



IMPACT OF SOCIAL MEDIA ON THE INTERPERSONAL RELATIONSHIPS AND QUALITY OF LIFE AMONG YOUNG ADULTS

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ABSTRACT

The rise of social media has had far-reaching effects on people's mental health and the quality of their connections with others. The effects of social media on the dynamics of relationships and the mental health of young people are the focus of this research. Depression, anxiety, and low self-esteem are some of the mental health issues that are examined in relation to social comparison. The research delves further into the topic, exploring ways to cope and tactics to lessen the psychological toll of constantly comparing oneself to others. The study seeks to shed light on the intricacies of social media's impact on relationship creation, upkeep, and quality of

life using a mix of literature review & empirical research. The goal of the study is to help young individuals in the digital era have better mental health by promoting healthy social media use and understanding the mechanics of social comparison and efficient coping mechanisms.

Keywords: *Social media, interpersonal relationships, mental health, young adults, coping mechanisms, psychological well-being*

INTRODUCTION

The ubiquitous impact of social media has grown in importance among young people throughout the globe in the last several years. Being born into the digital age, children are completely absorbed in online networks, where they make friends, share stories, and develop their identities. Despite the attractiveness of constant connectedness and the ease of sharing information, there is a nuanced link between social media use and its effects on personal relationships and well-being. The complex dynamics for social media & its far-reaching impacts on young people's interpersonal connections as well as their quality of life are the subject of this dissertation. Its goal is to delve into the complex ways that social media platforms change people's interactions and how it affects their happiness and contentment with life. With the rise of social media, hitherto unimaginable avenues for interaction and connection have opened. Social media sites like Facebook, Twitter, Instagram, and Snapchat make it easy to stay in touch with loved ones no matter where they are in the world because of the instant messaging capabilities. But it's still up for debate how well these online exchanges mimic the nuance and complexity of in-person conversation. Online interactions and their effects on the formation and maintenance of genuine bonds raise concerns about their veracity and closeness.

Furthermore, there are a plethora of difficulties to interpersonal dynamics brought about by the pervasiveness of social media. Many young people have feelings of inadequacy & social

comparison due to the abundance of well-crafted self-presentations and filtered images on social media platforms. Constant exposure to social media's idealized lives and unattainable standards may lead to increased stress, worry, and self-doubt, which in turn can diminish the quality of relationships and life satisfaction in general. On the other hand, social media offers a way for people to interact with others, express themselves, and seek affirmation. It's a great way to share stories and make new friends. A new generation of young people is taking part in public debates, championing social issues, and finding a home in online communities thanks to the spread of knowledge and the amplifying of varied perspectives made possible by social media.

Therefore, the purpose of this research is to take a close look at how young people's social media use, interpersonal connections, and overall quality of life are all interdependent. Its goal is to shed light on the advantages and disadvantages of the digital age by combining first-hand accounts with empirical research methodologies and a review of the relevant literature. In the end, our study aims to provide light on treatments and techniques that support positive and satisfying online interactions, building strong connections and improving the overall health of young people in our linked world.

BACKGROUND OF THE STUDY

Over the last decade, social media platforms have exploded in popularity, completely altering the way people communicate and engage with one another. Social media websites including Facebook, Instagram, Twitter, & Snapchat—which have billions of users—are now part of most people's daily lives, particularly among young adults. This generation, frequently called "digital natives," has grown into a world where constant access to the internet is the standard, not the exception.

