greater in the interdependent self-construal (U=10214.500, p =.835). Further, in the independent group social media use was found to be positively correlated with negative emotions (r= .238, p< 0.01) while in the interdependent group social media use was found to be positively correlated with positive emotions (r=.178 , p<0.05). The present study highlights the importance of considering cultural factors in understanding the relationship between social media use and wellbeing. Further it has practical implications for social media users, educators, and mental health professionals as the findings suggest that individuals with an interdependent self-construal may be more vulnerable to the negative effects of social media use on well-being.

*Keywords:* Self-construal, Wellbeing, Social media

**Chapter I**

**Introduction**

Culture may be defined as "the sum total of the learned behaviors of a people which are transmitted from generation to generation, which are generally considered to constitute their tradition, and which serve them as potential guides for action" (Asunción-Lande, 1975). The American Psychological Association defines culture as the "distinctive customs, values, beliefs, knowledge, art, and language of a society or a community. These values and concepts are passed on from generation to generation, and they are the basis for everyday behaviors and practices". it may therefore be said that culture consists of values and knowledge that are learnt and embody one's behaviors and practices.

According to the Cultural Dimensions theory (Hofstede, 1980), Cultures can be compared based on six dimensions that include (1) power distance, (2) uncertainty avoidance, (3) individualism-collectivism, (4) masculinity-femininity, (5) short vs. long-term orientation and (6) restraint-indulgence. The present study focuses on the individualism-collectivism dimension.

An individualistic culture as defined by Janzx (1991) is one where the individual is considered the fundamental component of society and the individual is the primary source of value, wherein collective goals are subsumed under personal goals.While in a collectivistic culture such as that is predominant in india (Bond, 1985; Hofstede, 1980; Sinha et al., 1994; Sinha & Verma, 1987; Triandis et al., 1986; Verma, 1989, 1992), emphasis is placed on the community and the group as the source of value.

The emphasis within individualistic cultures involve three factors - (1) a sense of independence, (2) a desire to stand out relative to others characterized by a need for uniqueness, and the (3) use of the self or the individual as the unit of analysis in thinking about life, while in

collectivistic cultures, the core emphasis lies in (2) dependence; (3) conformity, or the desire to fit in; and (3) perception of the group as the fundamental unit of analysis. (Lopez et. al, 2018)

Hofstede (1980) quantified this degree of interdependence a society maintains among its members using individualism as the measure on which, India obtained an intermediate score of 48 indicating the presence of both orientations with a greater orientation towards collectivism, favoring a greater preference for belonging to a larger social framework in which individuals are expected to act in accordance to the greater good of one's defined in-group. Here, the interests of the group are prioritized over those of the individual and so, individuals may not be seen as separate from others, but embedded within and linked to the group.

Another factor put forth by Markus & Kitayama (1991) that helps conceptualize people's understanding of the relationship between self and others is the self-construal. It is defined as a "constellation of thoughts, feelings, and actions concerning one's relationship to others, and self as distinct from others' ' (Singelis 1994). Self-construal identifies the sense of self as connected to another or interdependence and a sense of self as distinct from another or independence (Singelis et al, 1995). Research has identified Interdependent and independent self construals as indicators of cultural orientation to individualism and collectivism respectively (Kim et al,2009,).

Studies have established that an individual has two distinct self-construals. One is independent, and the other is interdependent. They maintained that an individualistic culture is closely related to its members' high independent self-construals, while a collectivist culture would find high interdependent self-construals in its members (Markus & Kitayama, 1991; Bharuk et. al, 2004; Cross et al., 2011)

The understanding of the self-construal is therefore important as it integrates the concept of self that is central to an individual's perceptions, behaviors and evaluations of their

environment (Markus & Kitayama, 1991) with cultural norms, values and beliefs (Triandis, 1989) that are also important factors that shape the individual's sense of self (Singelis et al, 1995)

The concept of 'self' determines an individual's perceptions, evaluations, and behaviors (Geertz, 1975; Markus & Kitayama, 1991; Marsella, DeVos, & Hsu, 1985; Triandis, 1989). Norms, values, and beliefs influenced by one's culture are powerful forces that help shape an individual's concept of self (Marsella et al., 1985; Shweder & Bourne, 1984). Various aspects of the self therefore may be influenced by culture, however, the focus in the current study will specifically be on what people "believe about the relationship between the self and others, that is, the self construal, which is the degree to which they see themselves as separate from others or as connected with others" (Markus & Kitayama, 1991). Self-construal is conceptualized here as a constellation of thoughts, feelings, and actions concerning one's relationship to others, and the self as distinct from others.

*Wellbeing*

The American Psychological Association defines wellbeing as a state of happiness and contentment, that also involves low levels of distress, overall good physical and mental health and outlook, or good quality of life. Psychologists that support the hedonistic perspective view wellbeing and happiness as synonymous constructs, while those in support of eudaimonic perspectives view wellbeing as comprised of happiness and meaning (Lopez,2011) Snyder defined wellbeing as a construct that is characterized by five specific factors that include:Positive emotion (P), Engagement (E), Relationships (R), Meaning (M), and Accomplishment (A). (Seligman, 2018).

Positive Emotions involve hedonic states such as happiness, pleasure, and comfort. Positive emotions about the past may occur as a result of gratitude and forgiveness and that of the present may occur through mindfulness and that of the future, through hope and optimism. Engagement refers to a state where an individual engages in full use of their skills, strengths, and attention for a task that is challenging, resulting in a state of flow (Csikszentmihalyi, 2014)

Relationships refer to the experiences that contribute to one's well-being are often strengthened through one's relationships,eg, joy, meaning, laughter, a feeling of belonging, and pride in accomplishment. Feeling connected to others may give individuals a sense of purpose and meaning in life (Madeson, 2014).

Meaning refers to a general sense of purpose in life (Martela et al, 2016). There are a variety of societal institutions that enable a sense of meaning in an individual's life. These may include social institutions such as religion, family, science, politics, work organizations, justice, the community and social causes.

