IMPACT OF SOCIAL MEDIA ON MENTAL WELL-BEING OF INDIAN YOUTH

Jasmeet Kaur and Pawandeep Kaur
MBA Scholar, Mittal School of Business, Lovely Professional University, Jalandhar (Punjab)
Dr. Vishwas Gupta
Associate Professor, Mittal School of Business, Lovely Professional University, Jalandhar (Punjab)

Introduction

SOCIAL MEDIA: Social media are interactive computer-mediated technologies which facilitate knowledge, ideas, career interests and other forms of expression through virtual communities and networks which are to be created or shared. Social media is Internet-based software interactive platforms.

User-generated content, such as text messages or comments, digital images or videos and the data produced from all online interactions, is the lifeblood of social media.Users create service-specific website or app profiles which the social media agency designs and maintains.Social media promote the creation of social networks online by linking a user's profile to that of other individuals or groups.

Users typically access social media services through web-based apps on desktops and laptops, or download services that provide their mobile devices with social media functionality (e.g., smartphones and tablets).With over 100 million registered users, some of the most popular social media websites include Facebook, TikTok, WeChat, Instagram, QZone, Weibo, Twitter, Tumblr, Baidu Tieba and LinkedIn. Other common sites (different in interpretation) that are often referred to as social media services and these sites includeTwitter, QQ, Quora, Telegram, WhatsApp, LINE, Snapchat, Pinterest, etc.

REVIEW OF LITERATURE:

Manikonda and Choudhury (2017), says that content shared on social media platforms has been identified to be valuable in gaining insights into people's mental health experiences. Although there has been widespread adoption of photo-sharing platforms such as Instagram in recent years, the role of visual imagery as a mechanism of self-disclosure is less understood. They study the nature of visual attributes manifested in images relating to mental health disclosures on Instagram. Employing computer vision techniques on a corpus of thousands of posts, they extract and examine three visual attributes: visual features (e.g., color), themes, and emotions in images. Their findings indicate the use of imagery for unique self-disclosure needs, quantitatively and qualitatively distinct from those shared via the textual modality: expressions of emotional distress, calls for help, and explicit display of vulnerability. The gap has been putted together; our findings should not be interpreted to be diagnostic claims about one's mental health. To do so, we advocate for collaboration between clinicians and HCI researchers, along with voluntarily consenting patients.

Michelle O'Reilly, Nisha Dogra, Natasha Whiteman, Jason Hughes, Seyda Eruyar and Paul Reilly (2018), despite growing evidence of the effects of social media on the mental health of

adolescents, there is still a dearth of empirical research into how adolescents themselves perceive social media, especially as knowledge resource, or how they draw upon the wider social and media discourses to express a viewpoint. Accordingly, this article contributes to this scarce literature. Six focus groups took place over 3 months with 54 adolescents aged 11–18 years, recruited from schools in Leicester and London (UK). It was viewed as a platform for cyber bullying. The use of social media itself was often framed as a kind of 'addiction'. Sample size- was conducted within six focus groups that 3 months in 2016 with adolescents aged 11–18 years old (N=54). Overall, students were asked about their understandings of mental health, defining concepts and drawing on their personal experiences.

Chandler McClellan, Mir M Ali, Ryan Mutter, Larry Kroutil, and Justin Landwehr, Journal of the American Medical Informatics Association, **(2017)**, says that a number of studies have analyzed Twitter content on health-related topics, including an influenza outbreak, problem drinking, dental pain, physical activity, vaccination, breast cancer, and childhood obesity. However, no studies to date have analyzed communication on Twitter about mental health, particularly depression and suicide. In addition, negative perceptions and discrimination toward persons with mental illness are substantial and widespread. The results of their study could assist efforts to disseminate behavioral health information on Twitter. Quantitative data has been used during this research paper. Sample Size- They collected data on 176 million tweets from 2011 to 2014 with content related to depression or suicide. The research gap is that the data has been taken from those people who use twitter but they missed to take data from other social media.

