

EFFECTS OF SOCIAL MEDIA ON MENTAL HEALTH

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Abstract:

Social media has revolutionized connecting, communicating, and sharing information in the past decade. In 2023, the average time per day spent on platforms such as Facebook, Twitter, Instagram, TikTok, and Snap chat is almost 150 minutes. It has become an integral part of our daily lives, offering unprecedented opportunities for social interaction and self-expression. However, while introducing numerous benefits, it's crucial to acknowledge its potential impact on our mental health. The accessibility and constant exposure to curated online lives have raised concerns about the effects on our psychological well-being. So let's explore how social media positively and negatively influence mental health. The modern world is supposed to be full of comforts and luxuries but a person has lost true happiness let alone peace of mind. Hence the twentieth century is called the Age of Anxiety. Over-anxiety seems to be the main cause at the root of many mental disorders. So let's find out how social media has positive and negative effects on mental health.

Keyword: *Social Media and Mental Health .*

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Introduction:

By 2021 there will be 3 billion internet users in the world. India is the country with the highest internet usage in the world. India has the largest youth population in the world. In other words, the youth of India use the internet and media all the time. Media is a concept that has become an integral part of today's modern age. Facebook, Twitter, Instagram, Whatsapp have changed everyone's daily life. A message sent from one end of the world reaches the other end of the world in an instant. Once we get into the world of mass media, we become so engrossed in seeing or living that world that there is no turning back. The most affected group is the teenagers, once they are caught in the media's web; it is very difficult for them to escape from it. As such, the mass media originated with positive intentions. While we are moving away from our home, family, friends and relatives in this stressful life, we stay connected with them through the media. Any information is available in one click. But it is necessary to use the media carefully. Because it is being misused more. Its negative effects are more visible in this generation. There is no definitive research till date on whether or not mass media harms the mental health of teenagers.

But among the many studies that have been done, it is clear that there is a significant increase in anxiety, depression and eating disorders. According to a study from the University of Pittsburgh, the group that spent more time on social media came to the fore. They were 2.2 times more likely to report concerns about eating and

self-image Risk taking was 2.6 times the risk. A UCLA Bain Mapping Center study of teen's ages 13-18 showed increased activation in the brain's reward center due to high liking of self-photos.

Objectives :

- 1) To understand the concept of Social Media.
- 2) To understand the effect of social media on mental health.

Importance of Research:

The present research is based on the effect of media on mental health. Through the presented research, one can understand the needs of the society, their mental health, the structure of the society, the importance of media in the development of the society. Through this research, it will be realized how important responsibility and adverse effects media have on the mental health of the society. Through this research, every person will realize the importance of how to maintain their mental health intact the presented research will benefit all teachers, students, researchers, professionals, employees, journalists.

Research Methods:

Secondary data collection tools have been used to collect data in the present research. What are the needs of the society and how those needs are met by the media, or how human social life has evolved because of the media. How society interacts with the media. In short, secondary sources of information are employed to study the relationship between the impacts of mass media on mental health. For this purpose, the contribution of media in social development has been explained with the support of various reference books, published literature, internet, research literature.

Objectives No. 1 To understand the concept of Social Media.

Social media are understood as networked communities and various forms of online communication that people use to share information, ideas, messages, videos, and other content."

Social media should include online communication. This means that diffusion medium history cannot begin before the invention and widespread adoption of the Internet. Looking at this definition, we can see how many media outlets are used around the world, from profile based platforms like Whatsapp, Facebook, LinkedIn, to video portals like YouTube and Gmail. The starting point of communication is Samuel Morse's first telegraph which he sent between Washington DC and Baltimore in 1844. The telegraph does not contribute to any larger community or collective, it is used to send individual messages between two people. Although entertainment is a part of continuing mass media, the real history of mass media dates back to the 1970s after the rise of the Internet. The Internet had its roots in the 1960s and 1970s. When various private and public organizations were trying to find ways for computers to communicate with each other. The two oldest platforms were Six Degrees and Friendster. And these media play a role in the revolution.

1. Social Networks Facebook Twitter LinkedIn:

These types of dissemination medium are used for individuals and brand correlation on the web. Help us in business through social awareness, relationship building, customer service lead generation, and conversion. On this network we can display campaigns through different types of media which will help in expanding

our visibility. Manufacturers encourage individuals and businesses to communicate online, share data and ideas to ensure a relationship. If you are looking for a way to optimize an existing marketing campaign, you can find paid channels such as Facebook, Twitter, and LinkedIn.

2. Sharing Media –Instagram, Snap chat YouTube :

A sharing type of media used to search and share photos on the web directly before video and other types of media. You should consider your sources and target audience to decide whether you should use these media for your business. These channels will help you run a well-organized campaign to increase leads and audience base.

3. Discussion forum reddit Quora dig:

These types of media are used to find, share, and discuss various types of information, opinions, and news. Before Facebook became a popular medium, these places used to be used by professional experts and various discussions about various fields. These places are very effective for advertising and business.