Accomplishment involves Individuals pursuit of achievement, competence, success, and mastery, in a variety of domains. These may include the workplace, sports, hobbies, etc.. (PERMA Theory of Well-Being and PERMA Workshops | Positive Psychology Center, n.d.) Each of the five factors contribute to wellbeing and is is said to be measured independently of the other elements (Seligman, 2011)

The manner in which individuals' perceive their fit to the norms in their own culture is said to affect their psychological well-being (Kafetsios,2019)

*Social media use*

The 21st century has seen a vast technological advancement that has changed the course of communication. Social media has now become a normal means of communication that

transcends geographical borders. This therefore provides people from very different communities with a platform to participate participating and discuss the same topics across a shared medium (Welzer et al, 2011)

Some researchers argue that virtual social networks interactions work in the same manner as real-world networks. In the real world, social networks and interactions create a norm that the individual is expected to live up to (Putnam 1995; Green and Gerber 2001; Fowler and Kam 2007; Sigel 2009). Therefore, if the individual's network prioritizes participation and communicates about it the individual will be more likely to participate in order to live up to the network norm. Kittilson and Dalton (2011) argued that online socialization can serve a similar role to real-world social capital.

Globalization, specifically in terms of culture, refers to "a process by which cultures influence one another and become more alike through trade, immigration, and the exchange of information and ideas" (Doku, 2011). Recent decades, however, have seen a stark increase in the levels and intensity of cultural globalization, owing to the advances in telecommunication services (Arnett, 2002).

In this context, social media plays an important role as it exposes individuals to a wide variety of cultures, beliefs and ideologies regardless of geographic boundaries. As a result, cultures may become intertwined with increased globalization. Social media provides a platform for identity expression, exploration as well as experimentation (Gündüz, 2017). Change in cultural ideologies as a result of social media may be explained by the concept of diffusion which refers to the process by which an ideology may be communicated through certain channels over time among individuals within a social system (Roger, 1995). The Diffusion of Innovations theory (DOI) proposed by Roger (1995), explains this process of diffusion of ideas within a

social structure, which occurs in five stages: (1) knowledge or awareness stage characterized by knowledge of the idea (2) Interest stage involving interest to the new information and seeking additional information about the idea, (3) Decision or evaluation stage (4) Implementation stage and (5) Adoption of the new idea. Adoption of the new idea does not occur simultaneously but gradually (Denevan, 1983). Successful innovations are characterized by ideas that are seen as observable, relatively advantageous, compatible, trialable, and involving lack of complexity.As a result of this, individualism which was considered largely localized to western countries, is now found to be integrated among other cultures.

According to the National Morbidity and Mortality Survey (NMHS), 8.5% of Indian adults and youth (18–35 years old) currently suffer from mental illness. Alterations in social structure, exposure to cutting-edge media and technologies, and shifting interpersonal relationships further exacerbate these challenges and the negative health effects they have.

Cultural psychologists often associate the cultural dimensions of individualism with independent self-construal and collectivism with interdependent self-construal (Cross et al., 2011; Matsumoto, 1999), thereby linking the dimensions of individualism and collectivism on a cultural level with independence and interdependence on the individual level (Matsumoto & Yoo, 2006).

Researchers (Singelis,1994; Triandis, 1989) argued that although individuals in both Western and Eastern cultures have both independent and interdependent self-construals, these self-construal could be activated in differing socio-cultural contexts, and thus the present study seeks to identify if social media potentially activates an independent self-construal

**Rationale**

The present study aims to understand different self construals in terms of the levels of wellbeing and social media use patterns among young adults within these groups (18-25 years).

Understanding the relationship between wellbeing and social media use is a topic of growing importance, given the increasing prevalence of social media in our daily lives. Self-construal, which refers to the ways in which individuals define and understand themselves in relation to others

individuals with different self-construals may have different needs and motivations when using social media, which may in turn impact their well-being. For example, individuals with an independent self-construal may use social media to express their individuality and to seek validation from their peers, whereas individuals with an interdependent self-construal may use social media to maintain relationships with their social network (Kim et al, 2010).

By studying the relationship between well-being and social media use in different self-construals, researchers may be able to identify factors that contribute to positive and negative outcomes of social media use, and to develop strategies to promote healthy social media behaviors and positive mental health outcomes.

**Chapter II**

**Review of Literature**

A review of the existing literature provides us with a clear understanding of the researches that have been done in the past and the empirical evidence that have been collected up until now. The literature review given below includes the various related researches conducted in the past which will help to further understand the reason for the conduction of the current research.

In the traditional sense, individualism is stated as being largely unique to western countries, wherein greater socio-political liberties allow for greater individual autonomy and influence Social behaviors and values of the individual (Hofstede, 2010), while collectivism is largely considered localized to eastern cultures (Cohen et al, 2016)

A study conducted by Twenge et. al (2012) in the United States of America, identified generational differences in life goals, concern for others, and civic orientation among young adults. Millennials, that is, those born between 1982 and 2003 were found to be more oriented towards individualistic values and behaviors when compared with previous generations, confirming the possibility of changes in culture orientations across generations.

The influence of culture on wellbeing has been well researched. It has been identified that even after controlling for variables such as income, subjective well being may vary from culture to culture, and that culture may moderate the variables associated with wellbeing (Diener et. al 1995; 2003).

In a study conducted by Diener, Tay and Myers (2011) Individuals who reported as being religious in a religious nation reported greater levels of life satisfaction and wellbeing.

Similarly, Diener & Diener (1995) found that self esteem was a greater predictor of life satisfaction within individualistic cultures than in collectivistic cultures. Similarly, an individual's emotional state was a stronger predictor of life satisfaction in individualistic cultures while social appraisal was seen as a strong predictor within collectivistic cultures (Suh et. al,2008). This indicates that individuals show greater levels of life satisfaction when individual characteristics are congruent to and align with that of the cultural characteristics (Oishi, 2015).

Culture differences in usage of Social Networking sites has been well researched (Kim et al, 2011; Marcus & Krishnamoorthy, 2009). Greater self disclosure, verbal communication and direct text based communication were seen on American social networking sites (eg. Facebook) in contrast to minimal self disclosure, non verbal means of communications such as graphics and anonymous profiles in collectivistic cultures like Korea and Japan, and identified Cultural difference in motivations for using social network sites:  (eg. Cyworld) (Kim et al, 2011) A study conducted by Li & Tsai (2015) among Hispanics in the United states identified that social media use was positively correlated with identification with American culture and Hispanic culture simultaneously. Similarly, in another study by Ki, Lin & Leung (2013) among chinese participants found changes in in-group sharing behavior within social networking sites, with greater involvement in collectivism oriented activities when using Renren (Chinese social networking site) than when using facebook (U.S based social networking site).

