

The Impact of Social Media Usage on Psychological Wellbeing, Mental Health, Social Capital, Social Isolation, and Family Relationships: A Quantitative Analysis

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Abstract

The research conducted to analyze the use of social media websites and its impact of social life of human's beings. The social media is effective medium for people to develop relationships, to contact people, to expand business, on same time this has negative effects on human's minds in terms of mental health, social isolation and affects the family relationships. Social media is tool to connect people and develop good relationship and people can manage their relationships and business by effective use of social media. This study conducted on consumers who are using social media by their extensive time and people are agree that social media has adverse impact on social capital, mental health and family relationships. People become more dependent upon usage of social media rather than real existing relationship and family members. The Quantitative research conducted based on Positivism research paradigm and deductive approach, to evaluate the behavior of people who are using social media and how social media affects on their Psychological wellbeing, Mental Health, Social Capital, Social isolation and Family Relationships. The data collected from 385 consumers who are using social media, data collected through online Google forms and data analyzed in SPSS software and various tests has been applied to evaluate the data. The research results are reliable tested based in internal reliability test the values of Cronbach's Alpha is greater than 0.7. The corelaiton analysis shows the significant relationship of social media use with all variables and regression analysis shows the significant impact of social media use on Psychological wellbeing, Mental Health, Social Capital, Social isolation and Family Relationships. The research is useful for analyze the behavior of people for using social media websites.

Keywords: *Social Media Use, Psychological wellbeing, Mental Health, Social Capital, Social isolation and Family Relationships.*

Introduction

Social media is an essential part of human life, connecting people with friends, family, and businesses. However, it can also negatively impact behavior, as people become more connected to online people and less connected to their family and relationships. Social media networking sites like WhatsApp, Facebook, and YouTube are increasingly used by students in Nigeria. Asdaque, Khan and Rizvi (2010) carried out a study using one hundred undergraduate students of two federal universities in Pakistan.

The study examined internet usage and academic performance, finding a negative relationship. The research found that social media usage, but not its frequency, negatively impacted college students' performance. However, studies have shown its value in providing online materials. (Aligwe, Ugochukwu & Nwafor, 2017; Apuke, 2016).

Psychosocial behaviour is seen as the response or reaction of how an individual behaves and develop his/her relationship in the school environment or anywhere the person found him/herself as a result of the use of mobile phones, IPads, tablets, laptops and other internet services. Reasonable attention has been given to the negative side of social networking sites; such as cyberbullying, parent-child interactions, internet addiction, and the influence of social media use on sleep disturbance and academic performance (Apuke, 2016).

The Social media marketing and advertising plays important role in consumer attraction and increase brand awareness. Various brands advertise their brands on social media and YouTube is the persuasive medium to advertise and increase customer's attraction. Every internet users uses the YouTube and always watch various advertisements and update their information, through which various brands increase attraction with advertisement includes information, entertainment, customization and increase brand awareness (Priatni, Hutriana, & Hindarwati, 2019).

The various organizations use the product placements, celebrity endorsements through You Tube to promote their brands with testimonials, reaching young consumers, assist in increase information, and perform brand awareness. This is effective mode of generating exposure, increase brand awareness, increase customer focus and information regarding the brands (Tsao, 2019). An advertisement plays a significant role in launching a new brand in the market. Marketing is commonly used in advertising. However, most people do not realize how important it is. Modern advertising makes use of every possible medium to communicate its message. This is done via television, print (daily papers, magazines, diaries, etc), radio, the press, the internet,

direct marketing, hoardings, mailers, contests, sponsorships, posters, clothes, events, colors, sounds, visuals, even people (Kao and Du 2020).

Suhail and Bargees (2006) conducted a study on the effect of social networking in Pakistan using the internet effect scale (IES) to determine the effect of some factors specifically that which includes behavioral issues, educational problems, internet abuse, interpersonal problems, and psychological issues as well as its consequences. The result of the studies showed that social media networking has both positive and negative advantages on its users. The connectives between spare times spent on the internet showed tremendous impact, that the time spent on internet has affected students' interpersonal, academic, psychological and physical factors. Also, it recommended that the use of internet may perhaps be used in enhancing academic performance among students (Ellison, Steinfield and Lampe, 2017).

Social media is an internet platform that connects people and communities for various reasons, such as building relationships, expressing beliefs, sharing information, and combating boredom. The most popular global social networking sites are Facebook, Twitter, Myspace, and LinkedIn. Facebook, launched in 2004, has over one billion active users and is still growing. However, the use of social media may cause psychological changes like stress, depression, or anxiety. In developing countries like Pakistan, social media is growing rapidly, with Facebook being the most widely used with nine million users. (David, Roberts and Christenson, 2018).

