



## The Impact of Technology on Social, Psychological and Personal Relationships among Youth and Its Consequences on Community Development

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### Abstract

In the evolving landscape dominated by technology, this thesis critically examines the multifaceted implications of its pervasive influence on human life. As machines exert increasing control over individuals, essential human qualities such as adaptability, humor, and the drive for communication encounter notable challenges. Despite technology's integral role, inherent drawbacks, including data breaches, inefficiencies, and an alarming dependence on technological systems, have come to the forefront. The thesis systematically investigates the adverse impacts on data storage, identity, security, and the societal ramifications for the hyper-connected youth, providing a comprehensive analysis of the root causes and psychological aftermath of data breaches. Furthermore, it scrutinizes the role of social media within this technological paradigm, acknowledging its significance and emphasizing that its impact on relationships is intricately tied to its use. By recognizing the potential for positive influence, particularly when harnessed constructively, the thesis positions social media as a pivotal factor in shaping the ongoing narrative between technology and human interaction.

**Keywords:** Communication, Impact, Relationship, Social Relationship, Technology, Youth.

### 1. Introduction

The profound impact of technology on social and personal relationships among youth resonates globally, transcending borders and cultural landscapes. The pervasive influence of Information and Communication Technologies (ICTs) has sparked a change in thinking in how adolescents across the world navigate and cultivate connections (Granberg & Olsson, 2015). Smartphones, hailed as "metamediums," have become ubiquitous, shaping the very essence of global youth relationships.

Internationally, youth engagement with digital platforms exhibits striking parallels. A representative survey conducted in the United States reveals the prevalence of specific digital services, with platforms like YouTube (85%), Instagram (72%), and Snapchat (69%) emerging as influential players (Nikolopoulou, 2018). However, these trends are not confined to any specific region but rather reflect a shared global experience among tech-savvy youth.

The distinctions between active and passive digital engagement, goal-directed versus procrastinative behaviors, and social versus nonsocial interactions are intricately interwoven into the diverse tapestry of youth relationships worldwide (Issn et al., 2025). Understanding the impact of technology on the well-being of global

youth necessitates recognizing the unique cultural nuances that shape digital behaviors and their consequences.

As adolescents navigate the evolving landscape of digital technology on a global scale, the challenges associated with conceptualizing and measuring these impacts become increasingly complex. The imprecision inherent in collapsing diverse digital behaviors into a singular predictor underscores the need for a globally sensitive and culturally informed approach (Issn et al., 2025; Sebastian & Huang, 2016). Empirical assessments, often reliant on self-reports, raise questions about the universality of experiences, prompting a call for objective measures that capture the nuances of technology use across diverse societies.

The global context of technology's influence on youth relationships underscores the need for a comprehensive examination of values, attitudes, and evolving norms (Issn et al., 2025). Whether technology serves as a unifying force in fostering cross-cultural understanding or poses challenges to traditional social structures, this exploration seeks to unravel the intricate dynamics at play in the worldwide impact of technology on the social and personal relationships of today's youth. Through a nuanced lens that considers global perspectives, this research aims to contribute to a deeper understanding of the universal and culturally specific dimensions of the evolving social landscape shaped by technology.

### **Key Points:**

- 1. Global Pervasiveness:** The impact of technology on youth relationships is a global phenomenon, transcending geographical boundaries and cultural differences.
- 2. Metamedium Influence:** Smartphones, recognized as "metamediums," play a central role in shaping the dynamics of youth relationships worldwide.
- 3. Common Digital Platforms:** A survey in the United States highlights the prevalence of specific digital services among the global youth, with platforms like YouTube, Instagram, and Snapchat being widely used.
- 4. Parallel Trends:** Tech-savvy youth across the world exhibit similar trends in digital engagement, emphasizing a shared global experience.
- 5. Complex Dynamics:** The distinctions between active and passive engagement, goal-directed versus procrastinative behaviors, and social versus nonsocial interactions contribute to the intricate dynamics of global youth relationships.
- 6. Cultural Nuances:** Understanding the impact of technology on youth well-being requires recognition of unique cultural nuances that shape digital behaviors and their consequences.
- 7. Challenges in Measurement:** The complexity of conceptualizing and measuring the impacts of technology on youth relationships globally poses challenges, necessitating a culturally informed and globally sensitive approach.
- 8. Call for Objective Measures:** Empirical assessments, often reliant on self-reports, raise questions about the universality of experiences, prompting a call for objective measures to capture technology use across diverse societies.
- 9. Comprehensive Examination:** The global context underscores the need for a comprehensive examination of values, attitudes, and evolving norms to understand the nuanced dimensions of the evolving social landscape shaped by technology.
- 10. Contributions to Understanding:** Research in this area aims to contribute to a deeper understanding of both universal and culturally specific aspects of the impact of technology on social and personal relationships among today's youth on a global scale.

### **Background of content**

In our digitally interconnected world, the transformative impact of Information and Communication Technologies (ICTs) on the social and personal relationships of youth has become a global phenomenon. Smartphones, recognized as "metamediums," are at the forefront of this paradigm shift (Brooks et al., 2014),

influencing communication patterns and shaping the fabric of interpersonal connections worldwide. From the United States to diverse corners of the globe, youth engagement with ubiquitous platforms like YouTube, Instagram, and Snapchat reflects shared experiences and challenges (Hong et al., 2024). The intricate dynamics of active and passive digital engagement, along with the influence of cultural nuances, necessitate a nuanced and globally sensitive approach to understanding the evolving social landscape shaped by technology. As adolescents grapple with these complex dynamics, the call for objective measures and a comprehensive examination of values and norms becomes paramount, contributing to a deeper understanding of the universal and culturally specific dimensions of technology's impact on youth relationships on a global scale (*Exploring the Causal Effects of ICT on Creative Thinking, A Perspective of Academic Performance Differences - ScienceDirect*, n.d.).

However, alongside these benefits, technology introduces its own set of challenges and potential drawbacks. Privacy concerns have become increasingly prevalent, as the boundaries between public and private spheres become blurred. Sharing personal information, photos, and intimate moments online can lead to vulnerability and the risk of unwanted exposure. Additionally, the constant presence of technology in our lives can create digital distractions, potentially leading to a decrease in quality time spent with partners. Excessive use of technology can lead to a decline in face-to-face communication and emotional disconnection, ultimately affecting the overall satisfaction and well-being of the relationship (Granberg & Olsson, 2015).