Among individuals with stronger interdependent self-construals, the use of social networking sites was found to be associated with the need to enhance social relationships. Further levels of satisfaction were greater in those with independent self-construal as a result (kim at al., 2010)

Similarly, in a study by Ogihara and Uchida (2014), it was found that greater levels of independent values among college students in Japan, a largely collectivistic culture, were negatively related to the number of close friends while the opposite was true for their American counterparts who tend to have an independent self construal within an individualistic culture.

**Research gap**

Existing research thus has identified that self construals are subject to change, and how wellbeing is associated with different self construals. In the recent decades social media has become an important platform that allows for exchange in view, ideas and beliefs and thus allows for possible changes in it. In Hofstede's (2009) study, he identified that India has almost equal levels of Individualistic and collectivistic individuals. Thus, although India is believed to be a collectivistic culture, where individuals tend to have an interdependent self construct, it calls for research to understand where almost equal orientations of cultures exist, although few exist. The present research aims to identify social media use as a potential factor that accounts for this and how it affects well being within the two self-construals.

**Chapter III**

**Methodology**

This chapter gives an outline of research methods that are followed in the study. The methodology that was adopted in this research was so carefully designed as to go well with the inquiry. This chapter describes the research design that was chosen for the purpose of this study and also mentioned the objectives of the study. It provides information on participants, that includes the criteria for inclusion in the study, how they were sampled and who the participants were. The instrument that was used for data collection, the procedures that were followed, and the methods used to analyze the data and the ethical consideration in the process is also discussed

**Aim**

To study the relationship between Social Media use, Culture Orientation and Wellbeing.

**Research Problem**

Whether there exists a relationship between Social Media use, Culture Orientation and Wellbeing?

**Objectives**

The following are the objectives of the research

● To determine the relationship between Social media use and Wellbeing among Independent self-construal and Interdependent self-construal.

● To compare the difference in the level of Wellbeing among Interdependent self-construal and Independent self-construal.

● To compare the difference in the level of Social media use among Interdependent self-construal and Independent self-construal.

**Hypotheses**

To meet the objectives of the study the following hypotheses have been put forward.

H1. There is a significant relationship between Social media use and Wellbeing among Interdependent self-construal.

H2.  There is a significant relationship between Social media use and Wellbeing among Independent self-construal.

H3. There is a significant difference in the level of wellbeing among independent and interdependent self-construals.

H4. There is a significant difference in the level of Social media use among independent and interdependent self-construals.

**Research Design**

The study follows a descriptive research design and collects quantitative data on the variables culture orientation (Independence, interdependence), wellbeing (Positive Emotions, Engagement, Relationships, Meaning, Accomplishment) and social media use.

**Sample and Sampling**

The participants for the study were recruited using convenience sampling method and include college students within India that belong to the age group of 18-25 years. The sample size for the present study includes 150 individuals with independence orientation and 150 individuals with interdependence orientation.

*Inclusion criteria:*

- College students in India within the age group of 18-25 years

- Individuals that use the following social networking sites Instagram, Facebook, , Reddit and  YouTube.

- Individuals with average , high and extremely high scores in the Social Networking Time Use Scale (SONTUS) (Olufadi,2016)

*Exclusion Criteria*

- Individuals with low scores in the Social Networking Time Use Scale (SONTUS) (Olufadi,2016)

- Individuals residing outside India

- Individual with existing diagnosis of mental illness

- Individuals with limited proficiency in the english language

**Procedure**

The participants were selected following the inclusion, exclusion criteria, through convenience sampling method. Participants were given a brief description about the nature of the study and were required to provide informed consent before proceeding to the questionnaires. Participants were informed that the data collected will be pooled and used in aggregate form and will solely be used for academic purposes.

**Ethical considerations**

1. Participation in the study will require informed consent of the participant

2. Responses provided by the participant will be kept confidential

3. Participation in the study will not be mandatory

4. Participants have the freedom to quit at any point in the study

5. Anonymity of the data and results obtained will be ensured

**Operational definition**

The operational descriptions of the variables used in the research are described below.

1. **Self-Construal**

   Self-Construal is classified into either independence or interdependence. Independence is operationally defined as the sum of scores obtained in the independence subscale of the self-construal scale. Interdependence is operationally defined as the sum of scores obtained in the independence subscale of the self-construal scale.

2. **Wellbeing**

   Wellbeing is operationally defined as the sum of scores obtained on the subscales positive emotion, Engagement, Relationship, Meaning and Accomplishment subscales of the PERMA profiler. Positive emotion, Engagement, Relationship, Meaning and Accomplishment is operationally defined as the sum of scores obtained under the respective domains in the PERMA profiler.

3. **Social media use**

   Social media use is operationally defined as the sum of scores obtained on the social network time use scale.

**Tools**

1. **Socio demographic detail sheet:** Socio demographic variables collected for the purpose of the study include gender, age, existing diagnosis of mental illness, Socioeconomic status and state of residence. Additionally the respondents will be provided with a description of definitions of individualism and collectivism **.**

"Individualistic cultures are those that stress the needs of the individual over the needs of the group as a whole. In this type of culture, people are seen as independent and autonomous" (Morin, 2020).

"Collectivist cultures emphasize the needs and goals of the group as a whole over the needs and desires of each individual. In such cultures, relationships with other members of the group is emphasized" (Morin,2022).

The participants were asked the following question: Do you believe India is a collectivistic Society?

2. **Self-Construal Scale (Singelis, 1994):** The Self-Construal Scale consists of 30 items that measure how people view themselves in relation to others. The Scale may be used with teens and adults from a wide range of socioeconomic, ethnic, and national backgrounds. A 7-point likert scale is used( 1 = strongly disagree; 2 = somewhat disagree; 3 = a little disagree; 4 = neither agree or disagree; 5 = a little agree; 6 = somewhat agree; 7 = strongly agree.). Reliability coefficients for the independent and interdependent subscales were found to be 0.74 and 0.70 respectively. The SCS was found  to have high construct validity and predictive validity (Singelis,1994).

3. **PERMA Profiler (Butler & Kern, 2015):** The PERMA profiler (Butler & Kern, 2015) is used as a measure of wellbeing. It is a 23 item scale that measures wellbeing along the domains Positive emotions, engagement, relationships, meaning and accomplishment. It follows a 11-point likert response scale. Scores are calculated as the average of the items comprising each factor. The PERMA profiler was found to have acceptable psychometric properties

4. **Social Networking Time Use Scale- SONTUS (Olufadi, 2016):** SONTUS is a 29 item instrument that is used to measure the time spent on the social networking sites and follows a 11-point likert response scale. Scores range from 5 to 23 with higher scores indicating high social media use. The scale showed acceptable psychometric properties (Olufadi,2016)

**Reliability analysis:**

In order to ensure quality of the data collected using the instruments, the reliability coefficients were established as shown in Table 1.

