THE INFLUENCE OF SOCIAL MEDIA IMPACT ON YOUTH MENTAL HEALTH AND WELLBEING AMONG NEPALESE ADOLESCENTS

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THE INFLUENCE OF SOCIAL MEDIA ON YOUTH MENTAL HEALTH AND
WELL-BEING AMONG NEPALESE ADOLESCENTS

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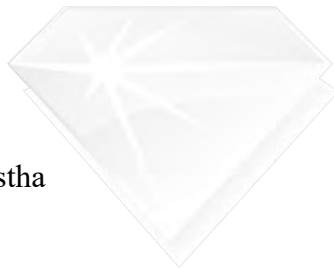
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ABSTRACT

This study investigated the impact of media exposure to social media on the mental well-being of Nepalese youth as mediated by the attitudes toward its positive and negative impacts of social media. The respondents were Nepalese youth aged 18 to 25 years old and had experience using social media in the past one-year period. The sample was selected using purposive sampling and convenience sampling. An online survey collected data from respondents, and Regression analysis was performed, where results revealed that media exposure alone did not significantly predict mental well-being. However, when mediated by the perceived negative impacts of social media, YouTube exposure negatively influenced mental well-being, while Twitter exposure had a positive effect. Attitudes toward the positive impacts of social media, particularly regarding information need importance, emerged as a significant positive predictor of well-being, although the predictive power was low ($R^2 = 0.172$). These findings reflected the importance of platform-specific effects in understanding the mental health implications of social media use. The study highlighted the need for targeted policies and intervention programs aimed at enhancing digital literacy and mitigating adverse effects, particularly for platforms like YouTube. This research contributed to mental health studies by emphasizing the role of attitudes in shaping the psychological outcomes of social media use and provides practical information for policymakers, educators, and mental health professionals to ensure emotional resilience among youth.

Keywords: Communication, Nepalese Youth, Social Media, Youtube, Snapchat, Instagram, Tiktok, Mental Health

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Swopnil Shrestha

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CHAPTER 1
INTRODUCTION

During the digital era, young people tend to use social media platforms most, which are included in their routines at no odd. This excessively influential phenomenon that can be observed everywhere has hugely changed how they speak and understand the world. In Nepal, a country with growing access to the internet and digital technologies, social media has become a key driver of youth culture. Platforms like Facebook, Instagram, Twitter, TikTok, and Snapchat are not only tools for communication but also avenues for self-expression and identity formation. For many Nepalese youths, these platforms bridge traditional cultural practices with modern digital trends, reflecting a unique relationship of global and local influences.

Historically, communication in Nepal, as in most other countries, was limited to letters, phone calls, and telegrams, which, though effective, were constrained by time and accessibility. With the advent of social media, the paradigm shifted, enabling instantaneous interactions and access to information. Today, Nepalese youths rely heavily on social media for various purposes, from academic support to ensuring connections with diasporic communities. However, this rapid integration of social media into everyday life has raised significant concerns about its potential impact on mental health and well-being.

Global studies, inclusive of the study conducted by Stroud, Walker, Davis, & Irwin (2015), have highlighted the dual-edged nature of social media, and as these platforms facilitate communication, knowledge sharing, and self-expression, they expose users to risks like cyberbullying, unrealistic comparisons, and information overload. Based on the Nepalese context, these concerns are compounded by socio-economic challenges, limited access to mental health resources, and cultural stigmas surrounding mental health issues. For instance, as urban areas such as Kathmandu boast relatively high internet penetration rates and digital literacy, rural regions face disparities in access and awareness. This digital divide shows the need for context-specific research to address unique challenges faced by the Nepalese youths.

Social media benefits in Nepal cannot be overlooked, as these platforms have played an essential role in disaster response, like during the 2015 earthquake, when they were used in disseminating information and coordinating relief efforts. Social media has amplified voices from marginalized communities by ensuring a sense of empowerment and solidarity but has also become increasingly embedded in the lives of Nepalese youths; its psychological implications demand urgent attention. Studies have suggested that excessive use of social media would lead to anxiety, depression, and reduced self-esteem more so among the adolescents' navigating pressures of academic performance, societal expectations, and evolving cultural norms.

The research seeks to dig deeply into the complex relationship between social media use and the mental well-being of Nepalese adolescents, and through examination of dual impacts, positive and negative, the study aims at providing a deep understanding of how social media influences youth mental health within the Nepalese cultural and social-economic landscape. Nepal is rich with its cultural heritage and rapidly modernizing society, which provides a unique backdrop for this study and the relationship between traditional values and digital modernity, creating a distinct environment for exploring the effects of social media. Therefore, the research aims at bridging the gap between technology and youth well-being in Nepal and aspires to serve as a guiding light for families, educators, and policymakers, leading to a future where social media can be relied on to enhance rather than hinder the flourishing of Nepalese youth.

1.1 Rationale and Problem Statement

In the past several years, youth mental health has been dubbed a crisis by mental health professionals, parents, educators, and researchers due to the undeniable link between the increased mental health issues among young people and social media.

O'Reilly et al. (2018) examined adolescents' viewpoints regarding social media's effect on mental health. According to the study, there is a strong opinion among teenagers that social media poses the risk of undermining mental health, with prevalent topics of mood and anxiety disorders, cyberbullying, and addiction. The researchers were found to need to conduct more studies on the possibility of

advancement of mental health through the use of social media platforms and the need to educate adolescents on how to manage these potential adverse effects.

This research provided a well-rounded picture of the complicated relationship between the young generation's mental health and the perpetual use of various social media platforms. The goal of our study was to carefully examine all the nuances of these matters and pay particular attention to the specific vulnerabilities that are common among adolescents and young people when it comes to their mental health. The final goal is to draw reliable conclusions regarding the emotional well-being of this group, considering both the positive and negative influences of social media. Therefore, focusing on the universal risks to this age category will increase the understanding of using social networks mindfully and psychological services - to the advantage of teens and the people working with them."

Adolescence is a significant time of life, including a lot of psychological development, where identity formation happens and friends are shaped while carrying out different roles at the home and community levels (Chancellor & De Choudhury, 2020). For instance, the rapid spread of cyberbullying is a significant issue that can affect the mental health of young individuals engaged in the online world. Disconnect and anonymity within the digital environment constitute a primary reason behind the rise of the online bullying phenomenon. Such stalking will primarily be identified with anxiety, depression, or, worse still, suicidal thoughts in the victims (Stevens, Nurse, & Arief, 2021). Besides, social media is forever presenting a full display of micro-adjusted and, at times, unreachable standards, leading to social comparison among young people. Often, imagery and stories of peers depict a version of perfectionism involving success, beauty, and happiness, which, at times, can cause individuals who compare themselves to the negative image to feel a complex of inferiority or less self-actualization (Barroso & Corroto et al. 2022).

Also, this is the nonstop flow of social media updates and content, which shows the presence of FOMO among young people. This isolation is somehow associated with stress and loneliness, which is alarming considering the emphasis on connection and being included, which is the current trend in society. Social media's impact on body image is another crucial issue of discussion: celebrities and influencers often post their digitally optimized photos that drive an unrealistic beauty

concept (Naslund, Bondre, Torous, & Aschbrenner, 2020). Peer pressure to conform may be the leading factor involving youths indulging in dangerous activities amidst self-image challenges, which are both mental health issues that should be more concerned with researchers, as those guys trying to implement change within these industries. Gislason, Kennedy, & Witham (2021) highlighted that mental health issues among children and youth as necessary. This alludes to the importance of including different stakeholders in pursuing research questions involving young people and caregivers. Data showed the connections between depression, anxiety, and suicide and implied requirements to reorganize services and improve child-parent relations and education for combating mental disorders among this group.

Social media is one of the tools that may cause psychological disorders. However, it is worth pointing out that this is also a powerful tool that helps people to speak their minds and to get support for mental health issues. Empathy is developed via the digital realm through shared experiences between youngsters, which brings together a sense of belongingness that was impossible before the digital world. Furthermore, it arouses the innate seed of creativity through gateways that allow youngsters to unleash their creativity openly and express ideas without fear that others may have different perspectives, hence the broadness of mind and self-confidence. To cover the multifaceted dynamic of the issue, this study is trying to fully untangle the intricate interdependence of social media and youth's mental health. It is designed to explore various dimensions of social media, such as its ability to ensure clear communication, low stigma, and using the internet as a tool. Sure thing, we are required to understand that although social network sites can harm the mental health of some youngsters at times, they can also lead to positive change and allow the development of support systems for youth in their lives (Stroud et al., 2015).

1.2 Research Objectives

This research is driven by a comprehensive set of objectives aimed at gaining a deeper understanding of the complex relationship between social media and the mental well-being of youth. These objectives are as follows:

1.2.1 To examine the influence of media exposure to social media on the mental well-being of Nepalese adolescents as mediated by their attitudes toward the positive impacts of social media

1.2.2 To examine the influence of media exposure to social media on the mental well-being of Nepalese adolescents as mediated by their attitudes toward the negative impacts of social media.

1.3 Scope of Study

1.3.1 Research Methodology

The study employs a survey method to collect data and analyze the complex relationship between social media usage and the external well-being of Nepalese adolescents. The research focuses on collecting quantitative data using structured questionnaires administered to 200 respondents aged 18-25, where the survey captures key variables such as media exposure, attitudes toward positive and negative impacts of social media, and mental health outcomes inclusive of self-esteem, anxiety, and depression. The study ensures a systematic approach to understanding how different aspects of social media usage influence mental health through using a survey. This design aligns with the research objectives and hypotheses, providing a robust framework for data collection and analysis, as information derived from the data contributes to evidence-based recommendations for interventions, policies, and practices aimed at mitigating negative effects of social media while promoting its positive impacts on youth mental health.

1.3.2 Populations and sampling methods

The primary purpose of the research is to unveil the complexity of social media usage among Nepalese young adults who are formerly at the stage of growth and maturity. Nepal has witnessed a rapid surge in internet penetration over the past decade, with social media platforms becoming a significant part of daily life, especially among adolescents. Facebook remains the most widely used platform (60.93%), providing space for social interaction and community engagement, and TikTok has gained immense popularity for entertainment and creative expression. On the other hand, Instagram (6.14%) and YouTube (0.87%) are often used for lifestyle content and educational purposes, but Twitter is less prominent, though it serves as a

platform for discourse on political and social issues (Abi-Jaoude, Naylor, & Pignatiello, 2020).

This research looks at their social media activity pattern, which consists of their diverse online behavior and engagement across different social networking sites during the vulnerable transition period from a teenager to a young adult. Because this population is composed of teenagers and youths, the mental health complications arising from having several social media platforms cannot be overlooked. Younger people are invited to be involved because it is their prolonged use of social media that causes them to have a higher probability of mental health problems. Issues such as excessive screen time, exposure to cyberbullying and unrealistic comparisons often increase the feelings of anxiety, depression, and reduced self-esteem by 30% (Abi-Jaoude et al., 2020).

Teens and youths are in the period when they define who they want to be, and social media has a much more significant impact on them. The study of these electronic devices looks at their impacts on such aspects as self-confidence, social relationships, psychological health, and decision-making among this category group. Given that psychological dynamics, emotional states, and social norms substantially affect the course on which people undergo this profound ordeal, we will probe how social media influences them to experience either self-discovery or mishears.

The principal aim of this research about a particular age group is to do an analytical study from different angles, including personal experiences. It should be noted that the existing social media platforms popular among teenagers today will be subjected to thorough evaluation. The investigation is aimed at disclosing how each forum impacts teenagers' mental health and learning that each forum has a unique set of rules, modes of communication, and forum particularities.

1.3.3 Independent variables and dependent variables

There are several independent variable and dependent variables in this study.

1.3.3.1 Independent Variables

1) This variable distinguishes between the diverse components of media exposure and social media use, such as its frequency of use (e.g., daily, weekly, and monthly), extent of time spent on the platforms, posts shared (including

personal images and stories), and number of followers some of the measures that can be used in this study.

2) Such a variable characterizes the theme of the content that people see on social media platforms and media exposure. It comprises many elements ranging from educational content like guides and articles, lousy publicity such as wars or failures, and positive encounters such as ascents and joyful moments.

1.3.3.2 Dependent Variables

A set outcome variable of mental health and well-being is used to measure the effect of social media usage on the psychological wellness of youths. This factor is evaluated using practical mental health assessments designed to evaluate various indicators, including self-confidence, anxiety features, depression rates, and general life satisfaction. It becomes possible to assess the scores numerically and thus have the ability to discuss quantitively the impact of using social media on an individual's mind. The benefits may also include the promotion of creativity and social networking. In contrast, the adverse outcomes may be associated with such things as depression, stress, and feelings of inferiority due to social comparisons.

1.3.4 Reasons for choosing the social media platform

To further the research, the examination focuses on social media platforms, popular among the youth in the digital era. Users now communicate in a fun and social way with the help of an exciting design and offer their individuality in the process. The study aims to reveal what role social media plays in the mental well-being of current-generation teens by scrutinizing its features, content, and user behavior - an ideal choice to understand the social media perplexities that might be influencing the psychological health of the teenage group in either a positive or negative way. Selecting social media platforms provides focused insights on the positive and negative aspects of using such platforms, which can benefit young people's welfare, whereby most teens ages 15 to 17 (73%) use social media (Vogels, Gelles-Watnick, & Massarat, 2022).

1.3.5 The time frame of data collection

The study's data collection period utilized a thorough and organized methodology, lasting seven months from October 2023 to April 2024, to adjust for fluctuating social media usage patterns among youth. Social media interactions and content data was gathered continuously throughout the year to account for shifting trends and accepting seasonality. This in-depth timeline gave a clear picture of how social media affects adolescents' mental health at each season and happening. It considered the seasonal variation in using social media, published content types, and the social connections between users.

1.4 Research Questions

The goal of this research is to find out how social media affect the mental health of young adults. To conduct this study, we will be formulating the research questions. These inquiries strive to uncover the various effects that social media has on adolescents:

RQ1: How does media exposure to social media affect mental well-being of Nepalese adolescents as mediated by the attitude toward the positive impacts of social media?

RQ2: How does media exposure to social media affect the mental well-being of Nepalese adolescents as mediated by the attitude toward the negative impacts of social media?

