

How to Cite:

Labidi, A., Amara, B., & Djahnit, H. (2024). Modern consumption pattern of social networking sites and its impact on the mental health of adolescents. *International Journal of Health Sciences*, 8(S1), 366–375. <https://doi.org/10.53730/ijhs.v8nS1.14782>

Modern consumption pattern of social networking sites and its impact on the mental health of adolescents

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Abstract---Social Media is taking part in different types of online networking, so they are integral in the lives of adolescents. Practitioners need to be able to assess risk, The onset of mental health problems peaks between adolescence and youth and social media are potentially a new dimension to consider. Adolescent voices and practitioner perspectives are central to understanding the relationship between social media and mental health of adolescents. they are rapidly shifting into social media use which has impact at both ends, as boon in form of communication and as bane in the form of mental health problems.

Keywords---social media, adolescence, mental health, the risque of social media.

Introduction

Social networking sites have gained substantial popularity among youth in recent years. However, the relationship between the use of these Web-based platforms and mental health problems in adolescents is unclear. teenagers are increasingly finding it difficult to imagine their lives without social media, because they are taking a long time front internet, so the perception of the

link between social media and mental health is heavily influenced by teenage, that why Social and psychological researchers are making many study about this complex relationship.

1/Concepts and meaning

1-1 Social media:

* **Social media** can be broadly defined as the set of interactive Internet applications that facilitate (collaborative or individual) creation, curation, and sharing of user-generated content. Examples of social media platforms are numerous and varied. They include Face book, Friendster, Wikipedia, dating sites, Craigslist, recipe sharing sites (e.g. allrecipes.com), YouTube, and Instagram. Social media platforms all share the abovementioned characteristics, but are unique from one another in many respects. In particular, platforms often vary in their architectures, structures, norms, and user bases.(DAVIS,january2016,p2)

* **Social media** has been defined as websites; which allow profile creation and visibility of relationship between user ; web-based application which provide functionality for sharing , relationship; group, conversation and profiles.(wolf & all,2018,p4).

1-2Mental health

It is an integral and essential part of overall health, which can be defined in at least three ways – as the absence of disease, as a state of the organism that allows the full performance of all its functions or as a state of balance within oneself and between oneself and one’s physical and social environment.

The Mental Health Foundation (MHF, 2008) notes that mental health is defined by how individuals think and feel about themselves and their life, and that it affects how an individual copes and manages in times of adversity. Mental health is seen as affecting one’s abilities to function and make the most of the opportunities that are available, and to participate fully with family, workplace, community and peers. There is a close link between physical and mental health, as they affect each other directly and indirectly. (Dinesh Bhugra & all, February 2013,p2)

1-3/ adolescence

“Adolescence” is adynamically evolving theoretical construct informed through physiologic, psychosocial, temporal and cultural lenses. This critical developmental period is conventionally understood as the years between the onset of puberty and the establishment of social independence, The most commonly used chronologic definition of adolescence includes the ages of 10-18.(Alexa C. Curtis,2015,p01).

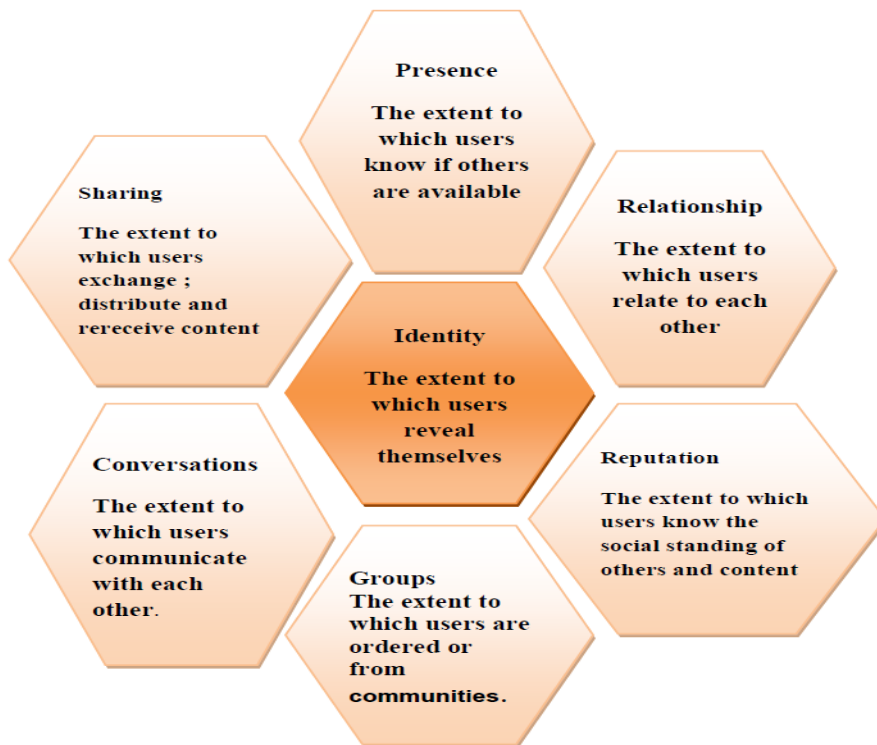


Figure n (01): social media functionality.
Source: Maxim wolf & all, op cit; p07.

