

## To Study the Social Media Impact on Mental Health in Ahemdabad

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### ABSTRACT

This study examines the relationship between demographic characteristics (such as age, gender) and social media use patterns, including the number of hours spent on social media daily, preferred platforms, time of usage, emotional experiences, and the perceived impact on mental health. The study aimed to determine whether significant relationships exist between these variables and individuals' demographic profiles. Data analysis revealed that the p-values for all hypotheses were greater than 0.05, indicating no statistically significant relationships between demographic factors and social media use or emotional outcomes. The weak relationships observed, as indicated by low R-values, suggest minimal associations between these variables. The findings imply that demographic characteristics, such as age, do not play a significant role in influencing the time spent on social media, the type of platform used, or the emotional responses experienced post-use. Given these results, future research should consider expanding the sample size, exploring other variables (e.g., personality traits, socio-economic factors), and adopting longitudinal or qualitative research designs. Further investigation into the content consumed on social media, psychological factors such as self-esteem and social comparison, and specific mental health outcomes could provide deeper insights. Understanding these dynamics will be crucial for developing strategies to mitigate any potential negative impacts of social media on mental health and well-being

## INTRODUCTION

Social media has been the most powerful force in communication, lifestyle, and societal norms in recent years. Instagram, Facebook, WhatsApp, and YouTube have changed the way people in urban cities like Ahmedabad interact and connect. (Vidani, 2015) Digital transformation has brought both opportunities and challenges, especially regarding mental health. Social media creates social connections, career opportunities, and information dissemination, but excessive use of it leads to anxiety, depression, and low self-esteem. (Vidani & Solanki, 2015)

Ahmedabad, one of India's fastest-growing cities, offers a unique cultural and social landscape to examine these impacts. (Solanki & Vidani, 2016) As a city that blends deep-rooted traditions with rapid urbanization, Ahmedabad's residents experience a complex interplay between societal expectations and the pressures of maintaining an online presence. (Bhatt, Patel, & Vidani, 2017) Adolescents and young professionals are especially vulnerable to the mental health challenges associated with social media, such as comparison-driven stress, cyberbullying, and disrupted sleep patterns. (Pradhan, Tshogay, & Vidani, 2016)

This research focuses on understanding the specific ways in which social media influences the mental health of Ahmedabad's residents. By analyzing local usage patterns, demographic variations, and psychological effects, the study aims to identify key trends and suggest strategies to foster healthier engagement with social media. (Modi, Harkani, Radadiya, & Vidani, 2016)

### Research Objectives

This research aims to investigate the social factors that impact mental health in Ahmedabad, focusing on aspects like community support, socio-economic conditions, and the pressures of urban living. By understanding how these elements influence people's mental well-being, the study will identify key challenges and gaps in mental health care and awareness. The findings will help inform local policies, create effective support systems, and promote better mental health resources, ultimately improving the quality of life for residents in the city.

## LITERATURE REVIEW

### **The Impact of Social Media on Mental Health Views in Urban India**

This research will examine the ways in which social media shapes individuals' perceptions of mental health in cities such as Ahmedabad. It will explore how discussions online, stigma, and the spread of mental health information affect attitudes toward mental health services. Additionally, the study may investigate the influence of social media personalities and mental health initiatives on platforms and their effect on public awareness and perspectives regarding mental health. (Vidani, 2015)

### **Social Media Addiction and its Effects on Anxiety and Depression Among the Youth of Ahmedabad**

It will look at social media addiction with its implications and relations with conditions such as mental anxiety and depression in the youthful group in Ahmedabad. Surveys or interviews on the part of young locals will show how their behavior relates to such applications, hours logged per day, or a month by relating these observations with emotional state of the group. This, specifically,

emphasizes psychological impacts particularly on the damaging aspects. (Vidani & Solanki, 2015)

### **Impact of Social Media on Body Image and Self-Esteem among Urban Residents of Ahmedabad**

This study would concentrate on the association between social media usage and body image concerns and how it influences self-esteem, especially in the urban areas of Ahmedabad. The research may explore how idealized beauty standards and lifestyle content are exposed to through platforms like Instagram and Facebook and how this can lead to body dissatisfaction and low self-worth. Impact on different age groups, especially teenagers and young adults, would be a key component. (Solanki & Vidani, 2016)