RQ3: What strategies can be developed to mitigate the negative impacts of social media on the mental well-being of Nepalese adolescents while enhancing its positive effects?

1.5 Significance of the Study

In a high-tech society, the complex connection between social media usage and the mental health of adolescents is a priority issue that concerns different stakeholders, such as parents, educators, mental health workers, and politicians. This knowledge holds enormous value in the modern world.

1.6 Informing Parents and Caregivers

The well-being of youth is the focus of caregivers, and they play a vital role in developing the youth's perception of the digital world. Under the perception that social media affects adolescents' mental health, guardians are usually careful about what their children do online. They anticipate risks associated with overuse or misuse of social media platforms and assist people in discussing all related issues. With this knowledge, parents help their kids use critical thinking skills, make healthy decisions online, and seek advice if necessary (Burns, Halvey, Súilleabháin, O'Callaghan, & Coelho, 2017). Furthermore, caregivers also realize how beneficial social media platforms can be in stimulating growth and well-being in children; hence, they promote the use of technology in households for balanced usage.

1.6.1 Empowering Educators

Teachers can consider students' psychological well-being by learning how social media impacts them. These lessons could be introduced into the schools' curriculum, and the pupils could be provided with the tools necessary to ensure their safety on digital platforms. Educators also have the instinct to spot any excess of social media-related activities from the learners, which may be mentally distressful. This helps them to provide an appropriate helpline or counseling when necessary (Arum et al., 2021). In this respect, proficient teachers do their best to mitigate or eliminate potential risks that could otherwise make online interactions uncomfortable for the users and, at the same time, provide students with the skills for deriving benefits from various Internet platforms.

1.6.2 Supporting Mental Health Professionals

The millennial generation is aware of the intricate connection between social media and mental health issues. Mental health professionals can provide tailored help and practical advice by being actively involved in their clients' online behavior, letting them know the emotional impact of virtual interactions during open conversations and how they lose touch with the reality of digital encounters. Therefore, mental health professionals have the necessary skills to provide specialized interventions and therapies directly addressing specific challenges linked with social media usage, such as being cyberbullied or feeling inadequate as a result of constant comparison on these platforms (Kutok et al., 2021). They can achieve this goal if they

do what is sufficient by creating advertisements or events that will draw their consumers. A comprehensive strategy encompassing and addressing digital issues will help the experts offer integrated care services with these elements. Thus, the researcher will be able to develop novel and successful research projects that are aligned with the new directions in research and tendencies that remain most relevant and make an impact.

1.6.3 Therapeutic Intervention

The word medical intervention is used here to offer a direct way toward the purpose, such as gene mapping, cognitive enhancement, or bodybuilding. Among such measures, it is usually professionals, including counselors, therapists, or doctors who are experienced, who engage their patients in one of their relevant programs that differ in their designs to suit the particular case and the patterns of challenges specific to the patient. Next to treatment practice, the involvement of research debunking the link between social media and the genesis of mental disorders among adolescents should be considered shaped to foster avoidance of adverse effects of social media usage. The literature has revealed how the negatives of social media overuse on mental health have been seen. On the other hand, research on how to minimize the risk and enhance the mental health of the young population therapeutically needs more time.

Factors Affecting Quality of Mental Health in Relation to Social Media

1) Social Media Usage Patterns: This ranges from how frequently and how long the user is on the site, to the kinds of site in which the use partakes, and the kind of content the use interacts with. These patterns are important in making a connection between social media usage and mental health of the youth.

2) Mental Well-Being Indicators: This variable includes the measurement of mental health results defined like anxiety levels, self-esteem, experience of cyberbullying, and FOMO (Fear of Splat Out). This something regarding how these indicators is impacted by the use of social media.

3) Coping Mechanisms: In other words, it involves identifying how youths try to mitigate adverse effects on their mental health due to social media use, formally known in prevention science as 'protective factors'.

4) Suggestions for Improvement: This variable covers adolescents' suggestions on how the social media platforms could be enhanced for the improvement of adolescents' mental health and advice for parents, teachers, and leaders.

1.7 Definition of Terms

1) Social Media Usage Patterns refers to the regularity and duration of adolescents' media usage, the kinds of social media they incorporate, and the types of messages like text, photos, videos, and live streams, they attend to. They comprise the regularity of social media, basic usage of frequency as daily, weekly, or monthly and the duration on social media platforms.

2) Mental Well-Being Indicators refers to the mental health indices are the constructs that are used to evaluate the current state of adolescents' mental health as well as their levels of anxiety, self-esteem, FOMO are. They also include episodes of cyberbullying as well as feeling pressured to perform a certain way on a social media platform.

3) Coping Mechanisms refers to the adolescents that implies the ways and means which they adopted in dealing with or reducing the overall effects of social media to their well-being. This ranges from moderation of social media usage, seeking professional help in case of developing mental issues from social media, choosing to be mindful and other personal interventions to deal with stress/negative feelings elicited from social media usage.

4) Social Media Platform Preferences refers to social media platforms, where an activity is indicated then it is going to quantify the particular platforms that are frequently utilized by an adolescent which include Facebook, Instagram, Twitter, snap chat, You Tube & Tik Tok. This variable enables one to know the most used social media in teenager's and their effect on psychological health.

5) Media exposure refers to the various social media platforms to which the respondents are regularly exposed.

Types of Social Media Content:

Definition: Types of social media content and its implication for adolescents relates to the nature and content that the young adults engage in while using social

network sites, which include plain text posting and commenting, image sharing, video sharing, storytelling, news, educational material, memes, and contents related to influencers or celebrities. This awareness prevents the negative impacts of these concepts on the adolescents' psychological well-being as the types of content are understood.

1.8 Social Media Impacts

1.8.1 Positive Social Media Impacts

Positive Impact of social media: The positive outcomes that occur from the use of SNS that impact positively on one's psychological health, social integration and development. This construct encompasses:

1) Information Need Importance: social media serves as an essential tool for accessing news, study-related content and general knowledge. The respondents highlighted its role in gaining event-related information asking for advice and staying informed on the organizations.

2) Entertainment Need Importance: Social media platforms provide entertainment and help users pass time as respondents emphasized on the significance of these platforms in having fun and alleviating boredom.

3) Personal Need Importance: Social media allows users to construct and express their self-image and serves as a platform for portraying oneself positively to others and gaining approval from peers.

4) Social Need Importance: These platforms enable communication and connection with friends and family, helping the users maintain relationships, find new connections and stay in touch with people over long distances.

1.8.2 Negative Social Media Impacts: General Anxiety Disorder (GAD)

An evaluation which focuses on numerous aspects of life and orients towards worry, gloom and doom, and manifests itself as a worry persisting for more than six months and occurring on one's mind more than once a day. In the context of social media use, GAD may manifest as: In the context of social media use, GAD may manifest as:

1) Feeling nervous or anxious after using social media

2) Inability to stop or control worrying triggered by social media interactions

3) Excessive worry about different matters related to social media use

4) Trouble relaxing due to social media exposure

5) Restlessness to the point where it becomes challenging to sit still

6) Becoming easily annoyed or irritable as a result of social media usage

7) Feeling afraid as though something awful might happen, tied to social media activities
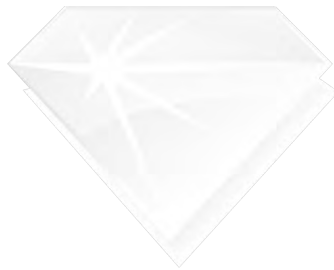
CHAPTER 2
LITERATURE REVIEW

The aim of this chapter was to examine and synthesize the existing body of literature on the impact of social media usage on the mental health and well-being of Nepalese adolescents. The review established a theoretical framework for understanding this relationship and highlighted key findings and gaps in current research. Through basing the study within broader academic discourse, the chapter provided a foundation for the research objectives and methodologies described in the subsequent chapters. The discussion includes exploration of relevant theories and analysis of both positive and negative impacts of social media and an identification of gaps in knowledge that this study would address.

2.1 Introduction

Social media's effects on young people's mental health and well-being are complicated, multidimensional issues that have been examined from a variety of theoretical angles. To comprehend and analyze the connection between social media usage and mental health outcomes in this demographic, this research will discuss some significant ideas and frameworks. The topics will be summarized as follows:

2.2 Related Theories

2.2.1 Social Comparison Theory

Social Comparison Theory, initially formulated by Festinger (1954) offers valuable insights into how individuals assess their abilities and opinions by comparing themselves to others. According to the model of media effects theory, humans continuously compare themselves with others to determine their social status (Chadee, 2022). These analogies can be grouped into two categories: upward or downward. The Social Comparison Theory holds even in modern social media because people keep encountering carefully selected and idealized representations of other people's lives. This extended comparison may result in an upward social comparison in which one is less successful or happy than one's peers. The latter can be damaging to one's mental health since it might make people feel inadequate or inferior to others. The fact that

social media users are constantly exposed to a flawless online identity can cause feelings of inferiority and dissatisfaction, complicating the intricate bond between mental wellness and social media.

2.2.2 The Social Identity Theory

Tajfel and Turner's Social Identity Theory, dating back to the 1970s, argues that social categorization and group identity are critical factors in influencing one's behavior. This theory suggests that people tend to categorize themselves and others into different social categories and that their participation significantly influences a person's behavior and self-behavior in these groups. This can be justified as a case with social networks, where people usually rely on particular online groups to express their similarities, which might be based on shared interests, values, or characteristics. Group membership representation in the virtual world affects an individual considerably by providing the feeling of belonging and societal essence; social media identities associated with well can positively affect his/her self-esteem. Although it is important to note that a person might not be affected by the significant encounters, they can experience a sense of alienation from online networks.

2.2.3 Cognitive Dissonance Theory

Leon Festinger (1957)'s Cognitive Dissonance Theory contributed essential insights into the underlying cognitive dynamics of a person as they struggle to accept new behaviors or beliefs that contradict their core values. Based on the theory, people seek to resolve cognitive dissonance (a state of discomfort that results from conflicting attitudes and actions (Wight et al., 2019). His resolution may acquire the form of changing their behavior to match up better with their ideal behavior or their point of view. The area of social networking may be primarily cognitive dissonance. In the following virtual environments, users make and disclose an enhanced picture of themselves and demonstrate a lifestyle that does not match their true feelings or experiences. Social network platforms can create a gap between the online identity and the true self due to the creation of this idealized self. Individuals could experience stress on maintaining this fake persona – one that is different from how they feel and their life. Sometimes, a person may gradually start noticing the dissonance of such conflicting emotions. A person's digital identity, often different from his real personality, creates events between them that are recognized as one aspect of the

conflict. Some of the results of wits and anxiety with a desire to change the way I look is, to full extent, the feeling of being untrue to me.

2.2.4 Media Effects Theory

Media effects theory focuses on answering how different media types, such as social media, can mold a person's mind, thus presenting something to somebody about their lives. Therefore, it turns out that this idea is pretty relevant to social media. The number one factor is the growing social media trend of being well-known sources of information and facing media between people and psychological health. Even though these platforms are more than just a market or a discussion forum, they still play a critical role in transmitting harmful information to people's minds and the feelings of those involved. Social media can badly affect mental well-being with cyberbullying. More specifically, the thought that online interactions are almost obscured or unknown could be the reason for the extreme behavior that translates to emotional hurt, stress as well as despair for the victims (Valkenburg, & Oliver, 2019). The media has this conflict in mind as it shows the possible damage that social media exposure may trigger, as the circulation of dangerous information may alter how people value themselves and each other.

Subsequently, people might go through very much violent or unsuitable information that they can come across via social networks. Surprisingly, the increasing gloominess of the news, which stirs anxiety, fatigue, and emotional weariness, is almost endless. The hypothesis essentially converses on the assertion that youths who view a particular type of media may hold different expectations and may act on the media they view and draw attention to the fact. Even more worrisome is that pictures and posts portraying events will get so many likes and views on these social media platforms if they do not represent beautiful and unattainable glamour. They use social media, so they naturally get to see all this camouflaged and false information that makes them feel as though they are looked down upon or not good enough. The research has proven that the media effects theory implies that young people are aware of the unattainable beauty standards; these may have a bad round on their self-perception, and therefore, their mental health can be affected.

2.2.5 Positive Impact as a Mediating Variable

The role of positive impact as a mediating variable is significant in understanding the relationship between media exposure to social media and mental well-being. Mediating variables help to explain how or why a specific effect occurs through linking the independent and dependent variables. In this study, the positive impacts of social media, such as information-seeking, entertainment, social connectivity, and personal fulfillment, act as mediators. These aspects influence mental health outcomes by providing avenues for emotional validation, fostering relationships, and facilitating access to supportive content. For instance, individuals who engage with positive content on social media may experience increased self-esteem and reduced anxiety, thereby mitigating the potential negative effects of prolonged exposure.

2.3 Positive Psychology Framework

Human attributes, wellness, or the way towards a healthy and content life is what positive psychology entails. It includes investigating constituents that constitute a meaningful and purposeful life (Barroso-Corroto et al., 2023). The significance of positive psychology to social media is that the field reveals that these platforms can improve people's lives and lead them to wellness, notably among the youth and teenagers. Social media creates a unique forum that allows individuals to express themselves and engage with their mutual group. It becomes a place where people get to share what they are happy about and offer help to the people around their neighborhood. In such a situation, social media can be a helpful tool that will help spread messages about mental health and well-being.

Furthermore, beyond having fun, doing something that features a social media community of health is possible. The latest trend on social media for seeking motivation from their friends is to share the feeling of being joyous, share success stories, and accomplish their targets (Gislason et al., 2021). Social media is a place where people can come together to create groups and bend minds that are conscious of mental health and support, where members who share personal problems also feel empathy and support from other members who deal with the same issues as they do.

In positive psychology, social media can be used to better someone's well-being and the well-being of their online community. It demonstrates how social media can also be a constructive power in the world by allowing users to be active participants in building a positive and friendly online community besides just consuming content. Through activities consistent with positive psychology ideas, social media can be used as a medium that aids users in increasing their resilience, happiness, and life goals.

