



**TO STUDY THE RELATIONSHIP BETWEEN PSYCHOLOGY CAPITAL AND
SOCIAL MEDIA USAGE**

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ABSTRACT

Billions of people worldwide use social media platforms like Facebook, Instagram, Twitter, and LinkedIn to connect, share, and communicate. The emergence of social media has caused enormous shifts in how individuals connect, work, and see themselves. This study investigates the relationship between social media usage and psychological capital. We explore how different patterns of social media engagement influence psychological resources, including self-efficacy, optimism, hope, and resilience. The study employs correlation analysis to examine the direction and strength of the associations between social media use and each psychological capital component. Subsequently, regression analysis is conducted to determine the independent and combined effects of social media use on psychological capital. The findings from this study will contribute to a deeper understanding of how social media interacts

with psychological well-being and potentially inform strategies to promote positive mental health in the digital age. These findings provide useful insights about how social media is positively correlated with psychology capital. These apps are designed in such a way it help people to gain optimism , self-efficacy, resilience and hope. The sample used was between the age group of 15 – 25 from adolescence to early adulthood.

Keywords: *Psychological Capital, Social Media Usage*

INTRODUCTION

According to recent figures, over 3.6 billion individuals are active social media users worldwide, spending an average of 2 hours and 24 minutes daily on social networking sites. The growing usage of social media has inspired research into its influence on numerous elements of human behaviour and psychology. Social media use has become an essential element of modern life, with people spending a large amount of time on various social networking sites. It covers a wide variety of activities, including providing updates, sharing material, commenting on postings, and connecting with other users. Individuals' engagement with social media varies widely, from casual surfing to active participation in online forums.

The Uses and Gratifications hypothesis is a theoretical framework for understanding social media usage behaviour. According to this hypothesis, individuals are driven to use social media to meet various requirements such as information searching, entertainment, social engagement, and self-expression. For example, someone may use social media to remain up to date on current events, interact with friends and family, or promote their skills and hobbies. *The Technology Acceptance Model* is another theoretical framework that investigates the factors that influence technology acceptance and usage, such as social media platforms. It suggests that a person's propensity to utilize technology can be predicted in part

by their perception of its usefulness and ease of use. A recent study examined the diverse psychological and social effects of using different social media platforms. For instance, studies have examined the effects of passive social media content consumption on mental health and wellbeing, such as scrolling through news feeds or watching videos. Overindulgence in passive social media use has been linked to anxiety, depression, and feelings of loneliness because users may compare themselves unfavourably to others or experience FOMO (fear of missing out) when they view overly idealized portrayals of other people's lives.

Engaging in online chats, sharing content, and making updates on social media has been associated with positive effects like increased sense of belonging, self-worth, and social support. Engaging in social interactions and receiving positive feedback or affirmation from colleagues may contribute to a sense of fulfilment and connection. It is imperative to emphasize, nevertheless, that excessive usage of social media, in any form, can have unfavourable effects like lowered productivity, disrupted sleep patterns, and behaviours akin to addiction. PsyCap, or psychological capital, is a term used to describe a group of favourable psychological traits that support an individual's success and general well-being.

People who possess resilience, optimism, hope, and self-efficacy are better equipped to overcome life's challenges and confidently and drivingly pursue their goals. While optimism involves maintaining a positive outlook and expecting favourable outcomes in the face of hardship, resilience is the capacity to bounce back from setbacks and adversity. The definition of hope is having goals and a plan for reaching them, together with the determination to keep going in the face of obstacles. Contrarily, self-efficacy is the belief in one's own ability to finish activities and produce desired outcomes.

A number of models and ideas have been put up to describe how psychological capital has grown and gained influence. According to the *Extend-and-Build hypothesis*, positive emotions broaden a person's mental and behavioural repertoire, which over time strengthens resilience and improves psychological well-being. *The Self-Efficacy hypothesis* is another well-liked paradigm that contends that individuals who have high levels of self-efficacy are more inclined to set challenging goals, work hard, and persevere in the face of difficulty. A recent study looked at the value of psychological capital in the workplace, in school, and in one's personal life, among other settings. Studies show that individuals with greater psychological capital performed better at work, experienced less stress, and were more satisfied with their jobs. Psychological capital has been associated with improved learning outcomes, increased motivation, and higher academic success in educational settings. Additionally, psychological capital has proved useful in personal life that is related to increased resilience in the face of adversity, improved mental health, and higher levels of satisfaction.

By examining the relationship between social media use and psychological capital, the current study seeks to close a significant research gap. There is a dearth of research on the interactions and mutual influences between social media usage and psychological capital, despite the fact that numerous studies have examined these two factors separately. By focusing on this interaction, the research seeks to provide light on the nuanced relationships between social media use and resilience and psychological health. The necessity of comprehending this link is emphasized by the widespread use of social media platforms in contemporary culture. Social media, which has billions of users worldwide, is now an essential component of many people's daily life since it allows them to connect, communicate,

and express themselves. The effects of social media use on mental health and well-being, however, are still up for debate.