Marjolijn L. Antheunis, KiekTates, Theodoor E. Nieboer, Patient education and counseling **(2013),** popularity of social media has increased tremendously in the past few years. Social media can be defined as a group of Internet-based applications that allow the creation and exchange of user generated content. Currently, the most popular is Facebook, which grew from about 500 million users in 2010 to more than one billion users in 2012. Furthermore, Twitter grew from 100 million users in 2011 to more than 200 million monthly active users in 2012. Almost half of the Dutch population is a member of Facebook and Twitter has around 3.5 million unique visitors in a month. The sample size includes a descriptive and online survey conducted among 139 patients (99.3% female) and 153 health professionals within the specialty of gynecology (63.4% female) in the Netherlands. Patients ranged from 17 to 56 years of age (M = 34.8, SD = 7.83) in July. For both patients and health professionals, the questionnaires were filled in anonymously. This research is between the patients and health professional that use the social media pages, it must extend.

Holly Korda and ZenaItani (2011), says that social media as a channel for health promotion have been limited; however, evidence is growing as interest in and experience with new media increase. Research now shows that some online communications are effective at improving knowledge and understanding of specific health topics and that certain conceptual models and features are more likely than others to produce desired results (Bennett & Glasgow, 2009; Evers et al., 2003; Portnoy, Lori, Sheldon, Johnson, & Carey, 2008). Studies have also found that social media can successfully encourage health improvement and behavior change (Webb, Joseph, Yardley, &Michie, 2010).

The research objective of this study is to use of behavioral change theory and techniques and delivering the message. Quantitative data were analyzed using invariable statistics.

Sonu Vatsa, Mrigakshika Sharma, Lali Koptonashvili, European Scientific Journal **(2020),** social networking is a web-based anastomosis of different people who have different or similar interests. It's the fastest and most sophisticated form to communicate with families, acquaintances, relatives and colleagues. There are currently 2.77 billion users around the globe on various web networks with an estimated 3.02 billion users by the end of 2021, with 18-35 years age of people more dominating. Social media addiction is in trend and is a significant contributing factor to the rapid growth of many mental health problems. Hence, this study examined the extent to which the heavy use of social media is hampering mental wellbeing.This research was conducted in two phases, with 263 participants from India, Russia, Nepal, Ukraine, Kazakhstan and Georgia being surveyed. A questionnaire was used as a research tool which was sent to the random respondents to study their social media indulgence. The main objective is to find the number of effects that are being caused by the excessive use of social networking sites. It was found that 95.47 percent of the participants used different SM platforms after computing and analyzing the data from both levels.

Faye Mishna, Cheryl Regehr, Ashley Lacombe-Duncan, Joanne Daciuk, Gwendolyn Fearing & Melissa Van Wert, Journal of Mental Health **(2018),** cyber-aggression is characterized as intentional harm to an individual or group of persons of any age who perceive such actions as offensive, negative, harmful or unwanted by electronic means. It involves aggressive behaviors like asking for names, intimidation, stalking, sexual harassment and disclosure of personal details. The repetitive existence of the action is a characterizing characteristic of cyber bullying. College / university students experiencing cyberbullying are more likely than their peers to experience depression, pervasive anxiety, phobic anxiety and fear, lower levels of academic engagement, difficulty in interpersonal relationships, and higher levels of suicidal ideation, preparation, and attempts. Quantitative data were analyzed using univariate statistics (e.g. means, standard deviations for continuous variables, and frequencies for categorical variables) to summarize variables and bivariate statistics (chi-square or t-test) to determine significant associations between experiencing cyber-aggression over the past six months (yes vs. no) the cumulative number of acts of cyber-aggression endorsed the mental health effects of cyber-aggression. A total of 1414 students responded (28.5% response rate) of whom 1350 completed the survey. It represents the frequency at which six cyber-aggression incidents are encountered, committed and observed one and two or more times. It misses the direct interaction with people.

Junling GaoID, Pinpin Zheng, Yingnan Jia, Hao Chen, Yimeng Mao, Suhong Chen, Yi Wang, Hua Fu, Junming Dai, PLOS ONE **(2020)**, an international concern-novel coronavirus disease (COVID-19) public health emergency out broke in Wuhan , China on 31 December 2019, which was spread to 24 countries outside China and infected 37,558 patients globally (37,251 in China) by 9 February 2020. The epidemic of COVID-19 in China has triggered public mental health problems in China and Japan, and in Wuhan medical staff. The official departments strive to improve the public's awareness of prevention and intervention strategies by providing daily updates about surveillance and active cases on websites and social media.This cross-sectional study was online conducted

during Jan 31 to Feb 2, 2020. Chinese citizens aged>18 years old were invited to participate online survey though Wenjuanxing platform. The main objective of this was to know the level of anxiety, depression or other mental health issues caused by the usage of social media platforms. In total, 5,851 participants took part in the survey. After removing the participants without completed questionnaires, 4872 participants were there whose response had recorded. The study was conducted only in China therefore the area of research was small.

