



# Impact Of Social Media On Mental Health Of Generation-Z

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## Abstract

This study explores the complex relationship between social media usage and the mental health of Generation Z, individuals born between 1996 and 2012. As digital natives, Gen Z is deeply embedded in the online ecosystem, making them particularly vulnerable to the psychological effects of prolonged social media exposure. The research investigates both the positive and negative impacts of social media, focusing on its influence on depression, anxiety, stress, and self-esteem. Using a structured questionnaire and stratified random sampling, responses were collected from 134 participants to analyze usage patterns, addiction levels, and perceived mental health outcomes. Findings indicate that while social media serves as a tool for education, connectivity, and entertainment, it also contributes to emotional exhaustion, comparison-driven self-doubt, and decreased attention spans. Notably, a significant portion of respondents acknowledged feelings of addiction and adverse effects on academic performance and well-being. The study underscores the importance of promoting responsible digital engagement, enhancing digital literacy, and encouraging further research to support mental health in a tech-driven generation.

## 1. INTRODUCTION

Social media can serve multiple purposes, for example providing a need in several areas such as communication, entertainment, and/or occupation (Clemmitt, 2013). However, with the increase in social media use, individuals have been impacted in various ways, including financial, behavioral, and personal mental health (Lenhart, 2018). Further research on the impact of social media use on an individual's overall mental health is only going to become more relevant due amount of use and the number of areas social media can have influence on an individual's life (Clemmitt, 2013)

With increasing amounts of research being conducted for social media impact on personal mental health, there have been several identified limitations when it comes to the populations studied. It is more common to look at younger populations, Generation Z, regarding this topic (Cipolletta, 2020). There have not been studies specifically that have considered age cohort comparisons for social media impact, which laid the foundation for the current study.

The current study aimed to look at the broad impact of social media and to compare reported levels of depression, anxiety, stress, and self-esteem on the Generation Z, which are individuals born between the years of 1996 and 2012. Based on prior literature, it is believed that

Generation Z will report more negative mental health scores because they grew up in the prime

**IMPACT OF SOCIAL MEDIA ON MENTAL HEALTH OF GENERATION-Z**

of social media and the internet (Golbeck, 2017); however, this may also be the case with Millennials that were born toward the end of the generation. This study targeted four areas of study. (Clemmitt, 2013) mental health: depression, anxiety, stress, and self-esteem, which will be the focus of the current

**2. RESEARCH OBJECTIVES**

- 2.1 To study the pros and cons of impact of social media on mental health.
- 2.2 To examine the long-term effects of social media addiction on mental health and wellbeing.
- 2.3 To study spending a lot of time on social media make people feel worse about themselves and their bodies.

**3 . LITERATURE REVIEW**

Barrense-Dias, et al. (2019) shared that social media is the most exceedingly terrible stage for youth where the younger's use for cyberbullying and trolling which is a hazard for youngster's mental health. (Barrense-Dias, 2015)

Oberst, et al. (2017) have characterized the effects of online networking that particularly impacts on youngster psychological wellness, the overutilization of internet-based life causes emotional wellbeing issues. There is another predator's gal; conversely, different researchers have given the pessimistic effect of online life, such as World Health Organization, disclosed that the individuals who have been utilizing internet based life for quite a while, they have been refreshing from the dangers, it is additionally considered by them about the future issues of a nation. (Oberst, 2017)

Pater & Mynatt (2017) depicted that social media causes for hostile and unsafe conduct in this manner it is harmful to the emotional well-being of a person, particularly for youngsters. The impact of internet-based life relies upon its use if an individual who utilizes too much social media as well as whatever can be hurt to him. (Pater, 2017)

Parmar (2017) expressed that in 21st -century youth has been investing their energy in various social contraptions, a normal 12-15 hours per day on stimulation media, including, telephones, PCs, workstations, TVs, just as some others gadgets. With the assistance of these gadgets, they use WhatsApp, YouTube, Facebook, Instagram, Twitter and some others. (Parmar, 2016)

Thornicroft, et al. (2016) given supposition that online networking is significant for youngsters' lives since it has incredible connection to people groups emotional wellbeing, however then again some speculative portrayal thought of it as, is extraordinary hazard and perilous for human's psychological wellness, also youth utilizes social networking sites for digital harassing, similar to ridicule others, mimics, and so on as result others lose their confidence. (Thornicroft, 2016)

Miller, et al. (2016) portrayed that internet based life changes the method for correspondence, socialization additionally it keeps companionship. While its advantages to turning into the development bunch part however opposite side it has a few dangers been investing their energy in society that is perilous for their emotional health. (Miller, 2016)

Len-Ríos, et al. (2016) have said that social media frequently use for long-range interpersonal communication bookkeeping that is not a kidding hazard for youth for adolescents since ordinary utilization of person to person communication bookkeeping can impact emotional wellness of the adolescents. (Len-Ríos, 2016)

Patel, et al. (2016.) pointed out that online networking is creating a problem like uneasiness, sorrow, and dietary issues. Besides, the utilization of social media has been turning out to be a progressively troublesome issue for younger's since more invests their energy looking over however social media applications and they don't get anything as result it is a huge danger of youngster's mental health. (Patel, 2016)

GermannMolz and Paris, (2015)described that the adolescent checks out online life in light because the cutting edge innovation engages them, also they contribute their aptitudes to their companions additionally they contact with family, thusly it makes their psychological wellness more grounded. (GermannMolz, 2015)

Jelenchick et al ;( 2013) states that there is no verification of interrelationship among SNS and clinical depression. Jelenchick investigated the connection between social networking use and depression in young people. As per their exploration, depression can't be without a doubt related to the person to social networking media utilization among American adolescents. (Jelenchick, 2013)

## 4. RESEARCH QUESTIONS

- 4.1 What are the pros and cons of impact of social media on mental health?
- 4.2 What are the long-term effects of social media addiction on mental health and well-being?
- 4.3 How does spending a lot of time on social media make people feel worse about themselves and their bodies?
- 4.4 How does using social media use lead to increased stress and anxiety?
- 4.5 How does content on social media impact mental health?

## 5. VARIABLES

- 5.1 **Dependent Variable:** Mental health
- 5.2 **Independent Variable:** Social media
- 5.3 **Mediating Variable:** Increase in Stress & Anxiety
- 5.4 **Moderating Variable:** Generation-Z

## 6. HYPOTHESIS

- 6.1: There is no relation between social media and mental health.
- 6.2: There is positive relation between social media and mental health.

## 7. RESEARCH METHOD

We used the survey method to know the impact of social media on mental health of generation-z.

## 8. TYPE OF RESEARCH

In survey method we create a google form for the survey and circulate the google form almost among the 250 people and we get response from 134 people on the basis of that response we know about how the social media impact on mental health of generation-z. The response not only get from the students but it also get from other people also who are not student.

## RESEARCH DESIGN

### QUESTIONNAIRE

1. Gender

- ☐ Male
- ☐ Female

2. Age

- ☐ 16-20
- ☐ 21-25
- ☐ 26-30
- ☐ 31-35

3. On an average, how many hours do you spend on social media every day?

- ☐ Less than 1 hour
- ☐ 1 hours to 2 hours
- ☐ 2 hours to 3 hours
- ☐ 3 hours to 4 hours
- ☐ 4 hours to 5 hours
- ☐ More than 5 hours

4. Do you use social media for educational purpose?

- ☐ Yes
- ☐ No

5. Is social media made a positive impact on your academic performance?

- ☐ Strongly Disagree
- ☐ Disagree
- ☐ Neutral
- ☐ Agree
- ☐ Strongly Agree

6. Is social media made a negative impact on your academic performance?

- ☐ Strongly Disagree
- ☐ Disagree
- ☐ Neutral
- ☐ Agree
- ☐ Strongly Agree

7. Do you feel that you are addicted to social media?

- ☐ Yes
- ☐ No

8. How do you feel if you use social media for a longer time?

- ☐ Happy
- ☐ Stressed
- ☐ Exhausted
- ☐ Anxiety
- ☐ Loneliness



9. Do you find yourself comparing your life, achievements, or appearance to others on social media?

☐

Yes

☐

No

☐

Some Times

10. Is social media impacting your mental health?

☐

Yes

☐

No

☐

Maybe

11. Is social media affecting your attention span?

☐

Yes

☐

No

12. Have you tried to limit your social media usage?

☐

Yes

☐

No

13. If yes then, have you observed any difficulties to limit your social media usage?

☐

Your answer

14. Rank the following factors from 1-5, rank 1 being the most used media platform and rank 5 being the least important media platform.