A current study opined that social media usage may have positive consequence, with how youth cope with emotional disturbance with particular reference to grieving due to the passing of someone (Williams & Merten, 2009). Anxiety about safety, health and balanced use of social media can be classified in three main groups; worries about the exposition to unwanted materials, online victimization and the practice of dangerous online behaviors.

The main objective for this research is to understand whether social media is creating negative impact or positive impact in society. And, if social media is creating both negative and positive impact than what could be the circumstances behind it.

Objectives of Research

1. To analyze the impact of Social media use on psychological wellbeing of people.
2. To analyze the impact of Social media use on mental health of people.
3. To analyze the impact of Social media use on Social health of people.

4. To analyze the impact of Social media use on Social isolation of people.
5. To analyze the impact of Social media use on Family Relationships of people.

Literature Review

Social Media Use

Social media has also become an enabler by supporting large audiences and giving users the ability to spread a message through online communities. Platforms such as Hi5, MySpace, and Friendster began before the boom of Facebook in 2007, however, they could not sustain themselves against the competition. Organizations that realized the potential of social media and strategized to use it to their advantage survived. As more and more organizations and individuals got on to social media, it evolved to what we know it today (Kalinin et al., 2020). The user who was predominantly a consumer with many sources of entertainment has now changed to a content creator who dictates the very content that is generated (Voorveld et al., 2018). This shift in behavior was invoked by the rise of social media platforms which have slowly morphed into personalized stages of communication (Van den Broeck et al., 2020). These changes have also led organizations to think creatively on the use of social media to engage their customers. This study brings together the evolution of the various social media platforms along with factors leading to their preferences and how organizations use these platforms to enhance customer engagement. The study also suggests future direction for research in social media.

Suhail and Bargees (2006) conducted a have a look at at the impact of social networking in Pakistan using the internet effect scale (IES) to decide the impact of a few factors specially that which includes behavioral issues, educational issues, net abuse, interpersonal troubles, and psychological problems in addition to its consequences. The result of the studies confirmed that social media networking has each high-quality and bad benefits on its customers. The connectives between spare times spent on the internet showed high-quality impact, that the time spent on net has affected college students' interpersonal, instructional, psychological and bodily elements. Also, it encouraged that the use of net may additionally perhaps be utilized in improving academic performance among students.

Social media is an internet medium thru which human beings or groups connect. Common motives for social networking are building and retaining relationships, expressing ideals and ideas, sharing statistics, or maybe combating boredom. Communication can be carried out by

means of communities or corporations interacting and sharing records. The most generally used international social networking web sites are Facebook, Twitter, Myspace, and LinkedIn. They have grow to be increasingly more popular, and social media has turn out to be a vital daily routine for maximum teenagers. Most renowned social network, Facebook, released in 2004; it presently has over one thousand million active users and remains growing. It is also in debate that the use of social media drastically will also be the purpose for mental modifications like pressure depression or anxiety.

A current take a look at opined that social media utilization may have superb result, with how teenagers cope with emotional disturbance with specific connection with grieving because of the passing of someone (Williams & Merten, 2009). Anxiety about protection, health and balanced use of social media can be categorized in 3 important businesses; issues approximately the exposition to undesirable substances, on-line victimization and the exercise of risky on-line behaviors. The essential objective for this studies is to recognize whether social media is creating negative impact or superb impact in society. And, if social media is growing both terrible and fine effect than what will be the instances at the back of it.

Social Media and Psychological Well being

The effects of social media usage on social capital have gained increasing scholarly attention, and recent studies have highlighted a positive relationship between social media use and social capital (Brown and Michinov, 2019; Tefertiller et al., 2020). Li and Chen (2014) hypothesized that the intensity of Facebook use by Chinese international students in the United States was positively related to social capital forms. A longitudinal survey based on the quota sampling approach illustrated the positive effects of social media use on the two social capital dimensions (Chen and Li, 2017). Abbas and Mesch (2018) argued that, as Facebook usage increases, it will also increase users' social capital. Karikari et al. (2017) also found positive effects of social media use on social capital. Similarly, Pang (2018) studied Chinese students residing in Germany and found positive effects of social networking sites' use on social capital, which, in turn, was positively associated with psychological well-being. Bano et al. (2019) analyzed the 266 students' data and found positive effects of WhatsApp use on social capital forms and the positive effect of social capital on psychological well-being, emphasizing the role of social integration in mediating this positive effect.