Another significant issue arising from the integration of technology in romantic relationships is the potential for misunderstandings and miscommunication. Text-based conversations and online interactions lack the non-verbal cues and nuances present in face-to-face interactions, increasing the likelihood of misinterpretations and conflicts (Gökçearslan et al., 2023). Moreover, the influence of social media can exacerbate feelings of jealousy, comparison, and insecurity, as couples are exposed to curated depictions of other relationships and idealized representations of romance.

### **Research Problems and Questions**

The research seeks to delve into the complex interplay between technology and the social and personal relationships of youth, addressing several key problems and questions. It aims to comprehensively understand the impact of technology on the overall well-being of adolescents, encompassing social interactions, physical health, and cognitive development (Yang & Tsai, 2023). The study further explores the diversity in digital behaviors exhibited by youth, considering factors such as active versus passive engagement, goal-directed behaviors, and distinctions between social and nonsocial use, to unravel the intricate dynamics at play in their relationships. Additionally, the research places a strong emphasis on global perspectives, investigating both universal and culturally specific dimensions of technology's influence on youth relationships, acknowledging the global context and unique cultural nuances (Ward et al., 2023). The study also addresses challenges associated with measuring these impacts, emphasizing the need for a nuanced and globally sensitive approach, along with the exploration of objective measures to overcome the limitations of self-reports and capture the intricate facets of technology use across diverse societies.

### **Significance and Scope of Study**

The significance of this study is underscored by the rapidly evolving technological landscape and its profound implications for the social and personal lives of young people (Beyens et al., 2022). As adolescents become increasingly immersed in digital realms, understanding the nuanced impacts on their well-being is crucial for fostering healthy development (Khalaf et al., 2023). This research holds practical importance for educators by offering insights into how technology may shape learning environments and influence educational strategies. Parents can benefit from a deeper understanding of their children's digital behaviors to facilitate positive communication and establish guidelines for responsible technology use (Suto et al., 2021).

Moreover, the study's global perspective acknowledges that the challenges and opportunities presented by

technology are universal, yet influenced by diverse cultural contexts. Recognizing these cultural nuances not only enriches our understanding but also informs the development of tailored interventions and educational initiatives that resonate with different societies (Nixon, 2014). Policymakers can leverage these insights to formulate regulations and guidelines that balance the advantages and potential drawbacks of technology, contributing to the creation of a more digitally literate and socially conscious generation (Kamba, 2024).

The scope of this research extends beyond the immediate implications for individual well-being, delving into the intricacies of youth relationships and their broader societal implications. By unraveling the complexities of active and passive digital engagement, goal-directed behaviors, and the social versus nonsocial use of technology, the study sheds light on the evolving nature of interpersonal connections among youth (Harness & Mohiuddin, 2023). The proposed exploration of objective measures addresses methodological challenges, paving the way for more robust and reliable research methodologies in the dynamic field of technology's impact on youth.

This study has far-reaching significance, offering a holistic understanding of the intricate relationship between technology and the social fabric of youth relationships (Harness & Mohiuddin, 2023). Its insights are poised not only to contribute to academic scholarship but also to guide practical interventions, inform policy decisions, and empower individuals and communities to navigate the digital landscape with awareness and resilience (Ariefdjohan et al., 2025).

It is worth noting that this research primarily focuses on the impact of technology on the communication, emotional expression, and overall relationship satisfaction of couples. It does not extensively explore other aspects of relationships, such as power dynamics, conflict resolution strategies, or long-term relationship outcomes. Future research could build upon these findings and investigate the interplay between technology and other dimensions of romantic relationships to provide a more comprehensive understanding of the topic (Mader & Kelly, 2024).

Additionally, this study primarily adopts a quantitative approach to collect and analyze data. While quantitative methods provide valuable insights into the statistical associations and patterns between variables, they may not capture the full richness and nuances of individuals' experiences and perceptions (Ariefdjohan et al., 2025). Therefore, future research could incorporate qualitative methods, such as interviews or focus groups, to obtain more in-depth and nuanced understandings of the subjective experiences and meanings attached to technology in romantic relationships (Mills et al., 2018).

## **2. Literature Review**

The pervasive nature of social media in the lives of today's youth necessitates a nuanced examination of its multifaceted impacts (Suto et al., 2025). Acknowledging both the positive and negative dimensions, this exploration underscores the pivotal role that individual choices play in shaping the outcomes. It becomes evident that the true essence of social media lies in the hands of its users, and their approach determines whether it becomes a force for empowerment or a source of detriment (Englander & Weigle, 2025).

### **2.2 Peer, Content, and Privacy Risks involved with Social Media Impact on Youth**

#### **2.2.1 Empowering Positive Interactions**

Positive peer interactions on social media go beyond mere connection; they become platforms for mutual support, encouragement, and the cultivation of meaningful relationships (Kim & Fingerman, 2022). By actively fostering a culture of empathy, respect, and constructive communication, users can transform these platforms into virtual spaces that uplift and inspire (Mao & Zhang, 2023).

#### **2.2.2 Curating Content for Growth**

The vast content landscape on social media offers an expansive canvas for personal and intellectual growth. Users can curate their content consumption to align with their educational and aspirational goals. Actively

seeking out informative, inspiring, and thought-provoking content can turn social media into a dynamic educational tool, counteracting the potential negative effects of exposure to harmful material (Buyamin et al., 2023).

### **2.2.3 Navigating Privacy with Responsibility**

As digital citizens, individuals have the agency to navigate the privacy landscape with responsibility. By employing privacy settings, discerning the information shared, and understanding the implications of digital footprints, users can create a secure online environment (Miranda et al., 2023). A conscious effort to strike a balance between social interaction and personal privacy is instrumental in mitigating risks associated with data exposure (Steinsbekk et al., 2021).

## **2.3 Impact of social media on Attention**

### **2.3.1 Mindful Consumption**

Social media's impact on attention spans can be mitigated through the cultivation of mindful consumption habits (Steinsbekk et al., 2021). Users who actively manage their screen time, selectively engage with content, and set boundaries on notifications are better equipped to preserve and strengthen their attention spans. By treating social media as a tool for intentional engagement, users can navigate the digital landscape more effectively, fostering focus and cognitive well-being (Singh et al., 2020).

### **2.3.2 Impact of social media on Family Connectedness**

#### **2.3.3 Balancing Virtual and Physical Interaction**

The positive impact of social media on family connectedness lies in the ability to strike a harmonious balance between virtual and physical interactions. Leveraging these platforms for sharing experiences and updates can enhance familial bonds. Simultaneously, prioritizing face-to-face communication and quality time ensures that digital space complements, rather than replaces, meaningful real-world connections (Mühl & de Oliveira, 2022; Nilsen et al., 2023).

