

THE IMPACT OF SOCIAL MEDIA ON COLLEGE STUDENTS MENTAL HEALTH SPECIFIC TO BANGALORE LOCATION

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ABSTRACT

This study explores the social media impact on college students mental health, aiming to understand how social media affects mental well-being of college students in Bangalore. The goal of this study is to analyse the factors influencing social media and its effects on mental well-being like anxiety, self-esteem, and depression. This study was employed with a quantitative research approach, with a sample size of 70 students in Bangalore through structured questionnaires and analysed with the help of SPSS IBM software. Factory analyses tool was used to know if there is any significant factors influencing the usage of social media among college students and ANOVA tool was used to analyses the effects of using social media on college students mental health. The findings of this study state that Fear of missing out(FOMO), social pressure, emotional dependency are some of the major influences of social media usage. Social media also helps in communication and self-expression, but more usage of social media may significantly affect stress levels and self-esteem.

Key words: Social, media, Mental health, Anxiety, Self-esteem, depression.

1. INTRODUCTION

The purpose of this study is to know how college students are using social media and how it is affecting their mental state, especially college students in Bangalore.

Social media is a platform where people may exchange their opinions, beliefs, and ideas using networks and the internet, therefore facilitating communication, sharing, and access to many types of knowledge. Mental Health is something related to an individual's emotional, psychological, and social well-being. Proper and good mental health helps an individual in his relationships, stress management, proper decision-making, better thinking capacity, etc... but poor mental health leads to many issues like stress, anxiety, depression, loneliness, and others which might impact the overall quality of their life.

Social media has evolved into a necessary component of modern life, particularly for college students who use apps like Instagram, Facebook, Twitter, and Snapchat for academic, entertainment, and communication.

As most college students use social media, there will be both Pros and cons of social media usage on college students mental health. In addition to providing connectivity, the digital world encourages addiction, inappropriate comparisons, cyberbullying, and less in-person contact, all of which exacerbate mental health issues. Social media is an important topic of research because of its dual nature, especially for college students who are in a vulnerable emotional and psychological development period. The easy accessibility helps students to be more involved and to have a whole university experience. Students also frequently utilize social media to highlight their skills in whatever creative capacity, writing, music, and in many more. This can increase self-esteem and give one success.

One of the most popular activities among teenagers is using social media websites, and phone-based communication is crucial to preserving their social connections. Anything in excess, though, is harmful and can result in addiction to social media. Teenagers today are more likely to overuse or become addicted to social media because they are exposed to electronic devices like smartphones at a younger age, regardless of their socioeconomic status.

2. PROBLEM STATEMENT

Social media now plays a significant role in college student's everyday lives and can have both beneficial and detrimental effects on their mental health. Although it helps people a way to communicate, express themselves, participate in school, excessive or unhealthy use has been connected to problems like anxiety, depression, loneliness, and low self-esteem. College students in Bangalore are becoming increasingly concerned about the effects of social media use on their mental health. There has been little research done expressly on Bangalore students, despite earlier studies examining the broad impacts of social media on mental health. By examining if social media use has substantial impact on student's mental health and pinpointing the main variables influencing its beneficial or detrimental effects, this study aims to close that gap. Insights from this study may aid students, teachers, and mental health specialists in creating more effective plans for social media usage that are both responsible and less harmful.

Objectives

- To study the factors influencing college students on social media usage.
- To analyse the impact of social media on students mental health.

3. LITERATURE REVIEW

(Dr. Ashraf Iqbal, Muhammad Iftikhar, & Dr. Tanveer Hussain, 2024) As per that literature, the impact of social media on the mental health of college students has been widely researched by many colleges and universities and we can understand that there are both positive and negative implications. When it comes to negative impact excessive social media usage has been related to increased anxiety, depression, and irregular sleep patterns among students. It emphasizes that late-night use of platforms like Facebook and Instagram significantly disrupts good sleep patterns, leading to problems like drowsiness during class and emotional distress. However, some positive impacts like social connection and support can replace the feeling of loneliness and provide a sense of belonging, especially in structured and moderated contexts. This dual nature of social media shows that there should be a balanced usage and educational intervention to minimize its adverse effects