Consumers can engage with brands more actively on social media. Brands also have more freedom to interact on the platform. Social media provides businesses with the opportunity to establish new connections, attract new audiences, and receive feedback through polls, competitions, and referral campaigns. Social media is a great platform for events of this type due to its ubiquitous nature (Dewi& Hartono, 2019). Social media allows brands to be humanized and relatable to customers. The brand's image is created by the people managing the account, who attribute it to the brand. Audience opinions are crucial, and social media provides an effective counterpoint to traditional PR statements. PR statements can quickly spread, but even small lapses can enrage users, and everyone is likely to disagree with a brand's message. (Mooij, 2018).

Social isolation is defined as “a deficit of personal relationships or being excluded from social networks” (Choi and Noh, 2019). The state that occurs when an individual lacks true engagement with others, a sense of social belonging, and a satisfying relationship is related to increased mortality and morbidity (Primack et al., 2017). Those who experience social isolation are deprived of social relationships and lack contact with others or involvement in social activities (Schinka et al., 2012). Social media usage has been associated with anxiety, loneliness, and depression (Dhir et al., 2018; Reer et al., 2019), and social isolation (Van Den Eijnden et al., 2016; Whaite et al., 2018). However, some recent studies have argued that social media use decreases social isolation (Primack et al., 2017; Meshi et al., 2020). Indeed, the increased use of social media platforms such as Facebook, WhatsApp, Instagram, and Twitter, among others, may provide opportunities for decreasing social isolation. For instance, the improved interpersonal connectivity achieved via videos and images on social media helps users evidence intimacy, attenuating social isolation (Whaite et al., 2018).

Social Media and Mental health

The study examined adolescent and parent reports of social media use and its relation to psychosocial adjustment. It found that social media use is moderately correlated with symptoms of inattention, hyperactivity/impulsivity, ODD, anxiety, and depressive symptoms, as well as fear of missing out and loneliness. The impact of social media use on depression, anxiety, and psychological distress is likely multifactorial. The research suggests that disordered use of games and social media predicts a decrease in psychosocial well-being and school performance, meeting behavioral addiction criteria. Benefits of online technologies include increased self-

esteem, perceived social support, social capital, safe identity experimentation, and self-disclosure.

Online social technologies have mixed or no effects on adolescent wellbeing. They increase exposure to harm, social isolation, depression, and cyber-bullying. The ease of downloading and understanding papers and news channels increases their significance. The use of PDAs and the web enhances adaptability, while digital locals increase as the population spreads. (Xiaoge, 2018).

The print media has its significance in the brain of shoppers and individuals, through the online innovation cause change and online mediums alter the attitude of individuals. However, by and large expansion being used of online mediums and online industry expanded, as because of progress and utilization of online media the example of living additionally changed and generally speaking change in the interest online sites. Numerous news papers began working on the web, foster sites and use has been expanded, and individuals upgrade their experience. The elements of media promoting and news has been changed as change in computerized media and vehicles of advanced showcasing and publicizing has been changed. The Print media lost their significance in view of shopper shift towards to online media, online papers, papers sites and simplicity in accessibility and access of information substance (Kopano, 2018).

Social Media and Social Capital

Social isolation is defined as “a deficit of personal relationships or being excluded from social networks” (Choi and Noh, 2019). The state that occurs when an individual lacks true engagement with others, a sense of social belonging, and a satisfying relationship is related to increased mortality and morbidity (Primack et al., 2017). Those who experience social isolation are deprived of social relationships and lack contact with others or involvement in social activities. However, some recent studies have argued that social media use decreases social isolation (Primack et al., 2017; Meshi et al., 2020). Indeed, the increased use of social media platforms such as Facebook, WhatsApp, Instagram, and Twitter, among others, may provide opportunities for decreasing social isolation. For instance, the improved interpersonal connectivity achieved via videos and images on social media helps users evidence intimacy, attenuating social isolation (Whaite et al., 2018).

The Consumer purchase decision is based on set of consumer characteristics, purchase pattern, and advertising of various brands. The advertising can attract consumer decisions and enhance consumer attraction, brand awareness to purchase the product (Shevchuk, 2019). There are various platforms through which consumers can be attracted. Advertising, sales promotion, direct selling, personal selling, discounts and so forth through which customer's attraction increases. The online marketing is the one medium through which consumer's shows attention and increase customer attraction, advertising on social media affects the purchasing decisions of consumers. Today, most of consumers available online and view the advertisements on You Tube, face book, Instagram, advertisers promote their brands, add information regarding new features and packages and so forth (Monroe, 2016).