While, some studies highlight social media's potential advantages for community engagement and social support, others raise concerns about the platform's detrimental effects on psychological functioning, self-esteem, and mood. The study aims to examine not only the direct effects of social media use on psychological capital but also the underlying systems and processes involved. Examining the kind and volume of social media use, the calibre of online conversations, and the unique characteristics and motivations of social media users are a few examples of this. By defining these characteristics, the research aims to clarify the processes by which psychological capital is impacted by social media use and uncover potential moderators and mediators of this connection.

The study employed a mixed-methods approach, combining focus groups or qualitative interviews with quantitative surveys, in order to accomplish these goals. This will make it possible to conduct a comprehensive analysis of the target population's social media usage patterns and how they affect psychological capital. The research will enlist a diverse group of participants from different demographic backgrounds in order to guarantee that the results are applicable to a wide range of situations and viewpoints regarding the usage of social media and mental health. Social media has transformed how individuals connect, communicate, and engage with one another, becoming an essential component of contemporary society. The emergence of social media platforms such as Facebook, Instagram, Twitter, and LinkedIn has provided previously unattainable access to information, entertainment, and social networks for billions of people globally. Social media's effects on psychology, behaviour, and overall well-being are just a few of the areas of human existence that have drawn substantial interest from academics, decision-makers, and the general public.

SOCIAL MEDIA USAGE

The term "social media usage" refers to a wide range of actions and attitudes people take when using social networking sites. Social media use can take many different forms, from passive content intake to active participation and contact, and each has a distinct impact on people's psychological and emotional health. Individuals use social media to fulfil a variety of needs, including information searching, socializing, entertainment, and self-expression, according to the Uses and Gratifications hypothesis, which sheds light on why individuals use these platforms.

The complex impacts of various forms of social media use on many psychological outcomes have been the subject of recent research. Studies have looked at the effects of passive consumption, such as viewing movies or skimming through news feeds, on mental health and wellbeing. Because social media can lead to social comparison and FOMO (fear of missing out) when users are exposed to too idealized depictions of other people's lives, excessive passive usage of the platform has been linked to feelings of anxiety, despair, and loneliness. Anxiety, hopelessness, and loneliness have been connected to excessive passive platform usage. On the other hand, social media activity, such as updating status updates, sharing material, and participating in online debates, has been connected to advantageous effects like elevated levels of social support, self-worth, and a feeling of community. Feelings of fulfilment and connection can be enhanced by interacting with others and getting compliments or affirmation from peers. But, it's crucial to remember that excessive social media use, in any form, can have negative consequences like lowered productivity, thrown off sleep cycles, and addictive behaviours. "Social networking sites like Twitter, LinkedIn, and Facebook support online groups that allow users to broadcast and construct their profile information, and interact with others by sending personal and public messages, playing games, and sharing photos (Pempek et al., 2009; Boyd & Ellison, 2007). Additionally, social networking sites facilitate

individuals, making new online friends and acquaintances, and to maintain pre-existing social connections (Ellison et al., 2007).

PSYCHOLOGICAL CAPITAL

PsyCap, refers psychological capital, is a term used to describe a collection of helpful psychological tools that help people succeed in all facets of life. These resources, which together help people overcome obstacles, pursue their objectives, and succeed, include self-efficacy, optimism, hope, and resilience.

The ability to overcome hardship and preserve psychological health in the face of pressure or setbacks is known as “resilience.” Being “optimistic” means that, even in the face of adversity, you expect the best and have an optimistic view on life. “Hope” is defining objectives, figuring out how to get there, and staying driven to keep going after things get in the way. The term "self-efficacy," coined by psychologist Albert Bandura, describes people's confidence in their capacity to carry out activities and reach objectives. High self-efficacy individuals are more inclined to set difficult objectives, put forth effort, and endure in the face of difficulties.

Studies on psychological capital have shown how important it is in the workplace, in school, and in one's personal life. Employees that possess stronger psychological capital at work report better job satisfaction, reduced stress, and increased engagement and performance. Students who possess stronger psychological capital exhibit higher levels of academic accomplishment, motivation, and resilience when confronted with academic obstacles in educational environments.

RATIONALE

There is still a lack of knowledge on the interactions and influences between psychological capital and social media usage, despite the fact that the corpus of study on these two concepts is expanding. By analysing the effect of social media consumption on psychological capital among a particular target group, the current study seeks to close this gap. This project aims to shed light on the nuanced interactions between technology and human psychology by examining the manner in which various social media usage patterns and characteristics impact psychological capital. Utilizing a mixed-methods approach that combines quantitative surveys with qualitative interviews or focus groups, the study will look into how the target demographic uses social media and how that usage affects psychological capital. The project intends to further our understanding of the relationship between social media use and resilience and psychological well-being by identifying the underlying mechanisms and processes as well as potential moderators and mediators of this association.