Table 1

*Reliability of Instruments and respective dimensions obtained of the entire sample*

| Instruments | | N | Cronbach's α |
|---|---|---|---|
| PERMA Profiler | | 23 | 0.904 |
| | Positive Emotion | 3 | .774 |
| | Engagement | 3 | .627 |
| | Relationship | 3 | .743 |
| | Meaning | 3 | .840 |
| | Accomplishment | 3 | .770 |
| Self construal scale | | 30 | .869 |
| SONTUS | | 29 | 0.916 |

The Self construal scale consisted of 30 items ($\alpha$ =0.869), The PERMA profiler consisted of 23 items ($\alpha$ =0.904), and the SONTUS consisted of 29 items ($\alpha$ =0.916). The SCS, PERMA profiler and SONTUS, positively support the respective constructs and were found to be highly reliable.

The dimensions within the PERMA Profiler- positive emotion (.774), engagement(.627), relationships (.743), meaning (.840), and accomplishment (.770), were found to have moderate reliability.

**Data Collection:**

The participant is selected following the inclusion exclusion criteria through convenience sampling method. All participants informed about the nature of the study and assurance is given that their responses to the study questions will remain confidential. To participate in the study, all respondents gave their informed consent. The participation is on a voluntary basis and did not receive any financial reward. Data is collected individually through Google forms.

**Statistical Analysis**

The demographic variables were analyzed using frequency and percentage. Mean and standard deviation of the variables were found. To test if there is a significant relationship between Social media use and Wellbeing, Pearson's Product Moment Correlation was used. To test the significant difference, t test was used. To test the reliability of the tools among the samples Cronbach's $\alpha$ was used. In order to check the normality Shapiro-Wilk test is done. The Normality of the distribution for the measures of Self construal, Wellbeing and Social media use were established as shown in Table 2.

Table 2

*Summary of Kolmogorov-Smirnov test of Normality of the scores obtained on the measures of Wellbeing and Social media use in independent self-construal.*

| Variable | | n | KS | sig |
|---|---|---|---|---|
| Independent self-construal | Wellbeing | 132 | .076 | .070 |
| | Positive Emotion | 132 | .078 | .046 |
| | Engagement | 132 | .081 | .032 |
| | Relationship | 132 | .115 | <.001 |
| | Meaning | 132 | .091 | .010 |
| | Accomplishment | 132 | .093 | .007 |
| | Negative Emotion | 132 | .099 | .003 |
| | Loneliness | 132 | .108 | <.001 |
| | Health | 132 | .100 | .002 |
| | Social media use | 132 | .044 | .200 |

Using Kolmogorov -Smirnov test, KS values for Wellbeing (.076), positive emotion(.078), engagement (.081), relationships (.115), meaning (.091), accomplishment (.093),, Negative Emotion (.099), Loneliness (.108), Health (.100) and Social media use (.044) for independent self construal groups were found to be Not normally distributed (p<0.05), except for Wellbeing (p>0.05) which is normally distributed.

Table 3

*Summary of Kolmogorov-Smirnov test of Normality of the scores obtained on the measures of Wellbeing and Social media use in interdependent self-construal.*

| Variable | | n | KS | sig. |
|---|---|---|---|---|
| Interdependent self construal | Wellbeing | 157 | .078 | .021 |
| | Positive Emotion | 157 | .103 | .002 |
| | Engagement | 157 | .084 | .023 |
| | Relationship | 157 | .102 | .002 |
| | Meaning | 157 | .086 | .018 |
| | Accomplishment | 157 | .133 | <.001 |
| | Negative Emotion | 157 | .076 | .060 |
| | Loneliness | 157 | .135 | <.001 |
| | Health | 157 | .084 | .024 |
| | Social media use | 157 | .071 | 0.52 |

Using Kolmogorov -Smirnov test, KS values for Wellbeing (.078), Positive emotion(.0103), Engagement (.084), Relationship (.102), Meaning (.086), Accomplishment (<.001), Negative Emotion (.060), Loneliness (<.001), Health (.024) and Social media use (.052) for interdependent self-construal groups were found to be not normally distributed (p<0.05).

**Chapter IV**

**Results and Discussion**

The present study aimed to identify levels of social media use, well-being, negative emotion, loneliness and health among two self construal groups - independent self construal and interdependent self construals, as well as differences in the two groups in terms of social media use, wellbeing, negative emotion, loneliness and health using correlational analysis and t-test respectively.

A total of 310 individuals participated in the study. The weighted sample was 81.9% female, 17.4% male and 2% Non- Binary. The participants were predominantly residents of Kerala (88.1%).

Table 4

*Descriptive statistics of Gender of participants*

| Characteristic | | n | % |
|---|---|---|---|
| Gender | Female | 254 | 81.9 |
| | Male | 54 | 17.4 |
| | Non-Binary | 2 | 0.6 |

Among the 310 participants of the study, 254 identified as female, 54 identified as male and 2 identified as Non-Binary.

Figure 1

*Distribution of participants based on Age*
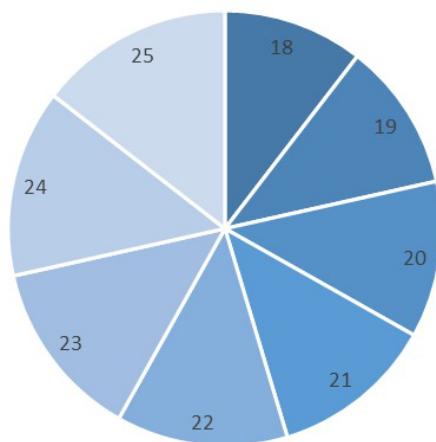


Among the 310 participants of the study, there was a greater prevalence of those

belonging to ages 20 (20.3%), 22 (18.7%) and 19 (16.8%) years.

Table 5

*Descriptive statistics of Employment status of participants*

| Employment status | n | % |
| --- | --- | --- |
| Employed | 33 | 10.7 |
| Unemployed | 23 | 7.5 |
| Student | 251 | 81.8 |

Among the participants of the study 33 (10.7 %) were employed, 23 (7.5%)  were unemployed

while 25(81.8%)  were students.

