



**THE RELATIONSHIP OF SOCIAL MEDIA USE AND PSYCHOLOGICAL WELL
BEING AMONG YOUNG ADULTS**

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ABSTRACT

Young adults now use social media on a regular basis, which has raised questions about its possible implications on mental health. Using a sample of ninety-three participants, this study investigates the effect of social media use on psychological well-being of young adults. The Social Media Scale and the Psychological Well-Being Scale were used in the study to evaluate how people use social media and how their psychological health is affected. Quantitative research revealed a positive correlation between youth social media use and psychological well-being. The results demonstrate a significant correlation between increased exposure to upbeat and positive content on social media platforms and elevated psychological well-being. Reduced psychological well-being is associated with exposure to unpleasant and harmful information, such as cyberbullying and unrealistic beauty standards. The study highlights how important it is to support young people's responsible use of social media to enhance their psychological resilience and general wellbeing. By highlighting the significance of focused interventions to lessen the detrimental effects of online interactions while

maximizing the potential advantages of digital platforms for youth development, these findings add to our understanding of the complex relationship between social media use and psychological health.

Keywords: *Social Media, Youth, Psychological Well-being*

INTRODUCTION

Adolescents and young adults frequently utilize social media nowadays. Despite substantial study into the psychological consequences of social media, there is no comprehensive model that incorporates all aspects of social media use. This theoretical study proposes the Multidimensional Model of social media, which is intended to provide a formal framework for investigating the relationship between young people's social media activity and their mental health. The approach focuses on three major dimensions: the types of activities performed on social media platforms, the underlying motivations for utilizing social media, and the network of communication partners formed through these platforms. The use of social media has a significant effect on mental health. It can boost connection, self-esteem, and a sense of belonging. However, it can also produce tremendous tension, a desire to compare oneself to others, and an increase in depression and loneliness. Consuming social media requires mindful use.

About the Advisory

These cautions emphasize growing concerns about social media's impact on young people's mental health. They look at the current research, both positive and negative, on social media's influence on children and teenagers. The key areas of concern for mental health and well-being are identified, as well as the need for additional research to properly grasp the magnitude of social media's influence. While not exhaustive, these records are based on careful examinations of available material, which is typically retrieved through

computerized searches. Children are being exposed to potentially harmful content on social media platforms, which spans from violent and sexual material to bullying and harassment.

The detrimental impact of social media varies depending on factors such as the amount of time spent on platforms, the sort of content read or encountered, and how much it interferes with key health-related activities like sleep and exercise. It is vital to recognize that social media affects children in diverse ways, depending on cultural, historical, and socioeconomic factors.

The impact of social media use on one's subjective and psychological health.

Previous studies have demonstrated a strong correlation between social media use and individuals' well-being. Using social media can be beneficial, according to certain studies. Social media, for instance, can reduce social isolation by making users feel more connected to others. Additional research has demonstrated that using smartphones for social interactions enhances one's overall sense of well-being by notably lowering feelings of shyness and loneliness while fostering a sense of intimacy. Additionally, mobile voice communication with loved ones is a powerful predictor of enhanced psychological well-being PWB. Self-esteem and online social support have been found in earlier research to be potential moderators in the relationship between social media use, psychological well-being (PWB), and subjective well-being (SWB). Research has demonstrated that individuals' self-efficacy and, consequently, their self-esteem can be enhanced by increased media attention and dependency.

The use of social media and wellbeing among students

College students use Internet for a variety of purposes, from leisure pursuits like gaming and online forums to academic obligations like finishing projects or applying for

scholarships, as well as useful tasks like looking up companies for job interviews. Social media is growing in popularity among students, according to recent study, with more recent studies highlighting its significant influence on subjective well-being (SWB) and psychological well-being (PWB).

Studies have revealed a positive correlation, either direct or indirect, between students' PWB and SWB and their usage of social media. PWB plays a crucial role in defining a person's overall quality of life, which encompasses their emotional states and worldviews in addition to traits like self-acceptance, environmental mastery, personal development, meaningful connections, autonomy, and positive interactions with others. Students gain more self-assurance, confidence, and knowledge when they utilize social media to express their opinions and feelings about their rights.