Paul Best, Roger Manktelow, Brian Taylor (2014), in memory of the effect of online social media on the magnitude of this disclosure must be considered media technology is focused on the psycho-social well-being of young people. Following an advanced method of systematic database search, this in order to provide a much needed synthesis of existing knowledge and a strong path for future study, the paper provides a 'narrative analysis' of study on the impact of social media technology on adolescent well-being. The fits and falls of existing technologies, not least with respect to SMT. Social networking sites that are classified as websites that make it possible to shape online communities are of particular interest and share user generated content. This programmer allows for instant, low cost, private and secret communication, making tracking difficult. This study is conducted only for the adolescents and misses the other age groups who do use social media.

Amandeep Dhira, Yossiri Yossatornc, Puneet Kaur, Sufen Chen (2018), the constant growth of social media features and related services online has constantly attracted and attracted increased the number of users of social media. But, at the same time, countless users were deviating from each other, from social media use due to social media exhaustion, temporarily or permanently. Scholars have analyzed different backgrounds and effects of fatigue from social media. Empirical relationships, however, between there is currently little knowledge of psychosocial health and social media exhaustion. The current research uses the stressor-strain-outcome system (SSO) to bridge this gap to investigate whether psychosocial well-being interventions, such as compulsive media usage and fear of missing out, cause fatigue and, in addition, whether fatigue in social media. This results in depression and anxiety.The study results indicate that compulsive media usage significantly caused social media exhaustion, resulting in later exhaustion anxiety and depression are elevated.

Ranjana Das and Paul Hodkinson (2019), there is growing evidence that men may encounter mental health problems in the perinatal period (Mayers, 2018; Williams 2018). Studies show 10 percent of new fathers are experiencing depression (Giallo et al, 2013), and if forms of anxiety are included, the number is likely to be higher (O'Brien et al, 2017). Societal awareness of parental mental health issues and the level of knowledge and resources available to fathers are challenging (Kowlessar et al, 2015). There is some evidence of favorable results for health. For fathers looking for and seeking help online (Fletcher et al 2011; Eriksson & Salzmann, 2013). The objectives were to know about possibility of the prenatal mental health challenges and to know about the qualitative material on new fathers' experiences of mental health difficulties after having a baby. Also to find out that how new fathers will go to face the mental health problems.. In the research the size of the sample was just limit to 15 people only. The results of this might be different if they took the more data about the fathers.

Vikramaditya Singh Bhati, Jayshri Bansal, International Journal of Computer Sciences and Engineering (**2019**)**,** much of the earlier work done in this area illustrates how social media is growing and what the benefits and drawbacks of social media are. This research may help to examine the damage Social Media has caused. According to a recent survey, staying in touch followed by making new friends is the key reason for using Social Media. The survey was conducted to find out the usability trend among different age groups on social media and what they access on social media. Protection when using social media is a major concern. 70 % of teens think that social media makes them more aware and helps them stay connected with their friends. The objective is to know about the Impact of Social Media Sites on youth. There is one research gap that the survey was done only in 14 Indian cities other cities were neglected. So, the results were also not that much effective because real numbers can only be detected when survey will done on all the cities In India.

Mark D. Griffiths and Janarthanan Balakrishnan, Daily Mirror Publications (**2014**)**,** In March 2014, the Daily Mirror published the story of Danny Bowman, a teenage 'selfie addict' who allegedly took up to 10 hours a day taking 200 selfies, dropped out of school, and tried to kill himself when he was unable take the perfect photo of himself (Aldridge & Harden, 2014).Self-taking has become a common activity, especially amongst teenagers, and teens. Selfie taking, however, is more than just taking a picture and can involve editing the colour and contrast, adjusting backgrounds and adding other effects before uploading the picture on Site for Social Media. The objective was to find out the reasons of excessive selfie taking and what are the impacts of selfie taking on youth. The data of 225 teenagers and young adults was gathered as an initial set of items that underlie selfitis. The study was done on adults and teenagers of India just to know about the selfie addiction.

