

Social Media and Mental Health: Excessive Use of Social Media May Lead to Psychiatric Disorders

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Abstract

Excessive use of social media is one of the causes of psychiatric disorders. Millions of people suffer from health issues but not all get the adequate treatment. Individuals involve in social media to gain support, help and to advance their own image online. They also utilize social media for excitement, to relax and for time pass. Usage of social media leads to both positive and negative psychological results. Connection between social media and psychiatric disorders can be seen by the regularity of online presence individual have everyday schedule. Usage of social media is turning into a hazard for youth generation these days. They mostly fall prey to the inappropriate content and online security issues. This proposal explains how sleep deprivation, anxiety and other health issues have a direct connection with excessive use of social media. The main purpose of this proposal is to highlight how social networking sites effect individual's relations, the findings indicates that some online activities were linked to higher level of anxiety.

Keywords: Social Media, Depression, Behavioural Attributes, Narcissism, Health Issues, Online Bullying and Harassment

Introduction

With millions of users using social media on daily basis raises a question what kind of people rely on these tools in their connections with others. According to previous researchers three personality traits are common to social media use: extraversion, neuroticism and openness to exploration and experience. Emotional stability is negatively linked to social media, higher level of anxiety, lack or satisfaction is actually predicting mental health issues (Correa, Hinsley & De Zuniga, 2010). Social media sites have given user opportunity to connect with the world online, thus decreasing the face-to-face interaction. One of the major drawbacks of these online activities is that individual isolate themselves and avoids social engagement. Constant use of social media may develop negative emotions and elements of narcissism which may affects an individual social behaviour. Compassion or empathy is an ability to feel and involve in other feelings, most researchers define this behaviour as multidimensional development. But one's exposure to other feelings is only possible if he or she is exposed to social world rather than online activities (Alloway, Runac, Qureshi & Kemp, 2014). Internet addiction has been associated with the terms like cyber bullying, online harassment and Facebook depression for a very long time. Usage of social media for emotional support, mood modification or even for pleasure cause harm to the very important behaviours (Andreassen, Pallesen, & Griffiths, 2017). The factor due to which people involve themselves in content generation via social media is affection and needs they show encouragement,

interest, thought and experiences to their friends and family. Users use social media to promote, publicize their personal identity and interest to gain respect and support. Users also use social media for entertainment to have fun, to relax and for time pass (Leung, 2013). Using social media for emotional support is the cause of sleep deprivation, anxiety and depression (Woods & Scott 2016). Content delivering positive emotions may acquire attention and activate the higher level of emotions which can affect the response and social interaction behaviour also (Ferrara & Yang, 2015). Some researchers have also found out that ideal thin images projected on social have a major impact on women, exposure to ideal thin advertisement causes increase in dissatisfaction, negative mood and depression (Bessenoff, 2006).

A large number of cases regarding sleep deprivation and level of anxiety can relate to utilization of social media in excess. Depressed adults use social media to regulate their mood or to gain emotional support. The association among night time social media use and poor sleep results in depression and anxiety (Woods & Scott, 2016). Usage of video games, data communication innovation, online chat, emails and brief message may be helpful in creating misery for long periods of time. There are no efficient audits which comprehensively synthesise and assess the quantitative inquire about in this zone (Afsar). Usage of social media effects routine, emotions, confidence and levels of anxiety. Those who are frequent users of social media are those who are suffering from the lack of sleep, lack of confidence and higher levels of anxiety. Most people who are suffering from depression uses social media mostly at night (Woods & Scott, 2016). Social media platforms are being used as useful tools for capturing behaviour of an individual according to the individual's thinking and mood. Language that a person uses on social media may directly specify the feelings of insignificance, guilt and vulnerability that describe major depression. Social media may reflect changing social interactions (De Choudhury, Gamon, Counts, & Horvitz, 2013). Nowadays logging into social media site and scrolling through people profile has become a routine. It has a huge impact on how people interact and how they perceive themselves. Social media expose users to certain standards online and the users consequently start comparing themselves to those standards. This selective self-presentation has a positive effect on people's behaviour, as they manage to control what information to present that may lead to positive impact on their image. When people represent their ideal image it has positive impact, effect of social media depends on how individual represent themselves (Phung). Now a day's use of social media sites among young generation is the most common activity. These sites offer a platform for entertainment and interaction. This exposure is causing potential problems like cyber bullying, depression, and the most importantly exposure to inappropriate content. Involving in social media activities also benefit people by advancing their communication skills and societal connections. Current researchers have revealed that excessive use of social media effects the offline behaviour of an individual, such as mistreatment, bullying, privacy issues, internet addiction and sleep deprivation (O'Keeffe & Clarke-Pearson, 2011). Increasing use of social media leads into both positive and negative mental health outcomes. Relationship between social media and depression can be influenced by the regularity, quality, and the type of online content individual is going through on daily basis (Afsar, 2013).