## **2.4 Impact of social media on Mental Health**

### **2.4.1 Fostering Positivity**

The intricate relationship between social media and mental health underscores the need for users to actively shape their digital experiences. Actively seeking out positive and uplifting content, participating in supportive online communities, and promoting mental health awareness contribute to a more positive online atmosphere (Nilsen et al., 2023). Users who consciously curate their digital environments can influence their mental well-being positively.

## **2.5 Impact of social media on Youth Behavior**

### **2.5.1 Responsible Decision-Making**

The influence of social media on youth behavior is not predetermined but shaped by responsible decision-making (Fardouly et al., 2015). Users who critically evaluate trends, challenges, and online communities before participating contribute to a culture of responsible and positive behavior. Social media becomes a catalyst for positive change when individuals use it as a platform for meaningful contributions, constructive dialogue, and ethical engagement (Marino et al., 2018).

## **2.6 Impact of social media on Body Image**

### **2.6.1 Promoting Body Positivity**

The impact of social media on body image can be transformed through collective efforts to promote body positivity. Individuals who celebrate diversity, challenge unrealistic beauty standards, and advocate for

authenticity contribute to a more inclusive online space (Cemiloglu et al., 2022). By consciously curating content that uplifts and empowers, users reshape the narrative around body image on social media, fostering a culture of acceptance and self-love.

### **2.6.2 Synthesis of the Review of Research**

In synthesizing the wealth of research findings, a recurring theme emerges: the power of individual agency in shaping the impact of social media. This synthesis goes beyond recognizing the dichotomy of positive and negative aspects; it emphasizes that a person's approach to social media significantly determines whether its impact leans towards the positive or negative spectrum (Anshida et al., 2025). By fostering responsible use, mindful consumption, and positive engagement, individuals can harness the potential benefits of social media while mitigating its inherent risks. The collective result is a digital landscape that not only accommodates the holistic development of the youth but also actively contributes to their well-being and growth (Miranda et al., 2023).

### **Psychological Impacts on Personal & Social Relationships**

Technology, especially social media and constant connectivity, has fundamentally reshaped how young people form and maintain relationships.

#### **Negative Psychological Impacts**

**The Rise of Comparison Culture:** Social media platforms often present a curated, idealized version of reality. For youth, who are in a critical stage of identity formation, this can lead to:

**Anxiety and Depression:** Constant comparison to others' perceived "perfect" lives, bodies, and successes can heighten feelings of inadequacy and low self-worth.

**Fear of Missing Out (FOMO):** Seeing peers constantly engaged in exciting activities can create a persistent anxiety that one is being left out, leading to compulsive social media checking.

#### **Superficial Connections Over Deep Bonds**

**Phubbing:** (Phone Snubbing) The act of ignoring someone in a social setting by looking at one's phone erodes the quality of face-to-face interactions. It sends a message that the person present is less important than the digital world.

**Weak Ties:** Digital interactions, often based on "likes," "shares," and brief comments, can create an illusion of a large social network. However, these often lack the depth, trust, and mutual support of genuine friendships.

#### **Erosion of Social Skills and Empathy**

Reduced face-to-face interaction means fewer opportunities to practice reading non-verbal cues like body language, tone of voice, and facial expressions. This can hinder the development of empathy and sophisticated social navigation skills.

Online disinhibition can lead to harsher communication styles (e.g., cyberbullying, trolling) because the immediate human consequence isn't visible.

#### **Cyberbullying and Online Harassment**

Unlike traditional bullying, cyberbullying can be relentless (24/7) and widespread. The psychological toll—including severe anxiety, depression, and social isolation—can be devastating for a young person.

#### **Positive Psychological Impacts**

**Finding "The Tribe" and Reducing Isolation:** For youth who feel marginalized in their immediate environment (e.g., due to niche interests, chronic illness, or belonging to the LGBTQ+ community), the

internet is a lifeline. It allows them to find supportive communities, validating their identity and reducing feelings of loneliness.

**Maintaining Social Connections:** Technology makes it easier than ever to stay in touch with friends and family who are geographically distant. This can provide a stable source of social support, especially during transitions like moving or going to college.

**Opportunities for Identity Exploration:** The relative anonymity of online spaces can provide a safe environment for young people to explore different facets of their identity and interests without the immediate judgment of their offline peers.

### **Consequences for Community Development**

These changes in individual relationships ripple outward, profoundly affecting the fabric of local communities.

#### **Negative Consequences (The Erosion of Local Community)**

**Decline in Local Civic Engagement:** When social life moves online, participation in local, place-based activities can decline. This includes:

- Less involvement in local sports teams, community centers, and volunteer groups.
- Lower attendance at town meetings or local events, leading to a disconnect from local governance and issues.

**Economic Fragmentation:** Youth may be more influenced by global trends and online influencers than by their local environment, leading them to shop from international online retailers instead of supporting local businesses. This weakens the local economy.

**Social Polarization:** Algorithmic content feeds can create "echo chambers" and "filter bubbles," where youth are primarily exposed to content that confirms their existing beliefs. This can reduce their exposure to diverse perspectives within their own physical community, fostering intolerance and making cross-group collaboration more difficult.

#### **Positive Consequences (The Rise of New Communities)**

**Digital Activism and Global Citizenship:** Technology empowers youth to organize and mobilize for social causes on a massive scale. Movements like #BlackLivesMatter, climate strikes (Fridays for Future), and gun control advocacy (#NeverAgain) were largely amplified and organized by young people using digital tools. This fosters a sense of global community and civic responsibility, even if it's not geographically focused.

**Hyper-Local Digital Communities:** Technology can also strengthen local ties. Neighborhood WhatsApp groups, Facebook pages, or apps like Nextdoor are used to share local news, organize community watch programs, find lost pets, or plan local get-togethers.

**Access to Information and Resources:** Digital platforms are incredibly effective for disseminating information quickly, from public health warnings during a crisis to crowdfunding for a local family in need or a new park project.

### **3. Methodology**

In this study, a quantitative research method was employed through the distribution of questionnaires. Respondents, carefully selected for the research, were provided with a structured questionnaire to gather their perspectives. The questionnaire utilized a Likert scale, encompassing options such as "strongly agreed," "agreed," "neutral," "disagreed," and "strongly disagreed." Following the collection of primary data, statistical analysis was conducted using the "SPSS" software (Statistical Package for the Social Sciences) to perform descriptive statistics. The categorization of respondents was performed based on demographic variables,

specifically age and gender.

### **3.2 Sample Size**

During this research, a carefully curated cohort of 51 participants was meticulously selected to partake in the survey. Within this cohort, a nuanced approach was undertaken, engaging 31 individuals (comprising 61% of the total participants) through the dynamic realm of online platforms, while the remaining 20 participants (constituting 39%) were approached in person, fostering a diversified and comprehensive data collection strategy.