Nidhi Arora, Reena Jain, Vandana Gupta, Aarushi, Mink Singh Chauhan, Shivani Yadav, Pallavi Pal, Umang Aggarwal, Swati Basu (2018), the effect of social media on individual success has been examined by numerous studies in different scenarios. The relationship between GPA scores and social media use at Saudi Arabian University was conducted in a study conducted by Alwagait et al. (2015). It was found that time management and football had an influence on the academic graph of students. Sobaih et al. (2016) conducted a survey on higher education colleges, which were very involved on social networking sites and also considered SNS useful in academia, but the survey data revealed that there was limited use of social networking sites for teaching and learning. Yeboah and Ewur (2014) examined the positive and negative impacts on tertiary institution students in Ghana of a very popular social media-based messaging programme known as "WhatsApp" Their research showed that if used correctly, WhatsApp can boost student performance as it makes communication easier and quicker, thereby improving the efficient flow of students and sharing of data and ideas among students. The study was done among 806 Kalindi College students. R Studio and MS Excel were statistical software used here to evaluate the data collected by the survey of 806 students. There were number of techniques used to do study which are as follows: Quantitative and Qualitative Approach, 19 Closed Ended Questions. The study was only applicable for undergraduate students.

MENTAL HEALTH

Mental health is the psychological wellness standard or lack of mental illness. It is the condition of someone who performs at a reasonable level of emotional and behavioral adjustment. Mental wellbeing can involve the ability of a person to enjoy life and maintain a balance between life activities psychological resilience efforts from the viewpoint of positive psychology or holism. According to the World Health Organization (WHO), mental wellbeing involves, "subjective well-being, perceived self-efficacy, autonomy, competence, intergenerational dependency, and self-actualization of one's intellectual and emotional capacity, among others. The types of mental health are: Anxiety- A sensation of fear and anxiety, accompanied by physical symptoms such as palpitations, sweating and feelings of stress. Depression- Depression is a mood condition that induces a recurrent sense of depression and interest loss. Often known as major depressive disorder or clinical depression, it affects how you feel, think and act and can contribute to a number of emotional and physical issues. Eating Disorder- Eating disorders are severe conditions associated with persistent eating behaviors that have a negative effect on your health, emotions and ability to function in important areas of life. Anorexia nervosa, bulimia nervosa and the binge-eating disorder are the most popular eating disorders. Bipolar disorder- Bipolar disorder, also known as bipolar depression, is a state of mental health that induces severe mood swings with emotional peaks (mania or hypomania) and lows (depression). You can feel sad or helpless when you become depressed, and lose interest or enjoyment in most activities. The factors affecting mental health are following: Good mental health is more than just the absence of mental illness. It can be seen as a state of mental health that allows one to flourish and fully enjoy life. Everyone experiences down times in life. The ability to cope with negative experiences varies greatly from one person to another and, in large part, determines whether people enjoy their lives.

RESEARCH GAP, OBJECTIVE AND MODEL FRAMEWORK
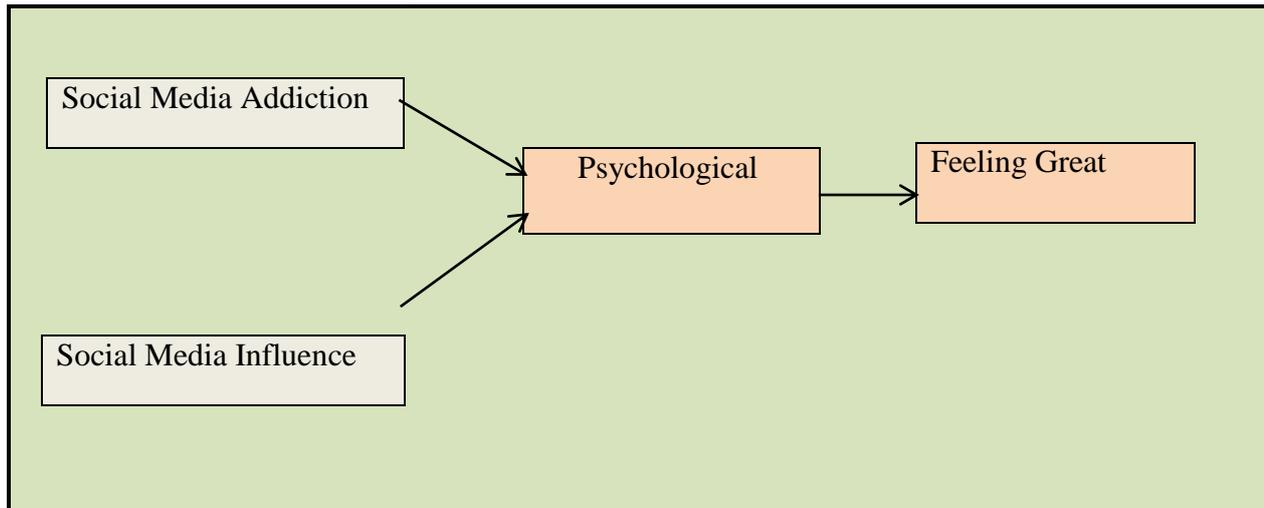
Research Gap:

- The study was done on limited number of social media platforms, missed to take data from other social media.
- The research misses the direct interaction with the young people.
- The research was only done in 3 cities other cities were neglected.
- The study is done only on few individuals, to know about the real results study was to be done on larger area.

Research Objective:

1. To know the reasons about how the social media affects the sleep and its association with memory.
2. To spread the importance by communicating the public health information about mental illness and the growing use of social media.
3. To know the level of anxiety, depression or other mental health issues caused by the usage of social media platforms.
4. To know about that whether social media fatigue results in anxiety and depression or not.

5. To know about possibility of the prenatal mental health challenges.
6. To find that whether social media is harm to use.
7. To find out the results of using social media on continue basis.
8. To find out whether the use of social media is benefitted or not.
9. To know about the Impact of Social Media Sites on youth.
10. To know about whether the Social Media has good or bad impact on Indian youth.

Research Model/Framework:

Research Hypothesis:

$H_0 1$: Social media influence does not impact biological perspective of users

$H_0 2$: Social media influence does not impact psychological perspective of users

$H_0 3$: Social media influence does impact social perspective of users?

$H_0 4$: Social media usage leads to depression.

$H_0 5$: Social media usages lead of positive vibration among users.

Research Methodology:

- Research Type – Qualitative and Quantitative
- Research Design – Exploratory and Descriptive
- Confidence Level –95%
- Confidence Interval –8%
- Area of study – Jalandhar City (Punjab), Jammu (Jammu), Shahjanpur(UP)
- Population – 42.0 Lakhs (Census2011)
- Sample Size – 300 (100 from each city) (can be changed based on number of questions in questionnaire)
- Sampling Technique – Convenience Sampling
- Data collection tool – Structured closed-ended questionnaire
- Data Analysis Techniques – Factor Analysis and SEM.

Data Analysis and Findings:

1. Demographic Analysis: Demographic analysis is a kind of analysis where the study of a population is based on various factors such as age, sex and race. In this we conclude the demographic data. Demographic data means the socio-economic information which is expressed in statistic form including income, employment, education, gender and more. For this analysis, we did a survey and collected the data of almost 207 individuals on basis on gender, age, education, income, employment, etc.

Gender:

The data of population according to **gender-wise** are as follows:
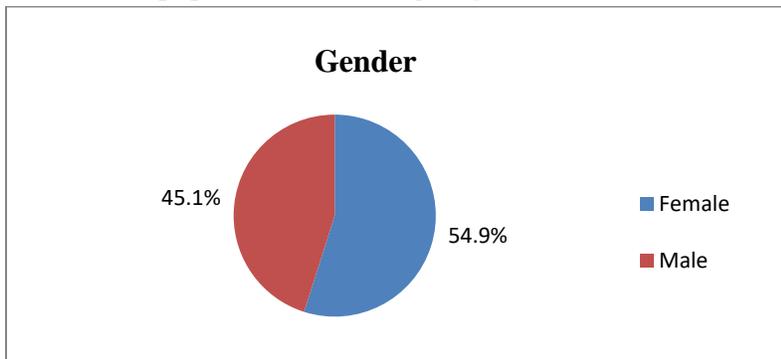
The below pie-chart shows the data of 207 individuals in which the percentage of **female** is 54.9% and the percentage of **male** is 45.1%. The chart shows that the female in the study exceeds the number of male respondents in the survey by having 114 responses and males have 93 responses.