2.4 Theoretical Framework

Comprehending the complex correlation between social media and the mental well-being of adolescents entails several essential factors. Social media usage patterns include how often, for how long, and what kinds of interactions users have on sites like Instagram, TikTok and Facebook. Excessive exposure to idealized information has been linked to a decline in mental health since it can lead to more excellent social comparison and FOMO. Content types can be classified as positive, negative, or educational; exposure to unachievable beauty standards or instances of cyberbullying, for example, may lead to mental health issues. Positive interactions and participation in support networks have been shown to impact mental health positively. Online interactions encompass likes, comments, direct messages, and engagement. participating in online communities or circles is known as "community engagement." Being a part of getting support from groups, particularly from the mental health perspective, has had a good impact on people with mental disorders. At the same time, the usage of social media has a psychologically dependent effect on people's well-being, which has been seen by the presence of variables to do with self-confidence, anxiety, depression, and life satisfaction, respectively.

It is such the correlates that make people understand what role social media plays in younger ones' health of mind. Indeed, as per research, the more time people spend on platforms, the lower their levels of mental health, mainly if they observe this with the disclosure of malign contents and devoid interactions. However, attending quality groups, attending positive meetings, and providing an appropriate diet for positive thinking can be a part of the result for good psychological health. Utilizing these aspects provides an intricate understanding of the mental health outcomes of

teenagers and age groups linked to the use of social media. Additionally, treatments or techniques to reduce potential adverse effects while promoting positive usage patterns are to be suggested.

2.5 Social Media and Mental Health

Excessive exposure to idealized content on social media platforms can foster social comparison and Fear of Missing Out (FOMO), leading to declines in mental well-being. Adolescents, in particular, are highly susceptible to the negative effects of constantly comparing themselves to seemingly "perfect" lives showcased on social media. Exposure to content promoting unrealistic beauty standards, cyberbullying, and toxic interactions exacerbates feelings of inadequacy, anxiety, and depression. However, not all social media interactions are detrimental. Positive social interactions, participation in support networks, and engagement in mental health awareness communities can have a beneficial impact on adolescents' mental health.

The way social media influences mental health is deeply connected to online interactions such as likes, comments, and direct messages, as well as community engagement. Being part of a supportive group or network on social media, where emotional validation and positive feedback are exchanged, can enhance users' sense of belonging, boost self-esteem, and alleviate feelings of isolation. In contrast, superficial or negative engagements can contribute to feelings of loneliness and self-doubt.

2.6 Media Exposure to Social Media

The platforms included in the survey were carefully chosen because of their high usage rates among Nepalese youth. The most frequently used platforms for the surveyed group include:

1) Facebook: One of the most widely used social networks, Facebook is used for a variety of interactions such as connecting with friends, sharing personal updates, and joining groups. For this study, Facebook's role in shaping both positive and negative interactions was considered.

2) Instagram: Instagram is a visual-centric platform where users engage by sharing photos and videos. Its emphasis on visual content and social

comparison makes it highly relevant to mental health studies, particularly concerning self-esteem and social anxiety.

3) Twitter: This platform is used for sharing short updates or engaging in public discourse. In the context of mental health, Twitter's role in fostering discussions around mental health awareness and providing a space for venting emotions is significant.

4) Snapchat: A platform known for its ephemeral content, Snapchat's popularity among younger audiences makes it an important subject in understanding how temporary and informal interactions affect mental health.

5) TikTok: A platform that has rapidly gained popularity for its short-form video content, TikTok is especially significant for this study due to its tendency to foster trends related to beauty standards, lifestyle, and viral challenges that can contribute to social comparison and FOMO (Fear of Missing Out).

In the context of this research, the respondents' exposure to these platforms was measured by their frequency of use, duration of use, and the types of interactions they engaged in, such as commenting, liking, posting, and viewing content.

2.7 Positive Impacts of Social Media

Social media has the potential to provide positive experiences, particularly when users engage with supportive content or participate in health-promoting online communities. In this section, it is important to emphasize how social media, when used in a positive and constructive manner, can significantly contribute to anxiety reduction and self-esteem enhancement among Nepalese youth. The positive impacts analyzed in this study include:

1) Community Engagement: Many respondents reported that being part of supportive online communities—whether through Facebook groups or Instagram communities—helped them feel more connected. These communities often provide a platform for discussing personal challenges and receiving emotional support, which contributes to positive mental health outcomes.

2) Mental Health Awareness: Social media platforms are often used to share information about mental health, including tips for managing stress, anxiety, and depression. By following mental health advocates or joining awareness campaigns,

users can gain insights and coping strategies that directly improve their psychological well-being

3) Self-Esteem Improvement: The positive reinforcement that users receive through likes, comments, and followers can have a significant impact on their self-esteem. When respondents posted content and received positive feedback from peers, it often boosted their self-confidence and contributed to feelings of validation.

Social Connection: The ability to stay in touch with friends and family via social media helps users maintain relationships, especially in times of physical separation. This kind of interaction plays an important role in reducing feelings of loneliness and improving overall life satisfaction.

2.8 Negative Impacts of Social Media

The negative impacts of social media use are complex and multifaceted, often leading to increased anxiety, depressive symptoms, and a sense of inadequacy due to constant comparison with others. While social media can be a source of positive interaction, it also carries risks, particularly when users are exposed to negative or harmful content. The negative impacts identified in this study include:

1) Anxiety: Constant exposure to highly curated and idealized content on platforms such as Instagram and Facebook often lead to feelings of inadequacy. When users compare their everyday lives to the seemingly perfect lives presented on social media, it can trigger social anxiety, especially when they perceive themselves as falling short.

2) Depression: Respondents who spent more time on social media, particularly platforms that promote excessive social comparison, were more likely to report feelings of depression. This was especially true for those who were exposed to negative or distressing content such as cyberbullying or unrealistic beauty standards.

3) Social Comparison: Many respondents reported that social media promoted unhealthy comparisons between their lives and the lives of others. Instagram, in particular, where users often display highly edited and filtered versions of their lives, was linked to increased feelings of envy and lower self-esteem.

4) FOMO (Fear of Missing Out): The continuous stream of updates on social media often leaves users feeling like they are missing out on experiences

enjoyed by their peers. This sense of exclusion can increase feelings of isolation and dissatisfaction with one's own life.

2.9 Hypotheses and Variables

The hypotheses for this study, which are based on the Uses and Gratifications Theory (UGT) and the observed data, are as follows:

Hypothesis 1: Media exposure to social media is a significant predictor of Nepalese respondents' mental well-being as mediated by their attitude toward the negative impact of social media

Hypothesis 2: Media exposure to social media is a significant predictor of Nepalese respondents' mental well-being as mediated by the attitude toward the positive impact of social media.

These hypotheses reflect the core objectives which is to assess how different variables—such as demographics, content types, and social media usage patterns—affect the mental health outcomes of Nepalese youth.

Figure 2.1: Conceptual Framework
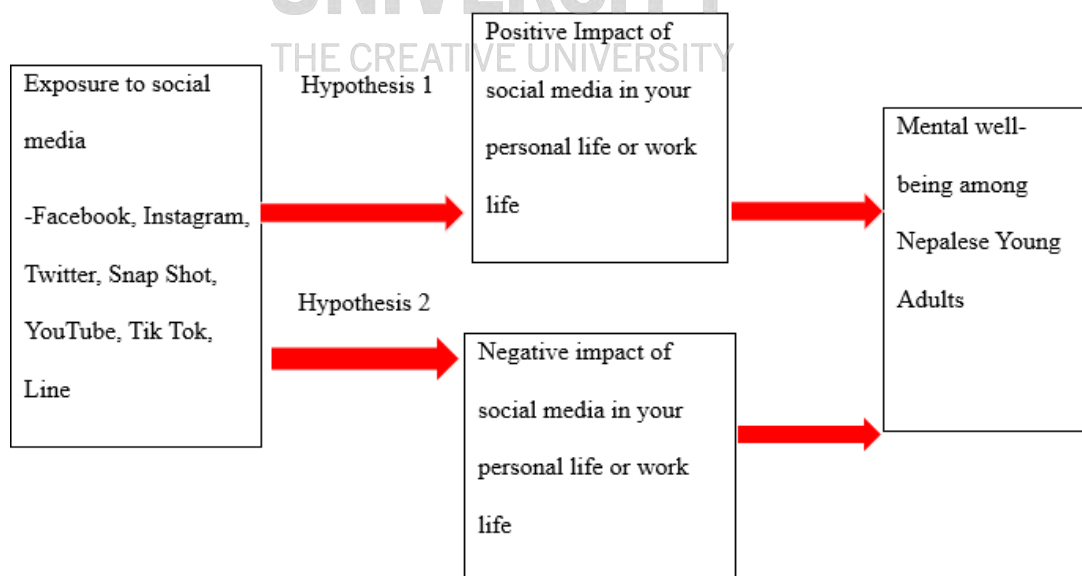
This conceptual framework shown in Figure 2.1 above highlights how demographic factors and usage patterns shape the psychological gratifications that young social media users seek and obtain, and how these gratifications, in turn, affect their mental health. It provides a structured approach to understanding the dual impact of social media, which can both exacerbate and alleviate mental health issues.

2.10 Knowledge Gap Found from the Past Studies

In recent years, many studies have been conducted on the prevalence of social media among young people, emphasizing its revolutionary effects on social relationships and communication. Numerous studies have examined how everyday social media use is among teenagers and young adults, highlighting the need to comprehend the implications for mental health. Even though there is a large amount of literature on this subject, some questions still need to be answered. The primary gap in existing research is the limited understanding of how specific social media platforms interact with each other and influence a young person's mental well-being in different cultural and socio-economic contexts. While thousands of papers have analyzed the general effects of social media, few studies have examined the platform-specific experiences of users, more so in non-Western contexts like Nepal. The unique dynamics of Nepalese youth—shaped by traditional collectivist values alongside growing exposure to global digital trends—remain underexplored in current research.

In the same way, the study done by Ivie, Pettitt, Moses & Allen (2020) explored the link between depression symptoms among American teens and their social media use but failed to differentiate the effects of various technological platforms. Similarly, most studies on social media focus on Western populations and lack information on the regional differences, leaving a critical gap in understanding how Nepalese youth interact with platforms like Instagram, Facebook, Snapchat, and TikTok. It is important to identify whether these platforms provide unique opportunities for self-expression or pose distinct challenges within the Nepalese socio-cultural framework.

On the other hand, while many studies focused on the negative impacts of social media, such as cyberbullying, social media anxiety, and depression, there is a lack of data on the benefits of social media on youth mental health. Vidal, Lhaksampa,

Miller, & Platt (2020) have dealt with the dark side of SNS, such as its correlation with depression. Nonetheless, the positive aspects, including how online social support, self-expression, and mental health awareness are presented, need to be studied further to be fully understood. This knowledge gap is particularly relevant in Nepal, where community-oriented initiatives on social media may have unique mental health benefits but have received little scholarly attention.

Additionally, the scarcity of longitudinal studies tracking social media use and mental health development makes it hard to reach definite conclusions. Cross-sectional data, which looks at what is happening now, are often used in previous research. However, this approach cannot understand the dynamic nature of social media and its changing consequences. Research by Irmer & Schmiedek (2023) showed that well-being could be enhanced by reducing social media use over time, implying that longitudinal studies would be the most relevant way of finding temporal trends. This study aims at addressing this limitation through investigating the temporal patterns of social media usage and its psychological impacts among Nepalese youth, providing a culturally specific perspective.

Finally, regional and cultural differences in social media usage have been largely overlooked; most research has been conducted in Western environments, which limits its applicability to contexts like Nepal, where digital infrastructure and cultural attitudes toward social media differ significantly. Through focusing on Nepalese youth, the study aims at contributing to a more inclusive understanding of how social media influences mental health across diverse cultural settings.

2.11 Conclusion

Investigating existing research on how social media affects the mental health of youth allows for essential factors to be known, which are required to reach the complete answer. This perhaps explains why this issue is of immense importance in that it cuts across the social life of individuals and society. Unsurprisingly, the research area is measured by real countable and mutually exclusive factors including amount and length of social media usage, interaction with the content, types of the content and the intensity of activity within the community which may be linked to the improvement of mental health. As a method of data collection, the research applies

quantitative content analysis whose major strength lies in revealing trends in the use of social media. Committed to the analysis of social media, the work studies quantifiable indicators that encompass the number of posts, interaction types (like, comments, reposts), and essential topics in publication shares.

This approach gives a numerical premise that can be used to evaluate the impact that is generally perceived by the youth through the social media platforms. To collect information on the usage of social media, the participants involved are 200 young adults of between 18-25 years. Features including post frequency, engagement ratios, and total time spent on the social media platform are measured to test their relationship with mental health measures. Social media application usage is the dependent variable while the independent variables include interactional patterns, content consumption, and community relating. Quantitative analysis is used in the study to establish numerical relationships between the variables under examination, namely social media use and psychological health. As such, this approach does not only draw attention to the empirical consequences of social media on well-being but also provide directions for reformists or tutors.

CHAPTER 3
RESEARCH METHODOLOGY

3.1 Research Design

The primary objective of this study is to comprehensively analyze the intricate relationship between social media use and mental health outcomes among young adults aged 18 to 25 in Nepal. A quantitative research approach has been adopted due to its alignment with the study's objectives and its efficacy in examining these relationships within a sizable population. Quantitative research is well-suited for generating factual, measurable, and reliable data that can often be applied to broader populations. This makes it particularly appropriate for exploring the influence of social media on mental health within the targeted demographic.

3.1.1 Quantitative Approach

The quantitative approach has been selected for its numerous advantages in addressing the scope of the study, as it facilitates the collection of objective and measurable data, enabling rigorous statistical analysis. This is critical for the examination of the extent to which social media usage impacts mental health factors like anxiety, self-esteem, and depression, and the quantitative research allows for the inclusion of a large participant pool, enhancing the generalizability of findings across the population of interest. This inclusivity ensures that the study captures a wide spectrum of experiences and perspectives among the Nepalese youth. The structured nature of quantitative research is ideal for testing specific hypotheses and examining causal relationships, and through using standardized instruments, the approach ensures consistency and reliability in data collection, leading to a systematic exploration of variables such as social media usage patterns and mental health indicators.