(Guanhui Li & Somsak Klaysung, 2024) Another research states that some of the platforms like WeChat, TikTok, and Instagram have helped with communication, self-expression, and access to support networks, enhancing emotional well-being when it is used properly, but excessive reliance on social media often correlated with some of the negative impacts such as anxiety, depression, and bad sleep patterns. This Research indicates that fear of missing out (FOMO) and social comparison is worsening, especially among young users. Sometimes these social media contribute to feelings of inadequacy and lower self-esteem. Even with these difficulties social media also serves as a valuable tool for building communication and enhancing mental health awareness, suggesting a complex interplay of benefits and risks that helps in any further investigation.

(Manju Shrestha & Subash Adhikari, 2024) While platforms promote connectivity and serve as spaces for self-expression, excessive use often leads to detrimental consequences like stress and feelings of inadequacy. Studies emphasize that constant exposure to idealized online lives can intensify negative self-perceptions among young adults. At the same time, moderated social media engagement can provide a sense of belonging and emotional support, offering opportunities for well-being initiatives. These findings suggest a dual nature of social media, requiring users to balance its benefits and risks effectively.

(Sajid Hasan, , Saima Nasreen, Sahibzada Shamim-ur-Rasul, Aroosa Niaz, & Muhammad Atif Zahid, 2024) The impact of social media on mental health and well-being among university students is multifaceted, with both positive and negative outcomes. On the positive side, social media enhances emotional support, fosters a sense of belonging, and facilitates access to educational resources and global connections, promoting collaborative learning and diverse perspectives. However, increased social media engagement is also linked to higher levels of anxiety, depression, and loneliness, with phenomena like cyberbullying causing psychological distress and low self-esteem. The fear of missing out (FOMO) further exacerbates feelings of inadequacy and anxiety. Additionally, social media usage before bedtime disrupts sleep patterns, leading to poor sleep quality and reduced academic performance. Social comparison on these platforms often results in reduced body image and self-esteem, particularly through upward comparisons. The constant connectivity also leads to digital distractions, diminishing time spent on other productive activities and negatively impacting academic performance. Theoretical frameworks such as Leon Festinger's Social Comparison Theory and the Gratifications Theory help explain these impacts, suggesting that individuals evaluate themselves based on comparisons with others and use media to satisfy inner needs. Overall, while social media can provide significant benefits, it also poses risks that need to be managed to support students' mental health and well-being in the digital era.

(Naresh Kshetri, Will Carter, Seth Kern, Richard Mensah, & Bishwo Prakash Pokharel, 2024) The article Impact of social media on Mental Health states that more use of social media has a bad impact on mental health. As per this research, most young adults are active users of social media. It states that there is a connection with the increase of social media with the increase in mental health problems. The mental health problems such as anxiety, depression, loneliness, and compulsive behaviors. The gap was to give more importance to understand the factors which are associated with negative mental health outcomes.

4. RESEARCH METHODOLOGY

1. Research design:

The impact of social media on the mental health of Bangalore college students is examined in this study using a quantitative descriptive research design. The study integrates primary and secondary data to offer a thorough comprehension of the problem.

2. Population and sampling:

- **Target population:** College students in Bangalore.
- **Sampling method:** Used convenience sampling method to select participants who are actively using social media.
- **Sample size:** A total of 70 students participated.

3. Data collection:

- **Primary data:** Primary data was collected through a structured online questionnaire.
- **Survey Instrument:** Likert scale-based questions were used to assess the influence of social media and its effects.
- **Secondary Data:** Secondary data was mainly collected from Research papers, journals, and articles on social media and its psychological effects.

4. Data analysis techniques:

- For analyses and interpretation, I used SPSS software, in that I mainly used
- **Factory analyses:** It was mainly used to identify the factors influencing college students social media usage.
- **One-way ANOVA:** used to analyze the significance of social media on college students mental health.

Data interpretation:

Hypotheses 1: Using Factory Analyses.