Table 6

*Descriptive statistics of Socio-economic background of participants*

| Socio-economic background | n | % |
|---|---|---|
| High | 13 | 4.2 |
| Middle | 280 | 91.2 |
| Low | 14 | 4.6 |

Among the participants, 280 (91.2%) were from a middle socio-economic background, 14 (4.6%) from low and 13 (4.2%) from high socio-economic backgrounds respectively.

Hypothesis: There is a significant relationship between Social media use and Wellbeing among Independent Self-construal.

Table 7

*Summary of Spearman correlation coefficient obtained for Wellbeing and  Social media use in the independent self-construal*

| Variable | Social media use |
|----------|------------------|
| Wellbeing | .038 |

Wellbeing was found to be weakly associated with social media use in the independent self-construal (r=.038, p =.663). Thus rejecting the Hypothesis.

Hypothesis: There is a significant relationship between Social media use and Wellbeing among Interdependent Self-construal.

Table 8

*Summary of Spearman correlation coefficient obtained for Wellbeing and  Social media use in the interdependent self-construal*

| Variable | Social media use |
|----------|------------------|
| Wellbeing | .116 |

Wellbeing was found to be weakly associated with social media use in the interdependent self-construal (r=.116, p =.150). Thus rejecting the Hypothesis.

Table 9

*Summary of Spearman correlation coefficient obtained for PERMA and  Social media use in the independent self construal*

| Group | Variable | Social media use |
|---|---|---|
| Independent self-construal | Positive Emotion | .028 |
| | Engagement | .033 |
| | Relationship | .142 |
| | Meaning | .020 |
| | Accomplishment | .047 |
| | Negative Emotion | .238** |
| | Loneliness | .161 |
| | Health | -.046 |

*Note **p<0.01,*

Social media use was found to be positively associated with Positive emotions (r=.028), Engagement (r=.033), Relationships (r=.142), Meaning (r=.020) and Accomplishment (r=.040) in the independent self-construal

Negative emotion was found to have a statistically significant correlation with social media use (p<0.01) in the independent self-construal group. Social media was also found to be negatively associated with health (r=-.046) and positively with Loneliness (.161)  in the independent self construal.

Table 10

*Summary of Spearman correlation coefficient obtained for PERMA and Social media use in the interdependent self construal*

| Group | Variable | Social media use |
|---|---|---|
| Interdependent self-construal | Positive Emotion | .178* |
| | Engagement | .150 |
| | Relationship | .002 |
| | Meaning | .025 |
| | Accomplishment | .146 |
| | Negative Emotion | .120 |
| | Loneliness | .141 |
| | Health | .058 |

Note *p<0.05

Social media use was found to have a significant positive correlation with Positive emotions in the Interdependent self-construal (r= .178, p<0.05). Social media use was also found to be positively associated with engagement (r=.150), Relationships (r=.002), meaning (r=.025) and accomplishment (r=.146).

Social media was also found to be positively associated with negative emotion (r=.120), loneliness (r=.141) and health (.058).

Hypothesis: There is a significant difference in the level of wellbeing among independent and interdependent self-construals.

Table 11

*Summary of Mann-Whitney U test for Wellbeing in independent and interdependent self- construal*

| Group | Mean rank | N | U | z | p |
|---|---|---|---|---|---|
| Independent Self-construal | 157.49 | 132 | 8713.000 | -2.330 | .020 |
| Interdependent Self-construal | 134.50 | 157 | | | |

Mann-Whitney U test was conducted to compare well being among independent and interdependent self-construals. The mean rank for independent Self-construal was 157.49 and the mean rank for interdependent group was 134.50. This suggests that wellbeing is greater among Independent group than Interdependent group, the difference is statistically significant (p= .020, p<0.05), thus accepting the Hypothesis .

Hypothesis:  There is a significant difference in the level of Social media use among independent and interdependent self-construals.

Table 12

*Summary of Mann-Whitney U test for Social media use in independent and interdependent self construal*

| Group | Mean rank | N | U | z | p |
|---|---|---|---|---|---|
| Independent Self-construal | 143.88 | 132 | 10214.500 | -.208 | .835 |
| Interdependent Self-construal | 145.94 | 157 | | | |

Mann-Whitney U test was conducted to compare social media use for independent and interdependent self-construals. The mean rank for independent group was 143.88 and the mean rank for interdependent group was 145.94. This suggests that social media use was greater among interdependent group than independent group, although not statistically significant (p= .835, p>0.05), thus rejecting the Hypothesis.

Table 13

*Summary of regression coefficients of Social media use on Negative emotions in independent self-construal group*

| Variable | $R^2$ | B | β | SE |
|---|---|---|---|---|
| Constant | | 9.480 | | 2.165 |
| Social media use | .075 | .106 | .274 | .033 |

Table 13 shows the impact of Social media use on Negative affect in independent self construal groups. The $R^2$ value of 0.075 revealed that the predictor variable explained .075% variance in the outcome variable with $F_{(1,130)}$ = 10.525, p=0.001). The findings revealed that social media use predicted negative emotion in the independent self construal group.

Table 14

*Summary of regression coefficients of Social media use on Positive emotions in interdependent self-construal group*

| Variable | $R^2$ | B | β | SE |
|---|---|---|---|---|
| Constant | | 12.630 | | <.001 |
| Social media use | .042 | .073 | .205 | .010 |

Table 14 shows the impact of Social media use on Positive emotions in the interdependent self-construal groups. The $R^2$ value of 0.042 revealed that the predictor variable explained 4.2% variance in the outcome variable with $F(1,156) = 6.770$, p= <.001). The findings revealed that social media use predicted Positive emotion in the interdependent self-construal group.

**Discussion**

In today's digital age, social media platforms have become an integral part of the lives of individuals, particularly young adults (Auxier & Anderson, 2021). With the rise of digital connectivity, social media has transformed the way people interact with each other, access information, and shape cultural identities (Hu & Wang, 2021; Gündüz, 2017). Thus understanding how construal orientations affect wellbeing, and understanding how social media is associated with these variables is important

The results demonstrated that there were differences in the levels of wellbeing among independent and interdependent groups. The scores indicated that a significant difference exists between the groups on wellbeing (p<0.05) with greater levels of wellbeing among individualistic groups as compared to collectivistic groups. Wellbeing was hypothesized to be greater in the interdependent group, since the interdependent group matched the orientation of the Indian society (Nezlek, 2008) that is largely believed to be collectivistic (Verma & Triandis, 2020). However, the results were contradictory.