Another key significance is the efficiency of the quantitative approach given the dispersed nature of the target population; survey methods allow for rapid and cost-effective collection of data from a substantial number of participants. The efficiency is important for meeting the timeline of the study and its objectives without compromising the competitiveness of the data. SPSS, a statistical tool, will be employed in the study, which can efficiently process and analyze collected data,

ensuring accuracy and clarity of findings. Such methodological choice aligns smoothly with the objectives of the research in exploring quantitative aspects of social media's impact on mental health, providing robust information on dynamics between social media usage and youth well-being.

3.1.2 Research method – Survey research

The selected method for this study is survey research where the approach is particularly suitable for capturing diverse experiences of Nepalese youth while addressing logistical constraints. The rationale for using the surveys comprises of various considerations which include:

1) Standardization: Surveys provide a uniform method of data collection, ensuring that all participants respond to the same set of questions. This minimizes biases and ensures the consistency of collected data.

2) Scalability: Surveys can be distributed to a large number of participants, either online or in person, enabling the collection of data from a representative sample of Nepalese youth. This scalability enhances the study's external validity.

3) Anonymity: Given the sensitive nature of mental health topics, surveys allow respondents to participate anonymously. This anonymity fosters honest and accurate reporting of behaviors and feelings related to social media and mental health.

4) Efficiency: Surveys are both time- and cost-efficient, enabling the rapid collection of data without significant logistical challenges.

3.2 Population and Sample Selection

The target population for this research comprises young adults aged 18–25 in Nepal, a demographic susceptible to the influences of social media due to its significant presence in their daily lives. This group comprises people from diverse cultural, geographic, and socioeconomic backgrounds to ensure a comprehensive representation, and the rationale for selecting this population lies in the widespread use of social media within this age group and its potential impact on mental health outcomes like anxiety, self-esteem, and depression. Based on the recent reports, most

of the Nepalese youth actively engage with platforms like Facebook, Instagram, and TikTok, making them an ideal focus for the objectives of this study.

3.2.1 Population Selection

The selection of young adults aged 18 to 25 is grounded in the developmental significance of this age range. This period is characterized by heightened vulnerability to external influences, such as social media, which can shape self-identity, mental well-being, and social interactions. The inclusion of both students and working individuals across urban and rural settings allows the study to explore the diverse experiences and perceptions of Nepalese youth in relation to social media use. This approach enables a culturally specific understanding of how social media influences mental health within the Nepalese context, providing valuable information into the interplay between digital behavior and psychological outcomes.

3.2.2 Sampling Method

To achieve a representative and inclusive sample, a stratified random sampling method will be employed. Stratified sampling ensures proportional representation across critical variables, such as gender, ethnicity, socioeconomic status, and geographic location. This approach enhances the generalizability of the findings by accounting for variations in social media usage patterns among different subgroups within the population. The sampling process will start with the identification of key regions within Nepal to capture both urban and rural perspectives. Random selection will then be employed to recruit participants within these regions, and efforts will be made to include both active and moderate social media users to capture a comprehensive range of experiences and engagement levels. This method reduces bias and increases the reliability of the results, ensuring that the findings reflect the diverse realities of Nepalese youth.

3.2.3 Sample Size

To determine the sample size, the study applies a formula based on a 90% confidence level (Z = 1.645) and an estimated proportion (p) of 0.5, with a 5% (0.05) margin of error. The resulting sample size is approximately 200 participants, rendered sufficient to provide statistically significant results. To account for potential non-responses or incomplete surveys, the study will aim to recruit an additional 10% of participants, targeting a total of 220 respondents. This oversampling strategy ensures

the robustness of the data and the validity of the findings and through employing a rigorous stratified random sampling method and calculating an appropriate sample size, this study ensures a diverse and representative cross-section of Nepalese youth.

Below is a table indicating the variables, indicator, and scale being used in the questionnaire.

Table 3.1: Code Book on SPSS

Section1: Personal Data	Respondent Data	Sentiment Indicator	Measures
Age	None	Scale	
Occupation	OCC	1. College/University Student	Nominal scale
		2. Government Officer	
		3. Small Business Owner	
		4. Large Business Owner	
		5. Corporate Employee	
		6. Artist/Designer/Working in Creative Field	
		7. Homemaker	
		8. Retired	
Gender	GEN	Male	Nominal scale
		Female	
		Other	
Education Level	EDU	High School Diploma	Ordinal scale
		Vocational Diploma	
		Bachelor's Degree	
		Master's Degree	
		Doctoral Degree	

3.3 Research Procedure

The research in this study takes a holistic approach to understanding the intricate relationship between social media use among young adults and mental health in the 18-25-year-old age group from Nepal. The investigation explores different complexities of social media use and mental health from a quantitative perspective. First, the researcher will conduct a content analysis of the existing literature to provide data about which aspects of social media usage by young people are favorable and unfavorable. This approach considers the promotion of a platform ecosystem, interaction network, and content creation, especially the importance of social media.

The frequency and type of interactions via social media, including community involvement and content consumption, will be among the attributes that the study will specifically deal with. In line with the research questions and hypotheses of this study, the following research design is adopted: This study used a quantitative survey method to establish the extent of social media use among young adults. This paper focused on the analysis of usage of the application by its audiences and their subsequent individual, social and psychological behavior. Semi-structured questionnaires were also used where the participants will be called upon to express their usage patterns, the frequency with which they engage with the apps as well as the perceived mental health benefits. A quantitative approach helped to establish the relationship that the contemporaries' utilization of social media has on dimensional facets of young adulthood.

Social media often makes young adults feel depressed due to being cyberbullied or harassed on social media. Additionally, it leads to the comparison of young adults to others on social media, feeling inadequate and feeling a sense of fear of missing out (FOMO) when I'm not on social media.

Table 3.2: Social Media Usage and Constructs

Category	Subcategories	Likert Scale (1-5)
Frequency of Social Media Usage	Daily, Weekly, Monthly Engagement	1 = Never, 2 = Rarely, 3 = Sometimes, 4 = Often, 5 = Very Frequently
Types of Content Shared	Educational Material, Entertainment, Humor, News, Celebrity Content	1 = Never, 2 = Rarely, 3 = Sometimes, 4 = Often, 5 = Very Frequently
Positive Impact of social media	Information Need, Entertainment, Personal Image, Social Connection	1 = Strongly Disagree, 2 = Disagree, 3 = Neutral, 4 = Agree, 5 = Strongly Agree
Negative Impact of social media	Anxiety Symptoms (e.g., restlessness, worry, nervousness)	Not at all = 0 Several days = 1 More than half the days = 2 Nearly every day = 3

3.4 Research Instrument

Scholars have labelled this type of research as quantitative since it used a structured questionnaire to analyze social media use and its effects on young adults in Nepal. The questionnaire is proposed with the purpose of covering most aspects of the participants social media use and their psychological state. After obtaining participants' consent, the first section of the survey provides questions concerning age, gender, ethnicity, socioeconomic status, and area of residence, being urban or rural. This make the outcome usable for analysis and comparison of different demography categories that are involved in the social setting.

To obtain detailed data, systematic and objective methods of data collection are applied in the social media usage section, measurement scales. In terms of frequency of use, a Likert scale of 5 points was developed with options ranging from 'daily' to 'never.' The second type of questions seeks to identify the platforms used

and consists of multiple-choice questions. The last section includes a Likert scale ranging from 1 to 4 points to determine the amount of time spent on the platforms daily less than 1 hour to more than 4 hours. Also, it investigates the type of content and number of friends/ followers and things through multiple choice and Likert type questions (Irmer & Schmiedek 2023; Ivie et al., (2020).

Concerning the mental health questionnaires, the questionnaire comprises a set of yes/no questions with the main themes being cyberbullying, pressure to change one's image, FOMO, one's self-esteem, and seeking help for mental health. This was then succeeded by the mental wellbeing scale which comprises of 10 items, which were measured by a 5-item Likert scale ranging from 1-Never to 5-Always. This scale including the measures of Li, Liu, Carcioppolo, & North (2016) and Liu & Zhang (2019) comprised of anxiety, depression, self-confidence and social comparison.

The questionnaire also aims at measuring positive experiences that flow from the social media use by dialog, and it has a 4-item Likert scale centered on social connection, learning opportunities, community formation, and individual expression. It provides the positive and negative appraisals of the use of social media, hence giving more rounded understanding.

Such a broad and detailed structure of the questionnaire would allow to investigate the tendencies of youth's social media usage, its effect on the subjects' psychological state, and applicable coping mechanisms in the case of Nepalese young adults. Thus, the present work integrates quantitative scales with quantitative data, in order to shed a comprehensive light on the interaction of social media use and mental health in this population.

3.5 Instrument Pretest

Before starting the main data collection, the questionnaire was pretested with a sample of 30 individuals from Nepal who shared characteristics with the target population. This pretest aimed to identify and address any issues related to the clarity, relevance, and interpretability of the questionnaire items. Feedback obtained during the pretest phase was instrumental in refining the questionnaire, and adjustments were made to ensure that the questions were clear, unambiguous, and consistently understood by all respondents. Cronbach's alpha was calculated to evaluate the

internal consistency of the scales used in the instrument, and the analysis helped to ensure the reliability and validity of the constructs being measured. The pretest process enhanced the overall quality of the research instrument, ensuring it was robust and well-suited for capturing data in the main study.

3.6 Data Analysis

The investigation of the data in this research will be comprehensive enough to accurately detect the complicated relationship between using social media and youth's emotional state. Secondly, quantitative data on the number of social media interactions social media among those aged 18 to 25 years old will be collected. These multiple forms of data will enable the researchers to discover trends in the platform's usage, consumption of content, and many forms of engagement on social media. Last but not least, quantitative methods will be used, such as user-generated content on social media and content analysis of the literature. A more extensive dissection of the content will enable one to identify both the positive and the opposing themes in the younger population's shared posts, comments, and interactions. Using this technique enables one to examine the effect of some content on the mental health of teenagers and young adults, e.g., cyberbullying, unrealistic beauty standards, or collective identification.

3.7 Validity of the Study

The thorough investigation of the complex association between social media use and youth mental health underpins the study's validity. This study's strength stems from its recognition of the difficulties posed by social media, including the daily contacts, kinds of material, and relationships (Abi- Jaoude et al., 2020). Furthermore, it is a rather potent characteristic that requires significant gaps in the existing body of research to be filled. However, researchers should also outline their efforts that focus on various outcomes for various social media sites, alongside discovering possible positive impacts between using those mentioned above. It requires longitudinal studies that mirror the changing character of social media involvement and mental health results in time.

Also, based on content analysis and particular age groups, the suggested quantitative technique demonstrates the strategy to ascertain the complexity of adolescent life on social media. The research contributes to a thorough understanding of the relationship between social media and mental health by examining interactions and substance tendencies on platforms like Instagram. It allows for establishing appropriate policies, techniques, or strategies that can help young people heal by using social media about their operations.

The validity of standardized scales, such as the Beck Depression Inventory (BDI) and the Generalized Anxiety Disorder 7 (GAD-7), has been well-established through previous research and validation studies. These scales have already been shown to have good psychometric properties and are commonly used with good results to measure depression and anxiety symptoms. Cultural assimilation of the measures is critical for their applicability and adaptability to the population for the study of Nepal. This could bridge the gap between different cultures because it considers the linguistic translation and the cultural adaptation to address the contextual differences in the expressions and interpretations of mental health symptoms.

3.8 Reliability of the Study

Therefore, the rigorous Methodology of this study renders its findings credible concerning the impacts of social media on the mental well-being of youth. It uses several theoretical concepts, such as the Media Effects Theory and the Positive Psychology Framework, to analyze social media use from both positive and negative angles (Ramasubramanian & Banjo, 2022). The concession of the profundity and variety contained in the theme issue invests the study with credibility. Literature deficiencies captured by unaddressed gaps point to the need to validate the adequacy of the existing body of studies through critical analysis. This acknowledgment lays the foundation for the current study's exploration into how it may more narrowly fill in these gaps by indicating, it seems, a complete reevaluation of past work. It is clear from the suggested quantitative Methodology, which uses content analysis and age-specific observations that a great deal of work has gone into capturing the intricate relationships between teenage social media use and mental health. The study aims to

thoroughly understand the links between online interactions, content type, and social media.

The study's reliability analysis utilized Cronbach's Alpha coefficients to assess the internal consistency of scales that measure social media impacts and mental health among Nepalese youth. High Cronbach's Alpha values across most constructs indicate strong reliability, affirming that the instrument consistently measures each variable as intended. Key variables in this study include negative impacts of social media, positive impacts of social media, and mental well-being.

The pretest analysis conformed high reliability across key variables, indicating that the questionnaire effectively measures the intended constructs. The overall reliability for media exposure to social media was high, with Cronbach's Alpha of 0.900, confirming the scale's strong internal consistency. The attitude toward the negative impact of social media, specifically the General Anxiety Disorder construct, demonstrated a reliability coefficient of 0.810, ensuring the accurate measurement of anxiety-related responses associated with social media use.

The attitude toward the positive impact of social media yielded a Cronbach's Alpha of 0.751, indicating acceptable reliability, and within this category, specific constructs were examined separately to refine the scale's validity. The information needs importance construct demonstrated a reliability coefficient of 0.780, ensuring the robustness of responses related to seeking valuable content on social media. The entertainment need importance construct exhibited a high Cronbach's Alpha of 0.798, reinforcing the consistency of responses related to social media use for leisure and amusement. The personal need importance construct scored 0.815, highlighting its strong internal consistency in assessing social media's role in self-identity and emotional fulfillment. The social need importance construct showed a lower yet acceptable reliability of 0.657, suggesting the need for refinement in measuring social media's role in ensuring social connections. The mental well-being scale demonstrated a Cronbach's Alpha of 0.716, indicating sufficient reliability in measuring psychological health outcomes. Adjustments were made to specific items in response to minor inconsistencies, inclusive of recoding of items 2, 4, and 8 to enhance clarity and reliability. These findings provide a solid foundation for the

subsequent analysis of social media's influence on mental well-being, reinforcing the validity of the study's conclusions.