Age:

The data of population according to **age group wise** are as follows:
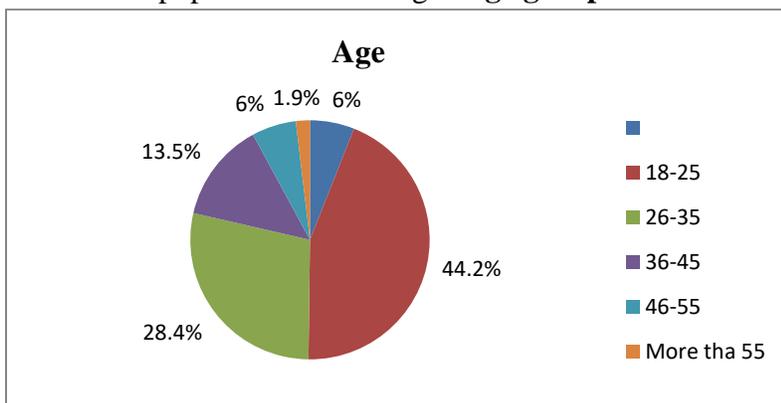
This age-wise data is divided into six parts which includes categories of age like under 18, 18-25, 26-35, 36-45, 46-55 and more than 55. This figure shows that most respondents fall within 18-25years agebracket which accounts for 44.2% followed by 26-35 years age bracket which

accounts for 28.4%, this was followed by 36-45 years age bracket which accounts for 13.5%, then under 18 and 46-55 years age bracket which both accounts for same percentage i.e. 6% and finally the more than 55 years age bracket which makes up 1.9% of the total number of respondents.
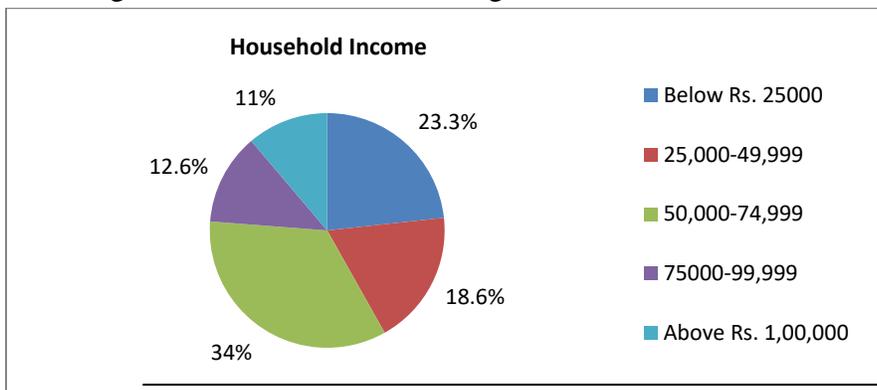
Highest Level of Education:

The diagram of population according to **education level** is as follows:

Highest Level of Education

■	High School
■	Graduate Degree
■	Master's Degree
■	Ph.D and above

9.8%   13.5%   40%   36.7%
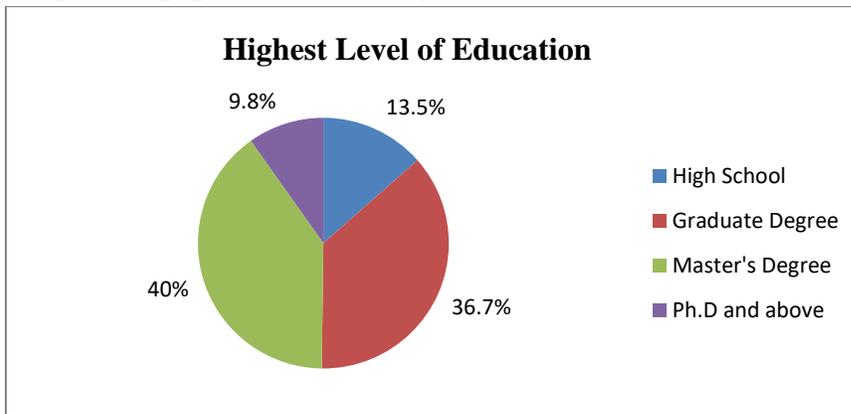
The above pie chart shows the level of education and qualification distribution of each respondent in the study. From the chart it can be observed that a greater percentage of respondents have obtained Master's Degree which accounts for 40%, this is followed by those with Graduate Degree which accounts for about 36.7%, then those with High School which accounts for 13.5% and finally with PhD and above which accounts for about 9.8%, this is very less percentage if we compare it with the respondents of Master's Degree.