According to Pilarska (2014), self worth was seen to be positively associated with well-being, among those with an independent self construct. Individuals with an independent self-construal tend to be more likely to reflect on themselves while thinking about their life and self esteem is based on internal attributes (Elliot &Coker, 2008). Similarly, Independent

individuals are seen to build lifestyles that are consistent with their preferences and beliefs (Veenhoven, 1999) and prioritize their intrinsic needs over the need to meet social obligations that are consistent in their view of the self (Gore & Morris,2003), that may thus contribute to their perception of self worth. and may explain the greater levels of wellbeing in this group.

However, although levels of wellbeing were observed to be greater in the independent group, the group was found to have a significant positive correlation with negative emotions while the interdependent group was found to have a significant positive correlation with positive emotions. Further, self construals were found to be a significant predictor of the valence of emotions experienced.

This may be because of the incongruence between the predominant culture and the individual's self construct. The difficulty with fitting into the value systems of the culture that are different from that of their own may result in the experience of less positive emotions (Nezlek et al, 2008; Kafetsios, 2019). This adds to the existing predisposition of individuals with independent self construal to experience ego-driven emotions such as frustration and anger (Markus & Kitayama, 1991)

Festinger (1954) in his social comparison theory proposed that individuals have an innate need to compare themselves with others, based on which they assess themselves. According to (Kemmelmeier & Oyserman, 2001), although those with an independent self Construal tend to engage in comparison that excludes others opinions or attributes in the assessments of self, to establish uniqueness, comparison of oneself with a salient other that is successful on social media platforms may threaten the sense of uniqueness and personal achievement and may explain greater levels of negative emotions associated with social media in the independent self-construal group (Chu et al, 2016). While, among individuals with stronger interdependent

self-construals, the use of social media is often associated with the need to enhance social relationships and are often reported to experience greater satisfaction from it as a result (Kim et al, 2010).

This may also be explained as a result of differences in the cultural orientations and self-construal of the individual. India, is considered to be predominantly a collectivistic culture (Guess, 2004; Sarikallio et al, 2021). Although Independence is believed to facilitate social relationships of greater quality by reducing potential strain, the effect of independence on social relationships is often seen to be influenced by cultural context (Taniguchi & Kaufman, 2019). In a study by Ogihara and Uchida (2014) greater levels of independent values among college students in Japan that is largely considered a collectivistic culture, were negatively related to the number of close friends as opposed to their American counterparts. As compared to individuals in cultures that are predominantly individualistic, who have developed adequate strategies for social support over long periods of time, individuals in collectivistic cultures may find it more difficult to apply strategies for social support that works within the cultural context (Uchida, 2014).

In measuring social media use, the present study examined the time spent on various social networking sites like facebook, instagram, reddit and whatsapp. The Mann-Whitney U test for social media use independent and interdependent groups indicated no difference in the means of the two groups. This finding is important as even though social media use among the two groups are similar, social media use was seen to have a statistically significant association with the type of emotion experienced in the two self construals.

Markus and Kitayama (1991 states that those with an independent self-construal define themselves in terms of internal attributes such as traits, abilities, values, and preferences, while those with an interdependent self-construal, on the other hand, define themselves in terms of their relationships with others. According to Markus and Kitayama (1991), these differences in the independent and interdependent self-concepts have different consequences for a variety of cognitive and motivational processes. These differences in cognitive and motivational processes could be therefore linked to differences in the levels of wellbeing experienced (Elliot & Coker, 2008) . For instance, between self-construal groups, existing research has identified differences in the motivation for social media use (Kim et al, 2010; Kim et al, 2011, McClung, 2007;  Ki, Lin & Leung,2013).

Social media use was found to be negatively associated with health in the independent self-construal, while the association was positive for the interdependent self-construal. Although a number of studies examine the association between  social media use and psychological wellbeing, research on the association between social media use and physical health is relatively few (Yue et al, 2021; Merolli et al., 2013). However, a possible explanation for this association may be attributed to somatic symptoms that arise as a result of negative emotions which was found to have significant positive correlation in the independent group, these include headache, gastrointestinal difficulties, back pain etc (Simon et al, 1999).

Social media use was also found to be positively associated with engagement, relationship, meaning and accomplishment in both independent and interdependent self-construals, although not statistically significant.

**Chapter V**

**Conclusion**

This chapter summarizes the present study 'Self-construal, Wellbeing and Social media use among young adults'. The present study seeks to identify the levels and difference in leves of Social media use and wellbeing in independent and interdependent self-construals among young adults, as well as the relationship between components of wellbeing and social media use in both self-construals.

**Findings**

1. Wellbeing is greater in the independent self-construal than interdependent self-construal

2. There is no significant difference in social media use among independent and interdependent self-construal

3. Social media use is associated with negative emotion in the independent self-construal

4. Social media use is associated with positive emotions in the interdependent self construal

5. Social media use is negatively associated with health in the independent self-construal

The findings of the present study are relevant as it seeks to understand how globalization as a result of social media may affect factors that constitute the wellbeing of a person with specific focus on self construals of the individuals. The findings revealed that there were indeed differences in levels of wellbeing between the two self construals. Further, the present study identified that although there were no differences in the levels of social media use among the two self-construals, there were statistically significant associations between negative emotions in the independent group and positive emotions in the interdependent group. The results of the present study indicate that differences in the general orientation of one's culture and one's self-construal

is an area that requires more research to be able to further identify ways in which negative consequences to individuals' wellbeing may be overcome.

**Limitations**

Identifying how self-construal, wellbeing and social media use may be associated in terms of gender may further add to this understanding, although it was not explored in the present study and thus adds to its limitations.

In the present study, data was collected from participants using google forms and so only individuals who had smartphones/laptops with a proper internet connection were able to participate in the study. Further, since the instructions for the survey were given in English, only participants that had proficiency in the language participated in the study. Further, the data collected may be insufficient to generalize the findings.

**Implications**

The present study highlights the importance of considering cultural  factors in understanding the relationship between social media use and wellbeing. The study has practical implications for social media users, educators, and mental health professionals as the findings suggest that individuals with an interdependent self-construal may be more vulnerable to the negative effects of social media use on well-being.