| PARAMETER | RANK |
|-----------|------|
| INSTAGRAM |      |
| FACEBOOK  |      |
| SNAPCHAT  |      |
| TWITTER   |      |
| WHATSAPP  |      |

15.How do you rate the social media platform when you use.

| No. | Factors                         | Strongly Disagree | Disagree | Neutral | Agree | Strongly Agree |
|-----|---------------------------------|-------------------|----------|---------|-------|----------------|
| 1   | Connect with friends and family |                   |          |         |       |                |
| 2   | For networking                  |                   |          |         |       |                |
| 3   | Share moments                   |                   |          |         |       |                |
| 4   | For entertainment               |                   |          |         |       |                |
| 5   | To learn and educate            |                   |          |         |       |                |
| 6   | To stay informed                |                   |          |         |       |                |
| 7   | To promote business             |                   |          |         |       |                |
| 8   | For research purpose            |                   |          |         |       |                |
| 9   | To find and join communities    |                   |          |         |       |                |
| 10  | For influencer interaction      |                   |          |         |       |                |
| 11  | Personal branding               |                   |          |         |       |                |
| 12  | Digital marketing               |                   |          |         |       |                |
| 13  | For Fame                        |                   |          |         |       |                |
| 14  | Promotion                       |                   |          |         |       |                |
| 15  | Relaxation                      |                   |          |         |       |                |

## 9. SAMPLING DESIGN

### 9.1 Stratified Sampling Design:

Using a stratified random sampling approach for studying how social media affects Gen-Z is like making sure we get a good mix of different Gen-Z groups in our research. This helps us look closely at specific factors like age, background, and how much they use social media. By doing this, we can make more accurate comparisons, avoid biases, and give insights that are useful for policies and actions. It's a way of making sure our study represents the diverse experiences of Gen-Z and gives reliable results.

### 9.2 SAMPLE SIZE

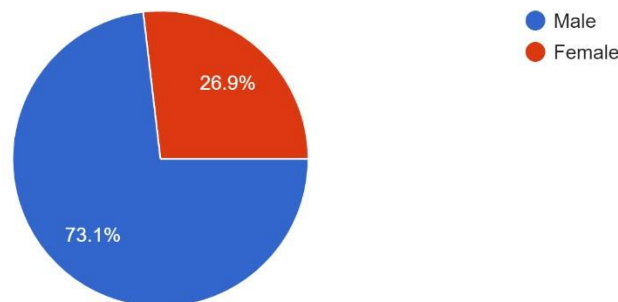
The sample size of the research is about 1000 people which are came from different different background and their level of knowledge also different. So, on that basis we have some information of our research which is impact of social media on mental health of generation-z and on the basis of that information we done our research.

## 10. Analysis of data and Interpretation

### □ Classification on the basis of Gender

Gender

134 responses



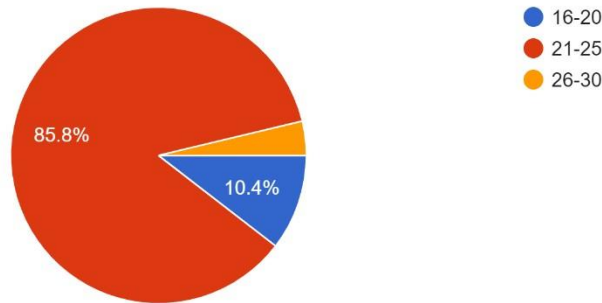
| Gender      | No of Respondents | Percentage |
|-------------|-------------------|------------|
| Male        | 98                | 73.1%      |
| Female      | 36                | 26.9%      |
| Not Defined | 0                 | 0%         |
| Total       | 134               | 100%       |

The above table shows that, 73.1% of the respondents are Male And 26.9% of the respondents are Female.

## □ Classification On The Basis Of Age

Age

134 responses



| Age   | No of Respondents | Percentage |
|-------|-------------------|------------|
| 16-20 | 14                | 10.4%      |
| 21-25 | 115               | 85.8%      |
| 26-30 | 5                 | 3.7%       |
| Total | 134               | 100%       |

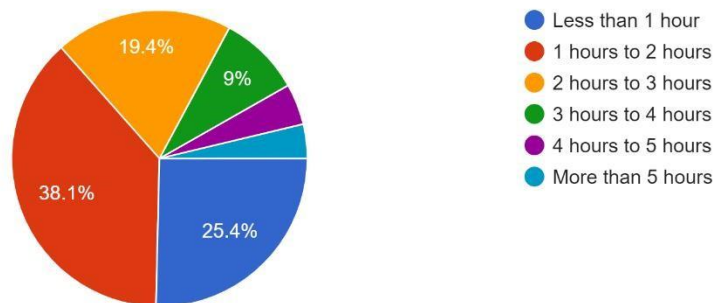
In Above data Our 10.4% Of Respondents are Between 16-20 Age Group, 85.8% Of respondents are Between 21-25 Age Group And 3.7% Of Respondents Are Between 26-Above Age Group.

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## □ Classification On The Basis Of Time Spent On Social Media

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

134 responses



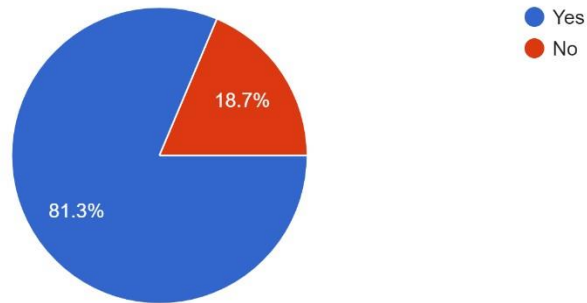
| Average Time Spend By People On Social Media | No of Respondents | Percentage |
|----------------------------------------------|-------------------|------------|
| Less Than 1 Hrs                              | 34                | 25.4%      |
| 1-2 Hrs                                      | 51                | 38.1%      |
| 2-3 Hrs                                      | 26                | 19.4%      |
| 3-4 Hrs                                      | 12                | 9%         |
| More Than 5 Hrs                              | 11                | 8.1%       |
| Total                                        | 134               | 100%       |

The above table shows that, 38.1% of the respondents are Spend 1-2Hrs On Social Media And 25.4% of the respondents are Spend less Than 1 Hrs, 19.4% of the respondents are Spend 3-4 Hrs, 9% of the respondents are Spend 3-4Hrs And Remaining 8.1% of the respondents are Spend More Than 4Hrs On Social Media.

## Classification Based On The Use Of Social Media Towards Educational Purpose

Do you use social media for educational purpose?

134 responses



| Particulars | No of Respondents | Percentage |
|-------------|-------------------|------------|
| Yes         | 109               | 81.3%      |
| No          | 25                | 18.7%      |

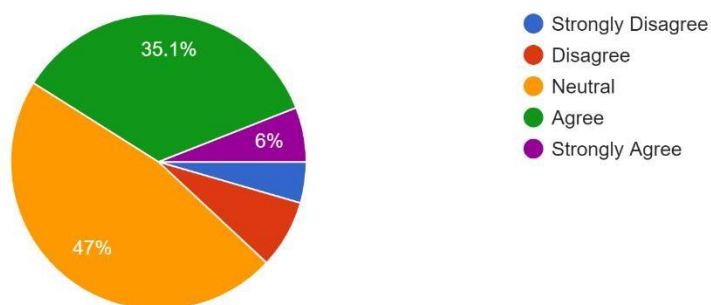
It is clear from the table that 81.3% of the respondents Are Use Social Media For Educational Purpose And Remaining 18.7% of the respondents Are Use Social Media For Non-educational Purpose.

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## Classification Based On The Positive Impact Of Social Media On Academic Performance

Is social media made a positive impact on your academic performance?

134 responses

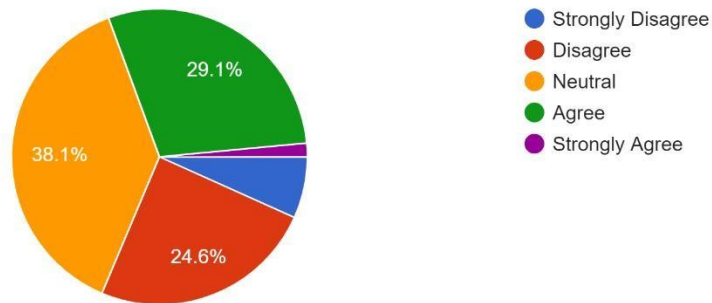


| Partucular        | No of Respondents | Percentage |
|-------------------|-------------------|------------|
| Neutral           | 63                | 47%        |
| Agree             | 47                | 35.1%      |
| Disagree          | 10                | 7.5%       |
| Strongly Agree    | 8                 | 6%         |
| Strongly Disagree | 6                 | 4.5%       |
| Total             | 134               | 100%       |

## Classification Based On The Negative Impact Of Social Media On Academic Performance

Is social media made a negative impact on your academic performance?

