



Review Article

Effect of Social Media on Mental Health

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Abstract	Manuscript Information
<p>Social media is one of the latest trends of technology that helps to link the human race and plays a dynamic role in multifaceted development. The dissemination of social media into the lives of people has made many things possible through its quickness and connectivity. Mental health is defined as a state of well-being in which people understand their abilities, solve everyday life problems, work well, and make a significant contribution to the lives of their communities. A number of studies have been conducted on the impacts of social media, and it has been indicated that the prolonged use of social media platforms such as Facebook, Instagram, Snapchat etc., may be related to negative signs and symptoms of depression, anxiety, and stress. Furthermore, social media can create a lot of pressure to create the stereotype that others want to see and also being as popular as others. On the other hand, there are considerable benefits of social media that are shared by scholars. For instance, positive attributes of the social media are very much selected and employed by the social researchers to reach and discover community behaviours. Thus, there are many unexplored and unexpected constructive answers associated with it. Lately, studies have found that using social media platforms can have a harmful effect on the psychological health of its users. However, the extent to which the use of social media impacts the public is yet to be determined.</p>	<ul style="list-style-type: none"> ▪ ISSN No: 2583-7397 ▪ Received: 18-01-2023 ▪ Accepted: 11-02-2023 ▪ Published: 15-02-2024 ▪ IJCRM:3(1);2024:129-131 ▪ ©2024, All Rights Reserved ▪ Plagiarism Checked: Yes ▪ Peer Review Process: Yes <p>How to Cite this Manuscript</p> <p>Dr. M. Prasantha Kumari. Effect of Social Media on Mental Health. International Journal of Contemporary Research in Multidisciplinary. 2024; 3(1): 129-131.</p>

Keyword: Mental Health, Social Media, Literature Review, Social Networking, Effect.

Introduction

One of the newest technological developments that fosters human connection and is vital to development on many levels is social networking. Because social media is speedy and connected, it has made many things available for people to use in their daily lives. A condition of mental health is characterized by an individual's ability to recognize their own abilities, solve issues in daily life, function successfully at work, and significantly improve the lives of those around them. Social media is an essential tool for safeguarding our mental well-being. The number and Caliber of social connections have an impact on mortality risk, health behaviour, mental and physical

well-being, and behaviour. The Displaced Behaviour Theory may explain the correlation between mental health and social media. The hypothesis states that those who engage in increasingly sedentary activities, such using social media, have less time for in-person social connection, which has been shown to be protective against mental illnesses. Conversely, social theories have discovered that the usage of social media has an impact on mental health by changing the way individuals perceive, manage, and engage with their social networks. Numerous research on the effects of social media have been done, and the results suggest that prolonged usage of sites like Facebook, Instagram, Snapchat, and others may be linked to

negative symptoms of stress, anxiety, and depression. Social media can also put a lot of pressure on users to conform to stereotypes that other people want to see and to be as popular as other users. Scholars do, however, agree that social media has many significant advantages. For example, social researchers carefully choose and use the beneficial aspects of social media to reach and identify community behaviours.

Social Media in the Positive Angle

Social media brought the benefits of technology to millions of people through development initiatives. In other words, by utilizing social media, organizations expanded their reach to the underprivileged in every manner conceivable. People were able to cope with the stress of motherhood because of the support that social media and associated health blogs provided. Social networking also gives women more power in many areas and helps those in need of emotional support. The lowest rates of cancer screening across all racial and ethnic groups in the US are found in Mexican-American women. Factors that motivate Mexican-American women to seek cancer prevention have received little consideration in the creation of cancer control programs for this community. According to recent research, social networks may positively affect people's decision to be screened for cancer. For elderly, low-income Mexican-American women, social networks seem to have a significant role in determining their behaviour when it comes to screening for cancer. Research is done to find linkages, interdependencies, and the consequences of social media technology on entrepreneurship processes and activities. A content and bibliometric analysis was performed on a list of 69 papers that were published in a range of scholarly publications with a focus on business management, information science, and entrepreneurship. The results indicate that there is very little literature, and four study areas have been identified: Lastly, social media as sources of entrepreneurial opportunities, sources of entrepreneurial learning and self-employment, instruments for entrepreneurial marketing, and facilitators of networking and entrepreneurial ecosystems. It is also important to note that social media can be a helpful tool for treating and preventing obesity. A closer examination of this subject appears especially necessary because, among adults, social media serves as a vital source of lifestyle advice as well as a network of support for those making weight loss attempts. Thus, one might have a bigger influence on children and teenagers' global health awareness by utilizing contemporary social media solutions and stepping up preventive activity on the platform. Evaluating and making clear if social media is used for work or leisure is another method to develop healthy social media habits. Is "real-life" social interaction to be replaced by social media? One can better control the bad emotions that come with using social media by substituting in-person conversations with friends and family for some of the time they spend on it. Understanding how social media presents us with a filtered, edited, and carefully chosen version of a person or brand can also help us feel less negative. Finally, must take pauses from social media. Setting aside time on a daily, weekly, or monthly basis to avoid social media can

have a positive impact on mental health. Artificial intelligence (AI) that creates convincing images, audio, and video trickery is known as deepfake AI. The term, which combines deep learning and false content, refers to both the technology and the phony content that results from it.