Future research may consider using qualitative or mixed-methods designs to gain a more in-depth understanding of the experiences of young adults in relation to their self-construal, well-being, and social media use and also understand why theres is a difference in the valence of emotional experience among different self construals with social media use.

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**APPENDICES**

## APPENDIX A

## Informed Consent Form

1. Informed Consent Form

In the following survey, you will be asked to fill out questions relating to certain feelings and behaviors experienced in various situations, and social media use. The study typically takes 10-15 minutes. Please provide sincere responses.

Kindly fill the form only if you belong to the age range of 18-25 years.

Your participation in the research is completely voluntary. You may stop participating in the study at any time, for any reason, if you so decide.

All data obtained in the study will be pooled and represented in aggregate form and will solely be used for academic purposes. Your responses will be kept confidential.

If you have questions at any time about this study, you may contact the researcher at the below mentioned mail ID:

snehaannmscpsy21@teresas.ac.in

By clicking "I Agree" below,

1. You have read the above description of the study

2. You attest that you are 18 years old or older.

2. You have freely consented to participate in this research study.

Thank you!

Sneha Ann Sunil

MSc Psychology Student, St Teresa's College

**APPENDIX B**

**Demographic Details Sheet**

1.  Name :

2.  Age :

3.  Gender :

4.  Employment Status :
    - Student
    - Employed
    - Unemployed

5.  State of Residence :

6.  Individualism and Collectivism are two classifications of cultures.

    Individualistic cultures are those that stress the needs of the individual over the needs of the group as a whole.

    Collectivist cultures emphasize the needs and goals of the group as a whole over the needs and desires of each individual.

    According to you, what type of culture is predominant in India ?

    - Individualistic
    - Collectivistic

# APPENDIX C

## Self Construal Scale

This is a questionnaire that measures a variety of feelings and behaviors in various situations. Listed below are a number of statements. Read each one as if it referred to you. Select the response that best matches your agreement or disagreement.

1. I enjoy being unique and different from others in many respects.

| Strongly disagree | Disagree | Somewhat Disagree | Don't agree or disagree | Agree somewhat | Agree | Strongly agree |
|---|---|---|---|---|---|---|

2. I can talk openly with a person who I meet for the first time, even when this person is much older than I am.

| Strongly disagree | Disagree | Somewhat Disagree | Don't agree or disagree | Agree somewhat | Agree | Strongly agree |
|---|---|---|---|---|---|---|

3. Even when I strongly disagree with group members, I avoid an argument.

| Strongly disagree | Disagree | Somewhat Disagree | Don't agree or disagree | Agree somewhat | Agree | Strongly agree |
|---|---|---|---|---|---|---|

4. I have respect for the authority figures with whom I interact.

| Strongly disagree | Disagree | Somewhat Disagree | Don't agree or disagree | Agree somewhat | Agree | Strongly agree |
|---|---|---|---|---|---|---|

5. I do my own thing, regardless of what others think.

| Strongly disagree | Disagree | Somewhat Disagree | Don't agree or disagree | Agree somewhat | Agree | Strongly agree |
|---|---|---|---|---|---|---|

6. I respect people who are modest about themselves.

| Strongly disagree | Disagree | Somewhat Disagree | Don't agree or disagree | Agree somewhat | Agree | Strongly agree |
|---|---|---|---|---|---|---|

7. I feel it is important for me to act as an independent person.

| Strongly disagree | Disagree | Somewhat Disagree | Don't agree or disagree | Agree somewhat | Agree | Strongly agree |
|---|---|---|---|---|---|---|

8. I will sacrifice my self interest for the benefit of the group I am in.

| Strongly disagree | Disagree | Somewhat Disagree | Don't agree or disagree | Agree somewhat | Agree | Strongly agree |
|---|---|---|---|---|---|---|

9. I'd rather say "No" directly, than risk being misunderstood.

| Strongly disagree | Disagree | Somewhat Disagree | Don't agree or disagree | Agree somewhat | Agree | Strongly agree |
|---|---|---|---|---|---|---|

10. Having a lively imagination is important to me.

| Strongly disagree | Disagree | Somewhat Disagree | Don't agree or disagree | Agree somewhat | Agree | Strongly agree |
|---|---|---|---|---|---|---|

11. I should take into consideration my parents' advice when making education/career plans.

| Strongly disagree | Disagree | Somewhat Disagree | Don't agree or disagree | Agree somewhat | Agree | Strongly agree |
|---|---|---|---|---|---|---|

12. I feel my fate is intertwined with the fate of those around me.

| Strongly disagree | Disagree | Somewhat Disagree | Don't agree or disagree | Agree somewhat | Agree | Strongly agree |
|---|---|---|---|---|---|---|

13. I prefer to be direct and forthright when dealing with people I've just met.

| Strongly disagree | Disagree | Somewhat Disagree | Don't agree or disagree | Agree somewhat | Agree | Strongly agree |
|---|---|---|---|---|---|---|

14. I feel good when I cooperate with others.

| Strongly disagree | Disagree | Somewhat Disagree | Don't agree or disagree | Agree somewhat | Agree | Strongly agree |
|---|---|---|---|---|---|---|

15. I am comfortable with being singled out for praise or rewards.

| Strongly disagree | Disagree | Somewhat Disagree | Don't agree or disagree | Agree somewhat | Agree | Strongly agree |
|---|---|---|---|---|---|---|

16. If my brother or sister fails, I feel responsible.

| Strongly disagree | Disagree | Somewhat Disagree | Don't agree or disagree | Agree somewhat | Agree | Strongly agree |
|---|---|---|---|---|---|---|

17. I often have the feeling that my relationships with others are more important than my own accomplishments.

| Strongly disagree | Disagree | Somewhat Disagree | Don't agree or disagree | Agree somewhat | Agree | Strongly agree |
|---|---|---|---|---|---|---|

18. Speaking up during a class (or a meeting) is not a problem for me.

| Strongly disagree | Disagree | Somewhat Disagree | Don't agree or disagree | Agree somewhat | Agree | Strongly agree |
|---|---|---|---|---|---|---|

19. I would offer my seat in a bus to my professor (or my boss).

| Strongly disagree | Disagree | Somewhat Disagree | Don't agree or disagree | Agree somewhat | Agree | Strongly agree |
|---|---|---|---|---|---|---|