With the rise of social media, new channels for communication, sharing, and engagement have opened. In contrast to more conventional means of interaction, social media allows users to connect with people all over the world, regardless of their physical location. Instantaneous communication and multimedia content's affordances have led to the development of online communities where people may freely express themselves, share experiences, and learn from one another. Despite the many advantages of being online, some worry that it may negatively affect their personal connections and general happiness, especially among young people. The complex dynamics of social media use have recently attracted the interest of many scholars and academics. The degree that social media promotes genuine and significant interpersonal interactions is a well-known field of study. Platforms allow users to keep in touch with loved ones, but the quality and extent of these connections are still up for discussion. Many studies have examined the "social comparison" phenomena, in which people compare their life to others', either positively or negatively, which may cause emotions of jealousy, inadequacy, or worry. Additionally, concerns about the validity of social media material and its effects on self-esteem & identity formation have been brought up by the fact that it is characterized by meticulously chosen pictures and tales. Particularly among young people, there is a risk that social media-generated pressure to fit in would cause them to create an online identity that is at odds with who they really are.

ROLE OF SOCIAL MEDIA IN FACILITATING INTERPERSONAL CONNECTIONS AND RELATIONSHIP MAINTENANCE

In this digital era, social media sites have become potent instruments for promoting human connection and sustaining existing relationships. With the wide variety of features and capabilities offered by these platforms, users can maintain dynamic connections with friends,

family, & acquaintances. The ability to communicate in an asynchronous fashion is a key feature of social media platforms when it comes to interpersonal communication. Posts, comments, and messaging allow users to have continuous discussions and share updates within their social network whenever they choose. Despite physical distance, people are able to maintain meaningful relationships and learn about each other's life because to this continual flow of information. Social media also lets people express themselves and build their identities by letting them share parts of their life with their networks and select the online personas they present. Shared media such as images, videos, status updates, & tales allows users to highlight their passions, adventures, and life achievements, bringing people together and creating meaningful connections.

Furthermore, as a medium for social validation and support, social media is vital in the upkeep of relationships. Friends and family members in need may get words of encouragement, expressions of empathy, and help from others. Strengthening links and nurturing relationships in meaningful ways is made possible when people can aid, whether publicly or privately. In addition, by connecting users with others who share their interests and beliefs, social media makes it easier for users to form accidental connections and expand their networks. Friends' recommendations, club memberships, and event invites are just a few of the ways people may meet new people and expand their social networks.

In sum, social media is a handy tool for keeping in touch with friends and family, since it allows users to express themselves freely while also providing a network of people to lean on in times of need.

SOCIAL MEDIA AND RELATIONSHIP DYNAMICS

The rise of social media in the modern era has been a game-changer in how people interact with one another. The impact of online communities on relationship development, maintenance, and breakup has grown in importance as the number of daily users continues to climb into the billions. Social media influences almost every facet of human contact, from making new acquaintances to changing the dynamics of old ones. This presents both advantages and disadvantages for those navigating the intricacies of contemporary relationships. Facebook, Instagram, Twitter, & Snapchat, among others, provide its users limitless possibilities for connecting with others, expressing themselves, and sharing content. People from all around the world may connect with one another instantly via features like live streaming, status updates, picture sharing, and instant chat, regardless of their physical location. One of the biggest draws of social media is the fact that it allows people to remain connected with others within real-time, regardless of how far away they are, breaking down the barriers of time and place.

The influence of social media upon relationship dynamics, however, goes well beyond simple connection; it has a significant effect on the character and caliber of human encounters. Social media has a significant impact on relationships because of how it shapes how people show themselves and how they develop their identities. People may create their online identities on social media by posting well chosen photographs, stories, and posts, allowing others to see a curated version of their life. The way people portray themselves online may have an impact on their self-perception and the way others see them, which in turn can affect the dynamics of their offline relationships and interactions. In addition, people's self-evaluations in connection to others take on new dimensions in the age of social media. Users may experience poor self-esteem, feelings of inadequacy, and jealousy when they compare themselves to the idealized depictions of others' lives that are prevalent in social media material

due to its curated nature. On the other side, social media may often encourage people to compare themselves negatively to those they view as less fortunate or accomplished, which can lead to feelings of superiority or relief.