Further granularity in our exploration is unveiled through an examination of gender distribution, revealing a diverse demographic composition. Within the respondent pool, 56.3% identified as male, providing insightful perspectives, while 43.7% represented the female demographic, enriching the study with diverse and multifaceted insights. This deliberate distribution and the meticulous inclusion of both online and in-person engagement methodologies amplify the depth and robustness of the study, ensuring a well-rounded exploration of the research objectives.

### **3.3 Data Collection Tool - Questionnaire:**

For data collection, a questionnaire was meticulously designed, incorporating a set of 55 questions. Due to the logistical consideration and a need for a broad reach, a hybrid approach was employed. Online data collection involved the dissemination of the questionnaire link [https://docs.google.com/forms/d/e/1FAIpQLScq1AN5g5iQegTJV-Gwr3ODkp4J2jTFcMMKnR50hjEUb5HFbw/viewform?embedded=true&usp=embed\\_facebook](https://docs.google.com/forms/d/e/1FAIpQLScq1AN5g5iQegTJV-Gwr3ODkp4J2jTFcMMKnR50hjEUb5HFbw/viewform?embedded=true&usp=embed_facebook) through WhatsApp and Gmail, engaging 31 participants. Additionally, 20 participants were approached in person, and random questions from the questionnaire were administered during face-to-face interactions.

### **3.4 Analytical Techniques Applied**

In the pursuit of this seminal capstone project, a rigorous analytical methodology was applied, involving an exhaustive review of existing literature, encompassing articles, editorials, journals, and research studies related to the interconnected themes of social media, social connections, and community. A meticulous exploration of these sources provided insights into the impact of social media on well-being, potential risks, benefits, and future research avenues. To ensure a comprehensive understanding, the analysis incorporated diverse perspectives by considering both positive and negative aspects of social media. This inclusive analytical approach allowed the synthesis of existing research, facilitating the identification of novel conclusions and emerging themes within the context of the study.

### **3.5 Reliability and Validity**

The reliability and validity of the research processes were paramount to establish the trustworthiness of the findings. Reliability, in this context, refers to the consistency with which the identified themes and findings can be replicated in similar circumstances. Validity ensures that the measures employed in the study accurately gauge the intended constructs. The researcher ensured the integrity of the study by utilizing a diverse array of sources, including both qualitative and quantitative research studies, journals, editorials, and peer-reviewed articles. This comprehensive approach, incorporating various perspectives, ensured the reliability of the study's findings, while the validity was upheld by aligning the research intentions with the original purposes of the analyzed sources.

### **3.6 Assumptions and Implied Limitations**

Every scholarly endeavor involves inherent assumptions and limitations that guide and contextualize the research. Assumptions inherent in this study include the acknowledgment that, despite the concerted effort to maintain objectivity, prior research may have subtly influenced the direction and themes of the paper.

Furthermore, recognizing the researcher's individual experiences and upbringing during the emergence of social media, unintentional biases may have influenced the interpretation and presentation of findings. Implied limitations include the focused scope of the research, specifically its focus on the impact of social media on young people. Consequently, the findings may not be generalized to other age groups or populations. Additionally, the study is limited to the affluent, "developed" countries covered in the research, restricting the generalizability of the findings to regions not categorized similarly. These acknowledged assumptions and limitations provide transparency, enhancing the reader's understanding of the study's context and potential constraints.

#### **4. Data Analysis**

##### **4.1 Data and Analytics**

According to the research conducted in Karachi, 85% of the participants actively use social media platforms. The preference for Facebook and WhatsApp is consistent with global trends, as these platforms are widely used for maintaining connections and communication.

##### **4.2 Benefits and Challenges**

While social media provides numerous advantages for adolescents, such as forming connections and acquiring new skills, excessive usage poses challenges. Our findings reveal that 8% of respondents spend up to 7 to 9 hours daily on social media, with 15% exceeding 15 hours. This trend is particularly concerning for students, potentially affecting academic performance, as highlighted by a Ghanaian study on social media's impact on school performance.

##### **4.3 Cyberbullying**

A significant portion of the adolescents in our research reported experiencing cyberbullying on social media, including instances of rude comments, name-calling, and the spread of misinformation. Addressing this issue is crucial to safeguarding the mental well-being of young individuals.

#### **4.4 Recommendations**

##### **4.4.1 Education on Responsible Usage**

It is imperative to educate the youth on responsible social media usage to ensure they maximize its benefits without compromising their time and well-being.

##### **4.4.2 Content Screening**

Stakeholders and service providers should implement effective content screening methods to limit exposure to inappropriate material, reducing the risk of encountering harmful content.

##### **4.4.3 Integration into Education**

Schools and government entities should consider incorporating social media as a communication tool to engage effectively with young people, enhancing their understanding of its positive potential.

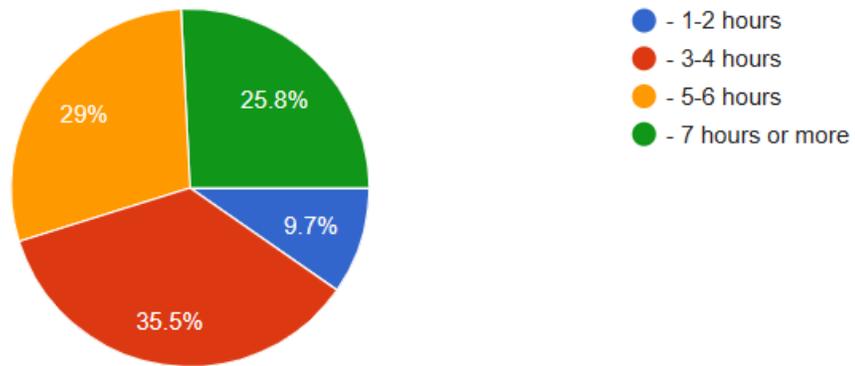
#### **4.5 Key Findings**

##### **4.5.1 Daily Usage**

The chart above showcases the diverse daily social media usage habits among the surveyed youth in Karachi. Notably, 35.5% of respondents reported using social media for 3-4 hours daily, indicating a substantial portion of users who engage with these platforms for an extended duration.