4. Bookmarking and Content Curation Network Pinterest Flip board :

Choosing such media helps you to share, discuss, save and discover the latest trending content and media. They are also very useful for promoting your business. To run a social media campaign on pinterest, you need a bookmarked site. Optimize headlines and images for the feeds you use to bookmark and access Content Curation Network content. Flip board provides you with the most engaging content. Create your own magazine and then show it to your audience.

5. Customer Review Media, Yelp, Zomato, Trip Advisor:

Using these media helps us to find, share and review different information about various products, services. When a business has positive policies on this medium, its claims are more credible. These mediums can provide a place for users to review a wide variety of products and services they use. Yelp and Zomato are types of media that offer location-based review services. Which helps us to run location based campaigns.

6. Blogging and Publishing Media Word press, Tumbler Media :

Article Distribution Media We uses these types of media to publish, find, and comment on blogs and other content on the web. This medium is essential for businesses that want to use content marketing effectively. We can share this content through Facebook Twitter LinkedIn.

7. Shopping Media Polyvore:-

These mediums are of great use if you have a burning desire to discover all the latest trends in marketing or go on shopping trips. These mediums are effective for small businesses and startups as they can sell their products without any land based office or shop.

Objectives No. 2 To understand the effect of social media on mental health.

The Positive Impact of Social Media:

1. Connectivity and Community

Social media platforms have significantly enhanced our ability to connect with others, regardless of geographical boundaries. It allows people to maintain relationships, reconnect with old friends, and form new

friendships. It also facilitates the creation of online communities centered around shared interests, hobbies, and causes, providing a sense of belonging and support.

2. Information Sharing and Awareness

News, updates, and important events can be disseminated rapidly on social media and reach a vast audience within seconds, allowing for increased awareness and engagement. Platforms like Twitter and Instagram have played a crucial role in promoting social causes, activism, and awareness about important issues such as mental health, environmental conservation, and social justice.

3. Educational Resources

Social media has revolutionized access to educational content. Online platforms such as YouTube, Facebook, and LinkedIn now host various instructional videos, tutorials, and online courses. These resources have made learning more accessible, allowing individuals to acquire new skills, expand their knowledge, and pursue personal and professional development opportunities.

4. Support and Empowerment

Online support groups and communities have emerged, providing a safe space for people to share their experiences, find solace, and receive guidance. It has empowered individuals to openly discuss mental health, body positivity, and other sensitive topics, reducing stigma and fostering empathy and understanding.

5. Entrepreneurship and Networking

Social media has become a powerful tool for entrepreneurs, freelancers, and small businesses. It offers a cost-effective way to promote products, services, and personal brands, reaching a global audience. Platforms have also facilitated networking opportunities, connecting professionals from various industries, enabling collaboration, and opening doors for career advancements and partnerships.

6. Creative Expression and Inspiration

These platforms have become a place for creative expression. Artists, writers, photographers, musicians, and other creative can showcase their work, gain exposure, and receive feedback from a diverse audience. Social media inspires individuals to discover new ideas, explore different perspectives, and engage with thought-provoking content.

7. Crisis Response and Humanitarian Aid

During times of crisis, it has played a vital role in mobilizing support and aid. People use social media to coordinate relief efforts, share emergency information, and connect affected individuals with necessary resources. Social media has facilitated fundraising campaigns, allowing people to contribute to charitable causes and assist those in need.

The Negative Impact of Social Media:

1. Comparison and Envy

Social media platforms often present an idealized and curated version of people's lives. Constant exposure to these highlight reels can lead to feelings of inadequacy, low self-esteem, and increased social comparison.

Seeing others' accomplishments, appearances, and experiences can evoke envy and create a distorted perception of reality

2. Cyber bullying and Online Harassment

The anonymity and detachment provided by social media platforms can lead to increased cyber bullying. Individuals may face harassment, trolling, and spreading harmful rumors or offensive content. Cyber bullying can have severe psychological effects, including anxiety, depression and even suicidal ideation.

3. Addiction and Time Mismanagement

Social media platforms are designed to be addictive, with features such as infinite scrolling and notifications that trigger a dopamine response. Excessive use can lead to time mismanagement, doom scrolling, neglect of real-life responsibilities, and a diminished sense of productivity. It can also contribute to sleep disturbances and a lack of focus, creating burnout.

4. Fear of Missing Out (FOMO)

Seeing others' activities and experiences online can intensify the pressure to participate in various events and maintain an active social life. FOMO can induce anxiety and stress, as individuals feel compelled to constantly be online, staying updated and connected, even at the expense of their mental well-being.

5. Disinformation and Misleading Content

These platforms have become breeding grounds for the spread of misinformation and fake news. The ease of sharing and amplifying content without proper fact-checking can influence public opinion, contribute to polarization, and undermine trust in traditional sources of information.

6. Impact on Real-Life Relationships

Excessive use of social media can detract from face-to-face interactions and the development of meaningful relationships. People become so focused on their newsfeeds that they neglect the people in their lives, eliminating the opportunity for conversation with actual humans.

Conclusions:

The youth is completely destroyed due to the addiction of mobile internet and they are falling prey to various diseases. Social and burning problems like suicide, criminal rape are emerging. Mental health of people of all ages is deteriorating. If we do not take timely measures, it will not take long to destroy the entire generation.

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