Household Income:

The diagram shows the data according to **Income level:**

Household Income

|	
■	Below Rs. 25000
■	25,000-49,999
■	50,000-74,999
■	75000-99,999
■	Above Rs. 1,00,000

11%   23.3%   12.6%   18.6%   34%

The above pie chart shows the level of household income which is categorized in five parts below Rs. 25,000 to above Rs. 1, 00,000. From the chart it can be analysed that the respondents having household income in between Rs. 50,000-74,999 has a greater percentage which accounts for about 34% followed by income group below Rs.25, 000 which accounts for 23.3%, then this

is followed by those having income in between Rs. 25,000-49,999 which account for about 18.6%, then the respondents who falls within the income group of Rs. 75,000-99,999 and above Rs. 1,00,000 has 12.6% and 11% respectively.

Employment Status:

The diagram shows the data according to **Employment Status:**
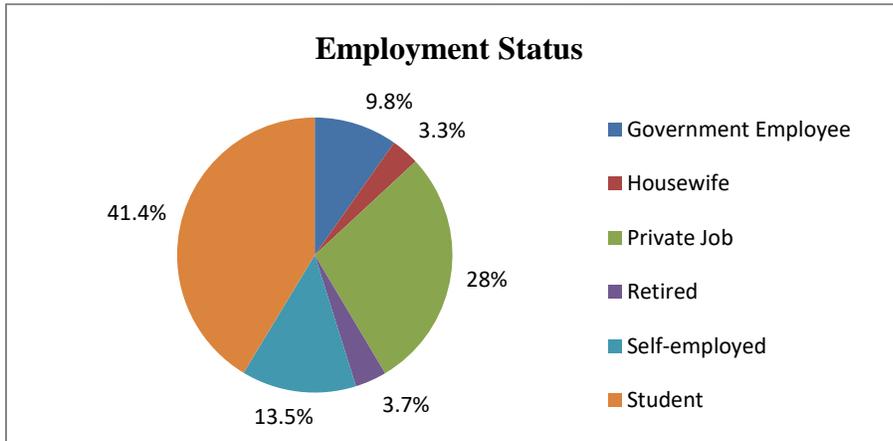
The above chart shows the data of the respondents according to their status of employment, it can be observed that numbers of respondents who fall in the category of students are having more percentage compare to others i.e. 41.4%, which is followed by respondents who all are having private jobs (28%), then this is followed by respondents who are self-employed and accounts for 13.5%, the number of respondents having the category of Government employee, retired respondents, and housewives all are having 9.8%, 3.7% and 3.3% respectively. The respondents of fall in the category of housewives are having less share of percentage.

Family size:

The diagram shows the data according to **family size:**
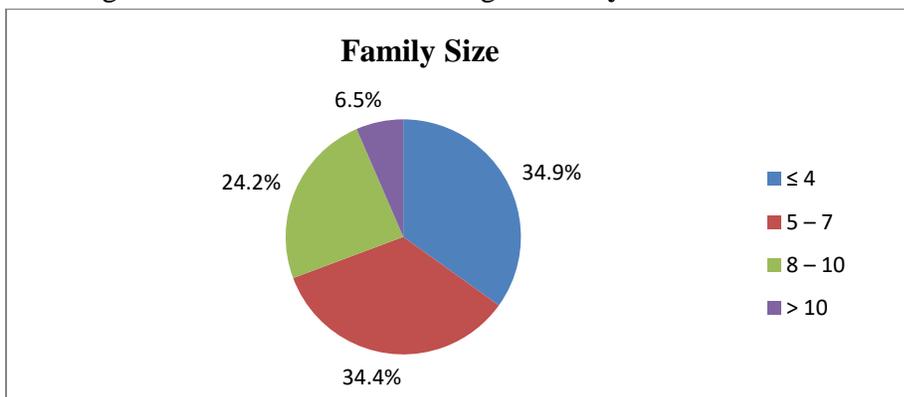
The above pie chart shows the data according to the family size which is categorized into four parts i.e. less than or equal to 4, 5-7, 8-10 and >10. This number of respondents in the first category(<=4) has greater percentage which accounts for 34.9% followed by respondents fall in between 5-7 family size which accounts for 34.4%, then this is followed by 8-10 family size

category and >10 size category both the sizes accounts for 24.2% and 6.5% respectively. The respondents who fall in the family size of more than 10 have less share of percentage.