**\*\*On average, how many hours per day do you spend using digital devices?**

31 responses



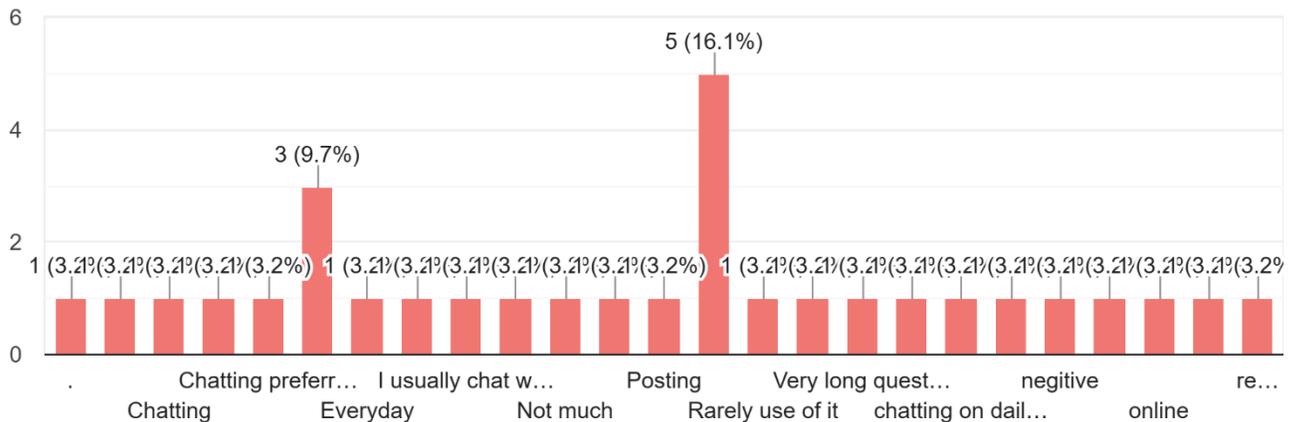
The data indicates the distribution of respondents based on their daily social media usage. Notably, a significant percentage spends more than 15 hours daily, raising concerns about the potential impact on academic performance.

#### 4.5.2 Behavioral Patterns

##### \*Social Media Behavioral Trends

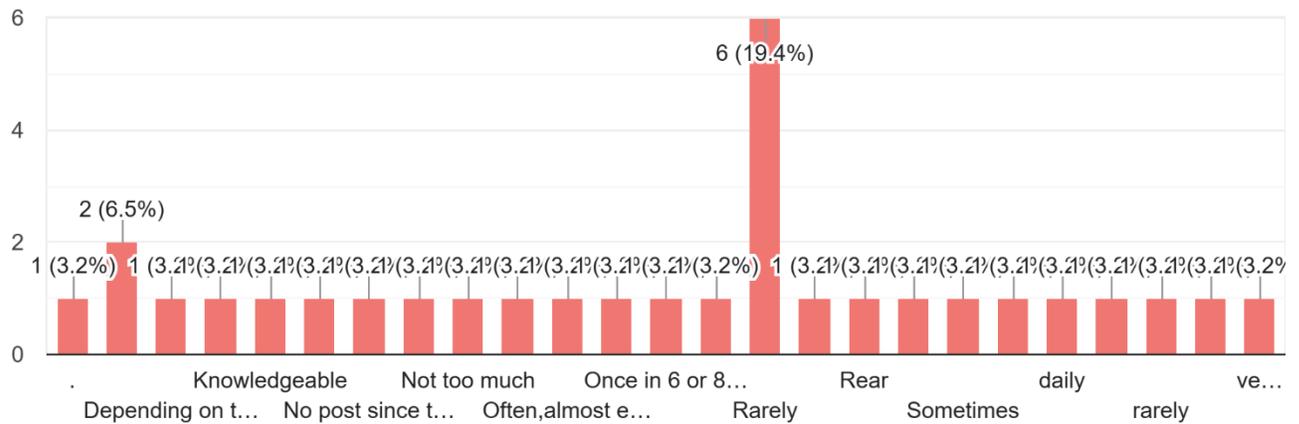
**\*\*How often do you actively engage in social behaviors online, such as chatting or posting?\***

31 responses



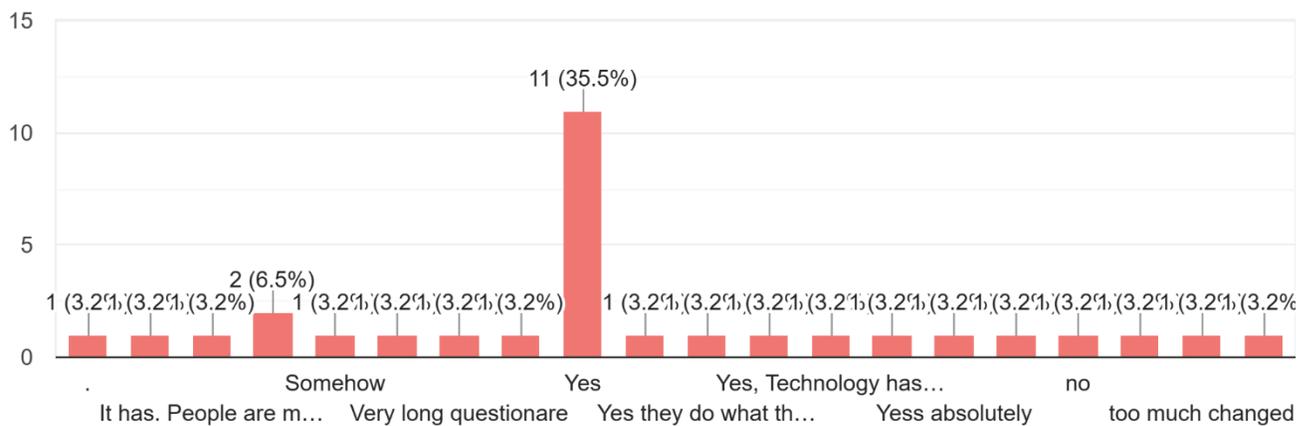
**\*\*How often do you post content on your social media profiles?\***

31 responses



**\*\*Do you believe technology has changed the way young people express affection or friendship?\***

31 responses



This dynamic graphic delineates evolving behavioral patterns among Karachi's youth. It provides a timeline of engagement trends, content creation frequencies, and preferred interaction types.

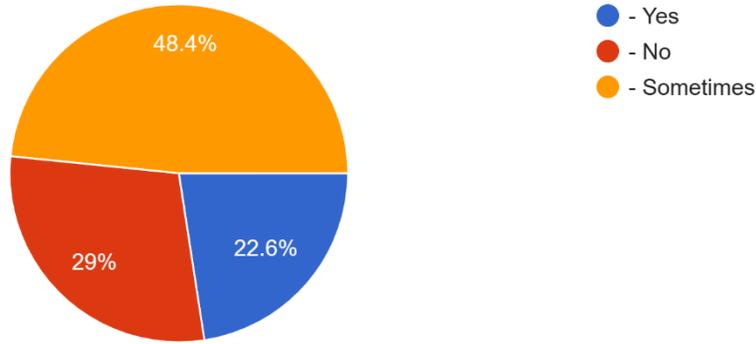
**\*Insights:**

**Evolution of Engagement:** A visual representation of changing engagement patterns, from initial exploration to more advanced content creation and interaction.