134 responses

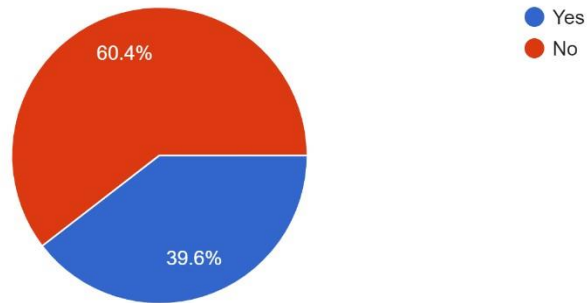


| Partucular        | No of Respondents | Percentage |
|-------------------|-------------------|------------|
| Neutral           | 51                | 38.1%%     |
| Agree             | 39                | 29.1%      |
| Disagree          | 33                | 24.6%      |
| Strongly Agree    | 2                 | 1.5%       |
| Strongly Disagree | 9                 | 6.7%       |
| Total             | 134               | 100%       |

## Classification Based On The People Addicted Towards Social Media

Do you feel that you are addicted to social media?

134 responses



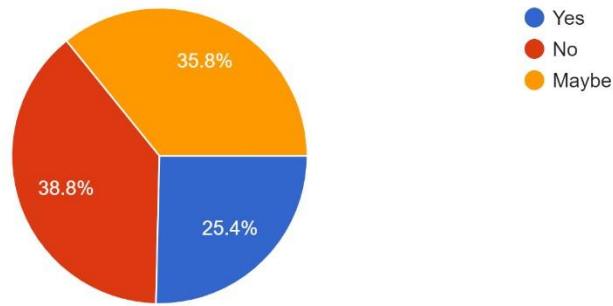
| Particulars | No of Respondents | Percentage |
|-------------|-------------------|------------|
| Yes         | 53                | 39.6%      |
| No          | 81                | 60.4%      |
| Total       | 134               | 100%       |

The above table shows that, 39.6% of the respondents Says “Yes” That They Are Addicted to Social Media, And Remaining 60.4 % of the respondents Says “No” That They Are Not Addicted to Social Media.

## □ Classification Based On Social Media Impaction On mental Health

Is social media impacting your mental health?

134 responses



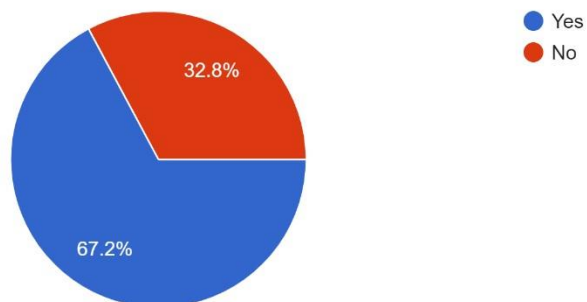
| Particulars | No of Respondents | Percentage |
|-------------|-------------------|------------|
| Yes         | 34                | 25.4%      |
| No          | 52                | 38.8%      |
| Maybe       | 48                | 35.8%      |
| Total       | 134               | 100%       |

The above table shows that, 25.4% of the respondents are Says “Yes” That Social Media Is Impacting On Their Mental Health, 38.8% of the respondents are Says “No” That Social Media Does Not Impacting On Their Mental Health.

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## Is social media affecting your attention span?

134 responses



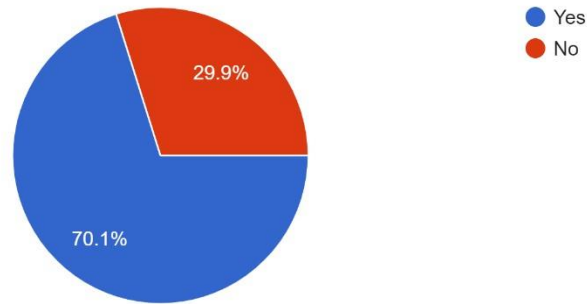
| Particulars | No of Respondents | Percentage |
|-------------|-------------------|------------|
| Yes         | 90                | 67.2%      |
| No          | 44                | 32.8%      |
| Total       | 134               | 100%       |

The above table shows that, 67.2% of the respondents are Says “Yes” That Social Media Is affecting their Attention Span, 32.8% of the respondents are Says “No” That Social Media Does Not affecting their Attention Span.

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Have your tried to limit your social media usage?

134 responses



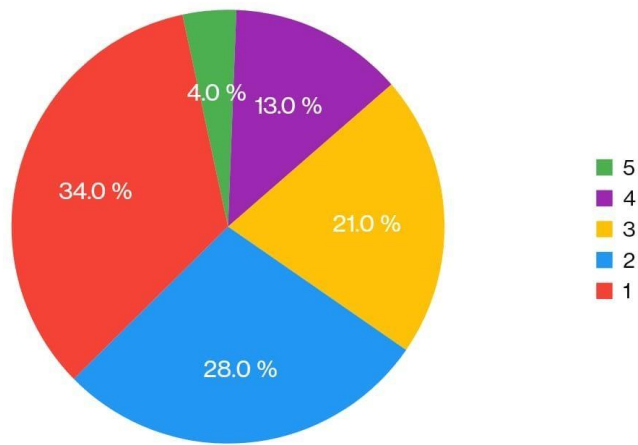
| Particulars | No of Respondents | Percentage |
|-------------|-------------------|------------|
| Yes         | 94                | 70.1%      |
| No          | 40                | 29.9%      |
| Total       | 134               | 100%       |

It is clear from the table that shows 70.1% of the respondents Are Tried To Limit Their Social Media Usage and 29.9% of the respondents Are Not Tried To Limit Their Social Media Usage.

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**Rank the following factors 1-5, rank 1 being the most used media platform and rank 5 being the least important media platform**

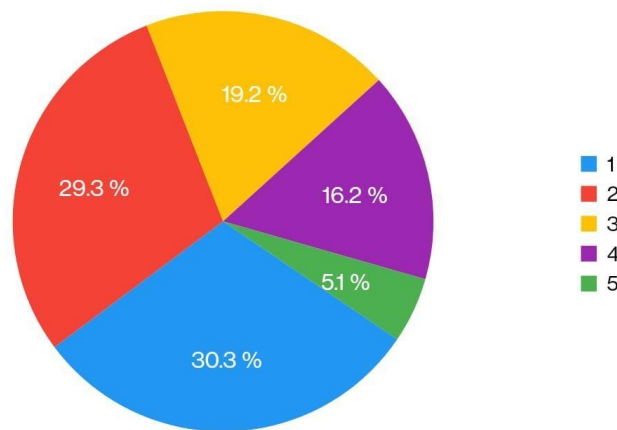
### 1) Instagram



| Ranking | No of Respondents | Percentage |
|---------|-------------------|------------|
| 1       | 45                | 34%        |
| 2       | 37                | 28%        |
| 3       | 28                | 21%        |
| 4       | 18                | 13%        |
| 5       | 6                 | 4%         |
| Total   | 134               | 100%       |

In this clear from the table, 34% of the respondents Are Gaves 1<sup>st</sup> Ranking to Instagram, 28% of the respondents Are Gaves 2<sup>nd</sup> Ranking, 21% of the respondents Are Gaves 3<sup>rd</sup> Ranking, 13% of the respondents Are Gaves 4<sup>th</sup> Ranking, And remaining 4% of the respondents Are Gaves 5<sup>th</sup> Ranking.