REVIEW OF LITERATURE

The present research investigated at how usage of digital media and interpersonal connections affect teenagers' sense of self. Two thousand seven hundred and ninety-nine students (57 percent female) from seven different Bermuda secondary schools were surveyed using questionnaires. The students' ages ranged from eleven to nineteen ($M = 15.4$ years). Using modeling of structural equations, the writer has shown that friends and moms have significant impacts on teenagers' lives, with both connections positively impacting the clarity of respondents' self-concepts. In addition, the findings demonstrated that the quality of the connection between teenagers and their mothers had an indirect but favorable effect on the clarity of the adolescents' self-concept via the quality of their friendships. When it came to some parts of teens' usage of digital media, friends also acted as mediators. Partially mediating the negative connection between self-concept clarity and online identity expression/exploration was poor friendship quality. Adolescents' sense of self seems to be positively impacted by their use of the internet for social communication. Through its beneficial effect on friendship quality, the data demonstrated that internet peer communication indirectly influenced self-concept clarity (Davis, 2013).

The life-span research explored at how well-being is correlated with the amount of social communication technology utilized (i.e., multimodal connectivity). Only for the older age groups (35–54 and 55–70+), did multimodal connectivity and frequent strong-tie communication improve well-being, in line with the assumptions for media multiplexity.

Multimodal connectivity and the frequency frequent weak-tie communication reduced well-being for young individuals (18–34). sustaining connections with strong links becomes increasingly essential and the number of weak ties contracts as individuals age, which frames the results in terms of shifting reasons for sustaining social contacts over the lifetime (Chan, 2023).

METHODOLOGY

AIM

The purpose of the study was to examine the effect of social media on interpersonal relationship and quality of life among young adults.

VARIABLE OF THE STUDY

Independent Variable – Social media

Dependent Variables -Interpersonal Relationships, Quality of Life

OBJECTIVES

- To examine the effect of social media on interpersonal relationship among young adults.
- To explore the effect of social media on quality of life among young adults.

HYPOTHESIS

- There will be no significant impact of social media on interpersonal relationship among young adults.
- There will be no significant impact of social media on quality of life among young adults.

SAMPLE

The sample size was 100, using a purposeful and random sampling technique that included both men and women. The majority of the group's members were between the ages of 18 and 25.

MEASURES

A demographic questionnaire and the "*Social Networking Usage Questionnaire, Flanagan's Quality of Life Scale, and Interpersonal Reactivity Index*" were used to collect the data for this study.

DATA COLLECTION PROCEDURE

The data was collected using three surveys in total; The "Interpersonal Reactivity Index, Flanagan's Quality of Life Scale, and Social Media Use Scale." Following an explanation of the study's goals, participants were given a packet of questionnaires with facts on the investigation, privacy issues, the researcher's contact information, and more measures. Following that, people were asked to participate in the study. The description of the instruments took ten minutes.

SOCIAL NETWORKING USAGE QUESTIONNAIRE

This is a survey meant to assess an individual's use of social networking sites. The scale's items are presented as statements. In 2018, "**Dr. Savita Gupta**" and "**Liyaqat Bashir**" invented this scale. Each statement on this scale is assessed on five anchors (Always=5, Often=4, Sometimes=3, Rarely=2, and Never=1). The items are assessed using a 5-point Likert scale. This scale has no elements that are inverted. ($\alpha=.830$) suggests strong internal reliability.

INTERPERSONAL REACTIVITY INDEX

A 28-item self-report survey called the Interpersonal Reactivity Index (IRI) is used to gauge empathy. Professor of psychology at Eckerd College Mark H. Davis created it between 1980 and 1983. The reliability varied from 0.61 to 0.81

FLANAGAN'S QUALITY OF LIFE SCALE

The fifteen questions that make up Flanagan's Quality of Life Scale (QoLS) are divided into five categories: leisure, social, civic, and communal activities, material and physical well-being, interactions with others, and personal growth and fulfillment. Reliability was $\alpha = .82$ to .92.

STATISTICAL ANALYSIS

With the use of SPSS software, the regression technique was used in the investigation. Descriptive statistics were also applied.