**Identification of Popular Interaction Modes:** Understanding preferred interaction modes, such as comments, shares, or direct messages, reveals how users connect on social media.

**\*\*When you're feeling down or stressed, do you turn to digital communication for support?\***

31 responses

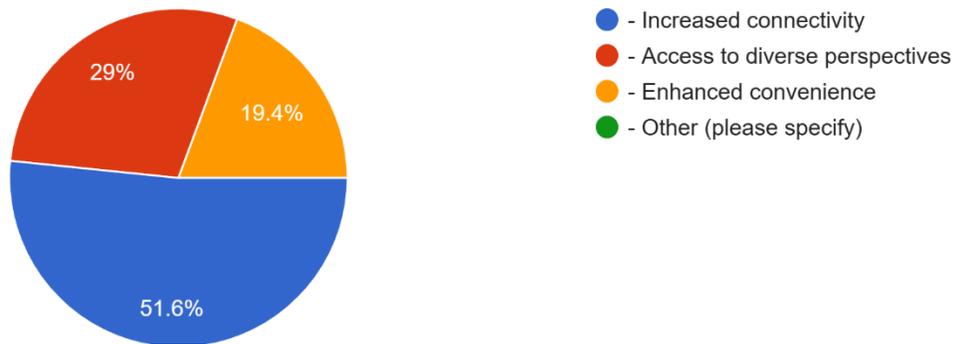


### 4.5.3 Positive and Negative Aspects

#### **\*Advantages vs. Disadvantages of social media**

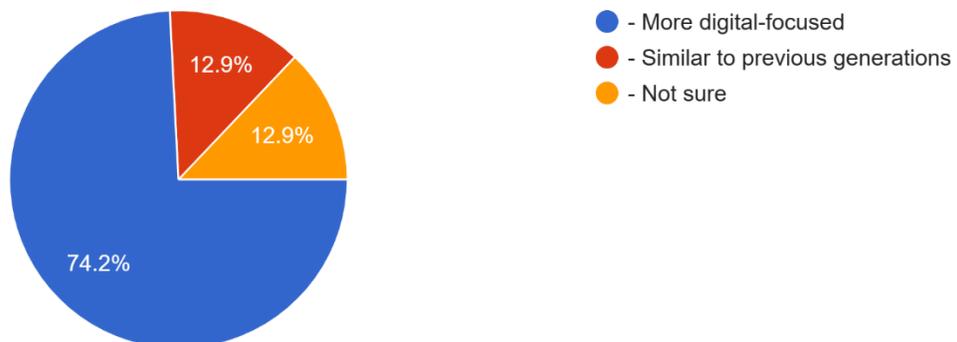
**\*\*What benefits do you see in using technology to communicate and connect with others?\***

31 responses



**\*\*How do you think technology has changed the way friendships are formed in the current generation?\***

31 responses



This comprehensive chart delves into the dual nature of social media, presenting a comparative analysis of perceived advantages and disadvantages.

**\*Insights:**

**Balanced Perspective:** A visual representation offering a nuanced understanding of both positive and negative aspects.

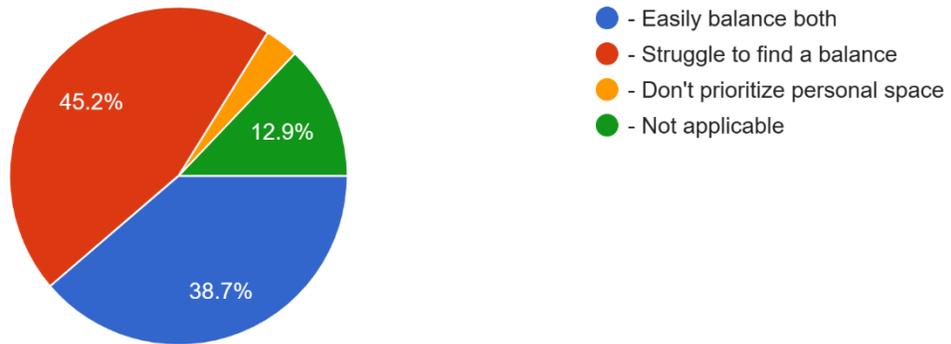
**Identification of Key Concerns:** Pinpointing specific areas of concern, such as privacy issues or information overload, aids in targeted interventions

4.5.4 Challenges and Solutions:

**\*Respondents' Challenges and Proposed Solutions**

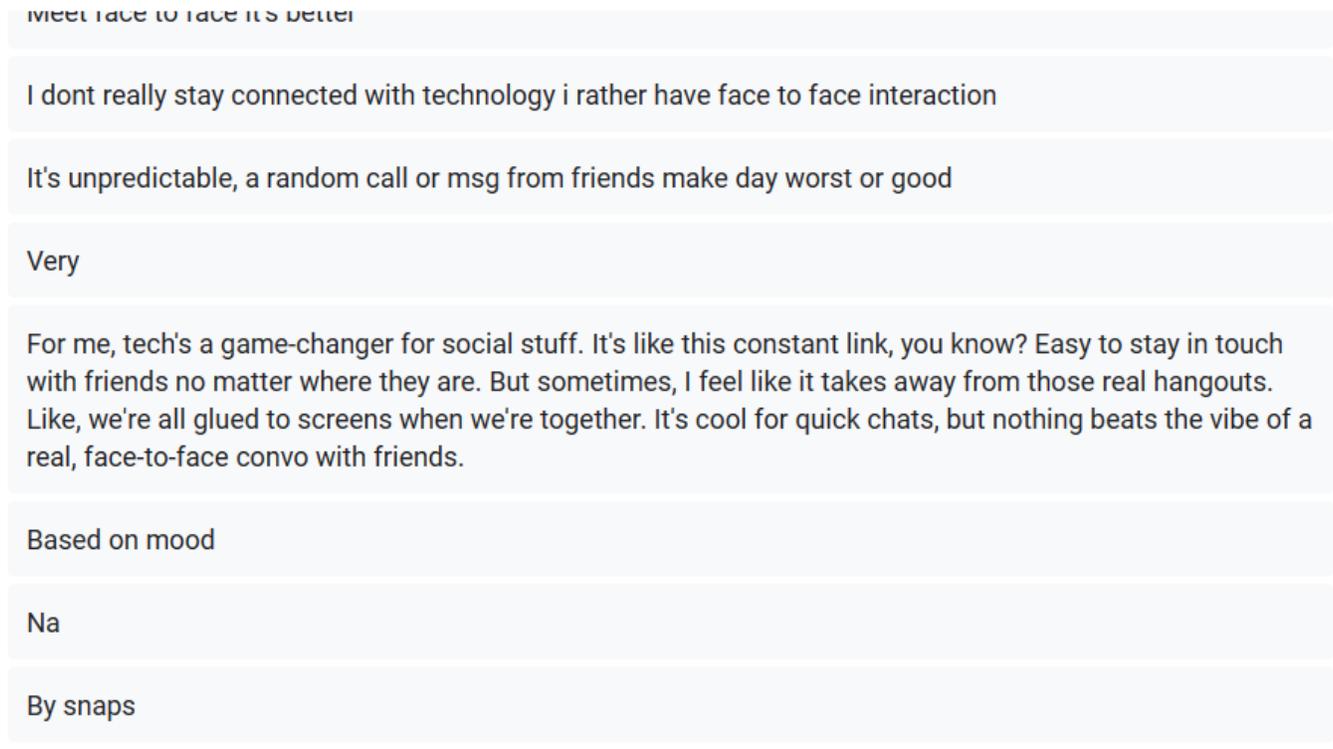
\*\*How do you navigate the balance between staying connected through technology and the need for personal space and privacy?\*