Most researches have concluded that most adults have been a victim of online bullying and harassment. One of the most important factors that may cause online bullying is what an individual has posted online or what kind of information they have shared online (Sengupta & Chaudhuri, 2011). Easy accessibility of social media has also enhanced opportunities to explore about health care and consulting with doctors for solutions but as the young age is way too non serious about these issues so it is highly impossible that they are using social media sites for correct information, and not becoming a victim to false or fabricated information (O'Keeffe & Clarke-Pearson). Recently youth are sharing more information about themselves on social media platform, they do

choose privacy setting but most of them are not really concerned about someone else getting access to their personal information (Madden, Mary, Lenhart, Cortesi, Gasser, Duggan, Smith, & Beaton, 2013). People use social network sites to share their views and opinion with their circle. This is mostly done in naturalistic setting; this provides means for detecting the behavioural changes according to individual's activities. Individual may express feelings of worthlessness or self-hatred which indicate depression. Such change in behaviour can easily be detected from an individual's presence on social media that may affect social ties (De Choudhury, Gamon, Counts & Horvitz, 2013).

Research Question

1. How the frequent use of social media leads towards psychiatric disorders that affects individual's mental health?

Literature Review

The usage of depression-related terms by individuals is a common behaviour on Twitter and Facebook posts. Study on depression specifies that users expressing depression symptoms seem to be active mostly during the evening and the night. Thus indicating that the constant routine of users using social media at night thus identifying insomniac behaviour. Some researchers also reveal that Individuals suffering from depression mostly use their names in their posts, to attract response and attention. It is often observed that a person suffering from depression lean towards social media to share their feelings of helplessness and insecurity with others and to receive societal support (De Choudhury, Gamon, Counts & Horvitz, 2013). When an individual frequently uses social media his focus and attention shift solely towards social media thus ignoring the rest of the aspect of his life. This shows many similarities to other persons who face health issues by excessive use of social media such as tolerance, conflict, relapse and mood adaptation (Andreassen, 2015). Social media sites such as Facebook, twitter, wikis are increasing in a very huge rate every day. Organizations use new technologies to improve the sale of their product. But the usage of social media in organizations differ from individual personal usage as it allows a person for multitasking such as staying intact with friends, making new friend, exploring new sites, sharing pictures and information (Treem, & Leonardi, 2013). Social media can offer advantages that may help in community support as charity or fund raising or volunteering for social work, keeping updated about political events; or in some case enhancement of one's thought by writing blogs, and other productive task (O'Keeffe & Clarke-Pearson, 2011). The literature regarding cyberbullying still lack clarity of the concept, these phenomena is defined differently in many other forms. Most of times users receive hacking threats by means of viruses thus compromising individual's personal information and data (Vandebosch & Van Cleemput, 2008). The behaviour of an individual and psychology is always evolving and changing in the way person uses the technology. The way individual utilize online content simply indicates how they make the meanings of their connections. Social variables such as residency are moreover found to impact social networks, which in turn correlated with depression. Many suggested that affiliation between mental health issues and the individual utilize of technology and somehow related (Afsar, 2013). Using social media is becoming a risk to adults these days. Most adults fall prey to the inappropriate content and online privacy issues. Parents should be encouraged to ask children about the online search so that can help in countering such issues. Numerous social media Web Pages show several advertisements such as posters, flyers etc, behaviour advertisements that targets individuals according to particular categories i.e colour, gender, orientation etc.) that's impacts just not the adults but also the innocent minds of young students (O'Keeffe & Clarke-Pearson). Cyber bullying