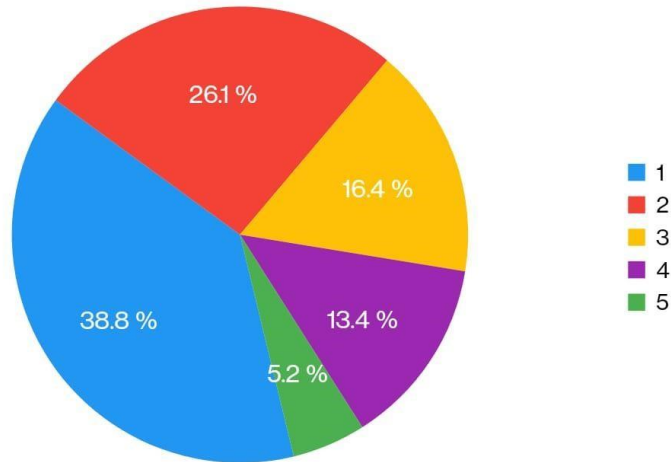
## 2)Facebook



| Ranking | No of Respondents | Percentage |
|---------|-------------------|------------|
| 1       | 41                | 30.59%     |
| 2       | 39                | 29.6%      |
| 3       | 26                | 19.40%     |
| 4       | 21                | 15.67%     |
| 5       | 7                 | 5.22%      |
| Total   | 134               | 100%       |

It is clear from the table, 30.59% of the respondents Are Gaves 1<sup>st</sup> Ranking to Facebook, 29.6% of the respondents Are Gaves 2<sup>nd</sup> Ranking, 19.4% of the respondents Are Gaves 3<sup>rd</sup> Ranking, 15.67% of the respondents Are Gaves 4<sup>th</sup> Ranking, And remaining 5.22% of the respondents Are Gaves 5<sup>th</sup> Ranking.

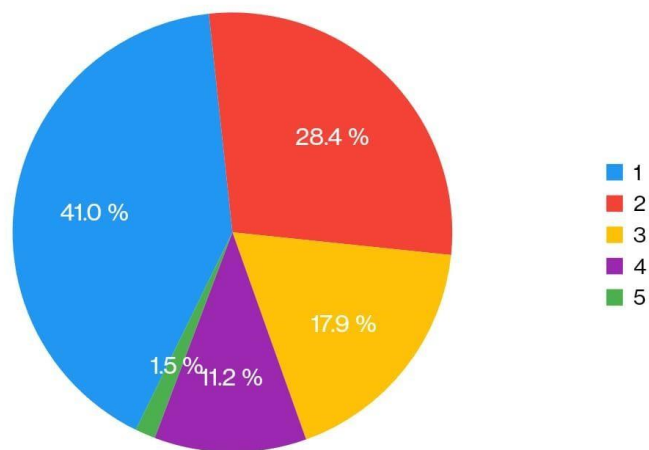
### 3)Snapchat



| Ranking | No of Respondents | Percentage |
|---------|-------------------|------------|
| 1       | 52                | 38.8%      |
| 2       | 35                | 26.1%      |
| 3       | 22                | 16.4%      |
| 4       | 18                | 13.4%      |
| 5       | 7                 | 5.22%      |
| Total   | 134               | 100%       |

It is clear from the table, 38.8% of the respondents Are Gaves 1<sup>st</sup> Ranking to Instagram, 26.1% of the respondents Are Gaves 2<sup>nd</sup> Ranking, 16.4% of the respondents Are Gaves 3rd Ranking, 13.4% of the respondents Are Gaves 4<sup>th</sup> Ranking, And remaining 5.22% of the respondents Are Gaves 5<sup>th</sup> Ranking.

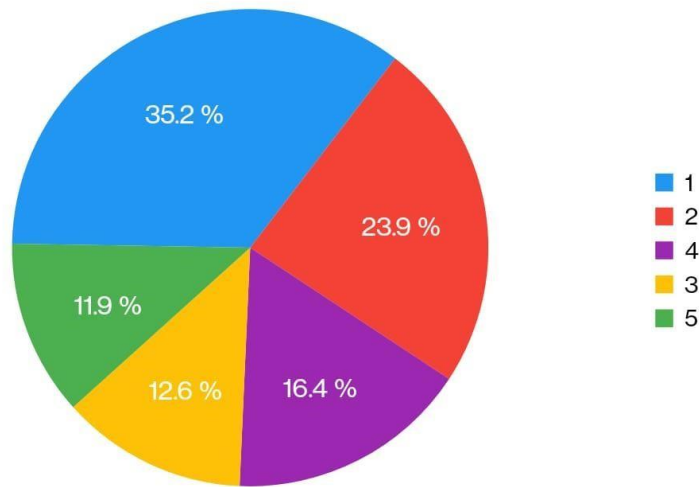
#### 4) Twitter



| Ranking | No of Respondents | Percentage |
|---------|-------------------|------------|
| 1       | 55                | 41%        |
| 2       | 38                | 28.3%      |
| 3       | 24                | 17.9%      |
| 4       | 15                | 11.1%      |
| 5       | 2                 | 1.49%      |
| Total   | 134               | 100%       |

It is clear from the table, 41% of the respondents Are Gaves 1<sup>st</sup> Ranking to Instagram, 28.3% of the respondents Are Gaves 2<sup>nd</sup> Ranking, 17.9% of the respondents Are Gaves 3<sup>rd</sup> Ranking, 11.1% of the respondents Are Gaves 4<sup>th</sup> Ranking, And remaining 1.49% of the respondents Are Gaves 5<sup>th</sup> Ranking

## 5) WhatsApp

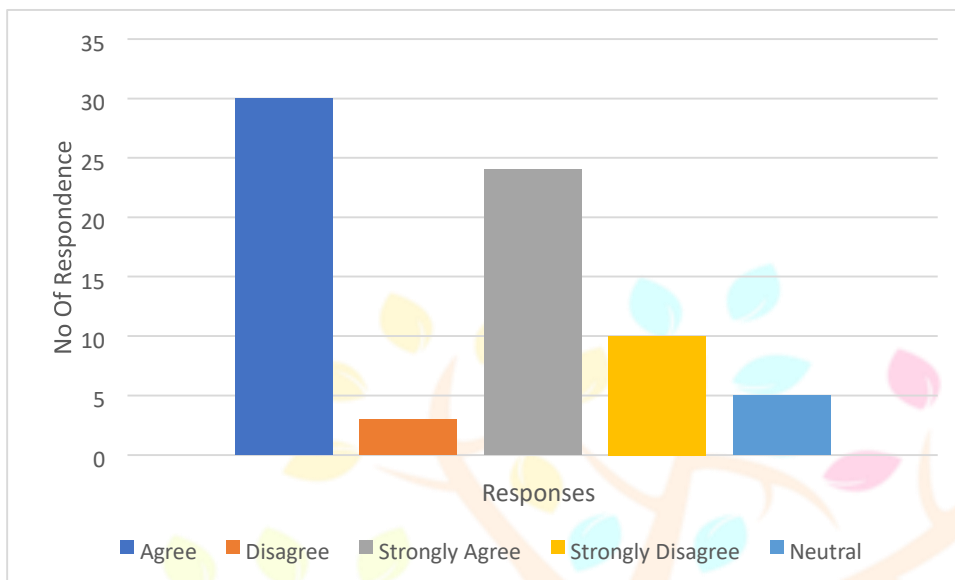


| Ranking | No of Respondents | Percentage |
|---------|-------------------|------------|
| 1       | 47                | 35.2%      |
| 2       | 32                | 23.8%      |
| 3       | 17                | 12.6%      |
| 4       | 22                | 16.4%      |
| 5       | 16                | 12%        |
| Total   | 134               | 100%       |

It is clear from the table, 35.2% of the respondents Are Gaves 1<sup>st</sup> Ranking to Instagram, 23.8% of the respondents Are Gaves 2<sup>nd</sup> Ranking, 12.6% of the respondents Are Gaves 3<sup>rd</sup> Ranking, 16.4% of the respondents Are Gaves 4<sup>th</sup> Ranking, And remaining 12% of the respondents Are Gaves 5<sup>th</sup> Ranking to WhatsApp.