2. Reliability Analysis: Reliability analysis refers to the fact that the construct it is evaluating should accurately represent a scale. A way in which the researcher may use reliability analysis is when the equivalent result is also obtained by two measurements under study that are equivalent to each other in terms of the construct being evaluated.

Reliability Statistics

Cronbach's Alpha	No. of Items
.974	40

Interpretation: We can see here that Cronbach's alpha is 0.974 which indicates a high level of internal consistency for our scale with this specific sample.

3. Exploratory Factor Analysis: A statistical methodology used to reduce data to a smaller collection of summary variables and to investigate the underlying theoretical structure of the phenomenon is exploratory factor analysis. It is used to describe the relationship structure between the variable and the respondent.

KMO Test:

KMO and Bartlett's Test

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		.956
Bartlett's Test of Sphericity	Approx. Chi-Square	7195.260
	Df	780
	Sig.	.000

Interpretation: This table shows two tests that indicate the suitability of data for structure detection. High values (close to 1.0) generally indicate that a factor analysis may be useful with data. If the value is less than 0.50 the results of the factor analysis probably would not be very useful.

4. Factor Analysis: Factor analysis is a kind of statistical techniques which is used to identify the relationship of each variable to the underlying factor which is to be expressed by factor loading. Basically this is used for data reduction.

Pattern Matrix[a]					**Factor Name**
	Factor				
	1	2	3	4	
Disorders	.829				Social Media Addiction
Hungry	.793				
Harassment	.788				
Ache	.777				
Weakness	.770				
Aggression	.766				
Sleep	.743				
Relationship	.736				
Anxiety	.712				
Isolated	.712				
Anger	.692				
Health	.686				
Emotional	.684				
Money	.682				
Rudeness	.521				
Bullying	.466				
Distraction	.441				
Posting	.436				
Risk		.743			Social Media Influence
Easy		.693			
Breach		.687			
Personal		.583			
Credibility		.571			
Convenient		.536			
Vision		.513			
Innovative		.484			
Professional		.452			
Happy			.854		Feeling Great
Good			.828		
Skills			.778		
Comfortable			.762		
Mood			.701		
Esteem				.744	Psycho-logical
Depression				.677	
Confidence				.567	
Motivation				.567	
Stress				.553	
Loneliness				.488	
Extraction Method: Maximum Likelihood.					
Rotation Method: Promax with Kaiser Normalization.					
a. Rotation converged in 12 iterations.					

Social Media Addiction- Addiction to social media is a pathological addiction that has been discovered to adversely affect the mental health and relationships of those affected. There are various variables like (Hungry, Harassment, Ache, Aggression, Weakness, Sleep, Relationship, Anxiety, distraction, bullying etc.) all these variables causes some serious illness who are addicted to the social media due to which they have to pass through the multiple stages to recover it.

Social Media Influence- Influence on social media is a marketing concept that describes the capacity of a person to influence the thinking of other people in a social online group. The more impact a person has, the more interest that person has to businesses or other people who want to promote an idea or sell a product. Risk, easy, breach, personal, credibility, professional, convenient etc. these variables play a major role in individual life and it affect the health of the people who has been influenced by the social media.

Feeling Great- In this factor it makes the person happy, comfortable, good, skills, motivated etc. because it makes the person more reliable towards the social media while using and this also help an individual to learn something new and to adore it.

Psychological- In this factor it helps the person to come out from the depression, stress, loneliness while using social media during free time and it divert the mind of the individual during their tough time from which they are able to come out and feel more confidence and Esteem towards their goals.

Conclusion:

This survey includes the data of almost 207 individuals residing in our country. This research helps to know about the impact of social media on their lives like how much they all are addicted to social media networking sites, how these social media influences them, how they feel while using the sites, whether these social media sites having negative impact or positive impact on their living. This research also helps to know about the use of social media for health promotion because this is inexpensive and broader reach can quickly become information overloaded. We also did the demographic analysis through which we can see that females has given more responses means they have indulge them more into these sites as compare to male respondents. More social media addiction can be bad to individuals as through the survey we can conclude that it gives them more anger, they are facing health issues, becoming more emotional, feeling isolated by spending more time on social media, etc. Sometimes respondents also feel great while using these sites, they are happy, become more comfortable, there mood get change while using these sites. On the other hand these sites also influences them like they feel legal risk while using social media, breach the privacy, facing vision problems, etc. Through this we can see that social media usage have both negative as well as positive impacts on the people lives.

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