METHODOLOGY

Aim

To study the relationship between social networking usage and psychological capital of the youth.

Research Objective

- a) To study the relationship between Social media usage and Resilience of the study sample.
- b) To study the relationship between Social media usage and Hope of the study sample
- c) To study the relationship between Social media usage and Self efficacy of the study sample.

- d) To study the relationship between Social media usage and Optimism of the study sample.

Hypothesis

- There will be significant relationship between social media usage and resilience of the study sample.
- There will be significant relationship between social media usage and Hope of the study sample.
- There will be significant relationship between social media usage and Self efficacy of the study sample.
- There will be significant relationship between social media usage and Optimism of the study sample.

Research design

Quantitative research is an inquiry into an identified problem, based on testing a theory, measured with numbers, and analysed using statistical techniques. The goal of quantitative methods is to determine whether the predictive generalizations of a theory hold true. The selection of which research approach is appropriate in a given study should be based upon the problem of interest, resources available, the skills and training of the researcher, and the audience for the research. The process of measurement is central to quantitative research. Quantitative research requires that the variables under consideration can be measured. It provides the fundamental connection between empirical observation and mathematical

expression of quantitative relationships. In simple terms, in measurement, the researcher assigns numerals to objects, events or properties according to certain rules.

Description of the Test

- *Psychological Capital Questionnaire (PCQ) (Luthans et al., 2007)*

The test contains 24 items that measure an individual's PsyCap. The PCQ is composed of four dimensions that result in measurement of the current state of an individual's PsyCap. The four dimensions are Hope, Efficacy, Resilience, and Optimism. Individuals completing the PCQ evaluate themselves or an associate by selecting how much they agree with each item. A six-point scale for rating agreement is used. Each of the four PCQ scale scores is calculated by taking the mean (average) of all items in the scale. The overall PsyCap score is calculated by taking the mean of all the items in the PCQ. It should be carefully noted that some items are

- *Social Networking Usage Questionnaire*

The Social Networking Usage Questionnaire had a Cronbach's alpha has been used to measure the internal consistency among the items . This scale represent 0.30 indicated good reliability. Convergent validity is found in the social networking questionnaire which is 0.593 to 0.894 Instructions This is a questionnaire that attempt to measure the social networking usage of an individual. The items of the scale are given in statement form. You are requested to read each statement carefully and give your response by putting a tick () mark only that option which you find that is most appropriate and true in your case. There is no right /wrong answer.

RESULTS**Table 1***Descriptive statistics of study variables*

	Variable	Mean	Standard Deviation
1	Hope	16.93	5.99
2	Self-efficacy	15.50	5.92
3	Resilience	17.07	4.90
4	Optimism	18.20	4.13
5	Social media use	50.78	12.88

Table 1 represents the descriptive statistics (mean and standard deviation) of all the study variables – Psychological capital (Hope, Self-efficacy, Resilience, Optimism) and social media use.

Table 2

Pearson's correlation between Psychological capital (Hope, Self-efficacy, Resilience, Optimism) and Social media use

	Hope	Self-efficacy	Resilience	Optimism	Social media use
Hope	-				
Self-efficacy	.77**	-			
Resilience	.73**	.74**	-		
Optimism	.71**	.68**	.66**	-	

Social media use	.35**	.39**	.25**	.27**	-
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***Correlation is significant at 0.01 level*

Table 2 represents the coefficient of correlation between psychological capital (Hope, Self-efficacy, Resilience, Optimism) and social media use. The correlation between psychological capital (Hope, Self-efficacy, Resilience, Optimism) and social media use is significant and positive.

Table 3

Linear regression table with Social media use as predictor of Psychological capital

Criterion	Predictors: social media use								
	B	S. E.	β	t	R	R ²	Adj. R ²	α	F
Hope	.16	.04	.35	3.88**	.35	.12	.11	8.65	15.12**
Self-efficacy	.18	.04	.39	4.45**	.39	.15	.14	6.32	19.83**
Resilience	.09	.03	.25	2.77**	.25	.06	.05	12.08	7.71**
Optimism	.08	.03	.27	2.96**	.27	.07	.06	13.73	8.80**

***significant at 0.01 level (p<0.01)*

Table 3 represents the linear regression with social media use as predictor of psychological capital (Hope, Self-efficacy, Resilience, Optimism). The model did present a significant fit. Hence, there was 12%, 15%, 6%, 7% positive variance explained by social media use on Hope, Self-efficacy, Resilience, Optimism dimensions of psychological capital respectively.