The digital media emergence change the way of consumers and consumers are considering the lease in use, have low cost and they prefer the format. The Digital media emergence enforces consumers to use digital technology and less focus on print media. Digital natives explain that youngsters who are in this world when technological emergence came into being and those consumers use the online mediums with ease (Kalubanga, Tumwebaze, & Kakwezi, 2016). Chappell and Badger (1989) stated that social isolation leads to decreased psychological well-being, while Choi and Noh (2019) concluded that greater social isolation is linked to increased suicide risk. Schinka et al. (2012) further argued that, when individuals experience social isolation from siblings, friends, family, or society, their psychological well-being tends to decrease

Social media and Social isolation

Greater social media use related to online harassment, poor sleep, low self-esteem and poor body image; in turn these related to higher depressive symptom scores. Multiple potential intervening pathways were apparent, for example: greater hours social media use related to body weight dissatisfaction (≥ 5 h 31% more likely to be dissatisfied), which in turn linked to depressive symptom scores directly (body dissatisfaction 15% higher depressive symptom scores) and indirectly via self-esteem (Ellison, Steinfield, Lampe, 2017). Social isolation is defined as "a deficit of personal relationships or being excluded from social networks. The state that occurs when an individual lacks true engagement with others, a sense of social belonging, and a satisfying relationship is related to increased mortality and morbidity (Primack et al., 2017). Those who experience social isolation are deprived of social relationships and lack contact with

others or involvement in social activities (Schinka et al., 2012). Social media usage has been associated with anxiety, loneliness, and depression (Dhir et al., 2018; Reer et al., 2019), and social isolation (Van Den Eijnden et al., 2016; Whaite et al., 2018). However, some recent studies have argued that social media use decreases social isolation (Primack et al., 2017; Meshi et al., 2020). Indeed, the increased use of social media platforms such as Facebook, WhatsApp, Instagram, and Twitter, among others, may provide opportunities for decreasing social isolation. For instance, the improved interpersonal connectivity achieved via videos and images on social media helps users evidence intimacy, attenuating social isolation (Whaite et al., 2018).

The studies investigated adolescent and figure reports of adolescent social media use and its relation to adolescent psychosocial adjustment. The pattern consisted of 226 individuals (113 discern-adolescent dyads) from at some stage in the USA, with adolescents (55 adult males, fifty one ladies, 7 unreported) starting from a while 14 to 17. Parent and adolescent reviews of the range of teens' social media money owed were moderately correlated with parent-mentioned DSM-5 signs of inattention, hyperactivity/impulsivity, ODD, anxiety, and depressive signs, as well as adolescent-mentioned worry of lacking out (FoMO) and loneliness

Social media and Family relationships

The data shows that SNS are contributing in many ways and there are many positive attributes associated with the use of the SNS. Yet negative effects of SNS cannot be ignored. Importantly, the data shows that the use of SNS is deeply associated with family relationships. Excessive usage of SNS is alienating the youth and making them isolated. While doing this the social media is creating gap between the family and youth. The youth in contemporary Pakistan are being detached from their families and friends as a result of the time they spend online (David, Robert and Chirteson, 2019).

This has serious implications on the cultural values of the Pakistani society. This indicates that notwithstanding the fact that access to SNS has changed the way individuals think, how they interact, the way they experience life, the way they share opinions, and make friends and importantly the way they exercise their right to vote. However, it's time to reconsider the use of SNS to keep a balance between the changing global world and the values and norms of the society. The further revealed that social media had various effects on the behavior of the respondents. It was evident that social media played a major role on behavior change of the respondents. The youths mostly used social media for communicating between their friends and

families. The fact that social media is part of them especially having been born in this era of emerging technology, most felt that they could not do without it. They depended on it for various positive things such as research and contacts with old friends and getting on the loop of what was happening either in their circles, nationally or internationally (Kim, Milne, Bahl, 2018).

As human beings, we are social by nature and crave bonding inside relationships. We can also sense that we're connected via social media, but it strips us of our potential to listen and notice verbal and nonverbal messages. Studies have shown that as dad and mom boom display screen time, so do youngsters. Screen time in these studies protected smartphones, tv, computers, and video video games.

Research Methodology

Research Design

This research is Quantitative in nature and conducted based on Positivism, the research is explanatory in nature. The research conducted through deductive approach for generalization in same industry and same nature of consumers. The researcher considers the population of social media users in Karachi Pakistan and conducted research on users of social media websites and how they are affecting their mind and behavior. The research is explanatory and conducted in Positivism research paradigm.