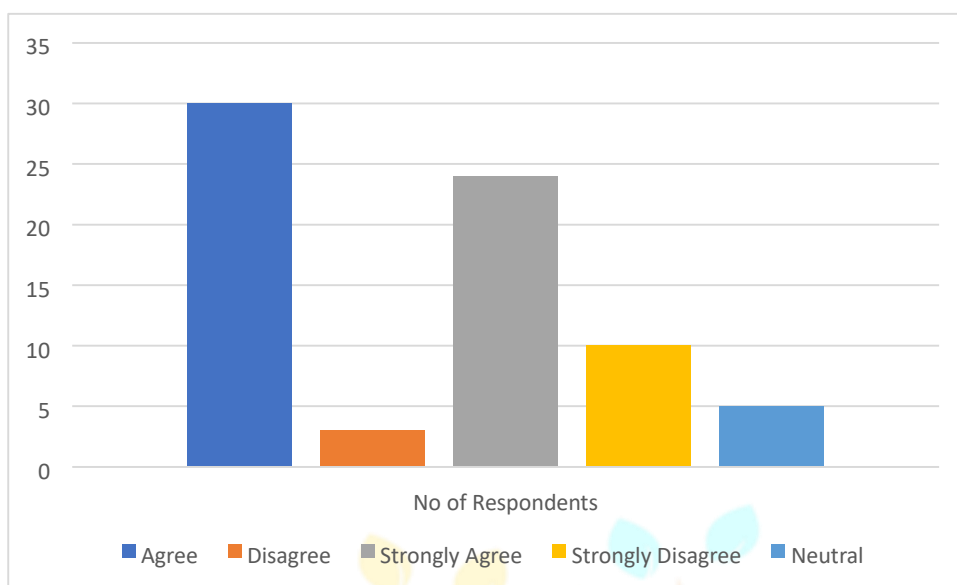
## Reasons that you consider while using social media platform

### 1 Connect with friends and family



| Ranking           | No of Respondents | Percentage |
|-------------------|-------------------|------------|
| Agree             | 30                | 41.66%     |
| Disagree          | 3                 | 4.16%      |
| Strongly Agree    | 24                | 33.33%     |
| Strongly Disagree | 10                | 13.88%     |
| Neutral           | 5                 | 6.94%      |
| Total             | 72                | 100%       |

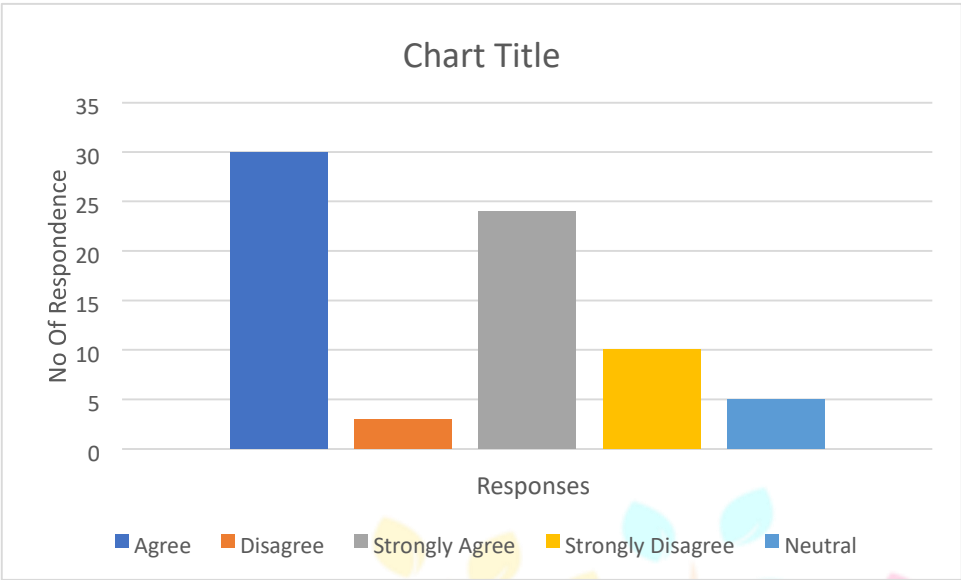
## 2. For networking



| Ranking           | No Of Respondents | Percentage |
|-------------------|-------------------|------------|
| Agree             | 30                | 41.66%     |
| Disagree          | 3                 | 4.16%      |
| Strongly Agree    | 24                | 33.33%     |
| Strongly Disagree | 10                | 13.88%     |
| Neutral           | 5                 | 6.94%      |
| Total             | 72                | 100%       |

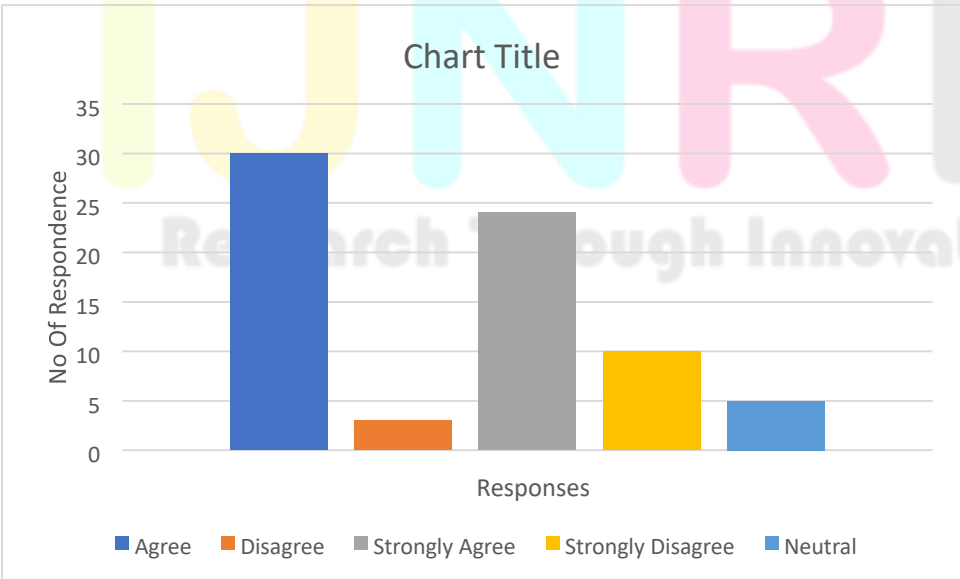
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3. Share moments



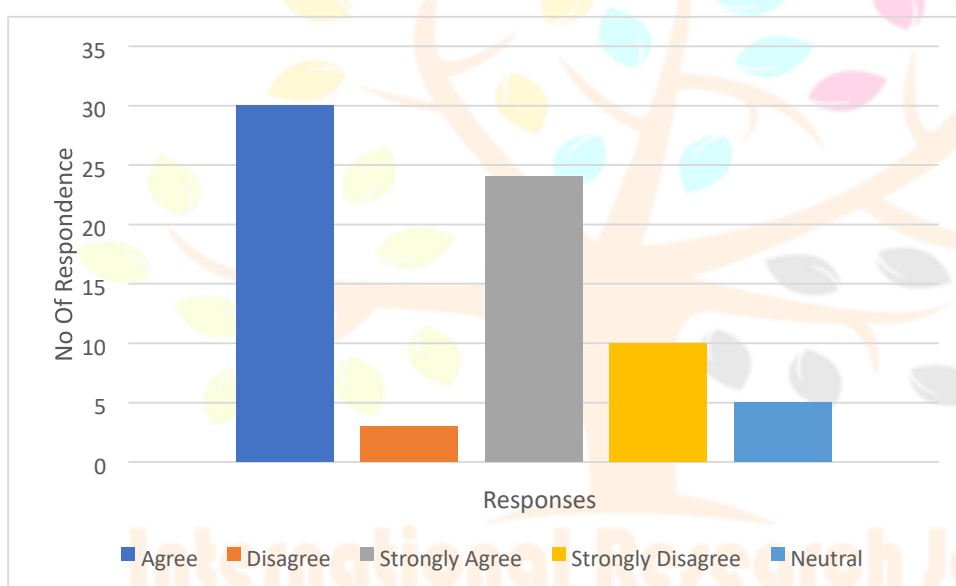
| Ranking           | No of Respondents | Percentage |
|-------------------|-------------------|------------|
| Agree             | 27                | 37.50%     |
| Disagree          | 6                 | 8.33%      |
| Strongly Agree    | 18                | 25.00%     |
| Strongly Disagree | 9                 | 12.50%     |
| Neutral           | 12                | 16.66%     |