or online abuse may create emotional distress, psychiatric disorders and in severe cases mental health issues. Teens who are more exposed to social media suffer from harassment frequently. Presentation of false information may lead to encourage unknown contacts and other form of harassment. Online harassment integrates cyber-bullying as well as unknown contacts, probability of female young people to face cyber-bullying much higher than the male (Sengupta, & Chaudhuri, 2011). Social media enable the users to make themselves even more visible in terms of their behaviour, information and ideas. For making the information more visible about any individual technology is always involve. Social media is the most important product for institutional communication forms accurately since they bear new types of behaviours that were already inconceivable to accomplish before these modern (Treem, & Leonardi, 2013). Interaction on social media comes with a price in most cases you are not sure who you are interacting with the actual identity of individual in always not confirm (Kaplan & Haenlein, 2010). Face to face bullying can be considered as physical dominance but that is not essential in the case of cyber bullying. According to research 40% of youth have been exposing to cyber bullying just because of lack of knowledge and consistency. Technology may help youth to hide their identity but on the other hand it can also be used for posting false information about someone else. Another major aspect of cyber bullying is that the victim doesn't not know the offender because most of the time their identity is hidden by choice. Social media site can engage youth to get involve in harmful or hateful activities (Patton, Hong, Ranney, Patel, Kelley, Eschmann, & Washington, 2015).

The online profile opens up avenue for people to faced harassment. Cyber harassment involves when an individual face unaccepted behaviour form others online thus causing emotional distress. When cyber harassment is involved the networks, providers are not innocent in this case, it becomes their responsibility take such measures to make sure this kind of aggressive behaviour is strictly dealt with (Van Laer, 2014). Cognitive empathy is related with fantasy scale, the ability of an individual to identify themselves with fictional characters or an ability to place oneself in an imaginary situation, major reason for empathy is personal hardships and troubles (Alloway, Runac, Qureshi & Kemp, 2014). It is really essential to make parents aware of social media content either it's healthy for their children or not. Using social media gets to be a hazard to adolescents more regularly than most adults realize. Websites that encourage self-harm, suicide, other anti-social behaviour; may not be appropriate for young minds (O'Keeffe & Clarke-Pearson, 2011).

Methodology

According to Berelson, content analysis allows researchers to examine details in texts, numbers, and images. It is commonly used in qualitative research to describe and analyze objects systematically, often in numerical form. Content analysis is particularly useful when researchers seek detailed information, enabling them to thoroughly describe and interpret specific texts. According to Satu Elo and Helvi Kyngäs, content analysis is a method utilized in both qualitative and quantitative research. It can be categorized into two types: inductive and deductive content analysis. In nursing studies, researchers often employ qualitative content analysis. The key distinction between inductive and deductive approaches lies in their application. Inductive content analysis is used when there are no prior studies addressing a specific phenomenon, allowing researchers to build new insights. In contrast, deductive content analysis is applied when the phenomenon is related to existing studies, and the results are interpreted based on prior research. According to Lombard, Snyder, and Bracken, content analysis is highly valuable in mass communication studies. They emphasize that it enables researchers to examine texts or events in detail, even down to analyzing a single line. Content analysis is widely used in nursing and professional studies to gather information about specific phenomena. It ensures researchers access

accurate and detailed data. Additionally, the vast amount of content available allows researchers to thoroughly read and analyze the information. According to Downe, content analysis is a detailed method that thoroughly describes various aspects of a subject. It is applied in both qualitative and quantitative research methodologies. Researchers use content analysis when they require in-depth information about a specific text. This approach is particularly useful for addressing specific issues, finding solutions, and drawing conclusions. Downe concluded that content analysis provides accurate and detailed data on a given topic, offering reliable results. Researchers often employ this method to analyze text, even at the level of a single line. This paper applies content analysis of how excessive use of social media can be responsible in causing isolation, depression, anxiety and decreased social interaction. 22 articles were consulted for gathering data on health issues and social media. Archival data includes medical reports of various people suffering from depression due to excessive use of social media and international agency reports. Subsection includes mainly journal articles and citation reviews regarding the health issues faced by the victims of social media addiction. The data also revealed that certain aspect of face book such as photo feature leads to narcissism. Overall results indicated that social media leads to isolation, self-promotion, anxiety and other health issues. The objective of this paper is to explore how social media is the cause of depressive disorders.