Social media platforms can aid people in improving their mental health by promoting peer support and social connections. Online communities offer forums for talking about health concerns, resolving life's setbacks, and overcoming day-to-day challenges; this reduces stigma and fosters a feeling of community and emotional support. In addition, studies have shown that amusing content on social media, positive social contacts, and reciprocal relationships may all aid in stress reduction.

A startling trend has been verified by research: more and more people are turning to Internet message boards, Internet news groups, and mutual help organizations for social support. Because they are simple to use and provide a free membership, several of these self-help websites are growing in popularity.

These social support websites can aid in bridging the gap between the increasing demand for mental health care and the supply of affordable, skilled treatments. Peer equality, anonymity, two-way learning, professional support, and the opportunity for persons with uncommon disorders to connect with others going through similar situations are some of the

advantages and conveniences of online self-help groups.

Self-worth and virtual social support as intermediaries

A person's persistent attitude toward oneself—whether positive or negative—that endures over time and despite shifting circumstances is referred to as self-esteem. Self-esteem is greatly impacted by feedback about oneself, and this is particularly crucial for young people who are still forming their identities. Studies show that people with high self-esteem typically experience less aggressive negative emotions and depression than people with poor self-esteem. Moreover, psychological well-being (PWB), subjective well-being (SWB), and success in later life are all strongly predicted by self-esteem.

Low self-esteem increases the likelihood of social anxiety, shyness, loneliness, and introversion in people. They could obstruct social interactions and the development of sustaining relationships, which are vital to overall wellbeing. They also have less stable and satisfying relationships than people who have a high sense of self-worth. Social media interactions can increase someone's self-esteem since they provide them a sense of community and allow their online friends to support and encourage them. Additionally, receiving good comments from others on social media can boost self-esteem because people's responses to one's posts are frequently positive. According to studies, having more likes on social media platforms like Facebook is linked to higher levels of self-esteem.

METHODOLOGY

Aim

The aim of the research is to examine the effects of Social Media Usage on the Psychological Well-being of youth.

Research Objective

- The study aims to examine the relationship social media consumption and psychological well-being of young adults.

Hypothesis

There will be significant relationship between social media consumption and psychological well-being of young adults.

Research Design

The study used a correlational technique. Data were gathered using standardized questionnaires, specifically the Psychological Wellbeing Scale and the Social Media Scale. The study focuses on young adults aged 18-25 and investigates how social media affects their psychological well-being. There are no unnecessary factors examined. No extraneous variables are considered.

Variables

Independent Variable: Social Media Usage

Dependent Variable: Psychological Wellbeing.

Sample

A convenient method of sampling was used to choose a sample of 93 young persons aged 18 to 25 years for the study. Inclusion criteria comprise persons within the stated age range, while exclusion criteria include those below 18 or above 25 years.

Measures

- **Social Media Scale**

The Social Media Scale (Beyens et al., 2021) is a self-report measure used to evaluate several elements of social media use among adolescents and young adults. It often includes information about the frequency and length of social media involvement, the platforms used, and specific behaviors performed on these platforms (e.g., posting, commenting, liking). The scale may also look at how people view social media's impact on their lives, such as feelings of connection, comparison, or FOMO (fear of missing out). Responses are frequently quantified on a Likert scale, which ranges from strongly disagree to strongly agree, providing information on participants' online activities and experiences.

- **Psychological well-being scale**

The Psychological Wellbeing Scale (PWS) (Ryff, 2007) is a standardized measure used to evaluate several aspects of mental health and emotional functioning in adolescents and young adults. It often comprises subscales that assess variables like anxiety, sadness, self-esteem, and loneliness. The measure includes validated items that reflect people's subjective experiences and feelings about their psychological status. Responses are frequently graded on Likert scales, with higher scores indicating greater levels of psychological anguish or well-being. Researchers and clinicians can use this scale to quantify and analyze participants' mental health condition, as well as highlight areas of worry or strength in their psychological well-being.