3.9 Reliability of Instrument

Table 3.3: Reliability of Instrument

Construct	Cronbach's Alpha	Number of Items	Edited Statements
Overall Questionnaire	-	-	-
Media exposure to social media	0.900		
Attitude toward the negative impact of social media: General Anxiety	0.810	7	-
Attitude toward the Positive Impact of social media	0.751	20	No. 4, 19
1.Information Need Importance	0.780	6	No. 6 edited for relevance
2. Entertainment Need Importance	0.798	5	No. 5 revised for clarity
3. Personal Need Importance	0.815	4	-
4. Social Need Importance	0.657	5	No. 1 modified for specificity
Mental Well-being	0.716	8	No. 2, 4, and 8 recoded for reliability

Reliability Analysis Using Cronbach's Alpha for Mental Health and Social Media Scales

This section includes an explanation of the Cronbach's Alpha reliability test conducted on the scales measuring social media usage and mental health outcomes among the youth in Nepal. The scales consist of multiple items designed to capture the various dimensions of social media's impact on mental health and the author used a 5-point Likert scale, ranging from (1) strongly disagree to (5) strongly agree. Table 3.4 presents Cronbach's Alpha reliability for constructs associated with gratification sought from social media.

Table 3.4: Cronbach's Alpha Reliability Results for Gratification Sought from Social Media Usage

Construct	No. of Items	Cronbach's Alpha	Sample Statements	Notes on Edits
Information Need Importance	6	0.894	For me, social media is important to read news. For me, social media is important to gain knowledge	Items align with questions in the final questionnaire
Entertainment Need Importance	4	0.870	For me, social media is important to have fun or a good time For me, social media is important to pass time when bored	Reflects constructs in the questionnaire with no edits
Personal Need Importance	4	0.870	For me, social media is important because it is part of my self-image For me, social media is important to portray an image to others	Wording matches the final questionnaire accurately

(Continued)

Table 3.4 (Continued): Cronbach's Alpha Reliability Results for Gratification Sought from Social Media Usage

Construct	No. of Items	Cronbach's Alpha	Sample Statements	Notes on Edits
Social Need Importance	5	0.890	For me, social media is important to communicate with friends. For me, social media is important to stay in touch with family	Statements match the final questionnaire constructs

3.10 Conclusion

Chapter 3 is a synthesis of literature on adolescents' uses of social media and its impact on their mental health in Nepal. Through the analysis of these variables, the research will extend the current knowledge regarding the interaction between social networking sites and adolescents' quality of lives. The results, presented indicate that the reliability of constructs used to measure gratification sought, gratification obtained, and mental health outcomes are within acceptable thresholds, with Cronbach's Alpha values exceeding 0.7 across all scales.

Such high internal consistency reinforces the validity of the study instrument in capturing the complex interplay between social media usage patterns and mental health outcomes among young adults in Nepal. Minor edits to certain items, aimed at improving clarity and specificity, have further strengthened the instrument's reliability. Overall, the study's instrument emerges as a robust tool for analyzing social media's psychological impacts, offering credible insights into how information, social connections, and mental health dynamics converge within Nepal's youth demographic.

CHAPTER 4

FINDINGS

This chapter explored the relationship between social media use and mental well-being among Nepalese adults aged 18-25. Using survey data from 200 participants, the study investigated key indicators of mental health, including anxiety, self-esteem, and depression. The analysis included descriptive and inferential statistics conducted using SPSS. Findings were organized into sections addressing usage patterns, engagement types, content effects, and psychosocial outcomes. Descriptive statistics summarized participants' demographic characteristics, while inferential methods, using Regression analysis to test the hypotheses. This chapter aims to provide insights into the associations between social media usage and mental health outcomes in the target population.

4.1 Summary of Descriptive Findings

The findings highlighted varying impacts of social media use on mental well-being as perceived by Nepalese youth. Participant demographics include gender, geographic location, occupation, monthly income, and social media usage patterns. These contextual data provide a foundation for subsequent analysis of mental health outcomes.

4.1.1 Demographic respondents of the Respondents

As shown in table 4.1, the sample comprised 200 participants with diverse gender representation. Male participants constituted the majority at 64.5% (n = 129), followed by females at 30% (n = 60) and LGBTQ+ individuals at 5.5% (n = 11). This distribution underscores gender diversity, allowing for an in-depth examination of how social media use varies across gender.

Table 4.1: Frequency and percentage of sample based on gender distribution among
the respondents

Gender	Frequency	Percentage
Female	60	30.0
LGBQ	11	5.5
Male	129	64.5
Total	200	100.0

As shown in Table 4.2, the majority of participants (84.5%, n = 169) resided in rural areas, while 15.5% (n = 31) were from urban settings. This rural skew highlights unique social media usage patterns influenced by differing access to technology and social norms.

Table 4.2: Frequency and percentage of sample based on residential address (Urban vs. Rural)

Address	Frequency	Percentage
Urban	31	15.5
Rural	169	84.5
Total	200	100

As shown in Table 4.3, participants represented a wide range of occupations, with 56.5% (n = 113) identifying as students or unemployed. Other notable groups included business professionals (16.0%, n = 32), accountants (14.0%, n = 28), and farmers (9.5%, n = 19). This occupational diversity reflects varying socioeconomic statuses that may influence social media use and its psychosocial effects.

Table 4.3: Frequency and percentage of sample based on occupation of the
respondents

Occupation	Frequency	Percentage
Accountant	28	14.0
Agriculture	19	9.5
Business	32	16.0
Lawyer	4	2.0
Others	113	56.5
Tourist Guide	4	2.0
Total	200	100.0

As shown in Table 4.4, most respondents reported incomes in the lower to middle range. Nearly half (48.0%, n = 96) earned between NPR 20,201 and NPR 40,400, while 21.0% (n = 42) earned less than NPR 20,200. Higher income brackets accounted for smaller proportions.

Table 4.4: Frequency and percentage of sample based on personal monthly income

Income Range (NPR)	Frequency	Percentage
< NPR 20,200	42	21.0%
NPR 20,201 – NPR 40,400	96	48.0%
NPR 40,401 – NPR 60,600	37	18.5%
NPR 60,601 – NPR 80,800	14	7.0%
> NPR 80,800	11	5.5%
Total	200	100.0%

As shown in Table 4.5, time spent on social media showed a trend towards heavy use. Almost half (47.5%, n = 95) reported spending 3-4 hours daily, while

37.0% (n = 74) spent over 4 hours. Only 2.5% (n = 5) used social media for less than 1 hour daily.

Table 4.5: Frequency and percentage of sample based on time spent on social media on average

Time Spent on Media	Frequency	Percentage
< 1 hour	5	2.5%
1-2 hours	26	13.0%
3-4 hours	95	47.5%
> 4 hours	74	37.0%
Total	200	100.0

4.2 Descriptive Statistics of Examined Variables

As shown in Table 4.6, the researcher used following criteria to measure the frequency of the media exposure of social media per week within one year period.

Table 4.6: Criteria for interpreting the media exposure to social media

Mean (Criteria)	Indicators
1.00 - 1.50	Never
1.51 - 2.50	Rarely (1-2 times per week)
2.51 - 3.50	Sometimes (4-5 times per week)
3.51 - 4.50	Often (6-10 times per week)
4.51 - 5.00	Very Frequently (Every day)

As shown in Table 4.7, descriptive finding revealed that majority of the respondents sometimes exposed to all social media ($\bar{x}$ = 3.35, SD = 0.62). When examining each media, the results found that respondents exposed very frequently to YouTube ($\bar{x}$ = 4.73, SD = 0.75) and FACEBOOK ($\bar{x}$ = 4.70, SD = 0.69), but often exposed to Instagram ($\bar{x}$ = 4.27, SD = 1.26), and sometimes exposed to SNAP Shot

($\bar{x}$ = 3.25, SD = 1.59) and TikTok ($\bar{x}$ = 3.18, SD = 1.48), and never expose Line ($\bar{x}$ = 1.25, SD = 0.81), respectively.

Table 4.7: Mean and standard deviation of respondent's media exposure of social media per week in the past one-year period

Platforms	Mean	SD	Interpretation
YouTube	4.73	0.75	Very Frequent
Facebook	4.70	0.69	Very Frequent
Instagram	4.27	1.26	Often
Snapchat	3.25	1.59	Sometimes
TikTok	3.18	1.48	Sometimes
Line	1.25	0.81	Never

As shown in Table 4.8, the researcher used the following 5 points Likert scale to examine the positive impact of social media as perceived respondents, arranging from 5 strongly agree, 4 agree, 3 neutral, 2 disagree, and 1 strongly disagree. And, the researcher used the following criteria to interpret the positive impact of the social media:

Table 4.8: Criteria for interpreting the mean of positive impact of social media

Mean (Criteria)	Indicators
1.00 - 1.50	Lowest positive impact
1.51 - 2.50	Low positive impact
2.51 - 3.50	Medium positive impact
3.51 - 4.50	High positive impact
4.51 - 5.00	Highest positive impact

As shown in Table 4.9, the majority of the respondents ranked the positive impact of social media in the medium level ($\bar{x}$ = 3.32, SD = 0.59). When examining

each dimension, the results revealed that majority of the respondents ranked social need importance in the medium level having the highest mean, followed by entertainment need importance ($\bar{x}$ = 3.88, SD = 0.64), information need importance ($\bar{x}$ = 2.94, SD = 0.92), and personal need importance ($\bar{x}$ = 2.72, SD = 0.98), respectively.

Table 4.9: Mean and standard deviation of the positive impact of social media

Variables	Mean	Std. Deviation	Interpretation
Positive impacts of social media	3.32	0.59	Medium impact
Information needs importance	2.95	0.93	Low impact
1. Feeling nervous and anxious after using social media.	1.20	0.97	Lowest impact
2. Not being able to stop or control worrying.	1.17	1.01	Lowest impact
3. Worrying too much about different things.	1.33	1.01	Lowest impact
4. Trouble relaxing.	1.17	1.01	Lowest impact
5. Being so restless that it is hard to sit still.	1.23	1.03	Lowest impact
6. Becoming easily annoyed or irritable.	1.19	0.99	Lowest impact
Entertainment need importance	3.88	0.64	High impact
1. I use social media for fun.	4.01	0.82	High impact
2. I use social media to entertain myself.	4.01	0.80	High impact
3. I use social media to pass my boring time.	4.14	0.80	High impact
4. I use social media for entertaining activities.	3.91	0.85	High impact

(Continued

Table 4.9 (Continued: Mean and standard deviation of the positive impact of social media

Variables	Mean	Std. Deviation	Interpretation
5. I use social media to gain information about events and organizations.	3.33	0.99	Medium impact
Personal need importance	2.72	0.98	Medium impact
1. I think social media is part of my social image.	3.00	1.07	Medium impact
2. People can know more about me from my social media presence.	2.92	1.07	Medium impact
3. Social media is important to showcase my character in front of others.	2.64	1.12	Medium impact
4. I use social media to gain approval among my friends.	2.31	1.15	Medium impact
Social need importance	3.69	0.81	High impact
I use social media to communicate with my friends."	4.15	0.81	High impact
I use social media to connect with my friends and families"	4.22	0.79	High impact
I use social media to meet exciting and interesting people."	3.17	1.13	Medium impact
I use social media to keep in touch with the people who are far away,"	3.68	0.95	High impact
I use social media to make new friends."	3.23	1.17	Medium impact

As shown in table 4.10, the researcher used the following 5 points Likert scale to examine the negative impact of social media as perceived respondents, arranging from 3 Nearly every day, 2 More than half of the days, 1 Several days and 0

Not at all. And, the researcher used the following criteria to interpret the negative impact of the social media.

Table 4.10: Criteria for interpreting the negative impact of social media

Mean (Criteria)	Indicator
1.00 - 1.50	Lowest negative impact
1.51 - 2.50	Low negative impact
2.51 - 3.50	Medium negative impact
3.51 - 4.50	High negative impact
4.51 - 5.00	Highest negative impact

As shown in Table 4.11, the majority of respondents perceived the negative impact of social media on their anxiety disorder as minimal. The overall mean score was indicating a low perceived impact ($\bar{x}$ = 1.1793, SD = 0.91). Specific symptoms, such as "feeling nervous and anxious after using social media" ($\bar{x}$ = 1.20, SD = 0.97) and "trouble relaxing" ($\bar{x}$ = 1.17, SD = 1.00), were also rated as having the lowest impact. The item "Feeling afraid as if something awful might happen" had the lowest mean score ($\bar{x}$ = 0.97, SD = 1.01). These findings suggested that, for the respondents, social media had minimal negative effects on their anxiety symptoms.

Table 4.11: Mean and standard deviation of the negative impact of social media

Variable	Mean	Std. Deviation	Interpretation
Negative anxiety	1.1793	0.91	Lowest impact
1. Feeling nervous and anxious after using social media.	1.20	0.97	Lowest impact
2. Not being able to stop or control worrying.	1.17	1.01	Minimal impact

(Continued)

Table 4.11 (Continued): Mean and standard deviation of the negative impact of social media

Variable	Mean	Std. Deviation	Interpretation
3. Worrying too much about different things.	1.33	1.01	Minimal impact
4. Trouble relaxing.	1.17	1.00	Minimal impact
5. Being so restless that it is hard to sit still.	1.23	1.03	Lowest impact
6. Becoming easily annoyed or irritable.	1.19	1.00	Lowest impact
7. Feeling afraid as if something awful might happen.	.97	1.01	Low impact

As shown in table 4.12, the researcher used the following criteria to interpret the mental well-being of the respondent using 5 - point Likert scale, arranging 5 strongly agree, 4 agree, 3 neutral, 2 disagree, and 1 strongly disagree. And, the researcher used the following criteria to interpret the mental well-being of respondents.

Table 4.12: Mean and Standard Deviation of Mental Well-Being of Respondents

Mean (Criteria)	Interpretation
1.00 - 1.50	Lowest mental well-being
1.51 - 2.50	Low mental well-being
2.51 - 3.50	Medium mental well-being
3.51 - 4.50	High mental well-being
4.51 - 5.00	Highest mental well-being

As shown in Table 4.13, the majority of respondents reported a medium level of mental well-being ($\bar{x}$ = 2.88, SD = 0.35). When examining the individual statements, the highest-ranked statement was "I think that life is very rewarding" ($\bar{x}$ = 3.41, SD = 0.92), followed closely by "I find beauty in some things" ($\bar{x}$ = 3.40, SD = 0.83). The third-highest ranking statement was "I do not feel particularly pleased with the way I am" ($\bar{x}$ = 3.07, SD = 1.00). These results suggest that respondents generally have a moderate sense of mental well-being, with some areas, like satisfaction with life and finding beauty in things, ranking more positively.