4 For entertainment



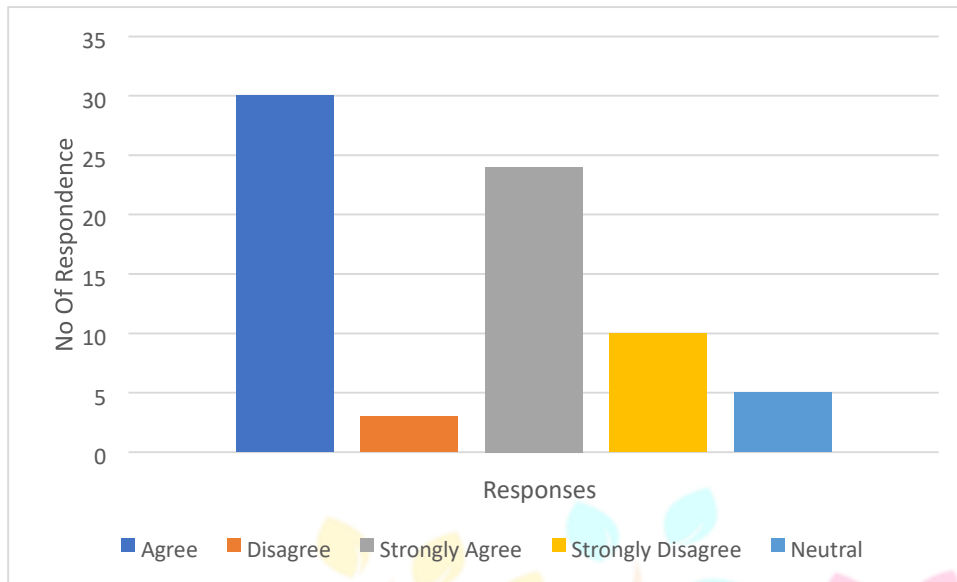
| Ranking           | No of Respondents | Percentage |
|-------------------|-------------------|------------|
| Agree             | 22                | 30.5%      |
| Disagree          | 2                 | 2.77%      |
| Strongly Agree    | 31                | 43%        |
| Strongly Disagree | 7                 | 9.7%       |
| Neutral           | 10                | 13.88%     |
| Total             | 72                | 100%       |

## 5. To learn and educate



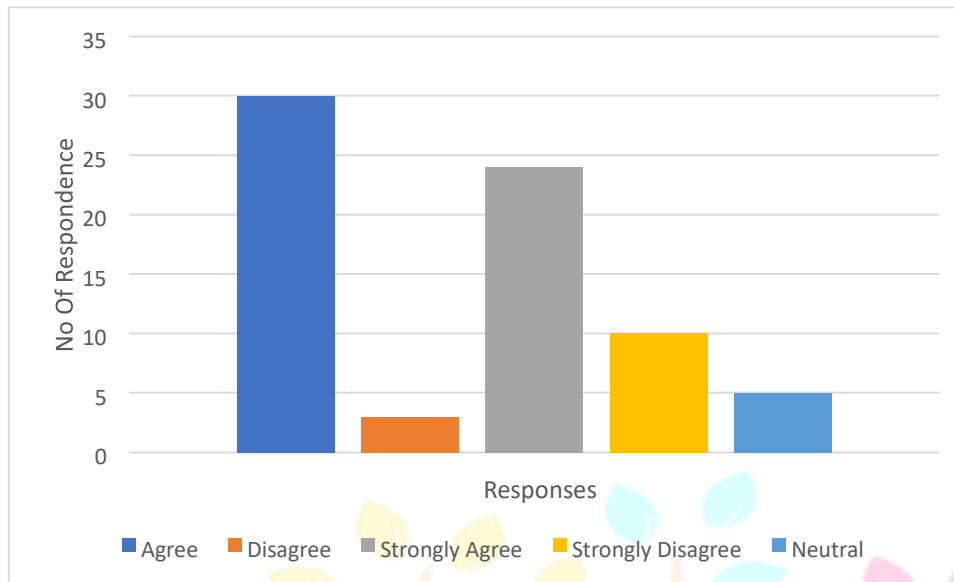
| Ranking           | No of Respondents | Percentage |
|-------------------|-------------------|------------|
| Agree             | 37                | 51.38%     |
| Disagree          | 3                 | 4.16%      |
| Strongly Agree    | 14                | 19.4%      |
| Strongly Disagree | 8                 | 11.1%      |
| Neutral           | 10                | 13.8%      |
| Total             | 72                | 100%       |

## 6. To stay informed



| Ranking           | No of Respondents | Percentage |
|-------------------|-------------------|------------|
| Agree             | 23                | 32%        |
| Disagree          | 4                 | 5.55%      |
| Strongly Agree    | 20                | 27.7%      |
| Strongly Disagree | 7                 | 9.7%       |
| Neutral           | 18                | 25%        |
| Total             | 72                | 100%       |

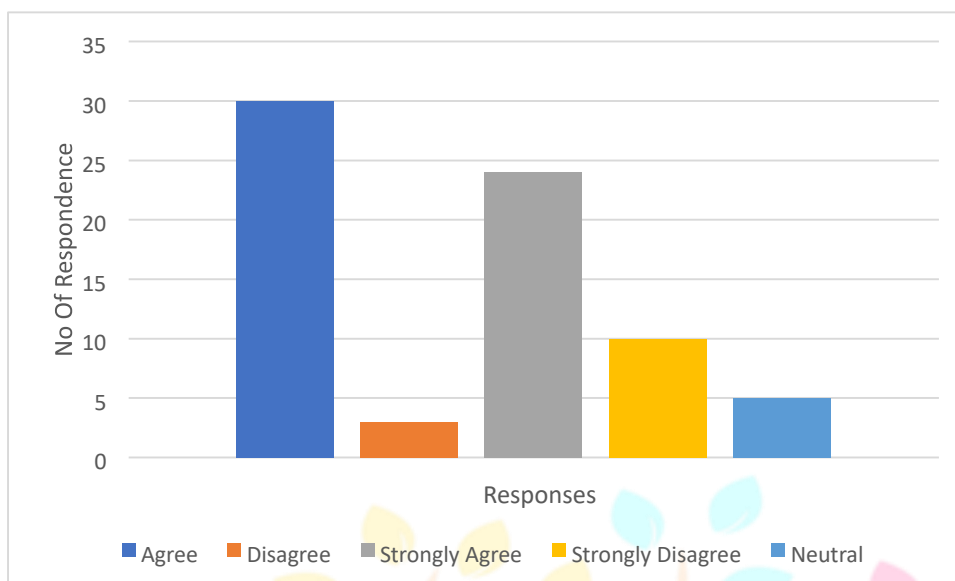
## 7. To promote business



| Ranking           | No of Respondents | Percentage |
|-------------------|-------------------|------------|
| Agree             | 13                | 18%        |
| Disagree          | 10                | 13.8%      |
| Strongly Agree    | 22                | 30.5%      |
| Strongly Disagree | 11                | 15.2%      |
| Neutral           | 16                | 22.2%      |
| Total             | 72                | 100%       |

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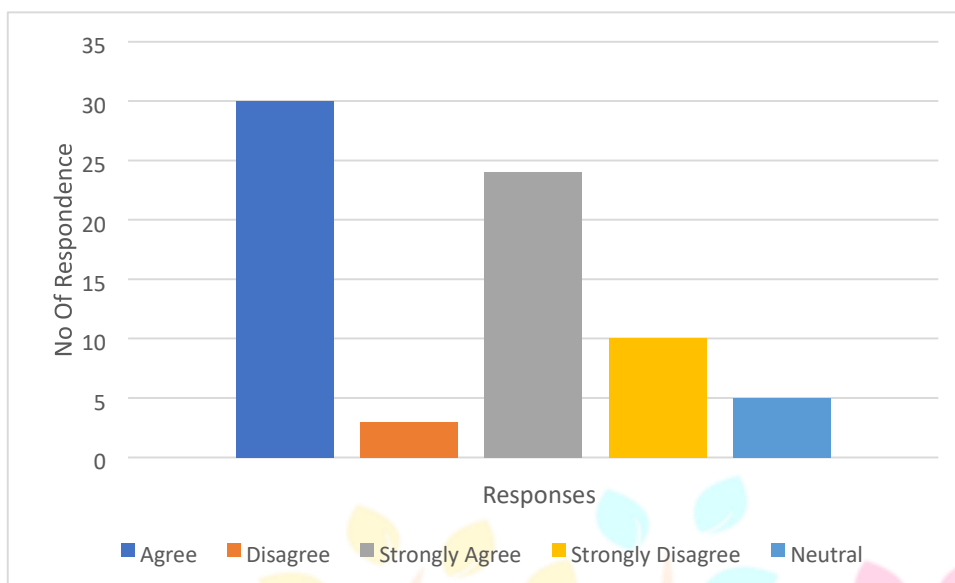
## 8. For research purpose



| Ranking           | No of Respondents | Percentage |
|-------------------|-------------------|------------|
| Agree             | 21                | 29.1%      |
| Disagree          | 9                 | 12.5%      |
| Strongly Agree    | 16                | 22.2%      |
| Strongly Disagree | 9                 | 12.5%      |
| Neutral           | 17                | 23.6%      |
| Total             | 72                | 100%       |