Discussion

Frequent use of social media is considered to be linked with certain behavioural changes it is possible that it has some harmful effects on mental health. Major depression affects people at least one or more times in their life time. Mental disorders are major cause of inability to work thus affecting the economic conditions of an individual. Facebook has been associated with the changes in an individual's self-esteem, attention to one's profile may have positive effects however exposure to autobiographical data may lead to low self-esteem as a result being conscious of one's social status (Pantic, 2014).

Emotions and Information Diffusion

Online activities, engagement and expression of emotions and feelings on social media can be harmful for the individual and can be used for predicting future health issues and behaviours. People openly share information about private issues thus risking the physical illness (De Choudhury, Counts & Horvitz, 2013).

Emotional Branding

Brands create a sincere relationship partner just like humans, they can provide their consumers the resources in making choices, fulfilling their goals and encouraging them. Marketers use social media to promote their brands, researchers have found that brands that affect emotions are usually developed online. Emotional connection between a consumer and a brand is usually established due to the individual self-connection of a consumer towards that brand. Emotional based brands reflect on the commitment and the loyalty of an individual (Turri, Smith, & Kemp, 2013).

Depression

Researchers have described a phenomenon that defines depression caused in teenagers and preteens due to spending a lot of time on social media sites i.e. FB, Twitter etc. later on being to express the typical symptoms of depression (O'Keeffe & Clarke-Pearson). Negative behaviour such as comparison with others on social media can be taken as helpful in predicting depression (Afsar, 2013). This shows that non depressive people are less active at night as they are not suffering from depression. It is a common notion that 9 out of 10 individuals are suffering from one or another kind of mental health issues and their symptoms increase at night (De Choudhury, Gamon, Counts & Horvitz, 2013).

Social Comparison

Users compare themselves to others to determine the level of their own abilities and successes, there are two types of social comparison that exist. Downwards social comparison is when an individual compare himself to the less prosperous than himself in some aspect, this creates the feelings of self-worth. Upward social comparison is when individual compare himself that are considered better than him in certain aspect this can causes damage to self-evaluation. Ladies are most likely to compare themselves with more beautiful than them are most likely to be dissatisfied, women of every age group suffer from negative mood when they compare themselves to thin models (Bessenoff, 2006).

Sleep Deprivation

The lack of sleep is directly linked to computer and use of Internet in abundant which increases daytime tiredness overall. These phenomena are more dangerous for adults as 86% of them sleep with their phones under their beds or keep their phones in their hands all the time. Constant notifications or alerts requires an individual to stay online and alert on social media all the time and contribute to the happenings. These further damages the sleep quality, which causes less social life thus reducing the social interaction overall (Woods & Scott, 2016).

Decrease in Social Engagements

Social media often leads to withdraw from social engagements and happenings. Such changes can be easily observed by change in activities on social media, as social media may directly represent changing social interactions. Change in language, social links and activity is another symptom leading towards this change. If we compare the behaviours of the depressed person and a normal client it will be easily seems that that people with depression lack social links, more noteworthy negative emotion, tall self-attention centre, and therapeutic concerns, and increased expression of religious considerations. Advance, in spite of having smaller ego networks, individuals in the discouraged course show up to belong to firmly clustered close-knit systems, and are typically exceedingly implanted with the contacts in their ego network (De Chouddhury, Gamon, Counts & Horvitz, 2013)

Narcissism

According to research personality plays an important role in excessive use of social media few studies use the term “Narcissism” which indicates the positive feelings of an individual towards himself which can be easily seen through their likes, comments or content. Some of the studies relate narcissist as self-centred, arrogance and selfish. Addictive social media use is related to being single, lack of education and a negative self-concept. This can be controlled by interventions and preventing online participation (Andreassen, Pallesen, & Griffiths, 2017).