Table 4.13: Mean and standard deviation of mental well-being of respondents

	Mean	Std. Deviation	Interpretation
Mental wellbeing	2.88	0.35	Medium mental well-being
1. I think that life is very rewarding	3.41	0.92	Medium mental well-being
2. I do not feel particularly pleased with the way I am	3.07	1.00	Medium mental well-being
3. I am well satisfied about everything in my life.	2.68	1.09	Medium mental well-being
4. I do not think I look attractive	2.55	0.96	Medium mental well-being
5. I find beauty is some things	3.40	0.83	Medium mental well-being
6. I can fit myself anywhere I want	2.80	1.13	Medium mental well-being
7. I feel Fully mentally alert	2.83	1.14	Medium mental well-being
8. I do not have particularly happy memories of the past	2.46	1.03	Low mental well-being

4.3 Summary of Inferential Findings

Regression analysis was conducted to investigate the relationship between social media usage and mental health outcomes, specifically focusing on General Anxiety Disorder (GAD) and Mental Well-being. This analysis aimed to describe the contribution of different social media variables to the estimation of these mental health parameters in a linear regression model.

The main objective of the regression analysis with this sample was to investigate relationships between covariates of social media use (e.g., the number and the type of social media content accessed) and mental health outcomes in this sample. Two models were employed to estimate the predictive validity of social media variables for:

1) General Anxiety Disorder (GAD) is an index of anxiety symptoms.

2) Mental Well-being - an overall measure of psychological health and positive mental states.

This analysis employed Regression analysis, allowing for the simultaneous inclusion of several predictor variables. Using the R Square values, the significance level, and the regression coefficients, the present study tried to find out which social media-related factors are most significantly related to the mental health outcomes of interest.

4.2.1 Hypothesis 1: Media exposure to social media is a significant predictor of Nepalese respondents' mental well-being as mediated by their attitude toward the negative impact of social media.

As shown in Table 4. 17, the Regression analysis revealed that respondents' media exposure to social media were not significant predictor of respondents' mental well-being when examined alone (β = -0.656 p < 0.005). However, when examined with the negative impact of social media as the mediator, the finding revealed that media exposure to only YouTube (β = -0.153, p < 0.005) were a significant negative predictor, while media exposure to Twitter (β = 0.042, p < 0.005) were a significant positive predictor of Nepalese respondents' mental well-being. Other types of social media, including Facebook, Line, Tik Tok, Snap Chot were excluded from the model. Hypothesis 1 was partially supported.

Table 4.14: Summary of Regression Analysis of Hypothesis 1

Predictors	B	S.E.	Beta	t	Sig.
Media exposure to all social media	-0.656	-0.057	-0.136	-0.656	0.513
Media exposure to YouTube	-0.153	-0.316	-0.136	-4.557*	0.000
Media exposure to Twitter	0.042	0.019	0.155	2.221*	0.028
Negative impact of social media	-0.080	0.027	-0.206	-2.978	0.003

Predictor: Media exposure to social media, Mediating variable: Positive impact of social media, Dependent variable: Mental well-being, F = 0.003, R^2 = 0.142, $p < 0.05$

4.2.2 Hypothesis 2: Media exposure to social media is a significant predictor of Nepalese respondents' mental well-being as mediated by the attitude toward the positive impact of social media.

As shown in Table 4.18, Regression analysis revealed that respondents' media exposure is a significant predictor of their mental well-being as mediated by their attitude on the positive impact of social media (F = 15.629, $p < 0.005$). Media exposure to social media and their attitude toward the positive impact of social can predict only 17.2% (R^2 = 0.172, $p<0.05$) which is considered to be low prediction. The findings revealed that media exposure to YouTube was a significant negative predictor of their mental well-being (β = -0.150, $p < 0.005$), while their attitude toward the positive impact of information need importance was a significant positive predictor of their mental well-being (β = 0.108*, $p < 0.005$). Other types of social media, including Facebook, Line, Tik Tok, Snap Chot were excluded from the model. Hypothesis 2 was partially supported.

Table 4.15: Summary of Regression Analysis of Hypothesis 2

Predictors	B	S.E.	Beta	t	Sig.
Media exposure to YouTube	-0.150	0.033	-0.310	-4.55*	0.000
Media exposure to Twitter	0.017	0.020	0.063	0.860	0.391
Overall positive impact of social media	-0.006	0.027	0.107	1.147	0.253
Positive impact of social media	0.107	-	-	1.147	0.253
Positive impact on information need importance	0.108	0.027	0.289	3.953*	0.000
Positive impact on entertainment need importance	0.074	-	-	0.105	0.916
Positive impact on personal need importance	0.074	-	-	1.069	0.287
Positive impact on social need importance	0.105	-	-	1.458	0.109

Predictor: Media exposure to social media, Mediating variable: Positive impact of social media, Dependent variable: Mental well-being t, $R^2 = 0.172$, F = 15.629, $p < 0.05$

CHAPTER 5
DISCUSSION

This chapter provided an overview and analysis of the study's findings, discussing their implications in relation to relevant theories, previous research, and the researcher's initial expectations. It also has addressed the study's limitations and provides suggestions for practical applications and directions for future research.

5.1 Summary of Findings

This study surveyed a total of 200 participants, 64.5 percent are males (n = 129), 30 percent are female participants (n = 60), and 5.5 percent of the participants are part of the LGBTQ population (n = 11). It depicted significant associations of social media behavior with mental health outcomes such as anxiety, depression, and self-esteem. Descriptive findings indicated a diverse demography where most participants reside in rural areas and use social media, especially images and videos, very frequently. the majority of respondents perceived that social media had the lowest impact on anxiety-related symptoms ($\bar{x}$ = 1.18, SD = 0.91). When examining how social media affects their anxiety disorder, the findings revealed that specific symptoms such as trouble relaxing ($\bar{x}$ = 1.17, SD = 1.00) and being unable to control worrying ($\bar{x}$ = 1.17, SD = 1.01) were reported at very low levels. Similarly, feelings of nervousness and restlessness were also minimal ($\bar{x}$ = 1.20, SD = 0.97). These results suggest that, while social media use does not significantly exacerbate anxiety disorders for most respondents, certain individuals may still experience mild symptoms depending on their usage patterns and content exposure. majority of the respondents ranked their mental being in the medium level ($\bar{x}$ = 2.88, SD = 0.35). When examining the top 3 statements, respondents ranked the statement, "I think that life is very rewarding" ($\bar{x}$ = 3.41, SD = 0.92) with the highest mean, followed by the statements, "I find beauty is some things" ($\bar{x}$ = 3.40, SD = 0.83), and "I do not feel particularly pleased with the way I am" ($\bar{x}$ = 3.07, SD = 1.00), respectively. Regression analyses showed that while awareness and potential therapeutic benefits increased with exposure to mental health content on social media, excessive or negative use correlated with heightened anxiety and reduced well-being. These

findings stress the dual role of social media as both a tool of support and a potential stressor, depending on usage patterns. The complex relationships existing between the use of social media and mental health outcomes have been analyzed in Nepalese youth in this present study by focusing on their positive and negative influences. This paper has discussed exactly how the use of social media forms multidimensional psychological impacts on the well-being of a young user through its various theories, such as Media effects theory, Social Identity Theory, and Media Effects Theory.

5.1.1 Positive Impacts

The study indicated that active involvement in supportive online communities significantly enhances self-esteem, social connectedness, and mental health awareness. Social networking sites, such as Facebook and Instagram, avail chances for the creation of virtual support networks where experiences, advice, and support from other people are shared. These interactions reduce feelings of loneliness and social isolation, especially among adolescents moving into adulthood (Chadee, 2022). Positive reinforcement through likes, comments, and followers gives one a sense of achievement and validation.

Besides, social media has become a venue for learning wherein awareness about mental health issues and self-help methods are provided. Hashtags, campaigns, and influencers involved in mental health advocacy have created areas of support and encouragement where people find their niche (Valkenburg, 2022). For example, Instagram's mental health campaigns leverage the platform to provide users with simple ways to handle stress as it promotes proactive well-being.

5.1.2 Negative Impacts

The study also showed that social media, by its very nature, presents idealized and curated content that hurts mental health. Adolescents viewing images of unattainable beauty standards often display body dissatisfaction, anxiety, and depression (Festinger, 1954). The FOMO that comes with continuous updates about what others are up to leads to feelings of inadequacy and exclusion, which is particularly damaging during adolescence because of heightened sensitivity to social feedback.

Cyberbullying, for instance, is common on social media sites such as Twitter and TikTok, adding to the mental health issues in adolescents. Online anonymity emboldens the offender while leaving the victim to sort out their emotional problems with little help. Each of these factors together has made the darker side of social media effects prominent.

5.1.3 Usage Patterns

Long exposure to social media was strongly associated with negative psychological effects. The more time teenagers spent browsing through idealized content, the more likely they were to develop symptoms of anxiety and depression. What is more, passive consumption-like infinite browsing without engagement-strengthens feelings of inadequacy and alienation. Conversely, users who were active contributors to positive interactions, such as contributing to supportive communities, reported better mental health outcomes (Kauppinen, 2023). These findings bring into light the dual role of social media: a source of psychological harm and a channel for mental health promotion. This paradox calls for targeted interventions to magnify its benefits while minimizing the risks.

5.2 Discussion of Findings

Nepalese social media use reflects a unique interplay between global trends and local cultural practices. For example, platforms like Facebook and TikTok are used not only for entertainment but also for maintaining connections within diasporic communities and engaging in socio-political discourse. However, the ways in which these platforms are adopted and their implications for mental health may vary significantly in other cultural settings.

The implications of the results of this study confirmed and reiterated the prior findings that have both supported and questioned the effects of social media regarding mental health as dual-faced. In this context, on one side social media provides support and sense, connection, awareness which all act positively on the mental health level. On the other hand, concern usage pattern refers to the amount or type of use which actually increases feelings of low-self-esteem, anxiety or depression. These observations are in alignment with the existing theories such as social comparison theory, social identity theory and media effect theory.

1) Social Comparison Theory

The work conducted revealed that a significant number of the study participants stated that they tend to feel unwanted, unattractive and insecure after scrolling through social media posts. An Overview of Festinger's Theory of Social Comparison Processes These findings support the hypothesis that upward social comparisons have negative psychological implications, as suggested by Festinger (1954); prior studies on detrimental effects of unattainable standards of beauty and fabricated glamorous life.

2) Social Identity Theory

According to Social Identity Theory, the sense of belonging to a particular group give one a particular way in which they identify themselves and impacts on their wellbeing. This work brings support to the theory with a presentation of how positive and negative online groups impacted adolescents' mental health. Findings Supporting Social Identity Theory:

Highlighting the positive group membership, A 2003 study as noted by Hall found that adolescents who were conversant with friendly online communities benefitted by boosting of their self-esteem couple with feelings of belonging. For instance, participants focused on how everybody's interactions with each other via the social platform such as Facebook and Instagram to share emotions and even opportunities for validation thus reducing feelings of loneliness.

However, in respect to the negative group dynamics, participants engaging in the negative aspect of the online community perception such as being bullied, excluded or subjected to negative interaction with others within the groups developed Anxiety and Alienation. Particular analysis revealed that the respondents who experienced cyber bullying had significantly higher scores of the anxiety and self- esteem compared to those who did not experience it (Stevens et al., 2021).

These findings confirmed Social Identity Theory in a way that asserts that people get their identity and value from membership to certain groups. The work demonstrates that encouragement from members of online communities creates a positive social identification while the toxic interactions result in the destruction of the positive identification process, which has negative psychological implications.

3) Media Effects Theory

According to the Media effects theory, people get their self-esteem via a comparison with other individuals. The evidence from this study provides a robust support for this theory, especially with reference to social media in which typical and selected images depict that people's lives are perfect. According to the responses, 46% of the participants indicated feelings of incompetence and increased anxiety after being exposed to such content, which further, highlight the negative of upward comparison. For instance, participants expressed more negative emotions, including self-sensitiveness, life dissatisfaction, when encountering posts of beauty standards, luxury life, or achievements. Such internalized comparisons had a negative effect not only on self-esteem, but also affected symptoms of anxiety and depression, which pertinent to prior research, pose danger to adolescent mental health when using social media. These findings support Media effects theory by providing empirical evidence that audiences are harmed by comparison with idealized stimuli. They call for activity-specific prevention strategies, including educational intervention, to enable youths to analyze content from the social media to prevent negative impacts of upward social comparisons.

5.2.1 Discussions Based on Relevant Theories

The results of this study mirror key psychological theories including Social Comparison Theory, Social Identity Theory, and Media Effects Theory as a way of extending the theoretical knowledge on the consequences of social media on mental health.

According to Social Comparison Theory, people obtain self-esteem via comparison to others. The findings from this study fully endorse this theory especially when it comes to social media most of which are censored thus presenting a ubiquitous perfect lifestyle. In regard to the impact of upward comparisons, more than forty percent of the readers stated that they felt ineffectiveness and nervousness when confronting such materials. For instance, participants reported experiencing low self-esteem and feelings of disappointment with one's own life when interacting with the posts that presented beauty standards, a live of richness or success. These internalized comparisons levels were also indicated to have had negative effects in issues of self-esteem, thus behavioral issues such as anxiety and depression, this validates previous

findings on the psychological implication of social media use during adolescence. These results supported Media effects theory by demonstrating how viewing such content is detrimental to self-esteem and overall well-being. Such findings called for specific prevention efforts, including the intervention, for example, in forms of online media literacy that enable adolescents to interpret information that is retrieved from social comparison processes adversely.

Social Identity Theory ascribes a strategic role of group identification in the overall perception of self. In turn, this study has established that positive, supportive online communities increased participants' self-esteem and social relatedness. The freshmen who studied in an environment of online bullying or social exclusion experience increased anxiety and alienation made apparent the negative consequence of negative groups.