Population of the Study

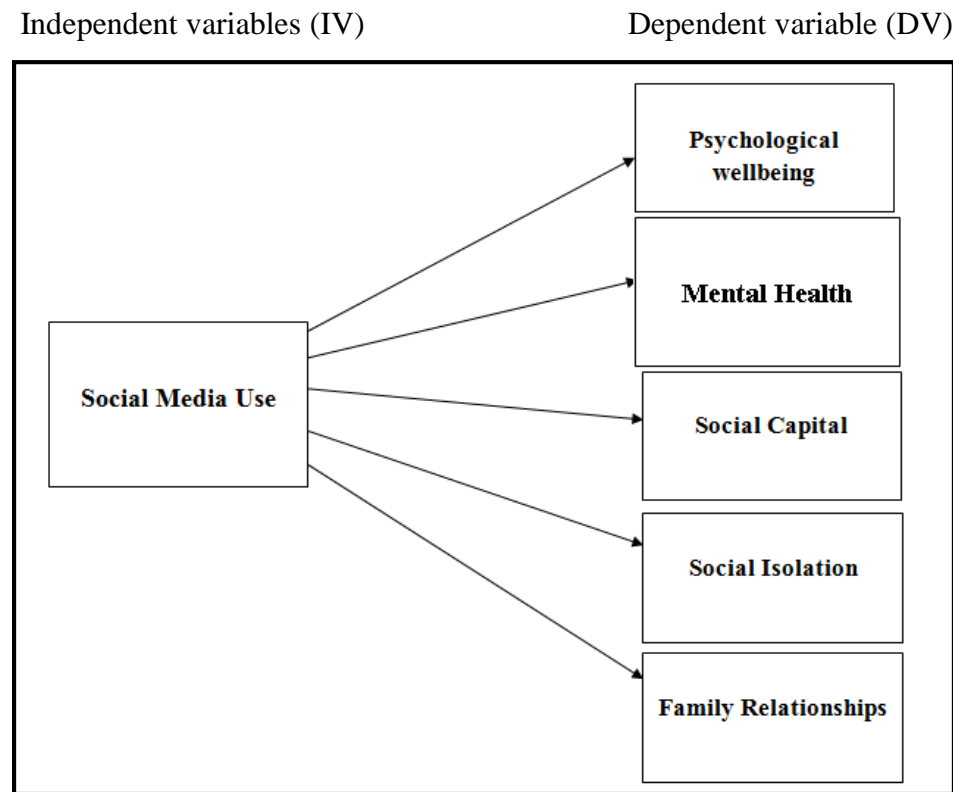
Based on Quantitative research approach the population of this research are the all users of social media in Karachi Pakistan is target population which is considers are large population. The researcher analyzes the use of social media and its impact of behavioral changes in users. The users of Facebook, Whatsapp, Myspace, Snapchat, Instagram, YouTube, are the users of social media and includes in population of this research.

Sampling Technique and Sample Size

The Sampling strategy of this research is Non Probability Convenience sampling will be used for data collection. The research population is selected based on 95% confidence interval and 5% Margin of Error (Saunders, 2011) the sample size will be 385 to be completed (Saunders, 2011).

Figure 1

Conceptual Framework



Source: Adapted: Ostic, Qalati, Barbosa, Shah, Galvan (2021) & Meshi, D., Cotten, S. R., and Bender, A. R. (2020).

Hypothesis

H1: There is significant impact of Social media use on psychological wellbeing of people.

H2: There is significant impact of Social media use on mental health of people.

H3: There is significant impact of Social media use on Social health of people.

H4: There is significant impact of Social media use on Social isolation of people.

H5: There is significant impact of Social media use on Family Relationships of people.

Data Analysis

The research analyzes the impact of social media on human life and mental health. Social media connects people and helps manage relationships and businesses, but it also increases dependence on it. It provides ease of connection and new friends, but also negatively impacts behavior by

making people more connected to online people and less connected to family and existing relationships.

Table 1

Demographics – Gender

Gender					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Male	295	76.6	76.6	76.6
	Female	90	23.4	23.4	100.0
	Total	385	100.0	100.0	

The data collected from both customers male and female, among 385 customers 295 are males and 90 are females.

Table 2

Demographics - Age

Age					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	18-25	179	46.5	46.5	46.5
	26-33	154	40.0	40.0	86.5
	33-40	52	13.5	13.5	100.0
	Total	385	100.0	100.0	
	18-25	179	46.5	46.5	46.5

The research data collected from people of various age groups includes 18-25 years includes 179 customers, 26-33 are the 154 customers, 33-40 years are the 52 customers and total are 385 customers.

Table 3

Demographics – Education

Education					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Intermediate	13	3.4	3.4	3.4
	Graduate	270	70.1	70.1	73.5
	Post graduate	102	26.5	26.5	100.0
	Total	385	100.0	100.0	

The data has been collected from the people of different level of education, so that has clear idea about level of purchase and how they are attracted towards online shopping. The customers normally are Graduate and about 270 customers are Graduate and under graduate people and 102 are people with Masters Degree.