31 responses



**\*\*How does using technology impact your social interactions with friends? Choose the option that best represents your feelings:\*\***

26 responses



This visually appealing graphic encapsulates challenges reported by participants and their proposed solutions. It serves as a framework for devising targeted interventions and support systems.

**\*Insights:**

**Holistic View of Challenges:** A holistic overview of challenges faced by the youth, ranging from time management issues to cyberbullying.

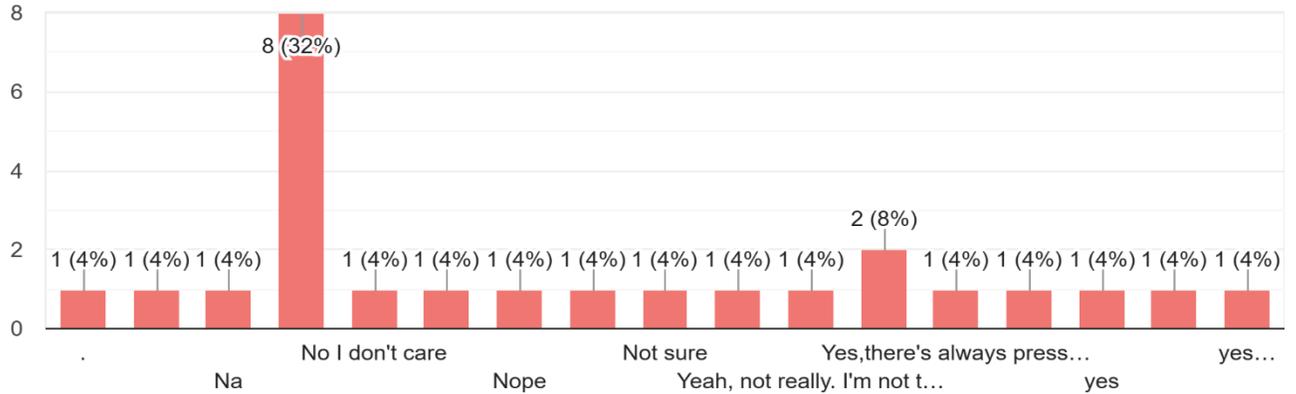
**Informed Solutions:** Respondents' proposed solutions provide insights into the type of support mechanisms they find beneficial.

4.5.5 Impact on Responsiveness:

**\*Impact on Responsiveness**

**\*\*Do you feel pressure to maintain a certain online image on social media?\***

25 responses



**\*\*How has the prevalence of social media affected the way young people form and maintain relationships?\***

24 responses

No

They are not maintaining relationship they were maintaining timepass

Its easier to maintain online relationship but they dont go too far due to lack of understanding

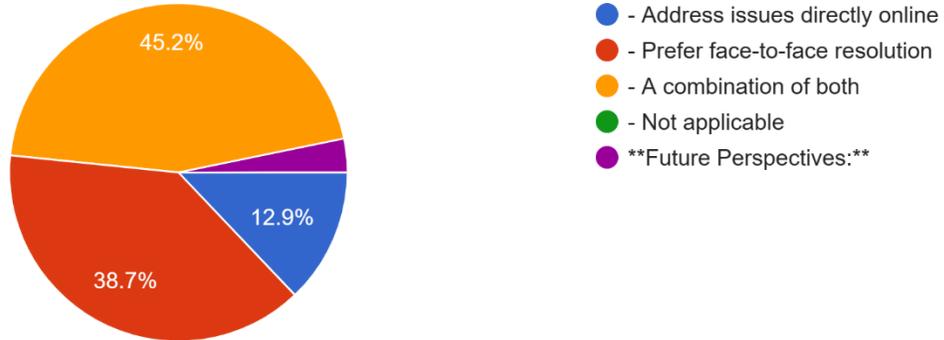
I don't know

No idea

The prevalence of social media has changed the game for how young people form and maintain relationships. It's made connecting easier, breaking down barriers of distance and allowing friendships to blossom globally. We meet new people, share experiences, and stay in touch constantly, which is great! But there's a flip side too. Sometimes, the pressure of presenting the perfect image online or comparing our lives to others can be overwhelming. It's like a highlight reel, you know? This pressure might affect self-esteem and create an illusion of what relationships should look like, impacting how we build and sustain them offline.

**\*\*How do you navigate disagreements or conflicts within your relationships when using technology?\***

31 responses



This chart illustrates how social media usage may influence an individual's responsiveness and decision-making, highlighting potential challenges.

**Insights:**

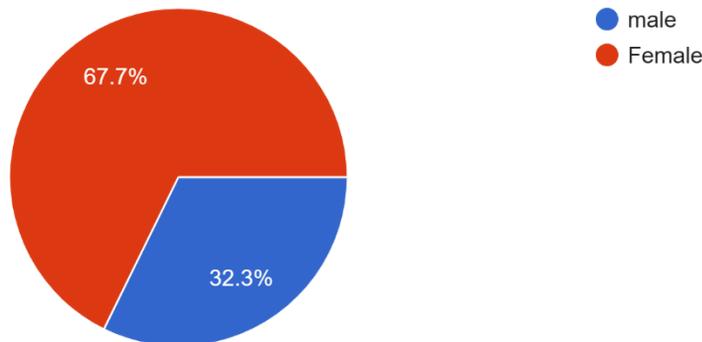
**Navigating Decision-Making Challenges:** Understanding how social media impacts responsiveness is essential for navigating decision-making challenges.