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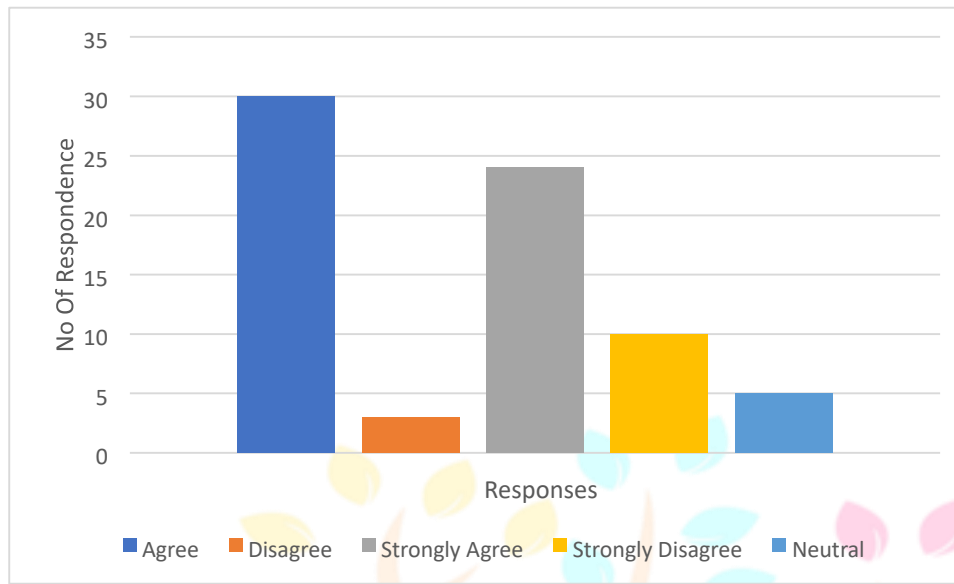
## 9. To find and join communities



| Ranking           | No of Respondents | Percentage |
|-------------------|-------------------|------------|
| Agree             | 24                | 33.3%      |
| Disagree          | 10                | 13.8%      |
| Strongly Agree    | 15                | 20.8%      |
| Strongly Disagree | 8                 | 11.1%      |
| Neutral           | 15                | 20.8%      |
| Total             | 72                | 100%       |

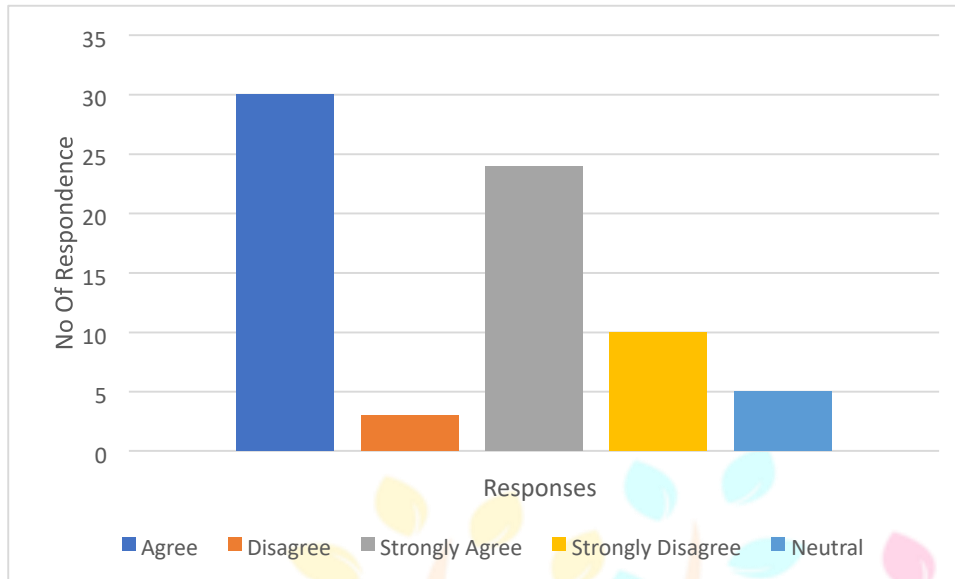
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## 10. For influencer interaction



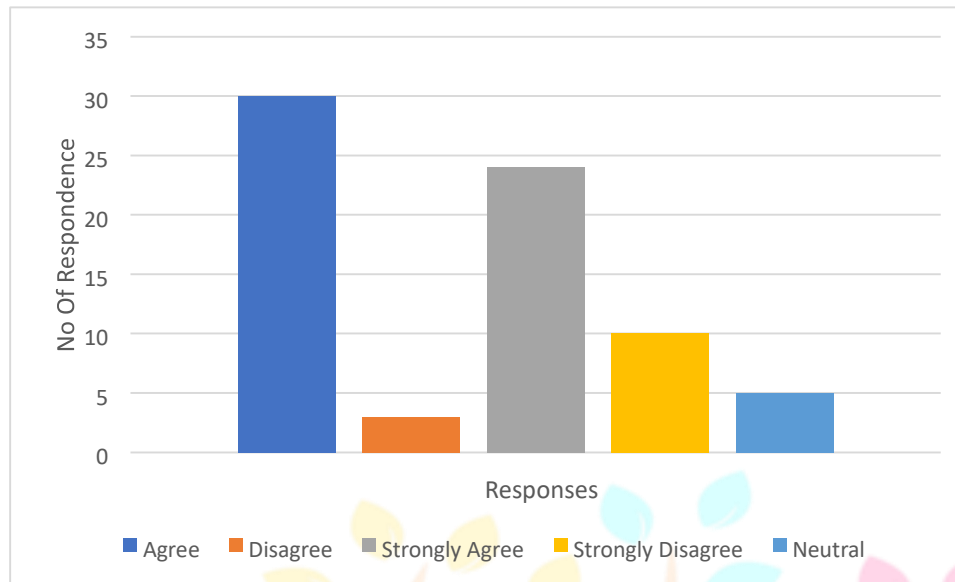
| Ranking           | No of Respondents | Percentage |
|-------------------|-------------------|------------|
| Agree             | 12                | 16.6%      |
| Disagree          | 15                | 20.8%      |
| Strongly Agree    | 15                | 20.8%      |
| Strongly Disagree | 12                | 16.6%      |
| Neutral           | 18                | 25%        |
| Total             | 72                | 100%       |

## 11. Personal branding



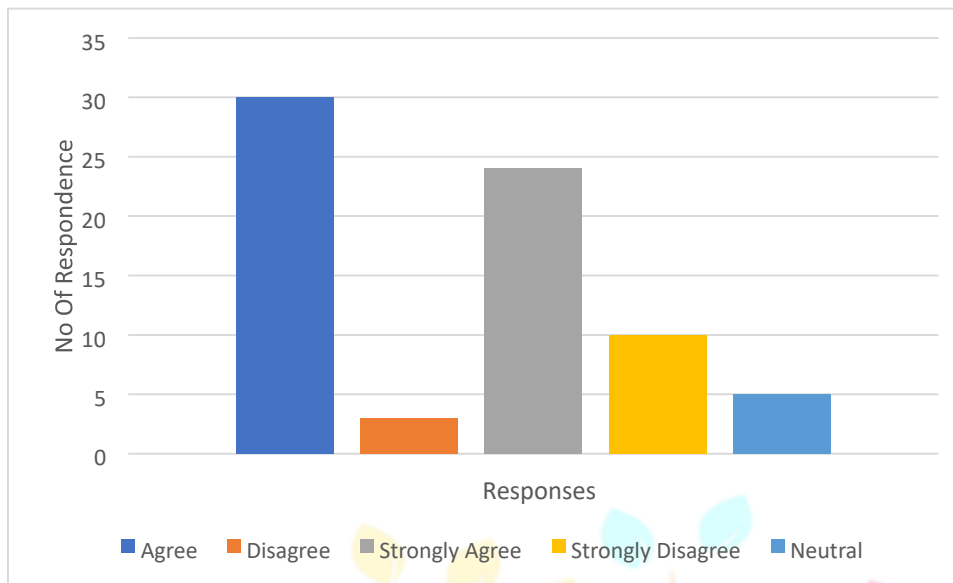
| Ranking           | No of Respondents | Percentage |
|-------------------|-------------------|------------|
| Agree             | 16                | 22.2%      |
| Disagree          | 10                | 13.8%      |
| Strongly Agree    | 15                | 20.8%      |
| Strongly Disagree | 12                | 16.6%      |
| Neutral           | 19                | 26.3%      |
| Total             | 72                | 100%       |