Table 4

Demographics -Income

Table 4: Demographics – Income

		Income			
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Rs. 40,000 - 60,000	110	28.6	28.6	28.6
	Rs. 60,001 - 80,000	172	44.7	44.7	73.2
	80,001 - 100,000	103	26.8	26.8	100.0
	Total	385	100.0	100.0	

The data has been collected from the people of different income groups, the majority of customers having income in between 60,001 to 100,000. The 172 customers having income in range of 60,000 to 80,000 and 103 customers are having range of income of 103.

Table 5

Reliability Test Results

Variables	Items	Cronbach's Alpha
Social Media Use	4	0.81
Psychological Wellbeing	4	0.76
Mental health	4	0.71
Social Capital	4	0.74
Social Isolation	4	0.91
Family Relationships	4	0.87

The research applied reliability analysis to evaluate the consistency of response over the scale. The reliability analysis is testing the reliability of scale and tool for collection of data. The results of internal reliability tests and values of Cronbach's alpha elaborates that results are reliable and consistent as the values of Cronbach's alpha is greater than 0.7 for all the variables. The Variables includes Psychological Wellbeing with 4 statements asked in the questionnaire having Cronbach Alpha is value 0.76, Mental health with value 0.71, Social Capital with value 0.74, Social Isolation with value 0.91, Family relationships with value 0.87 and Social media use is 0.81. All the variables having significant reliability over the scale and collected data is reliable for analysis. The results the significant reliability and consistency of responses in the data and data is reliable for analysis. The data is reliable and consistent over scale and we can perform further analysis on this collected data.

Correlation Analysis

Table 6

Correlation Matrix

		Correlations					
		PW	MH	SC	SI	FR	SM
PW	Pearson Correlation	1	.123*	-.059	.038	.269**	.199**
	Sig. (2-tailed)		.015	.250	.462	.000	.000
	N	385	385	385	385	385	385
MH	Pearson Correlation	.123*	1	.117*	-.033	-.094	.242**
	Sig. (2-tailed)	.015		.022	.516	.066	.000
	N	385	385	385	385	385	385
SC	Pearson Correlation	-.059	.117*	1	.142**	-.042	.282**
	Sig. (2-tailed)	.250	.022		.005	.407	.000
	N	385	385	385	385	385	385
SI	Pearson Correlation	.038	-.033	.142**	1	.120*	-.097
	Sig. (2-tailed)	.462	.516	.005		.018	.050
	N	385	385	385	385	385	385
FR	Pearson Correlation	.269**	-.094	-.042	.120*	1	.068
	Sig. (2-tailed)	.000	.066	.407	.018		.018
	N	385	385	385	385	385	385
SM	Pearson Correlation	.199**	.242**	.282**	-.097	.068	1
	Sig. (2-tailed)	.000	.000	.000	.050	.018	
	N	385	385	385	385	385	385

**. Correlation is significant at the 0.01 level (2-tailed).

The Correlation Matrix explains the relationship of all variables with dependent variable based on 95% confidence Interval and 5% Margin of Error on which sample is drawn from population. The Correlation analysis shows all the variables having probability (significance value less than 0.05 which is required on 95% confidence interval. The Variables includes Social Media Use is independent variable with five dependent variables and we check the relationship with each dependent variable separately. The value of psychological wellbeing is 0.00, Mental Health is 0.00, Social Capital is 0.00, Social isolation is 0.05 and Family relationships is 0.00, the all values are below probability value 0.05 at 95% confidence interval this shows the variables are significant and having positive relationship with use of social media use.

Regression Analysis

Variable 1: Psychological Wellbeing

Table 7

Regression Model Results

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.728 ^a	.718	.717	.39211
Predictors: (Constant), Social Media Use, DV: Psychological Wellbeing				

Table 8

Regression Model Results – ANOVA

ANOVA						
Model		Sum of Squares	Df	Mean Square	F	Sig.
1	Regression	13.038	5	2.608	16.960	.000 ^b
	Residual	58.270	379	.154		
	Total	71.308	384			
Predictors: (Constant), Social Media Use, DV: Psychological Wellbeing						

The regression analysis is performed to evaluate the impact of social media use on psychological wellbeing, mental health, social capital, social isolation and family relationships. The regression model analyzed that model is significant with R Square is 0.712 shows the 70% predictability of model. This shows model is significant and variables having direct and significant relationship with use of social media use.

Table 9

Regression Model Results – Co-efficient

Coefficients						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	1.669	.466		3.579	.000
	Social Media Use	.179	.048	.181	3.701	.000
Predictors: (Constant), Social Media Use, DV: Psychological Wellbeing						

The Social media use is independent variables and Psychological Wellbeing is dependent variable, model is analyzed that value of social media use is 3.7 and significance value is 0.00. This shows that Social media use has significant impact on Psychological Wellbeing of people as social media has positive impact on life of human and create value addition for them.