**Striking a Balance:** Insights into balancing online interactions with timely responses in real world scenarios.

4.5.6 Demographics of respondents

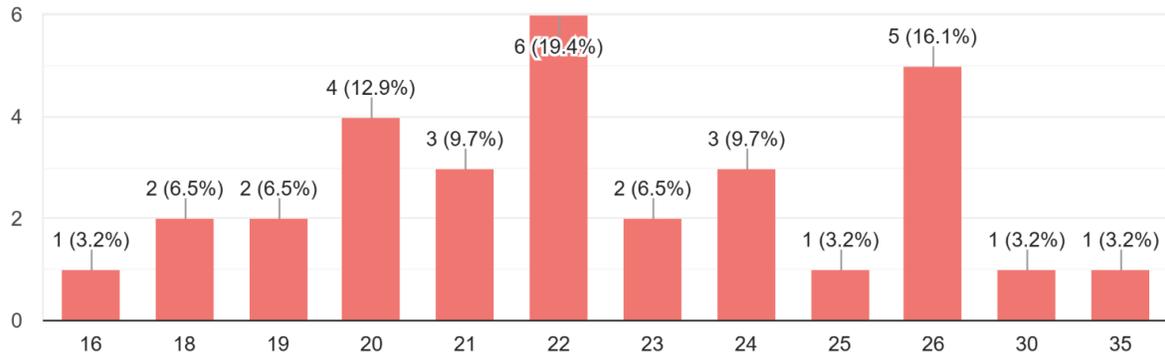
Gender

31 responses



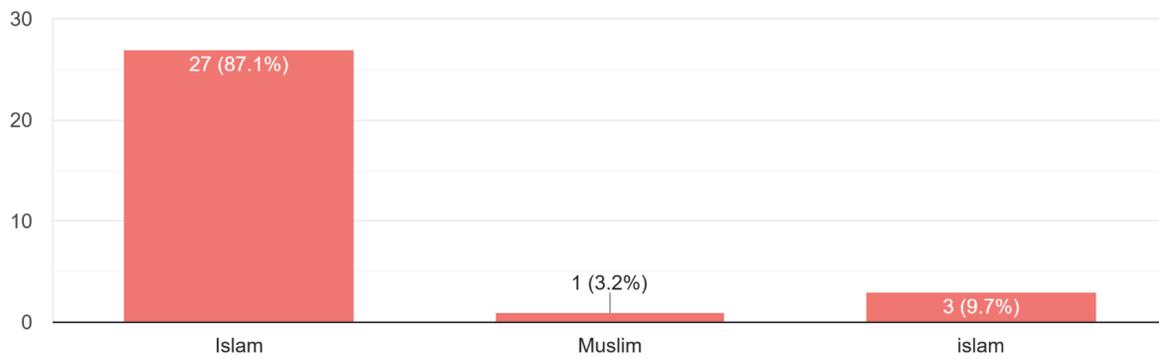
### Age

31 responses



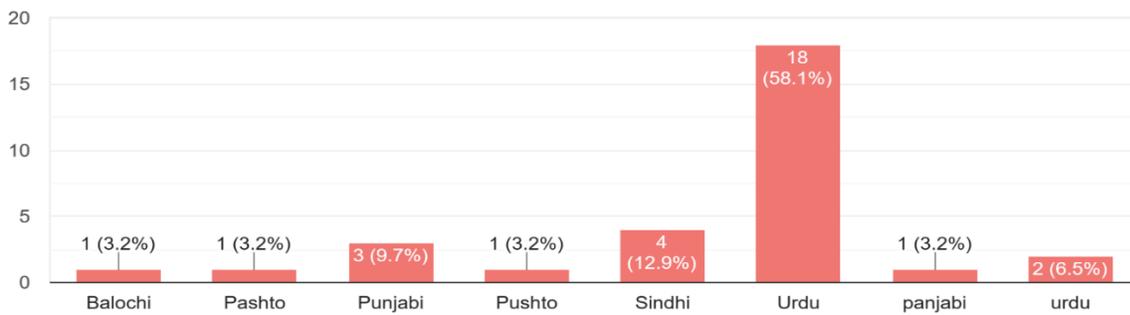
### Religion

31 responses



### Mother tongue

31 responses



The demographic insights gleaned from our survey encompass a range of factors, including residence, age distribution, and gender ratios. These nuances provide a comprehensive backdrop, guiding the tailoring of strategies and interventions to resonate with the diverse experiences and preferences of Karachi's youth on social media.

## Conclusion

In the contemporary digital era, social media has become a significant force influencing the communication patterns, social interactions, and cultural expressions of youth in Karachi. This study examined the impact of social media through a mixed-methods approach, utilizing online surveys and face-to-face interviews to capture diverse perspectives. The findings indicate that social media usage is shaped by a range of demographic factors including residence, age, gender, religion, and culture, highlighting the complex and layered nature of digital engagement within the city.

Geographical distribution revealed variations in usage patterns across urban, suburban, and rural areas, while age-related differences illustrated distinct generational approaches to social media interaction. Gender representation emphasized the importance of inclusive perspectives, and cultural and religious influences were found to play a crucial role in shaping online behaviour and content preferences. Analysis of time spent on social media and patterns of engagement demonstrated both the benefits of connectivity and information access as well as challenges such as excessive use, privacy concerns, and cyberbullying.

Overall, the study underscores the need for culturally sensitive, age-appropriate, and inclusive strategies to promote responsible social media use. These findings provide valuable insights for educators, policymakers, and stakeholders seeking to foster a balanced, inclusive, and empowering digital environment for the youth of Karachi.

## Recommendations

Based on the findings of this research on the impact of social media on youth in Pakistan, several recommendations can be proposed. First and foremost, there is a need for comprehensive digital literacy programs within educational institutions to equip young individuals with the skills to navigate social media responsibly. Additionally, collaboration between stakeholders, including schools, parents, and government entities, is crucial to establish guidelines for healthy social media use and to raise awareness about potential risks. Social media platforms should also take proactive measures to implement stricter controls on cyberbullying and the dissemination of inappropriate content. Moreover, community engagement initiatives can play a vital role in fostering a supportive environment, encouraging open conversations about online experiences, and addressing mental health concerns related to social media use. Lastly, continuous research is essential to stay abreast of evolving trends and dynamics in social media behavior among Pakistani youth, allowing for adaptive strategies to be implemented effectively.

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