### **Positive Effect of Social Media on Mental Health: Awareness and Support System in Ahmedabad**

This essay could demonstrate how social media can improve mental health even though most of the content focuses on the negative effects of the medium. It would look at how online communities, support groups, and mental health awareness campaigns (like those on Facebook or Instagram) help reduce stigma and provide emotional support in Ahmedabad. It would also explore how social media platforms serve as a space for people to seek professional mental health advice or connect with others facing similar struggles. (Bhatt, Patel, & Vidani, 2017)

### **Social Media, Social Comparison and Mental Health: A Study of Ahmedabad Young Adults**

This study would look into how social media facilitates social comparison and the mental health implications for young adults in Ahmedabad. It would investigate how the urge to compare oneself to others via curated postings, success stories, and lifestyle photos affects self-esteem, anxiety, and sadness. This study would strive to identify exacerbating causes of such problems, such as social pressure, a lack of support through offline social connection, and socioeconomic position, among others, and provide ways to mitigate them. (Pradhan, Tshogay, & Vidani, 2016)

Each of these issues allows for a thorough investigation of many facets of social media's impact on mental health, particularly in the Ahmedabad setting. Depending on the topic, a combination of literature reviews, surveys, and interviews may be utilised to collect qualitative and quantitative data for the study. (Modi, Harkani, Radadiya, & Vidani, 2016).

## METHODOLOGY

Table 1. Research Methodology

<b>Research Design</b>	Descriptive
<b>Sample Method</b>	Non-Probability - Convenient Sampling method
<b>Data Collection Method</b>	Primary method
<b>Data Collection Method</b>	Structured Questionnaire
<b>Type of Questions</b>	Close ended
<b>Data Collection mode</b>	Online through Google Form
<b>Data Analysis methods</b>	Tables
<b>Data Analysis Tools</b>	SPSS and Excel
<b>Sampling Size</b>	139
<b>Survey Area</b>	ahmedabad
<b>Sampling Unit</b>	Students, Private and government Job employees, Businessmen, Home maker, Professionals like CA, Doctor etc.

Source: Author's Compilation

### Demographic Summary

The demographic summary of the sample shows that most of the respondents fall in the age group 21-25 years (67.6%), followed by those in the 16-20 age group (25.2%). The gender distribution is majorly males, which constitute 65.5%, while females make up 33.8%. Most of the respondents have post-graduation (45.3%), followed by an undergraduate degree (40.3%). Major occupation: The major proportion is a student, that is, 70.5%. Others are working, 17.3%, and other occupations, including homemaker and business owner, is 5.8% each.

## RESULT

Table 2. Results of Hypothesis Testing

Sr. No	Alternate Hypothesis	Result p =	>/< 0.05	Accept/ Reject Null hypothesis	R value	Relationship
H01	There is a significant relationship between age and the number of hours spent on social media daily.	0.537	>	H01 Accepted (Null hypothesis accepted)	0.016	Weak
H02	There is a significant relationship between age and the social media platform used frequently.	0.017	>	H02 Accepted (Null Hypothesis Accepted)	0.442	Weak
H03	There is a significant relationship between age and the time of day when	0.222	>	H03 Accepted (Null	0.520	Weak

	people usually use social media.			Hypothes is Accepted)		
<b>H04</b>	There is a significant relationship between the experience of specific feelings (e.g., anxiety, stress, happiness) after using social media and the respondents' characteristics or other variables.	0.531	>	H04 Accepted(N ull Hypothes is Accepted)	0.769	Weak
<b>H05</b>	There is a significant relationship between demographic characteristics (e.g., age, gender, etc.) and the primary purpose for using social media.	0.555		H05 Accepted(N ull Hypothes is	0.185	Weak
<b>H06</b>	There is a significant relationship between how often individuals compare themselves to others on social media and their demographic characteristics.	0.147		H06 Accepted(N ull Hypothes is	0.742	Weak
<b>H07</b>	There is a significant relationship between the perceived impact of social media on mental health (improved or worsened) and demographic characteristics.	0.537		H07 Accepted(N ull Hypothes is	0.465	Weak

Source: Author's Compilation

## DISCUSSION

The results of the Chi-square tests on the data about the impact of social media on mental health in Ahmedabad indicate that there is limited evidence of significant relationships between demographic characteristics and social media usage behaviours. The study specifically looked at seven various components of social media use, such as time spent, platforms used, emotional experiences, and perceptions of mental health impact.