Variable 2: Mental Health

Table 10

Regression Model Results – Co-efficient

Coefficients						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	1.669	.466		3.579	.000
	MH	.207	.053	.187	3.921	.000
Predictors: (Constant), Social Media Use, DV: Mental Health						

The Social media use is independent variables and Mental Health is dependent variable, model is analyzed that value of social media use is 3.9 and significance value is 0.00. This shows that Social media use has significant impact on Mental Health of people this has positive as well as negative both impacts, more people are dependent on social media and has negative impact their mental health is disturbed with extensive use of social media.

Variable 3: Social Capital

Table 11

Regression Model Results – Co-efficient

Coefficients						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	1.669	.466		3.579	.000
	SC	.341	.055	.294	6.198	.000
Predictors: (Constant), Social Media Use, DV: Social Capital						

The Social media use is independent variables and Social Capital is dependent variable, model is analyzed that value of social media use is 6.18 and significance value is 0.00. This shows that Social media use has significant impact on Social Capital of people this has positive as well as negative both impacts, social capital has been increased as relationships increased and people are more connected with sue of social media websites.

Variable 4: Social Isolation

Table 12

Regression Model Results – Co-efficient

Coefficients						
Model		Unstandardized Coefficients		Standardized Coefficients	T	Sig.
		B	Std. Error	Beta		
1	(Constant)	1.669	.466		3.579	.000
	SI	.156	.050	.147	3.114	.002
Predictors: (Constant), Social Media Use, DV: Social Isolation						

The Social media use is independent variables and Social Isolation is dependent variable, model is analyzed that value of social media use is 3.11 and significance value is 0.02. This shows that Social media use has significant impact on Social Isolation of people this has positive as well as negative both impacts. The social isolation has been increased due to social media and people are more connected on social media rather than real life existing connections.

Variable 5: Family Relationships

Table 13

Regression Model Results – Co-efficient

Coefficients						
Model		Unstandardized Coefficients		Standardized Coefficients	T	Sig.
		B	Std. Error	Beta		
1	(Constant)	1.669	.466		3.579	.000
	FR	.071	.052	.067	2.361	.017
Predictors: (Constant), Social Media Use, DV: Family Relationships						

The Social media use is independent variables and Family Relationships is dependent variable, model is analyzed that value of social media use is 2.36 and significance value is 0.017 This shows that Social media use has significant impact on Family Relationships of people this has negative impact. The family relationships have been disturbed due increase in social media websites and people dependency on social media.

Hypothesis Testing

Table 14

Hypothesis Testing

Hypothesis	T Value	Sig Value	Decision
H1: There is significant impact of Social media use on psychological wellbeing of people.	3.701	.000	Accepted
H2: There is significant impact of Social media use on mental health of people.	3.921	.000	Accepted
H3: There is significant impact of Social media use on Social health of people.	6.198	.000	Accepted
H4: There is significant impact of Social media use on Social isolation of people.	3.114	.002	Accepted
H5: There is significant impact of Social media use on Family Relationships of people.	2.361	.017	Accepted

The Hypothesis H1, H2, H3, H4 and H5 are accepted are t value greater than 2 and probability value less than 0.05. The Variables includes Social Media Use is independent variable with five dependent variables and we check the relationship with each dependent variable separately. The value of psychological wellbeing, Mental Health, Social Capital, Social isolation, Family relationships all variables having values greater than 2 of t statistics and the all values are below probability value 0.05 at 95% confidence interval this shows the variables are significant and social media use has significant impact of psychological wellbeing, Mental Health, Social Capital, Social isolation, Family relationships.

Conclusion and Discussion

Conclusion

The research conducted to analyze the Social media use on life of human beings. The Social media is considerably an effective medium to develop relationship, connections and online business. But due to extensive use of social media has negative impact of life of humans and this has affects the mental and social capital of humans as well as family relationships. Social media is tool to connect people and develop good relationship and people can manage their relationships and business by effective use of social media. On same time people become more dependent upon social media and this has affects on their social and mental health. The Social media is integral part of human life today, and by using social media people are connected with their friends, family and business. The social media websites provide ease for connection and

facility to create contacts and develop new friends as well. On same time social media has negative impact on behavior of people, due to social media people become more connected with online people and less connected with their family and existing relationships, due to this social media has impact on mental and social health of people.

The Quantitative research conducted based on Questionnaires and data collected from users of social media. The social media users are users of facebook, whatsapp, snapchat, Instagram, Youtube and so forth. This study conducted on consumers who are using social media by their extensive time and people are agree that social media has adverse impact on social capital, mental health and family relationships. People become more dependent upon usage of social media rather than real existing relationship and family members. The data collected from 385 consumers who are using social media, data collected through online Google forms and data analyzed in SPSS software and various tests has been applied to evaluate the data.