The Media Effects theory deals with the manner in which media influence thought patterns and action. This theory captures the uses of social media that advocacy and the sources of stress applications of social media. Though Social networks serve as a place aimed at educating the community about mental health issues, propagandizing support, at the same time, it contributes to the deterioration of the community's self-esteem and increases the level of sensational content consumption. This study suggests that specific use profile of social sites, specifically of affirmative interactions while limiting one's intake of passive content, limits these negative consequences.

5.2.2 Discussions Based on Previous Studies

As found from the current study, the findings aligned with past research studies that addressed the effects of social media on mental health. Many investigations have produced literature that focuses on the social networking site use and its impacts on the youth such as body image dissatisfaction, anxiety, and depression. For example, Chadee (2022) suggested that social networks lead to loneliness and isolation, whereas Valkenburg (2022) established that virtual communities are useful for support, especially among people with mental disorders. The present study also supports these findings through revealing the seemingly dual use of social media, by having both advantageous and disadvantageous effects.

According to Festinger (1954), upward social comparison leads to negative psychological consequences. Participants of the study stated that they felt incompetent when making comparisons with carefully selected content visible to them on the social media applications in a way that was described by Festinger (1954). Furthermore, the study also supported the research done by Kauppinen (2023). This means that increased screen time will lead to the worsening of feelings of anxiety and depression among users of social media.

5.2.3 Discussions Based on Researcher's Expectations

In planning this study, the researcher expected that the two functions of social media as a resource for support and a potential source of stress would be evident. The results met this expectation because they showed that social media can have positive and negative impacts on self-esteem and mental health by encouraging constructive interactions through communities and negative consequences from passive and nonconstructive uses of media content.

Moreover, the researcher assumed that this study would show what capacity social media contributed to users' mental health given the platforms' context that is based on the use of images and is popular among young grown-ups. In line with our hypotheses, social media was identified as the main social media impacting both aspects of the mental health construct. The study also validated with the researcher's hypothesis that passive media use (e.g., scrolling indefinitely) leads to negative psychological impact such as increased anxiety, and body dissatisfaction.

However, the researcher also expected that since participants' use social media differently the response to mental health content would also be different. This was the truth with some of the participants noting that they got cured from mental illnesses through the awareness campaigns while others were affected by operations like comparisons made available on the internet. This supports the opinion that the impact of social networks on mental health is relative, and does not only depend on the specific characteristics of the user and his/her psychic state.

In general, the study affirmed the researcher's expectations that social media has a complex influence on mental health; benefits as well as harms appear depending on the user's interaction with the social media.

5.3 Limitations of the Study

Although this study provides a number of valuable insights, some limitations regarding the same should be considered:

1) Cross-sectional Design: Hence, dependence on just one cross-sectional methodology means the causes cannot be established for the correlations between social media use and mental health scores. Any future study would need a longitudinal future study in terms of uncovering the impacts of long-term use.

2) Cultural Specificity: Since the study was conducted with Nepalese youth alone, it is limited in generalizing to other cultural contexts where social media usage might be different in certain aspects.

3) Bias due to Platform: Even though some of the most used platforms were present, such as Facebook and Instagram, some rather recently introduced websites like TikTok, known to generate fads, require more study.

4) Out of all the measures, the participants were self-reporting, which may have brought into play certain biases, such as over- or underreporting their social media usage.

5) The focus on age range has made the study target adolescents and exclude younger children and adults, who might have different mental health impacts.

Addressing these limitations in future research will provide a fuller understanding of the way social media influences mental health.

5.4 Recommendations for further applications

Filmmakers are very important in the formation of a narrative and creating awareness on mental health issues influenced by social media.

1) Promote Realistic Representations

Filmmakers can break stereotypes by offering relatable and diverse characters navigating social media's complexities authentically. It is this kind of content that empowers audiences toward self-acceptance, resisting comparisons that set them up for harm.

2) Storytelling Interactive

By incorporating engaging storytelling methods into social media platforms, filmmakers can reach audiences directly and facilitate better community dialogue about mental health.

3) Public awareness campaigns

Short films or videos that are shared on platforms like TikTok send the message across really well to create awareness about mental health. For instance, normalizing help-seeking behavior or even cyberbullying can be done with campaign messages that would definitely connect with the young audience.

4) Digital Literacy Advocacy

It also teaches them about the recognition of manipulative content and healthier social media habits through films, which may lead to long-term behavioral change (Valkenburg, 2022)

5.4.1 Recommendations for policy makers / government offices

According to the findings of this study, policymakers and government offices can make specific efforts to supplement social media usage and minimize undesirable consequences on people's mental health. The following recommendations provide a framework for intervention at the policy and governance level:

1) Digital Literacy Initiatives

Education is one of the best preventative measures that can be used to reduce the impact of social media on young people. Might be proposed that governments can finance and encourage the creation of programs that will teach young users how to properly navigate social media. This would include lessons on:

Cognitive compatibility consideration, including how platforms help or hinder to notice manipulative content, like unrealistic body image and comparative sales.

Awareness of the negative effects of the overuse including forming unhelpful habits, and how it affects psychological health.

2) It will improve regulation and elimination of materials that are deemed unfavorable in the society.

In some ways, various governments must reinforce the set rules, which exist to prevent users from accessing dangerous content on social media. This includes:

Enforcing stricter content moderation: It means that social networks need to be responsible for filtering out the negative content like cyber bullying, discriminating speeches, and all the negative physical images that cause anxiety and depression.

Regulating algorithms: Making sure that algorithm promotions safeguard user satisfaction rather than relying on metrics.

3) Able Assistance with Mental Health Resources

Governments should put money in free, readily available online mental health services so young people are not alone when struggling with their mental health. This includes:

Offering helplines, applications, websites for cases in which users are upset regarding their social media experiences by providing immediate help or an online therapy.

4) Wall Street's rules have been hard-coded into platforms to ensure that technology and pseudonymity do not overwhelm human responsibility.

These websites must design and have measures in place that protect their members and users from any harm. Governments can:

Implement accountability measures: Make the platforms to perform mental health impact assessments and to provide reports on the psychological consequences of the content produced.

5.4.2 Recommendations for Communication Practitioners

Social media and public relation specialist, media consultants, and communication specialists are interrelating with mental health through social media. The following recommendations outline ways in which communication professionals can help mitigate the negative impacts of social media on mental well-being while promoting positive and responsible communication:

1) Learn how to contribute positive and supportive content

It is about time that communication practitioners contribute and disseminate information that would encourage people to feel included and empowered. This includes:

Mental health awareness campaigns: As a result, a part of media campaigns should be posted on social networks to draw people's attention to mental health problems, underline the possibility of receiving assistance, and give useful information. A campaign should be free from stigma, comprehensible, and in harmony with cultural norms.

Encourage real stories: Read real-life stories of people when trying to explain mental health problems and new content that is created by users, reviews, as well as interviews with mental health advocates can make people more comfortable with speaking about their mental health.

2) Learn about Computer and/or Information Literacy

In essence, the communication professionals assist in creating aware users who are capable of making informed choices interactively from an informational perspective. Recommendations include:

Collaborating with educators: Hire schools, universities and mental health institutions to help the youth learn about healthy use of digital platforms and products through one-on-one structured sessions on different social media practices.

3) It clearly reflects on matters touching on Cyber bullying and negative social Media conduct.

Cyber bullying and other negative online experiences are aggravated signs that cause mental health implications. Communication practitioners can take the following steps to combat these issues:

Implement anti-cyberbullying campaigns: The Adobe Campaigns that students should work on are the ones that create awareness of cyberbullying and its effects. Encourage messages that help prevent cyber bullying and enforce supportive, appropriate messages only.

4) Promoting moderation social media usage

Encourage moderate social media utilization in order to reduce psychological harm that results from excessive interaction. This can be achieved by:

Encouraging healthy social media habits: Discuss ways on how the users can cut down the amount of time spent on the app as to perhaps set some days of the week that users are not allowed to use the app, or spending a certain hour on the app only, or subscribing to the notification services.

5.5 Recommendations for Future Research

Future studies should focus on the following gaps:

5.5.1 Longitudinal Studies: Research needs to be conducted on the long-term effects that the use of social media has on one's mental health in order to understand how it evolves over time.

5.5.2 Cultural Contexts: Comparative studies in various cultural settings may outline both universally shared and culturally specific trends in the psychological impact of social media.

5.5.3 Platform-specific analysis: Research should dig deeper into the peculiar dynamics of relatively new platforms such as TikTok and Snapchat.

5.5.4 Positive Utilization: It is important to consider a review of structured interventions through social media platforms regarding the facilitation of resilience, community building, and well-being.

5.5.5 Policy Effectiveness: Assessing the impact of governmental and organizational initiatives on mitigating social media's adverse effects can provide actionable insights.

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APPENDIX

QUESTIONNAIRE

This survey is conducted in accordance with the requirements of the Master of Communication Arts Program in Global Communication underlying the Independent Study Subject at Bangkok University in Bangkok, Thailand. The objective of this questionnaire is to understand how Nepalese youths use social media and how it can affect their mental health.

I am grateful to every respondent who participated in this research. The data collected from this questionnaire carries value and importance in the research that I am going to conduct. Although. the information provided will be confidential and used for education purposes only.

Thank you for participating in this research.

Ms Swopnil Shrestha

Graduate Student, Bangkok University

Email: swopnil.shre@bumail.net

Part I: Demographic profile of respondent

1. Gender

      ☐ 1. Male

      ☐ 2. Female

      ☐ 3. LGBTQ

      ☐ 4. Confidential

2. Location

      ☐ 1. Urban

      ☐ 2. Rural

3. Occupation

      ☐ 1. Accountant

      ☐ 2. Farmer

      ☐ 3. Tourist guide

      ☐ 4. Businessman

      ☐ 5. Lawyer

      ☐ 6. Others: Please specify

4. Income of the individual per month

      ☐ 1. Lower than 20,200 NPR (5,454 THB or lower)

      ☐ 2. 20,201 – 40,400 NPR (5,454 – 10,908 THB)

      ☐ 3. 40,401 – 60,600 NPR (10,908 – 16,362 THB)

      ☐ 4. 60,601 – 80,800 NPR (16,362 -21,186 THB)

      ☐ 5. 80,801 – NPR or more (21,816 THB or more)

5. On average, how many hours per day do you spend on social media?

      ☐ 1. Less than 1 hour

      ☐ 2. 1 - 2 hours

      ☐ 3. 3-4 hours

      ☐ 4. More than 4 hours

6. What types of content do you typically engage with on social media? (You can select more than one choice)

        ☐ 1. Text Posts

        ☐ 2. Images

        ☐ 3. Videos

        ☐ 4. Stories

        ☐ 5. Live Streams

        ☐ 6, News Articles

        ☐ 7. Educational Content

        ☐ 8. Memes & Humor

        ☐ 9. Influencer Content

        ☐ 10. Celebrity Gossip

        ☐ 11. Other (Please specify): _____

7. From the given table below, please select the social media that you used the most in the past one year ranging from 1-never to 5-most frequently.

Types of social media used by respondents	1 Never	2 Rarely (1-2 times per week)	3 Sometimes (4-5 times per week)	4 Often (6-10 times per week)	5 Very Frequently (Every day)
1. Facebook					
2. Instagram					
3. Twitter					
4. Snapchat					
5. YouTube					
6. TikTok					
7. LINE					
8. Others, please specify: _____					

Part 2: General Anxiety Disorder seen in respondents after using social media

Guidelines: This part of the research aims to measure the general anxiety disorder of the respondents after using social media. It aims to examine the negative impact of social media among the respondents. Please choose the correct option in the table given below according to the changes you have faced in the past 4 weeks of consuming social media and its content.

Negative impact of social media: General Anxiety Disorder	Not at all	Several days	More than half the days	Nearly everyday
	0	1	2	3
1. Feeling nervous and anxious after using social media.				
2. Not being able to stop or control worrying.				
3. Worrying too much about different things.				
4. Trouble relaxing.				
5. Being so restless that it is hard to sit still.				
6. Becoming easily annoyed or irritable.				
7. Feeling afraid as if something awful might happen.				

Part 3: Positive Impact of Social Media

Guidelines: This part of the survey focuses on analyzing the positive impact of social media among the respondents. Please choose the viable option in the table below ranging from 1 - 5 where 1-strongly disagree, 2-disagree, 3-neutral, 4-agree and 5-strongly agree.

Positive impact of social media in your personal life or work life	Strongly disagree	Disagree	Neutral Agree nor Disagree	Agree	Strongly disagree
	1	2	3	4	5
Information needs importance					
1. For me, social media is important to read news.					
2. For me, social media is important to get study related information.					
3. For me, social media is important to gain knowledge.					
4. For me, social media is important to get information about various things.					
5. For me, social media is important to get information about events or organizations.					
6. For me, social media is important to ask for advice.					

Positive impact of social media in your personal life or work life	Strongly disagree	Disagree	Neutral Agree nor Disagree	Agree	Strongly disagree
	1	2	3	4	5
Entertainment need importance					
1. For me, social media is important to have fun or a good time.					
2. For me, social media is important to get entertained.					
3. For me, social media is important to pass time away when bored.					
4. For me, social media is important to get entertained.					
5. For me, social media is important to gain information about events and organizations.					
Personal need importance					
1. For me, social media is important because it is part of my self-image.					

Positive impact of social media in your personal life or work life	Strongly disagree	Disagree	Neutral Agree nor Disagree	Agree	Strongly disagree
	1	2	3	4	5
2. For me, social media is important because people can use it to judge me					
3. For me, social media is important to portray an image to me to others.					
4. For me, social media is important to gain favorable approval among friends.					
Social need importance					
1. For me, social media is important to communicate with friends.					
2. For me, social media is important to stay in touch with family.					
3. For me, social media is important to find more interesting people than in real life.					
4. For me, social media is important to keep in touch with the people who are far away.					
5. For me, social media is important to add new friends.					

Part 4: Mental well-being of the respondents

Guidelines: This part of the research aims to determine respondents' overall mental well-being. Please specify your options in the given table below ranging from 1-5 where 1-strongly disagree, 2-disagree, 3-neutral, 4-agree, and 5-strongly agree

Statements	Strongly disagree	Disagree	Neutral	Agree	Strongly agree
	1	2	3	4	5
1. I feel that life is very rewarding.					
2. I do not feel particularly pleased with the way I am.					
3. I am well satisfied about everything in my life.					
4. I do not think I look attractive.					
5. I find beauty in some things.					
6. I can fit in everything I want to.					
7. I feel fully mentally alert.					
8. I do not have particularly happy memories of the past.					