1. To start with, the relationship between age and the number of hours spent on social media daily (H01) had a p-value of 0.537, which is greater than the 0.05 significance level, meaning that the null hypothesis is accepted. Since there is not a significant link between age and social media utilization, this may indicate that diverse age groups on average use roughly the same amount of time of social networking. The correlation of 0.016 value goes to validate this notion as to how the na

2. ture of social networking has very slight influence over what age will entail. Similarly, the correlation between age and the frequent use of social media platforms (H02) also had a p-value of 0.017, which is greater than 0.05, thus the null hypothesis is accepted. The weak correlation is 0.442, and this indicates that age does not have a strong influence on the choice of a social media platform, and it is likely that users of different ages would be using the same platforms, such as Facebook, Instagram, or Twitter.
3. The analysis of the relationship between age and the time of day when people use social media (H03) produced a p-value of 0.222, also greater than the significance threshold. The weak correlation value (0.520) implies that age has little influence on when individuals use social media, indicating that usage patterns might be similar across different age groups.
4. Upon closer inspection of how social media influences our emotions, our analysis reveals that the profiles of the respondents do not have a strong association with such emotions as anxiety and stress and happiness after using social media (H04). Indeed, we have a p-value of 0.531. Based on this p-value it is above the 0.05 threshold, so we accept the null hypothesis. In essence, it implies that attributes like age and gender do not contribute much to the emotional experiences of users after going through social media. Moreover, the correlation is 0.769, which though weak, reiterates this conclusion.
5. Next, looking at the leading causes why most people go to social media (H05), our p-value is 0.555. This essentially reiterates that demographic features are not the significant factors explaining why someone goes to social media. It seems variables such as age and gender also do not have a strong influence on whether or not someone goes on social media for entertainment, information, or social engagement since our correlation sits at just 0.185.
6. In regard to self-comparison on social media (H06), our results are a p-value of 0.147, which once more forces us to accept the null hypothesis. That means that self-comparison behaviors and demographic characteristics do not significantly relate to each other. The correlation value is 0.742, indicating that people of different backgrounds compare themselves on social media in the same way.
7. Finally, in our exploration of how social media affects mental health in relation to demographic factors (H07), we observed a p-value of 0.537, which supports our acceptance of the null hypothesis. The weak correlation of 0.465 indicates that demographic factors don't significantly influence how individuals perceive the mental health impacts of social media.
8. In a nutshell, the study says that aspects such as age and gender do not make a difference when it comes to people's social media interaction patterns, emotional reactions, and perception about the mental health impacts in Ahmedabad. It therefore depicts the very intricate relationship that exists between social media and mental health, further establishing that people's behaviors and experiences may not necessarily match up with demographic attributes. Future studies could explore the other influence variables: be it social media use, content types, or some other psychological traits, to further

disentangle and determine how precisely social media drives mental well-being.

### **Theoretical Implications**

This set of findings from this study provides theoretical implications for further investigation of the use of social media and mental health, especially related to Ahmedabad. Although demographical factors-the age, gender, and characteristics-were nearly negligible in all the statistical relationships observed between factors, the significance of the contribution of this piece of research rests in the articulation of what kind of general theory is supposed to be invoked for understanding impacts of social media on mental health.

One clear implication of such findings is that theories regarding the impact of social media on psychological well-being may have to be fine-tuned to include individual-level differences that are more nuanced than simple demographic classification. It could be, for example, that the focus on such demographic factors as age or gender can make it difficult to discern more subtle predictions of behavior and emotional response from a model. The findings thus suggest that the kind of content consumed, the frequency of engagement, and the individual differences in personality or psychological traits might hold more importance in determining emotional outcomes like anxiety, stress, or happiness rather than mere demographic characteristics.

Finally, weak associations between usage patterns and perception of mental health make the broader generalizations prevalent in the literature suspect. Usually, the mental health impact of social media is thought to either be positive or negative, yet it appears that outcomes are more complicated and less demographically related in this study. According to the results obtained, future conceptual models should do away with purely dichotomous views in relation to impact and consider all possible effects-which vary given individual user attributes and specific use patterns-on people.

This study therefore supports the assertion that the roles of social media in the mental health of its users may have indirect variables, which are yet to be fully ascertained through previous literature. For example, the emotional effects of social media use, like anxiety or happiness, may depend on how people interact with content, their sense of social comparison, or the emotional support they receive from online communities, rather than merely demographic factors. This necessitates a more holistic approach in the future designs of models for the mental health impacts of social media, including these psychological and social dimensions.