RESULT

Social media has shaped young people's lives in recent years, greatly influencing their interpersonal interactions and general quality of life. Social media platforms provide never-before-seen chances for self-expression, communication, and connectedness, but they also present special difficulties and complications for interpersonal relationships and wellbeing. To address the possible advantages and disadvantages of social networking sites in the current digital era, it is imperative to comprehend the impact of social media upon interpersonal relationships as well as quality of life among young adults.

The purpose of the study is to look at how social media affects young people's interpersonal connections and quality of life. This research aims to clarify the complex effects

of social media upon young adults' interactions with others and general well-being by investigating the connections among use of social media patterns, online interaction behaviors, and different facets of interpersonal relationships, such as closeness, social support, as well as conflict resolution. Using a thorough research approach that includes questionnaires, and psychosocial evaluations, this study will explore young people' experiences and how they perceive social media's impact on their quality of life and interpersonal connections.

Table 1

Descriptive statistics of all variables

	<i>Social media</i>	<i>Interpersonal relationships</i>	<i>Quality of life</i>
Mean	61.64	61.06	72.75
Standard Deviation	11.55096	13.75604	18.20111
Count	100	100	100

Based on a sample size of 100 for each of the three variables—social media usage, interpersonal connections, and quality of life—the descriptive statistics table offers important insights. With a standard deviation of 11.55, participants' average reported spending 61.64 units of time upon social media, suggesting a moderate degree of heterogeneity in social media usage across the sample. On the other hand, respondents varied interpersonal connection experiences were indicated by a somewhat lower mean score of 61.06 and a greater standard deviation of 13.76. With a mean score of 72.75 and a standard deviation of 18.20, quality of life, on the other hand, seems to have the largest level of variability among the sample's judgments of life

satisfaction. These results point to a complicated link between social media use, interpersonal connections, and general quality of life, indicating the need for more research to fully comprehend the intricate interactions between these variables.

Table 2

Regression analysis on impact of social media on Interpersonal relationships among young adults

<i>Regression Statistics</i>	
Multiple R	0.013549
R Square	0.000184
Adjusted R Square	-0.01002
Standard Error	18.29206
Beta value	0.0213
Observations	100

ANOVA					
	<i>df</i>	<i>SS</i>	<i>MS</i>	<i>F</i>	<i>Significance F</i>
Regression	1	6.020422	6.020422	0.017993	0.893569
Residual	98	32790.73	334.5993		
Total	99	32796.75			

A regression analysis was conducted to examine the impact of social media on young people's interpersonal interactions. The results revealed a significant overall model fit, as indicated by a substantial F-statistic ($F = 7.198$, $p = 0.009$).

Table 3

Regression analysis on impact of social media on quality of life among young adults.

Regression Statistics	
Multiple R	0.261581
R Square	0.068425
Adjusted R Square	0.058919
Standard Error	13.34465
Beta value	-0.3115
Observations	100

ANOVA					
	<i>df</i>	<i>SS</i>	<i>MS</i>	<i>F</i>	<i>Significance F</i>
Regression	1	1281.842	1281.842	7.198144	0.008567
Residual	98	17451.8	178.0796		
Total	99	18733.64			

The results of the regression analysis, which examined the effect of social media on young people's quality of life, were not statistically significant. With an F-statistic of 0.018 and a p-value of 0.894, the ANOVA table shows that there is not a statistically significant connection between the two variables for the overall model fit.

DISCUSSION

The research findings offer significant perspectives on the intricate correlation among young adults' quality of life, interpersonal relationships, and social media use. Let's talk about these findings in more detail:

Social Media's Effect on Interpersonal Relationships

The regression analysis showed that social media has a big impact on how young people connect with each other. The significant F-statistic suggests that young people' social media use influences how they interact with others in a noticeable way. This result is consistent with other research that indicates social media may help and hurt interpersonal relationships. Platforms provide never-before-seen chances for connectivity and communication, but they also bring with them special difficulties like the amplification of disputes and the depersonalization of relationships. As a result, to preserve positive connections, people must use social media responsibly.