The Collected data analyzed through SPSS Software and various tests has been applied. The reliability analysis shows the collected data is reliable and consistent over the scale. The correlation analysis analyzed the significant relationship between the Social media use and variables include psychological wellbeing, Mental Health, Social Capital, Social isolation, Family relationships. The Variables includes Social Media Use is independent variable with five dependent variables and we check the relationship with each dependent variable separately. The value of psychological wellbeing, Mental Health, Social Capital, Social isolation, Family relationships all variables having values greater than 2 of t statistics and the all values are below probability value 0.05 at 95% confidence interval this shows the variables are significant and social media use has significant impact of psychological wellbeing, Mental Health, Social Capital, Social isolation, Family relationships.

Summary of Findings

The research conducted to evaluate the use of Social media on Life of humans and factors considered as Psychological wellbeing, Mental Health, Social Capital, Social Isolation and Family relationships. The results of internal reliability tests and values of Cronbach's alpha elaborates that results are reliable and consistent as the values of Cronbach's alpha is greater than 0.7 for all the variables. The Variables includes Psychological Wellbeing with 4 statements asked in the questionnaire having Cronbach Alpha is value 0.76, Mental health with value 0.71, Social Capital with value 0.74, Social Isolation with value 0.91, Family relationships with value

0.87 and Social media use is 0.81. All the variables having significant reliability over the scale and collected data is reliable for analysis. . The Correlation analysis shows all the variables having probability (significance value less than 0.05 which is required on 95% confidence interval. The Variables includes Social Media Use is independent variable with five dependent variables and we check the relationship with each dependent variable separately. The value of psychological wellbeing is 0.00, Mental Health is 0.00, Social Capital is 0.00, Social isolation is 0.05 and Family relationships is 0.00, the all values are below probability value 0.05 at 95% confidence interval this shows the variables are significant and having positive relationship with use of social media use.

The regression analysis is performed to evaluate the impact of social media use on psychological wellbeing, mental health, social capital, social isolation and family relationships. The regression model analyzed that model is significant with R Square is 0.712 shows the 70% predictability of model. This shows model is significant and variables having direct and significant relationship with use of social media use. The Social media use is independent variables and Psychological Wellbeing is dependent variable, model is analyzed that value of social media use is 3.7 and significance value is 0.00. This shows that Social media use has significant impact on Psychological Wellbeing of people as social media has positive impact on life of human and create value addition for them. The Social media use is independent variables and Mental Health is dependent variable, model is analyzed that value of social media use is 3.9 and significance value is 0.00. This shows that Social media use has significant impact on Mental Health of people this has positive as well as negative both impacts, more people are dependent on social media and has negative impact their mental health is disturbed with extensive use of social media. The Social media use is independent variables and Social Capital is dependent variable, model is analyzed that value of social media use is 6.18 and significance value is 0.00. This shows that Social media use has significant impact on Social Capital of people this has positive as well as negative both impacts, social capital has been increased as relationships increased and people are more connected with sue of social media websites. The Social media use is independent variables and Social Isolation is dependent variable, model is analyzed that value of social media use is 3.11 and significance value is 0.02. This shows that Social media use has significant impact on Social Isolation of people this has positive as well as negative both impacts. The social isolation has been increased due to social media and people are more

connected on social media rather than real life existing connections. The Social media use is independent variables and Family Relationships is dependent variable, model is analyzed that value of social media use is 2.36 and significance value is 0.017 This shows that Social media use has significant impact on Family Relationships of people this has negative impact. The family relationships have been disturbed due increase in social media websites and people dependency on social media.

Recommendations

The Social media is integral part of human life today, and by using social media people are connected with their friends, family and business. The social media websites provide ease for connection and facility to create contacts and develop new friends as well. On same time social media has negative impact on behavior of people, due to social media people become more connected with online people and less connected with their family and existing relationships, due to this social media has impact on mental and social health of humans.

- The research analyzed the social media use affects the psychological wellbeing, as people learn many things and can develop good mind set for business and earn profitability by using social media websites.
- The research analyzed the extensive use of social media websites affects the mental health and has negative impact on mind set and people are more limited to world as only focused on social media.
- The research analyzed the social media has affects on social capital, as social capital has increased and people are having more connection and friends by connectivity and use of social media.
- The research analyzed that by extensive use of social media has affected on social isolation and social isolation has been increased due to use of social media.
- The social media use also affects on family relationship, people are more concern to develop relationship on online networks rather than focus on real existing relationships.

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