Applications of Deepfake Technology

Availability

Tools with increased accuracy in hearing, seeing, and soon reasoning can be made possible by artificial intelligence. It grants them autonomy by enhancing the intelligence, affordability, and customization of accessible technologies. Furthermore, AI-powered tools can increase accessibility to solutions for all users.

Education

A teacher can give more engaging lessons with the help of deepfakes. These lessons would also transcend conventional media and visual modes. Synthetic media produced by artificial intelligence can make historical personalities come to life in the classroom. Consequently, classes become more dynamic and interesting. The impact will be higher if the voice of a historical figure or a synthetic video is used. It might be a more useful learning tool and raise engagement.

Art

Deepfake has the ability to make costly visual effects technology more accessible. For a small fraction of the price, it can also develop into a potent tool for independent storytellers. Additionally, synthetic media produced by artificial intelligence holds a lot of promise. Opportunities in the entertainment sector may arise as a result. Many indie artists and YouTubers are taking advantage of the chance. Narration for books and audio storytelling is another excellent application for synthetic voice. The author's synthetic voice font can be used to produce the audio format for the book. Additionally, companies can increase the audience for their material by employing language-variant synthetic voice-overs of the same actor.

Social Media in the Negative way

Social scientists have been cautioning about the negative impacts of social media on people's lives, especially adolescent women, ever since the development of internet technology. The intensity of this issue is explained by the rising proportion of young netizens as well as the rising prevalence of physical and psychological illnesses. Given that adolescent and early childhood are often marked by aggressive and immature behaviour, there is a greater likelihood of engaging in unsafe sexual encounters at this time. According to a 2019 study, there is a higher risk of mental health problems among young people who use social media for three hours or more every day. Social media has even led to the creation of a new anxiety disorder, according to the Anxiety and Depression Association of America. "Social media anxiety disorder" is the term given to it. The following are some signs of social media anxiety disorder:

Using social media for more than six hours a day; lying about how much time spent on it; withdrawing from friends and family; ignoring or losing interest in work, school, or favourite activities; or experiencing extreme anxiety, nervousness, or withdrawal symptoms when unable to check social media, and misinformation about the coronavirus disease 2019 (COVID-19) on social media is a serious hazard to public health since it can make conditions worse by inciting pregnant women to contract the illness. Deepfakes frequently replace one person with another in already-existing source material. Additionally, they produce wholly unique video in which real people are shown saying or doing things that they never did. The capacity of deepfakes to disseminate misleading information that looks to come from reliable sources is the biggest threat they provide. For instance, in 2022, Volodymyr Zelenskyy, the president of Ukraine, was shown in a deepfake video pleading with his soldiers to surrender. According to a study conducted in 2022, 94% of teenagers in developed nations use social media sites like Facebook, Instagram, and Snapchat. This statistic also includes children. There is a wealth of research on the relationship between children's behaviors and their parents' dietary habits. Thus, it's critical to investigate the ways in which additional elements, such as emerging technologies (social media in particular), may impact developments in this field. The following databases were searched by writers for relevant literature: Google Scholar, PubMed, EBSCO. Four articles pertaining to research on body image and social media and four articles pertaining to research on food choices and social media among children and adolescents were acquired after all the filters were applied and the relevance of the research on the issue of interest to us was verified. The analysis that was done revealed that a number of studies conducted thus far suggest that social media can have a significant impact on how children and adolescents develop their eating habits and body image. This, in turn, may be one of the risk factors for obesity development when the behaviors that are promoted are not linked to a healthy lifestyle.

Conclusion

The field of social media studies is relatively new and is expanding quickly. As a result, it has a lot of unanswered and surprising but helpful answers attached. People now use social media on a regular basis; many of them spend hours a day on Facebook, Instagram, Messenger, and other well-known platforms. As a result, a large number of academics and researchers investigate how social media and its applications affect different facets of people's life. Social media may be used in constructive ways, so it's not all negative. Cutting back on social media time is one of these strategies. Some useful strategies to cut down on usage include not using the phone in bed at night, turning off social media app notifications, or deleting the app completely from the phone. According to recent research, using social media platforms can negatively impact a person's psychological well-being. It is currently unknown, though, how much social media use affects the general public.

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