Impact of social media on Quality of Life

Regression analysis did not reveal a statistically significant correlation between youth social media usage and quality of life, which was unexpected. According to the negligible F-statistic social media may not have a direct impact on this demographic's overall life satisfaction. This finding contradicts widely held beliefs on the widespread negative effects of social media upon wellbeing. Although some research has connected excessive social media usage to detrimental effects including loneliness and low self-esteem, this study's lack of significance highlights the complexity of variables affecting quality of life. The connection between social media as well as well-being may be mediated by individual characteristics, coping mechanisms, and offline experiences.

This life-span research looked at how well-being is correlated with the amount of social communication technology utilized (i.e., multimodal connectivity). Only for the older age groups (35–54 and 55–70+), did multimodal connectivity and frequent strong-tie communication improve well-being, in line with the assumptions for media multiplexity. Multimodal connectivity and the frequency frequent weak-tie communication reduced well-being for young individuals (18–34). Sustaining connections with strong links becomes increasingly essential and the number of weak ties contracts as individuals age, which frames the results in terms of shifting reasons for sustaining social contacts over the lifetime (Chan, 2023).

In summary, the study adds to the current conversation on how social media affects the lives of young people. Social media does affect how people connect with one other, but there seems to be a more nuanced link between social media and general quality of life. Researchers and practitioners may create focused treatments to encourage young adults to use social media responsibly and improve their well-being by using a multifaceted approach.

CONCLUSION

Several inferences may be made based on the results of regression studies that looked at how social media affects young people's interpersonal connections and quality of life.

First, in terms of interpersonal connections, the findings show a statistically significant correlation between young people's use of social media and their interpersonal contacts. The results of the regression analysis showed a significant F-statistic ($F = 7.198$, $p = 0.009$), which was consistent with the Alternative Hypothesis (H_1) being accepted and the Null Hypothesis (H_0) being rejected. This shows that social media does, in fact, have a major impact on interpersonal ties.

Nevertheless, the data provide a different picture when the influence on quality of life is considered. The results of the regression analysis did not demonstrate a statistically significant correlation between young people's quality of life and their use of social media. The ANOVA table's F-statistic of 0.018 and p-value of 0.894 show that there is no significant relationship between the variables, making it impossible to reject the Null Hypothesis (H0) and, consequently, not agreeing with the Alternative Hypothesis (H1), which contends that social media has a significant impact on life quality.

According to the study's findings, social media influences young people's interpersonal interactions significantly, but it has little to no effect on their overall quality of life. These results show the complex link that exists between young adults' use of social media and other facets of their life, suggesting that although social media use can affect how people connect with each other, it may not always be the determinant of their general feeling of wellbeing. To obtain a more thorough knowledge of social media's effects upon young adults in the digital age, additional study is necessary to examine the complex interactions among social media usage, interpersonal connections, and quality of life.

IMPLICATIONS

To get a deeper understanding of the dynamic effects of social media on the interpersonal connections and quality of life of young people, future study should make use of qualitative research methods and longitudinal designs. Furthermore, analyzing mediating variables like socioeconomic status and personality traits might yield insightful information. In addition to educational programs that assist digital literacy and online safety, interventions that encourage healthy social media usage and enhance interpersonal skills should be created and put into practice. Lawmakers should take these results into account when drafting legislation

or other regulations aimed at protecting marginalized populations and advancing digital well-being.

LIMITATIONS OF THE STUDY

There are several significant factors to consider when evaluating the study's conclusions. The age, gender, and cultural background of the sample may influence the results made. Furthermore, biases may be introduced by utilizing self-reported measurements for factors such as social media usage, interpersonal ties, and quality of life. It is challenging to determine a cause-and-effect relationship in this study due to its cross-sectional design and omission of significant factors including family dynamics and mental health. Furthermore, it's possible that background information on cultural norms and technical developments was missed. To increase the results' generalizability, these limitations should be addressed in future studies.

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