NEPALI QUESTIONNAIRE

प्रश्नावली

यो सर्वेक्षण बैंकक, थाइल्याण्डमा रहेको बैंकक विश्वविद्यालय अन्तर्गत पर्ने मास्टर अफ कम्युनिकेसन आर्ट्स् प्रोग्राम इन ग्लोबल कम्युनिकेसन अन्तरनिहित इन्डिपेन्डेन्ट स्टडी विषयको आवश्यकता बमोजिम गरिएको सर्वेक्षण हो। यस प्रश्नावलीले नेपालका युवाहरूले सामाजिक सञ्जाल कसरी प्रयोग गर्छन् र यसले उनीहरूको मानसिक स्वास्थ्यमा कसरी असर पार्न सक्छ भन्ने बुझ्ने उद्देश्य बोकेको छ।

यस अनुसन्धानमा भाग लिईदिनु भएकोमा म तपाईंहरु प्रति आफ्नो कृतज्ञता व्यक्त गर्दछु। तपाईंहरुले प्रदान गरिदिनु हुने तथ्याङ्क, बुझाई र अनुभव मेरो अनुसन्धानको निम्ति निकै नै अमूल्य रहने छ। अन्तिममा म यो भन्न चाहन्छु कि यस प्रश्नावली मार्फल सङ्कलन गरिएका तथ्याङ्कहरुको गोपिनियताको ख्याल गरिनेछ साथै प्राप्त भएको तथ्याङ्क केवल शैक्षिक माग पुर्ति गर्न मात्र प्रयोग गरिनेछ।

आफ्नो बहुमूल्य समय यस अनुसन्धानलाई दिनु भएकोमा धन्यवाद।

Ms Swopnil Shrestha
Graduate Student, Bangkok University
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भाग-१: जन्सांख्यिक विवरण

१. लिङ्ग

       □ १. पुरुष

       □ २. महिला

       □ ३. अन्य

       □ ४. गोपनिय

२. ठेगाना

       □ १. सहर

       □ २. गाउँ

३. सहभागीकर्ताको पेशा

       □ १. लेखापरिक्षक

       □ २. कृषक

       □ ३. टुरिष्ट गाइड

       □ ४. व्यापारी

       □ ५. वकिल
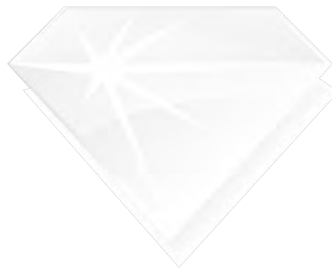
४. सहभागीकर्ताको प्रति महिना आम्दानी

       □ १. रु. २०,२०० रुपैयाँभन्दा कम (५,४५४ थाई भाट वा कम)

       □ २. रु. २०,२०१ – ४०,४०० रुपैयाँ (५,४५४ – १०,९०८ थाई भाट)

       □ ३. रु. ४०,४०१ – ६०,६०० रुपैयाँ (१०,९०८ – १६,३६२ थाई भाट)

       □ ४. रु. ६०,६०१ – ८०,८०० रुपैयाँ (१६,३६२ – २१,१८६ थाई भाट)

       □ ५. रु. ८०,८०१ रुपैयाँ वा माथि (२१,८१६ थाई भाट वा माथि)

५. तपाईं सामाजिक सञ्जालमा कति घण्टा प्रति दिन औसतमा बिताउनु हुन्छ?

       □ १. १ घण्टा भन्दा कम

       □ २. १ देखि २ घण्टा

       □ ३. ३ देखि ४ घण्टा

       □ ४. ४ घण्टा भन्दा धेरै

६. तपाईं समाजिक सञ्जालमा कस्तो समग्रीहरुको बढि खपत गर्नु हुन्छ? (कुनै ४ वटा रोज्नुहोस्)

□ १. लेखहरु

□ २. चित्रहरु

□ ३. भिडियो

□ ४. स्टोरिज

□ ५. लाईभ स्ट्रिम

□ ६. न्युज आर्टिकल्स

□ ७. शैक्षिक सामग्री

□ ८. मिम र ह्युमर

□ ९. ईन्फ्लुयन्सर कन्टेन्ट

□ १०. सेलिब्रिटी गोसिप

□ ११. अन्य (खुलासा गर्नुहोस्) _____

७. तल दिईएको मध्य तपाईले विगतको एक वर्षमा कुन सामाजिक सञ्जाल बढी प्रयोग गर्नु भयो कृपया खुलासा गर्नुहोस्। (१ - कहिल्यै नचलाएको देखि ५ - अत्याधिक चलाएको रोजेर छनौट गर्नुहोस्)

सहभागीकर्ताले चलाउने समाजिक सञ्जालका प्रकार	१. (कहिल्यै नचलाएको)	२. (निकै थोरै (प्रति हप्ता १-२ चोटि)	३. (कहिले काहिँ (प्रति हप्ता ४- ५ पटक)	४. (प्राय चलाई रहने (प्रति हप्ता ६-१० पटक)	५. (अत्याधिक प्रयोग गर्ने (हरेक दिन)
१. फेसबुक					
२. ईन्स्टाग्राम					
३. ट्विटर					
४. स्न्याप च्याट					
५. युट्युब					

सहभागीकर्ताले चलाउने समाजिक सञ्जालका प्रकार	१. (कहिल्यै नचलाएको)	२. (निकै थोरै (प्रति हप्ता १-२ चोटि)	३. (कहिले काहिँ (प्रति हप्ता ४- ५ पटक)	४. (प्राय चलाई रहने (प्रति हप्ता ६-१० पटक)	५. (अत्याधिक प्रयोग गर्ने (हरेक दिन)
६. टिकटक					
७. लाइन					
८. अरु अन्य (खुलासा गर्नुहोस्)_____					

भाग २: सामाजिक सञ्जालको प्रयोग पछि सहभागिकर्तामा देखिएको जेनेरल एन्जाएटि डिसअर्डर

दिशानिर्देश: यो भागले सामाजिक सञ्जालले तपाईको मानसिक स्वास्थ्य पर्न जाने नकारात्मक प्रभावलाई मापन गर्न लक्ष्य राखेको छ। यसको लागि सामाजिक सञ्जाल मार्फत सहभागिकर्ताहरुमा देखिने जेनेरल एन्जायटि डिसअर्डरलाईलाई केन्द्रमा राखिएको छ। पछिल्ला चार हप्तामा सामाजिक सञ्जालमा सम्पर्कमा आएसँगै तपाईमा के कस्ता समस्याहरु देखिन गएका छन् तल प्रस्तुत गरिएको निम्न विकल्पहरू प्रयोग गरी मूल्याङ्कन गर्नुहोस् (१-बिल्कुलै होइन, २-धेरै दिनहरू, ३-अर्धभन्दा बढी दिनहरू, र ४- लगभग प्रत्येक दिन)

सामाजिक सञ्जालको नकारात्मक प्रभावः जेनेरल एन्जाएटि डिसअर्डर	बिल्कुलै होइन	धेरै दिनहरू	अर्धभन्दा बढी दिनहरू	लगभग पत्येक दिन
	१	२	३	४
१. सामाजिक सञ्जाल प्रयोग गरेपछि एकदमै चिन्तित महसुस हुनु,				
२. चिन्ता गर्नबाट आफूलाई रोक्न नसक्नु।				
३. धेरै थरिका कुराहरु चिन्ता गर्नु।				
४. आराम गर्न नसक्नु।				

सामाजिक सञ्जालको नकारात्मक प्रभावः जेनेरल एन्जाएटि डिसअर्डर	बिल्कुलै होइन	धेरै दिनहरू	अर्धभन्दा बढी दिनहरू	लगभग पत्येक दिन
	१	२	३	४
५. यति धेरै बेचैन हुनु कि स्थिर बस्न नसक्नु।				
६. छिट्टै झन्झटिलो महसुस गर्नु।				
७. केहि एकदमै खराब भई हाल्छ कि भनेर डराउनु।				

भागः सामाजिक सञ्जालको सकारात्मक प्रभाव

दिशानिर्देशः यो भागले सामाजिक सञ्जालले तपाईंको मानसिक स्वास्थ्यमा पार्ने सकारात्मक प्रभावलाई मापन गर्न लक्ष्य राखेको छ। तपाईंको जीवनमा सामाजिक सञ्जालको फाइदाको स्तरलाई निम्न विकल्पहरू प्रयोग गरी मूल्याङ्कन गर्नुहोस् (१- दृढ असहमति, २- असहमति, ३- तटस्थ, ४- सहमति, ५- दृढ सहमति)

आफ्नो व्यक्तिगत र कार्यगत जीवनमा सामाजिक सञ्जालको सकारात्मक प्रभाव	दृढ असहमति	असहमति	तटस्थ (न सहमति न असहमति)	सहमति	दृढ सहमति
	१	२	३	४	५
सुचना सम्बन्धी महत्त्व					
१. म समाचार पढ्नको लागि सामाजिक सञ्जालको प्रयोग गर्छु।					
२. म आफ्नो पठन समाग्रीको लागि सूचना प्राप्त गर्न प्रयोग गर्छु।					

आफ्नो व्यक्तिगत र कार्यगत जीवनमा सामाजिक सञ्जालको सकारात्मक प्रभाव	दृढ असहमति	असहमति	तटस्थ (न सहमति न असहमति)	सहमति	दृढ सहमति
	१	२	३	४	५
३. मेरो लागि ज्ञान हासिल गर्नको लागि समाजिक सञ्जाल महत्त्पूर्ण छ।					
४. म अरु अन्य कुराहरुको बारे सूचना प्राप्त गर्नको लागि प्रयोग गर्छु।					
५. म विभिन्न संस्था र कार्यक्रमको जानकारी हासिल गर्न प्रयोग गर्छु।					
६. म सल्लाह माग्रको लागि सामाजिक सञ्जालको प्रयोग गर्छु।					
मनोरञ्जन सम्बन्धी महत्त्व					
१. म रमाइलो गर्नको लागि सामाजिक सञ्जालको प्रयोग गर्छु।					
२. म मनोरञ्जनकालागि समाजिक सञ्जालको प्रयोग गर्छु।					
३. अल्छि लागेको बेला समय बिताउन म सामाजिक सञ्जालको प्रयोग गर्छु।					

आफ्नो व्यक्तिगत र कार्यगत जीवनमा सामाजिक सञ्जालको सकारात्मक प्रभाव	दृढ असहमति	असहमति	तटस्थ (न सहमति न असहमति)	सहमति	दृढ सहमति
	१	२	३	४	५
४. म आफूलाई मनोरञ्जन गर्नको लाहि समाजिक सञ्जाल महत्त्वपूर्ण रहेको ठान्छु।					
५. म विभिन्न संस्था र कार्यक्रयको बारे जानकारी हासिल गर्न सामाजिक सञ्जाल प्रयोग गर्छु।					
व्यक्तिगत आवश्यकता सम्बन्धि महत्त्व					
१. मेरो लागि समाजिक सञ्जाल आफ्नो व्यक्तित्वको एक पाटो हो।					
२. सामाजिक सञ्जालबाट मानिसहरुले मेरो बारेमा आँकलन गर्न सक्छन्।					
३. अरु समक्ष आफ्नो चरित्र चित्रण गर्न सामाजिक सञ्जाल माफर्त मलाई सजिलो लाग्छ।					
४. साथिहरु माझ आफूले राखेका कुराहरुमा स्विकृती पाउन सामाजिक सञ्जालले मलाई मद्दत गरेको छ।					

आफ्नो व्यक्तिगत र कार्यगत जीवनमा सामाजिक सञ्जालको सकारात्मक प्रभाव	दृढ असहमति	असहमति	तटस्थ (न सहमति न असहमति)	सहमति	दृढ सहमति
	१	२	३	४	५
सामाजिक आवश्यकता सम्बन्धि महत्त्व					
१. म आफ्नो साथीहरुसँग कुराकानी गर्नको लागि सामाजिक सञ्जालको प्रयोग गर्छु।					
२. म आफ्नो परिवारसँग जोडि रहनको लागि सामाजिक सञ्जालको प्रयोग गर्छु।					
३. म वास्तविक जीवनमा भन्दा रोचक व्यक्तिहरुलाई भेट्टाउन सामाजिक सञ्जालको प्रयोग गर्छु।					
४. मलाई आफ्नो पहुँच भन्दा टाढा रहेको मानिसहरुसँग जोडनको लागि सामाजिक सञ्जाल महत्त्वपूर्ण लाग्छ।					
५. म नयाँ नयाँ साथि बनाउनका लागि सामाजिक सञ्जालको प्रयोग गर्छु।					

भाग-४ः सहभागीकर्ताको मानसिक स्वास्थ्यको अवस्था

दिशानिर्देशः सामाजिक सञ्जालमा संलग्न भई सके पश्चात आफ्नो मानसिक स्वास्थ्यमा देखा पर्न गएको प्रभावहरुको खुलासा गर्नुहोस्।

अनुभूति गरेका कुराहरु	दृढ असहमति	असहमति	तटस्थ	सहमति	दृढ सहमति
	१	२	३	४	५
१. मलाई लाग्छ जीवन फलदायी छ।					
२. म आफू जस्तो छु, त्यो तरिकासँग विशेष रूपमा खुसी महसुस गर्दिन ।					
३. म मेरो जीवनका हरेक कुराप्रति सन्तुष्ट छु।					
४. मलाई लाग्दैन कि म आकर्षित देखिन्छु।					
५. म केही कुराहरु सुन्दर लाग्छन्।					
६. म आफूले चाहेको कुरामा आफूलाई अटाउन सक्छु।					
७. मलाई लाग्छ म हरबखत मानसिक रुपले जागृत छु।					
८. मसँग विगतमा भएका सुखद क्षणको खासै केही सम्झना रहेको छैन।					

यस सर्वेक्षणलाई आफ्नो महत्त्वपूर्ण समय दिएर सफल पारिदिनुभएकोमा धन्यवाद।

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