Objective 1: Factors Influencing College Students Social Media Usage

- **Null Hypothesis (H₀):** There are no significant factors that influence college students' social media usage.
- **Alternative Hypothesis (H₁):** There are significant factors that influence college students social media usage.

The data for this was collected from the questionnaires through Google Forms and for the first objective Factory analyses tool was used in SPSS software.

Table 1.1 Showing Output Of KMO And Bartlett's Test To Check The Significance:

KMO and Bartlett's Test		
Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		.594
Bartlett's Test of Sphericity	Approx. Chi-Square	57.941
	df	28
	Sig.	.001

The purpose of this factory analysis was to identify the significant factors influencing the usage of social media among college students specific to the Bangalore location. To know the appropriateness of factor analysis, the **Kaiser-Meyer-Olkin (KMO) Measure of Sampling Adequacy** and **Bartlett's Test of Sphericity** were conducted.

Data interpretation of KMO and Bartlett's Test:

The KMO value was **0.594**, which is within the acceptable range for factor analysis. A significance level of 0.001 was obtained using Bartlett's Test of Sphericity. Since the significant value is less than 0.05 it is stated the null hypothesis is rejected and we accept the Alternative hypothesis (i.e., it can be accepted that There are significant factors that influence college students on social media usage.)

Table 1.2 Showing communalities in factory analyses:

Communalities		
	Initial	Extraction
How many hours do you spend on social media each day?	.133	.199
How often do you engage in active social media behaviors (e.g., posting, commenting, sharing)?	.084	.555
How often do you use social media because your friends or classmates are using it?	.089	.138
How much does entertainment (e.g., videos, memes) on social media influence your usage?	.083	.096
Do you use social media for academic or career purposes (e.g., LinkedIn, academic groups)?	.083	.077
How often do you use social media because you're worried about missing out on something?	.433	.905

How often do you feel social pressure to post or share content to maintain a certain image on social media?	.360	.382
Do you use social media when you feel stress or worried about something in life	.144	.434
Extraction Method: Principal Axis Factoring.		

Table 1.2 shows the Communalities, which show the degree of explanation of each variable using the acquired elements. The findings showed that some variables—such as “Active social media involvement” (0.555)-[2nd Factor] and “Fear of Missing Out (FOMO)” (0.905)-[6th Factor]—had significant communalities, meaning the found factors highly influenced them.

On the other hand, variables such as “Social media use for academic/career purposes” (0.077)-[5th Factor] and “Entertainment influence” (0.096)-[4th factor] had very low communalities, suggesting they are not well represented in the extracted factors.

This means the factors of “Active social media involvement” and “Fear of missing out (FOMO)” have a high influence on social media usage on college student's mental health and it has a strong representation.

Table 1.3 Showing Variable Groupings Under Each Factors For Better Interpretation:

Rotated Factor Matrix ^a			
	Factor		
	1	2	3
How often do you use social media because you're worried about missing out on something?	.922		
How often do you feel social pressure to post or share content to maintain a certain image on social media?	.605		
How much does entertainment (e.g., videos, memes) on social media influence your usage?			
Do you use social media when you feel stress or worried about something in life		.646	
How many hours do you spend on social media each day?		-.368	
How often do you use social media because your friends or classmates are using it?		.360	
How often do you engage in active social media behaviors (e.g., posting, commenting, sharing)?			.732
Do you use social media for academic or career purposes (e.g., LinkedIn, academic groups)?			
Extraction Method: Principal Axis Factoring.			
Rotation Method: Varimax with Kaiser Normalization. ^a			
a. Rotation converged in 4 iterations.			

Table 1.3 (Rotated Factor Matrix^a) helps explain why college students use social media by grouping the same kinds of behaviors into three main factors. Each factor shows how strongly different behaviors are connected. Here, factory analyses were used to identify the underlying patterns in social media usage behaviors among college students. Principal Axis Factoring was taken as the extraction method, followed by Varimax rotation with Kaiser Normalization to enhance interpretability.