Privacy Concerns

Major risks of social media include the lack of privacy, as social media sites enable the users to share and connect information that could be private in some cases (Kaplan & Haenlein, 2010). Adult who lacks the awareness about privacy concerns mostly post private information, without having the knowledge that once something is posted online it can easily go anywhere in the world (O'Keeffe& Clarke-Pearson, 2011).

Cyber bullying and Online Harassment

Cases of online abuse and harassment are growing rapidly; social media seems to be the main home ground of the online harassment and abuse. Only appropriate education can minimize the chances of ensuring the proper social interaction. Social media users, especially the chats rooms and instant messaging are seen addictive and harmful among teenagers as teenagers rashly unveil personal data, enjoy the inappropriate behaviour, and energize connection with strangers.

Researchers have found connection between social media and online harassment (Sengupta & Chaudhuri, 2011).

Conclusion

Now a day's social media has also become a major cause in causing isolation, envy, anxiety, narcissism and decreased social interaction. Excessive use of social media may affect the behavioural attributes like social interactions, emotions and language of an individual thus increasing health issues and decreasing the quality of life. Recent researchers have found out that social media decrease social activities and raise negative effects. Findings of this paper may help in developing methods for recognizing the symptoms for depression that may be helpful for the individual or healthcare agencies. People post stuff on social media according to their feelings in this way it's not really that difficult to detect their behaviour. We believe our discoveries and strategies may be valuable in creating tools for recognizing the onset of major discouragement, for utilize by healthcare offices; or on sake of people, enabling those enduring from discouragement to be more proactive about their mental wellbeing. The ways in which individuals utilize online social organizing and the implications they make of their intuitive are likely to be imperative determinants of misery, or bad habits. Social media has appeared to help children and youth by developing communication and social interaction. Confident people post about their family, education and life. While less confident people are mostly concerned about others opinion and they monitor their own feed and keep deleting their unwanted posts. Thus, social media not only effect one behaviour attributes it may also predict how one feels.

Recommendations

Online behaviour is not always static in the way individuals utilize innovation for social purposes. It is troublesome to exaggerate the extent to which online social organizing has invaded the regular lives of individuals. Following recommendations may be helpful for individual to overcome health issues caused by social media.

1. Parents need essential knowledge and understanding regarding their children's online behaviour and its effects offline. Hence the knowledge gap between the parents and the children which creates difficulties for parents to understand the working of social media world can be eliminated by providing them sufficient education about technology and advancements in online world.
2. Apps like self-control, freedom can help an individual to cut down time he spends on social media and to reduce digital diversions. Practical self-help strategies like spending time with your family, outdoor activities or performing any other relaxing task offline may help in handling emotional discomfort.
3. Social media provides useful indicators that can be helpful predicting if an individual is going to suffer from mental health issues in near future.
4. There are many social media sites that used for interaction now a day individual should choose the right medium for sharing the information and message depending on the target group that information needs to be shared with.
5. Crowdsourcing can be used as a useful tool to acquire data from several twitter users who have been diagnosed with depression.
6. Social media platforms offer different opportunities for productive and meaningful communication. Such social platforms can be used for gaining valuable signals for predicting the course of depression in people, as measured through diminish in social action and negative influence.

7. Cognitive behaviour therapy may help users to get rid of internet addiction. This approach explains how individual remembers, speak, perceive or solve problems. Strategies are applied to help an individual to cope with emotional discomfort.
8. The network providers can take strict measure to ensure that cyber threats, harassment issues and online bullying is handled responsibly.
9. Analysis of publically displayed data may help in predicting the mental health issues regarding privacy with pursuing the research in this field.
10. Social media and mental health is closely related to the quality of life, anxiety and depression, studies under the supervision of health maintenance specialist may improve clinical outcomes and quality of life.

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