Theoretical insight further points to existing frameworks on the subject of addiction to social media or the latter's influence on a person's state of well-being maybe insufficient to be used for conceptualization in total complexity. On the other side, it provides room for widening more classical usage and gratifications models which make the assumption, based on particular needs or a purpose in why people are operating their social networking,. Additionally, the Social Comparison Theory, often applied to explain the emotional aftermath of using social media, should also be described in a way that a generalization about such comparisons being demographic-profile-influenced is avoided.

Thus, theoretical implications drawn from this research put a heavy burden on creating individualized models that link social media usage and mental health. Such study suggests that it's time to come out of demographic-based frameworks toward more dynamic factors to explain better how different uses of social media yield diverse outcomes at the level of emotions and mental health. This approach is likely to reveal a more specific understanding of how mental well-being impacts social media at different contexts and user groups.

### **Practical Implications**

The present study's findings are going to be very useful for policymakers, mental health professionals, and developers of social media. Since there was merely a miniscule relationship between demographic factors and habits of social media users in Ahmedabad, the analysis revealed the impact of social media on mental health. This can guide future efforts to take measures to minimize negative effects of social media on well-being.

- 1. Promoting Mental Health Awareness and Education:** From this study, there are several things to take home; among them, education on better mental health with an emphasis on the impact that social media could have on well-being is critical. Since neither age nor gender contributed to influencing the mental health outcome, individual interventions should target each user depending on their personal habits of usage of social media, the types of content viewed, and their rate of access to the media. The educational programs related to mental health campaigns can involve training the user regarding healthy usage online, hazards due to high exposure, and staying positive online.
- 2. Adding Digital Well-Being Features:** For developers of social media platforms, this study indicates the importance of including digital well-being tools in their services. Since demographic differences seemed to have little impact on social media's effect on mental health, developers should focus on creating customizable features that help users track and manage their online activity. For example, platforms could offer the availability of monitoring usage patterns, reminding users to take a break, or what makes them feel after viewing certain content. This would most likely aid in better user control over time spent on social media and selection of mindful content—a great assistant toward minimised anxiety and stress with a healthier online experience.
- 3. Personalized Mental Health Support:** Because there was no conclusive relationship between demographics and social media-related emotional experience, the psychological practitioners should, instead, tailor the treatment services to each client's specific needs. Age- and gender-based approaches may not necessarily solve social media problems. Instead, counselors should tailor their tactics according to the specific behaviors of an individual, for example, how they habitually compare themselves to others or the emotional flavor of content they consume. Such a tailored approach may make mental health care more effective by attacking the unique ways through which social media impacts each individual.

4. **Implementing Social Media Literacy Programs:** The research indicates that regardless of age or other demographic characteristics, people engage with social media in ways that can have negative effects on their mental health. Thus, improving social media literacy, particularly among younger and at-risk populations, may reduce such negative effects. People will make good decisions and also avoid some disastrous results by coming to know how social media impacts their thoughts and feelings with self-comparison or emotional reactions upon what they witness. Schools and colleges can really make a major difference in bringing in educational curriculums regarding the danger of mental sickness associated with social media, and helping in the alleviation of resultant stress and anxiety.
5. **Creating Social Media Usage Guidelines:** The suggestions of the study imply that rules which are age-based or based on group demographics may not be efficient tools for policymakers when dealing with social media on mental health. Rather, guidelines should remind all users to engage in healthier online behaviors. This may include setting limits on screen time, creating positive content, and developing online communities that discuss mental health. Policymakers can also foster cooperation between mental health professionals and social media companies to ensure that the tools and resources that users need for a positive online experience are in place.
6. **Encouraging Community and Peer Support Initiatives:** Considering the influence of social media on mental health, particularly in relation to anxiety and stress, peer support and community programs are vital. The study indicates that people from various backgrounds engage with social media in similar ways, thus opening avenues for community-driven initiatives to create supportive environments. Online peer support groups, led by mental health professionals, can create a safe environment where users share experiences and help one another navigate the problems of social media. These communities can raise awareness about the dangers of social media use while offering strategies and resources for better mental health.

## CONCLUSION AND RECOMMENDATIONS

The research explored the relationship between social media use and mental health in Ahmedabad, taking into account user habits and other demographic factors. In its analysis, it found that there wasn't too strong a link between things such as age, gender, and how frequently people use social media and the dimensions of their emotional well-being. The internet time spent on, modes of application used for, time logged in, emotions they feel or feelings of anxiety and stress and also happiness have absolutely no direct correspondence to demographic information; hence, may not relate, generally speaking, age or gender would be the obvious ones, popularly assumed related to mental health variables in this case with consumption of social media.