## 12. Digital marketing



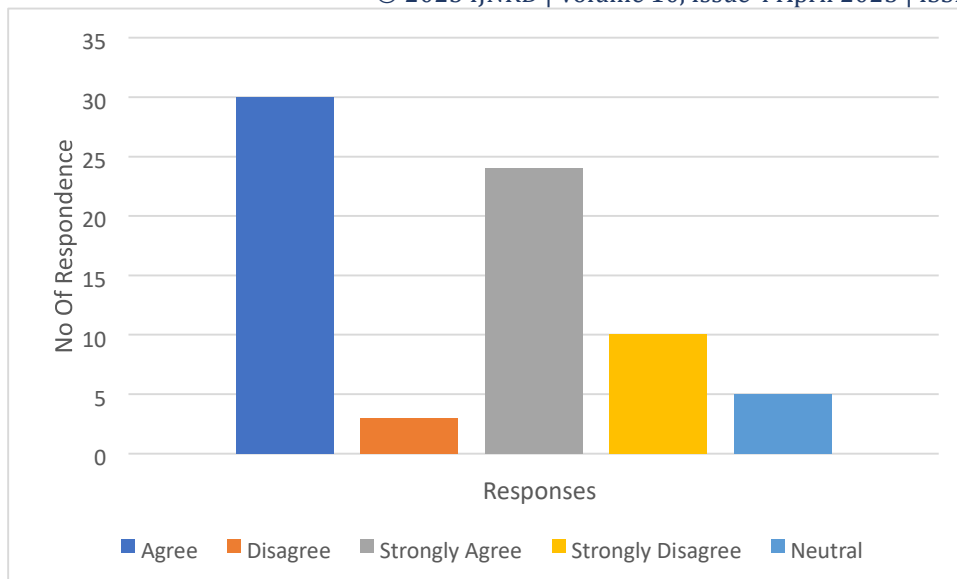
| Ranking           | No of Respondents | Percentage |
|-------------------|-------------------|------------|
| Agree             | 19                | 26.3%      |
| Disagree          | 13                | 18.5%      |
| Strongly Agree    | 15                | 20.8%      |
| Strongly Disagree | 10                | 13.8%      |
| Neutral           | 15                | 20.8%      |
| Total             | 72                | 100%       |

### 13. For Fame



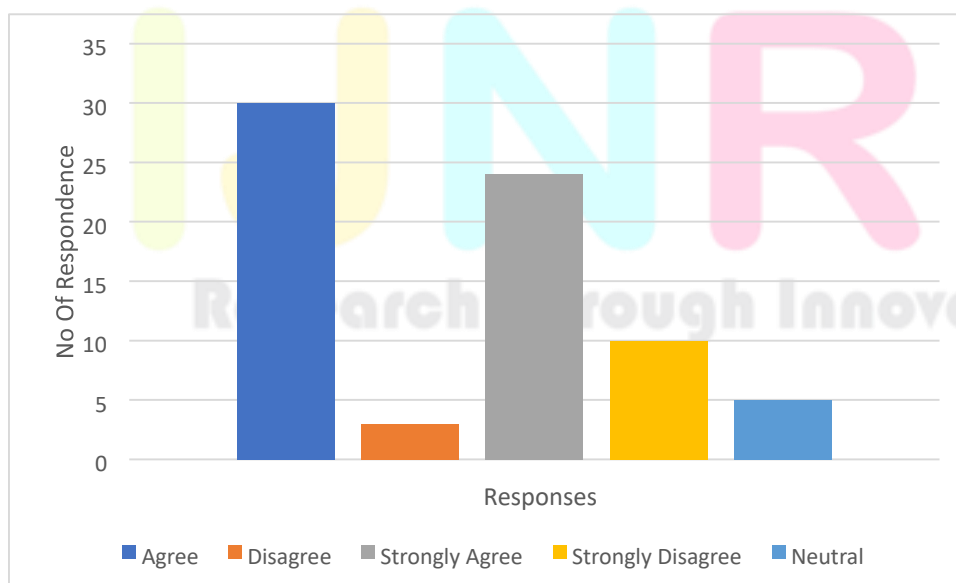
### 14. Promotion

| Ranking           | No of Respondents | Percentage |
|-------------------|-------------------|------------|
| Agree             | 10                | 13.8%      |
| Disagree          | 11                | 15.2%      |
| Strongly Agree    | 13                | 18%        |
| Strongly Disagree | 15                | 20.8%      |
| Neutral           | 23                | 32%        |
| Total             | 72                | 100%       |



| Ranking           | No of Respondents | Percentage |
|-------------------|-------------------|------------|
| Agree             | 18                | 25%        |
| Disagree          | 9                 | 12.5%      |
| Strongly Agree    | 13                | 18%        |
| Strongly Disagree | 17                | 23.6%      |
| Neutral           | 15                | 20.8%      |
| Total             | 72                | 100%       |

## 15. Relaxation



| Ranking           | No of Respondents | Percentage |
|-------------------|-------------------|------------|
| Agree             | 20                | 27.7%      |
| Disagree          | 9                 | 12.5%      |
| Strongly Agree    | 19                | 26.3%      |
| Strongly Disagree | 10                | 13.8%      |
| Neutral           | 14                | 19.4%      |
| Total             | 72                | 100%       |

| No. | Factors                         | Strongly Disagree | Disagree | Neutral | Agree | Strongly Agree | Total |
|-----|---------------------------------|-------------------|----------|---------|-------|----------------|-------|
| 1   | Connect with friends and family | 10                | 3        | 5       | 30    | 24             | 72    |
| 2   | For networking                  | 7                 | 6        | 10      | 26    | 23             | 72    |
| 3   | Share moments                   | 9                 | 6        | 12      | 27    | 18             | 72    |
| 4   | For entertainment               | 7                 | 2        | 10      | 22    | 31             | 72    |
| 5   | To learn and educate            | 7                 | 4        | 18      | 23    | 20             | 72    |
| 6   | To stay informed                | 8                 | 3        | 10      | 37    | 14             | 72    |
| 7   | To promote business             | 11                | 10       | 16      | 13    | 22             | 72    |
| 8   | For research purpose            | 9                 | 9        | 17      | 21    | 16             | 72    |
| 9   | To find and join communities    | 8                 | 10       | 15      | 24    | 15             | 72    |

|    |                            |    |    |    |    |    |    |
|----|----------------------------|----|----|----|----|----|----|
| 10 | For influencer interaction | 12 | 15 | 18 | 12 | 15 | 72 |
| 11 | Personal branding          | 12 | 10 | 19 | 16 | 15 | 72 |
| 12 | Digital marketing          | 10 | 13 | 15 | 19 | 15 | 72 |
| 13 | For Fame                   | 15 | 11 | 23 | 10 | 13 | 72 |
| 14 | Promotion                  | 17 | 9  | 15 | 18 | 13 | 72 |
| 15 | Relaxation                 | 10 | 20 | 14 | 9  | 19 | 72 |

## 11.CONCLUSION

- ✦ In conclusion, this research has shed light on the intricate relationship between social media usage and mental health outcomes. The pervasive influence of platforms such as Facebook, Twitter, Instagram, and others cannot be understated, as they have become integral components of daily life for millions across the globe. Our investigation has revealed both positive and negative implications for mental health, underscoring the need for a nuanced understanding of this complex interplay.
- ✦ On the positive side, social media provides a platform for social connectivity and support, fostering a sense of community among individuals. It serves as a valuable resource for information dissemination and can play a role in reducing stigma surrounding mental health issues. However, our findings also illuminate the darker side of social media, where excessive use, cyberbullying, and the constant comparison facilitated by curated online personas contribute to heightened levels of stress, anxiety, and depression.
- ✦ Importantly, this study emphasizes the need for responsible social media use and effective digital literacy programs. Educating individuals about the potential risks and benefits of social media can empower users to make informed decisions about their online engagement. Moreover, mental health professionals should be attuned to the impact of social media on their clients and incorporate discussions about digital habits into therapeutic interventions.
- ✦ As we move forward, it is crucial for researchers, policymakers, and technology developers to collaborate in order to create a digital landscape that prioritizes mental well-being. Striking a balance between the advantages of social connectivity and the potential harms is paramount. Future studies should delve deeper into specific demographic factors, diverse cultural contexts, and evolving social media trends to refine our understanding and inform targeted interventions.

- ✚ Ultimately, this research contributes to the growing body of knowledge on the intersection of social media and mental health, urging stakeholders to work collectively towards fostering a digital environment that nurtures positive mental well-being. Only through a comprehensive and collaborative effort can we navigate the challenges posed by social media and harness its potential for the betterment of mental health in our increasingly interconnected world.