20. I act the same way no matter who I am with.

| Strongly disagree | Disagree | Somewhat Disagree | Don't agree or disagree | Agree somewhat | Agree | Strongly agree |
|---|---|---|---|---|---|---|

21. My happiness depends on the happiness of those around me.

| Strongly disagree | Disagree | Somewhat Disagree | Don't agree or disagree | Agree somewhat | Agree | Strongly agree |
|---|---|---|---|---|---|---|

22. I value being in good health above everything.

| Strongly disagree | Disagree | Somewhat Disagree | Don't agree or disagree | Agree somewhat | Agree | Strongly agree |
|---|---|---|---|---|---|---|

23. I will stay in a group if they need me, even when I am not happy with the group.

| Strongly disagree | Disagree | Somewhat Disagree | Don't agree or disagree | Agree somewhat | Agree | Strongly agree |
|---|---|---|---|---|---|---|

24. I try to do what is best for me, regardless of how that might affect others.

| Strongly disagree | Disagree | Somewhat Disagree | Don't agree or disagree | Agree somewhat | Agree | Strongly agree |
|---|---|---|---|---|---|---|

25. Being able to take care of myself is a primary concern for me.

| Strongly disagree | Disagree | Somewhat Disagree | Don't agree or disagree | Agree somewhat | Agree | Strongly agree |
|---|---|---|---|---|---|---|

26. It is important to me to respect decisions made by the group.

| Strongly disagree | Disagree | Somewhat Disagree | Don't agree or disagree | Agree somewhat | Agree | Strongly agree |
|---|---|---|---|---|---|---|

27. My personal identity, independent of others, is very important to me.

| Strongly disagree | Disagree | Somewhat Disagree | Don't agree or disagree | Agree somewhat | Agree | Strongly agree |

28. It is important for me to maintain harmony within my group.

| Strongly disagree | Disagree | Somewhat Disagree | Don't agree or disagree | Agree somewhat | Agree | Strongly agree |

29. I act the same way at home that I do at school (or work).

| Strongly disagree | Disagree | Somewhat Disagree | Don't agree or disagree | Agree somewhat | Agree | Strongly agree |

30. I usually go along with what others want to do, even when I would rather do something different.

| Strongly disagree | Disagree | Somewhat Disagree | Don't agree or disagree | Agree somewhat | Agree | Strongly agree |

**APPENDIX D**

**PERMA PROFILER**

This is a questionnaire that measures a variety of feelings and behaviors in various situations. Listed below are a number of statements. Read each one as if it referred to you. Beside each statement choose the response that best matches your agreement or disagreement. Please respond to every statement. Questions are on an 11-point scale ranging from 0 to 10, with the end points labeled.

Block  1.

　　Response Anchors - 0 = never, 10 = always

　　A1. How much of the time do you feel you are making progress towards accomplishing your goals?

　　E1. How often do you become absorbed in what you are doing?

　　P1. In general, how often do you feel joyful?

　　N1. In general, how often do you feel anxious?

　　A2. How often do you achieve the important goals you have set for yourself?

Block  2.

　　Response Anchors - 0 = terrible, 10 = excellent

　　H1. In  general, how would you say your health is?

Block  3.

　　Response Anchors - 0 = not at all, 10 = completely

　　M1. In general, to what extent do you lead a purposeful and a meaningful life?

R1.To what extent do you receive help and support from others when you need it?

M2. In general, to what extent do you feel that what you do in your life is valuable and worthwhile?

E2.    In general, to what extent do you feel excited and interested in things?

Lon.    How lonely doy you feel in your daily life?

Block  4.

Response Anchors - 0 = not at all, 10 = completely

H2.    How satisfied are you with your current physical health?

Block  5.

Response Anchors - 0 = never, 10 = always

P2.    In general, how often do you feel positive?

N2.    In general, how often do you feel angry?

A3.    How often are you able to handle your responsibilities?

N3.    In general, how often do you feel sad?

E3.    How often do you lose track of time while doing something you enjoy?

Block  6.

Response Anchors - 0 = terrible, 10 = excellent

H3.    Compared to others of your same age and sex, how is your health?

Block  7.

Response Anchors - 0 = not at all, 10 = completely

R2.     To what extent do you feel loved?

M3.     To what extent do you generally feel you have a sense of direction in your life?

R3.     How satisfied are you with your personal relationships?

P3.     In general, to what extent do you feel contented?

Block 8.

Response Anchors - 0 = not at all, 10 = completely

Hap.    Taking all things together, how happy would you say you are?

# APPENDIX E

## Social Networking Time Use Scale

Given below are 23 statements, Read each of these statements carefully and choose the response (1-11) that adequately describes how you feel.

- 1 = Not applicable to me during the past week.
- 2 = I never used it during the past week.
- 3 = I used it once during the past week but spend less than 10 min.
- 4 = I used it once during the past week but spend between 10 and 30 min.
- 5 = I used it once during the past week but spent more than 30 min.
- 6 = I used it between 2 and 3 times during the past week but spend less than 10 min each time.

- 7 = I used it between 2 and 3 times during the past week but spend between 10 and 30 min each time.
- 8 = I used it between 2 and 3 times during the past week but spent more than 30 min each time.
- 9 = I used it more than 3 times during the past week but spend less than 10 min each time.
- 10 = I used it more than 3 times during the past week but spend between 10 and 30 min each time.
- 11 = I used it more than 3 times during the past week but spent more than 30 min each time.

1. When you are at a seminar/workshop or training program

2. When you are at home sitting idly

3. When you need to reduce your mental stress

4.When you go to the stadium to watch football, basketball etc.

5. When you are doing school or job-related assignment at home

6. When you are waiting for someone (e.g., friends) either in their house or at pre-arranged place

7.When you are listening to music, radio, religious lectures etc.

8. When you have gone through a lot of stress

9. When you are in a meeting

10. When you are in the class receiving lecture

11. When you need to maintain contact with existing friends

12. When you are in bed about to sleep

13. When you are reading in the library for academic purpose e.g., recommended text for class

14. When you are at a place to repair your car, house appliances, etc.

15. When you need to reduce your emotional stress

16. When you want to reduce the pressure of your daily routines

17. When you are at a social gathering like a wedding ceremony, birthday party, reception etc.

18. When you need to communicate with your families and friends

19. When you are sitting in a religious place (e.g., church, mosque) and activities like sermon or prayer is yet to start

20. When you need to find out more about people you met offline

21. When you are in the company of friends/family/colleagues having fun