The weak connections that this study has uncovered are a good indicator that other factors, such as personal habits, the specific psychological traits, or even the type of content people engage with, could be a much more influential factor on how social media might influence the mental state of individuals.

Findings also indicate the multifaceted nature of the impact caused by social media, and not everyone will be impacted equally, challenging the simple model of focus on demographics.

From a theoretical standpoint, the above results suggest a need to go beyond the current personalization and demographic approaches used when analyzing the use of social media and mental health by taking into consideration the various social and psychological factors. This is translated into practicality by producing tools and support systems that enhance healthy social media habits, aligned with individual behavior and emotional response, rather than using just the information provided in demographics.

In short, though the study did not find strong associations between demographic factors and mental health outcomes associated with social media, it points out the need for more refined research in this area. Future studies should investigate other influencing aspects, such as the type of content consumed, personal psychological traits, and social interactions, to better understand the complex relationship between social media and mental health. This could make us find out other effective methods through which detrimental effects may reduce with a strengthening benefit for use and help further positive psychological developments within the virtual sphere of media use.

#### **Future Research Proposals**

##### **1. Higher Sample Size**

- Proposal: Consider in subsequent research having higher and diversified sample sizes in order that some powerful interactions might be observable among the factors of variables of concern.
- Justification: Such high number could eventually catch crucial interactions as they would actually be.

##### **2. Assess Other Factors**

- Recommendation: More demographic or psychographic factors such as personality traits, socio-economic status, or lifestyle details will determine whether or not they are strongly influencing social media usage.
- Rationale: Since age and gender may not be enough to explain differences in social media behaviors, further assessment of other factors might provide insight.

##### **3. Longitudinal Studies**

- Recommendation: A longitudinal design for the next wave of study will allow a closer examination of the evolution in social media behaviors and their connections to several demographic and psychological variables across time.
- Rationale: It may therefore show how such relationships develop, as well as if higher usage of social media correlates with poorer mental health and wellbeing over time.

##### **4. Specificity on Particular Sites or Age Categories**

- Recommendation: Target subsequent studies on certain age groups or specific types of social media to determine if the users of those networks have different behaviors.

- Rationale: Since the different types of social media offer distinct experiences for their users, a focus on one or more may lead to insightful contributions.
- 5. Qualitative Methods**
- Recommendation: In addition to using quantitative approaches, use qualitative methods, including interviews or focus groups, in order to understand what people are using social media for and the impact it has psychologically.
  - Rationale: Qualitative data can record the subtle psychological and social aspects that numbers alone will miss.
- 6. Consider the Psychological and Behavioral Factors.**
- Recommendation: Next steps in conducting future research involve psychological and behavioral aspects such as self-esteem, social comparison, and tendencies to addiction in which the relationship of social media with mental health needs to be elaborated.
  - Rationale: These traits might have a potential influence on the usage of social media and its effects, thereby potentially offering some insight beyond the demographic data.
- 7. Check Effects of Social Media Content**
- Suggestions: It should study what types of differences exist in influence of social media content on either behavior or on emotions between what people read when it is pure news versus, for example entertainment.
  - Rationale: Different content types might influence users in different ways, and identifying these effects could clarify relationships with demographic or psychological factors.
- 8. Refining Measurement Tools**
- Recommendation: The tools used to measure social media use, emotional reactions after use, and demographic information may need improvement. Future studies should consider more precise or validated scales for assessing the mental health impact of social media.
  - Rationale: Better measurements could lead to clearer insights and stronger connections between the variables studied.
- 9. Cross-Cultural or International Comparisons**
- Recommendation: Adding diversified cultural or international contexts might better explain geographical variance in relation to social media usage and implications for mental well-being.
  - Rationale: There could be great cultural factors which may influence habits and outcomes for social media which are not immediately apparent in this study.
- 10. Examining Social Media's Role in Specific Mental Health Conditions**
- Recommendation: Future studies could focus on how social media influences specific mental health issues, like anxiety, depression, or social isolation, instead of looking at general emotional effects.
  - Reason: A more targeted approach may offer more clarity about the relationship between social media use and particular mental health issues, and may uncover greater associations.

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