DISCUSSION

The aim is to study the social networking usage of psychological capital. The objective was to study the relationship between social networking usage and Resilience. Similarly with hope, optimism and self-efficacy. The hypothesis is that there is a significant relationship between social networking usage and Resilience. Similarly with hope, optimism, and self-efficacy. The studies reveal that there is a significant positive relationship between social media and psychological capital. The study found that using social media helps the individual to gain optimism, self-efficacy, hope and resilience. This means there is a positive correlation between social media and psychological capital. If individuals are using social media more their optimism, self-efficacy, hope and resilience will also increase. These apps are designed in such a way that they help individuals to increase their, hope, self-efficacy, resilience and optimism.

Findings

The descriptive statistics reveal that the average youth in the study scored moderately high on all four dimensions of psychological capital (Hope, self-efficacy, resilience, optimism).

The descriptive statistics (Table 1) reveal that the average youth in this study scored moderately high on all four dimensions of psychological capital (Hope, Self-efficacy, Resilience, Optimism). This indicates a generally positive outlook and sense of well-being within the sample.

The considerable positive associations between social media use and each psychological capital component shown in Table 2 support this idea even further. Although the strength of these associations is moderate (.25 to .39), they do indicate a tendency for higher levels of optimism, resilience, hope, and self-efficacy to be associated with increased usage of social media. These results are consistent with previous research that indicates social

media can act as a forum for knowledge sharing, chances for self-expression, and social support—all of which may improve psychological well-being.

Table 3 demonstrate the Linear Regression analysis conducted in this study aimed to explore the relationship between the social media usage and various dimensions of psychological capital namely hope, self-efficacy, resilience and optimism. The results indicate that the social media use significantly predicts each dimension of psychological capital, as evidenced by the high beta coefficients and corresponding t – values.

Hope: According to the research, there is a strong positive correlation between social media use and hope ($\beta = .35$, $p < 0.01$). This suggests that people who use social media more frequently have greater levels of hope. This result is in line with earlier studies that show social media platforms frequently function as sources of motivation, support, and affirmation—all of which are crucial elements of hope.

Self-efficacy: The findings show a strong positive correlation ($\beta = .39$, $p < 0.01$) between social media use and self-efficacy, suggesting that people who use social media platforms frequently tend to have higher levels of confidence in their capacity to overcome obstacles and accomplish their goals. Social networking sites can be used as venues for information access, feedback, and success story sharing, all of which can strengthen self-efficacy views.

Resilience: According to the analysis, there is a strong positive correlation between using social media and resilience ($\beta = .25$, $p < 0.01$). This suggests that people who use social media more frequently have greater resilience levels. Social media can help people connect with like-minded people, receive social support, and learn coping mechanisms, all of which can improve their capacity to overcome hardship.

Optimism: The results show a strong positive correlation between optimism and social media use ($\beta = .27$, $p < 0.01$), suggesting that people with more social media activity also tend to have more optimistic views on life. Positive content, inspirational tales, and inspirational

messages are frequently included on social media platforms, which can change people's perspectives and promote optimism.

CONCLUSION

The study shows that youth's use of social media and psychological capital are positively correlated. Social media platforms have the potential to foster hope, resilience, optimism, and self-efficacy by providing possibilities for social interaction, positive content consumption, and self-expression. But the relationship is probably complex, and using social media excessively or unhealthily may have unfavourable effects.

To give a more complete picture of how social media affects young people's psychological health, future studies should examine the moderating influence of usage patterns, platform-specific impacts, and causal links. Through comprehension of these intricacies, we can devise tactics to optimize the advantageous facets of social media. Social media use appears to contribute positively to psychological well-being and psychological capital building in individuals through a variety of mechanisms, including improved social connectivity, information sharing, positive social comparisons, identity expression, opportunities for social support, community engagement, and a sense of belonging.

These results have significant ramifications for practice and research. From a theoretical standpoint, they advance our knowledge of the intricate relationships that exist between psychological processes and social media, emphasizing the advantages that social media use may have for people's resilience and mental health. From a practical standpoint, these results highlight how critical it is to encourage deliberate and purposeful use of social media in order to maximize its beneficial impacts on psychological capital.

Interventions designed to improve online relationships, increase digital literacy, and create a supportive online environment could be beneficial in maximizing the positive impact

of social media on individuals psychological well being . But it's important to be aware of the possible drawbacks of overusing or abusing social media, including information overload, cyberbullying, and social comparison. Future studies should carry out a deeper examination of these intricacies and look into ways to counteract any unfavourable consequences while maximizing social media's beneficial benefits on psychological capital and general wellbeing.

In conclusion, we can create an online environment that supports psychological resilience, well-being, and equips people to succeed in the digital age by realizing and capitalizing on the positive features of social media usage.

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