Procedure

The following steps were undertaken for the data collection:

- Participants received an online survey link for both the Social Media Scale and the

Psychological Wellbeing Scale.

- Participants received detailed instructions before completing each questionnaire to ensure accurate responses.
- Participants were contacted on the specified email address for clarification on any survey-related questions.

Statistical Analysis

Pearson's Correlation will be used to determine the degree and direction of the relationship between Social Media Usage and Psychological Wellbeing. Means and standard deviations will also be calculated to provide a more detailed examination of the data.

RESULTS

This study aimed to investigate the relationship between social media usage and psychological wellbeing among young adults (n=93). Employing the Pearson's correlation method, the study utilized Social Media Scale and Psychological Wellbeing Scale to measure the variables.

Table 1

Mean and Standard Deviation of the Data

	N	Mean	Std. Deviation
Psychological wellbeing	93	54.48	10.564
Social Media Use	93	50.83	18.621

Table 2*Pearson correlation of psychological wellbeing and social media use among young adults*

	Psychological wellbeing	Social media use
Psychological wellbeing	1	
Social media use	.185	1

Table 2 indicates that there is a positive correlation between psychological wellbeing and social media use which is not significant. This indicates that participants who had higher psychological wellbeing also had high social media use, but these levels are also influenced by other factors.

DISCUSSION

The findings of this research reveal a substantial positive link between social media use and young psychological well-being, as proven by an analysis of a sample size of (N=93). Using the Social Media Scale to assess participants' social media engagement patterns and the Psychological Well-Being Scale to measure their psychological health outcomes, this study used Pearson's correlation approach to investigate the link between the variables. The results indicate that as social media usage increases, there is a corresponding increase in psychological well-being among young individuals.

Firstly, the hypothesis proposed that increased social media activity among youth would be associated with higher levels of connection and social support, resulting in improved psychological well-being through online interactions with peers and communities. The findings validated this hypothesis, suggesting that active participation in social media platforms increased a sense of belonging and social connectedness among young people. This research emphasizes the

value of online communities in offering support and creating healthy relationships, which improves psychological well-being.

Yet, it is crucial to recognize the complexities of the relationship between social media use and psychological well-being. While this study found a positive link overall, it is critical to consider individual characteristics, contextual circumstances, and the quality of social media interactions when determining its impact on mental health outcomes. For example, excessive social media use, exposure to unpleasant or harmful content, and participation in problematic online behaviors such as cyberbullying or social comparison may reduce the favorable benefits and lead to negative psychological consequences among youth.

The use of self-administered scales involves the possibility of response bias, which affects data dependability. Furthermore, even if the pandemic has ended and people are adjusting to life after the pandemic, the consequences on behaviors and perceptions may last. Future research should continue to investigate these factors, considering the dynamic nature of social media trends, technological advancements, and societal changes, to provide a more comprehensive understanding of the complex relationship between social media usage and the psychological well-being of young adults in the evolving context of 2024.

CONCLUSION

The current research on the effects of social media on psychological well-being of youth has provided important insights into this complex interaction. The study discovered a clear and positive relationship between social media usage and young people's psychological well-being after meticulously analyzing and thoroughly examining data from a sample of 93 participants. This finding emphasizes the critical role that social media plays in influencing the mental health outcomes of today's youth. According to the data, more interaction with social media platforms

is related with several favorable effects for young people's mental health. Participants who used social media more frequently reported higher levels of self-esteem, lower feelings of loneliness, and overall better emotional well-being. These findings underscore social media's potential as a useful tool for developing social relationships, offering emotional support, and improving self-expression among young people. Furthermore, our research focused on the specific mechanisms by which social media promotes psychological well-being. The research further discovered that the quality of social media interactions, including exposure to positive content and supportive online networks, was significantly associated with participants' mental health outcomes. This emphasizes the necessity of encouraging pleasant online experiences and digital literacy among adolescents to maximize the benefits of social media while minimizing potential pitfalls.

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