Factor 1: As you can see in Table 1.4 factor 1 is grouped with 2 questions which is mainly related to Fear of missing out (FOMO) & Social Pressure. Those are How often do you use social media because you're worried about missing out on something? (**0.922**)

This clearly states that the above factor has a high loading percentage which means the fear of Missing Out and different social pressures highly motivate college students to use social media. How often do you feel social pressure to post or share content to maintain a certain image on social media? (**0.605**)

Factor 2: Factor 2 is grouped with 3 similar questions which is mainly related to Emotional and social media dependency.

Do you use social media when you feel stress or worried about something in life(**0.646**

How many hours do you spend on social media each day?(-**0.368**).(This negative value suggests an inverse or weaker relationship but is still relevant.

Here the study mainly identified three key factors that are influencing college students social media usage. These are: Fear Of Missing out(FOMO) & Social Pressure, Emotional & peer influence, and lastly active engagement in social media. This factor has the second-highest loading point which states that the students take active participation in social media postings and interact rather than only scrolling.

How often do you use social media because your friends or classmates are using it?(**0.360**.

This states that most college students are motivated to use social media because of stress relief and peer influence. This clearly shows that college students feel the need to stay updated, manage stress, and socially interact.

Hypotheses 2: Using One-way ANOVA

Objective 2: To analyze the Impact of Social Media on Students' Mental Health.

Null Hypothesis (H₀): Social media usage does not have a significant effect on students' mental health.

Alternative Hypothesis (H₁): Social media usage has a significant effect on students mental health.

Here to analyse the Impact of Social Media on College students Mental Health One-Way ANOVA was used to analyse and interpret the collected data.

Table 2 showing the output tables of One-way Anova as Attached below

ANOVA (Table 2)						
		Sum of Squares	df	Mean Square	F	Sig.
How often do you feel lonely even when using social media?	Between Groups	4.869	3	1.623	1.661	.184
	Within Groups	64.502	66	.977		
	Total	69.371	69			
How often do you feel that social media positively impacts your self-esteem?	Between Groups	22.963	3	7.654	10.939	.000
	Within Groups	46.180	66	.700		
	Total	69.143	69			
In the past month, how often have you felt depressed after using social media?	Between Groups	35.444	3	11.815	19.777	.000
	Within Groups	39.428	66	.597		
	Total	74.871	69			

Table 2 shows the output of the ANOVA test using SPSS

In this, we see the significant value of each factor and compare it with 0.05.

Loneliness even when using social media.

Sig. value = 0.184 (greater than 0.05).

Social media usage does not significantly affect feelings of loneliness.

Impact of social media on self-esteem.

Sig. value = 0.000 (lesser than 0.05).

Social media has a significant impact on self-esteem.

Felt depressed after using social media.

Sig. value = 0.000(lesser than 0.05)

Social media has a significant impact on students feelings of depression.

Since at least two key factors have a significant impact, we reject the null hypotheses and accept the alternative hypotheses (i.e., Social media usage has a significant effect on students mental health.)

Key Findings

Factors influencing social media usage

Fear of Missing Out (FOMO) and social pressure are major reasons for social media engagement.

Social media is used by many students as a stress reliever and as a result of peer influence. College students often participate actively in posting, commenting, and sharing.

Impact on mental health.

Social media significantly affects self-esteem, either in a good or bad way.

Higher levels of depression are associated with it.

There was no significant impact on loneliness was found.

Based on secondary data.

Sleep disturbances, anxiety, and depression are linked to excessive social media use.

Social comparison, cyberbullying, and FOMO all play a part in mental health issues.

5. CONCLUSION

This study tests the impact of social media on the mental health of students of Bangalore universities. These discoveries reveal positive and negative influence-moss social media support communication and self-expression, excessive use can lead to lower anxiety, stress and self-esteem. Though loneliness was not found, the most crucial factors influencing social media are fear of startup (FOMO), social pressure and emotional reliance. Social media should be used with caution in light of these findings. Given these results, one should utilize social media carefully. It is important to maintain a balance between screen time and avoid harmful comparisons, and universities can introduce digital health awareness programs. Further research can investigate long -term effects and methods of increasing active social media involvement.

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