2/Types of social media:

2-1 Facebook:



Facebook is a social networking site that allows you to create a personal profile page that can contain information about you (name, birthday, family relationships, political and religious affiliations, hobbies/interests, favorite quotes, education and work information), photos, groups you are a member of on Facebook, and spaces to post thoughts and opinions. It is a way to communicate and connect with friends and acquaintances. As of October 2014, there were more than 1.35 billion active users on Facebook all around the world, and it continues to grow.(community workshop series , april 2017,p6)

2/2 Google:

It is social networking project in which people interact offline more than other social networking services.

2/3/Twitter:

It is online micro blogging service consisting of more than 105 million users. Each user submits tweets that consist of short messages.(June 2017,p110) *is an online social networking service that enables users to send and read short 140-character messages called "tweets". Registered users can read and post tweets, but unregistered users can only read them. Users access Twitter through the website interface, SMS. (Alsanie,2015,p70)

Social media has become an integral part of our daily lives, with billions of people worldwide using these platforms to connect with others and share information. Facebook has emerged as one of the most popular social networking sites, with over 2.8 billion active monthly users as of 2021 (Statista, 2021). While social media has revolutionized the way we communicate and interact with others, its impact on family relationships is a relatively new area of research.(Pratap Singh, Tyagi,p79).

3/Analysis on the Characteristics and Mechanism of Consumer Behavior on social media

A social network is a Web 2.0 based social network structure consisting of individuals or organizations and their relationships. The purpose of social networking is to connect with others and share experiences through email, instant messaging, video and audio, etc. It has become a new Social networks have become a new bridge for interpersonal communication in the Internet era .The various technologies of social media are now among the more developed. There is enough to support most of the online communication activities in society. It is also able to meet some basic information integration and sharing. This is not only thanks to the rapid development of technology, but also thanks to the out-of-the-box thinking of some pioneers who have given us the opportunity to have more platforms and resources to entertain and learn. Social networks are based on the Six Degrees of Separation theory. Social network is an online social network built around the individual through the "friends of friends are friends" relationship, based on the "six degrees of segmentation theory". This kind of social network has the characteristics of "circles", which is similar to what Fei Xiaotong refers to a "differential order pattern" in which social networks only allow people in the circle to participate in online social interactions [3]. The people in the circle can

be familiar with each other or can be can be familiar or unfamiliar with each other, but these unfamiliar people will always be familiar with one or more people in the circle. The social network is built on this concept. Social networks constructed on the basis of such a concept have some specific social networks based on such a concept have certain characteristics of a community.(Jin He,2023,p588)

Exploring the Impact of Social Media on Teenagers The special community characteristics of social networks make it easier for people to find their own networks and to share and interact with information. This makes it easier for people to achieve real and spiritual satisfaction through social media. The social management between people is more efficient.(op cite,p 589).

According to this analysis, we can say that consumer behavior on social media is related by many point:

- 1/ adolescents can consume informations.
- 2/ values consumption.
- 3/ multi- cultural.
- 4/ emotion consumption.

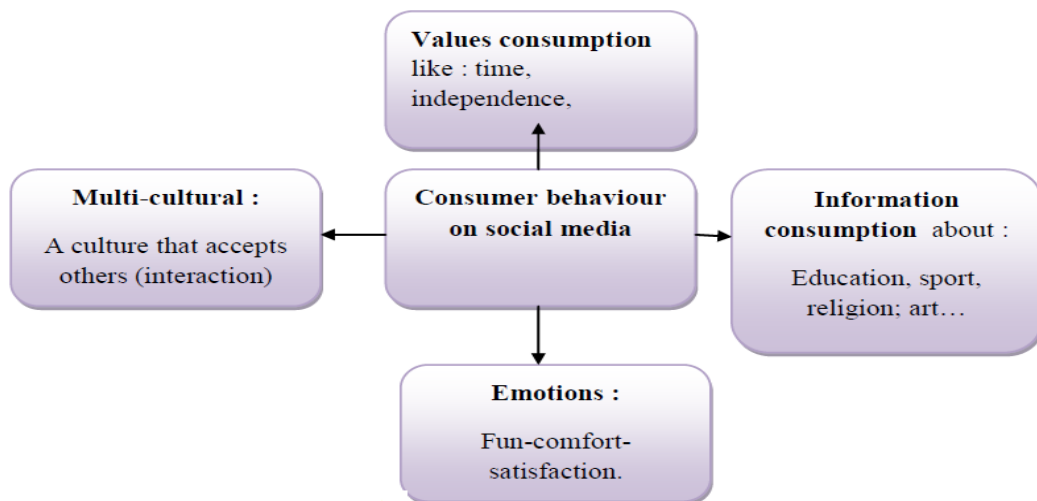


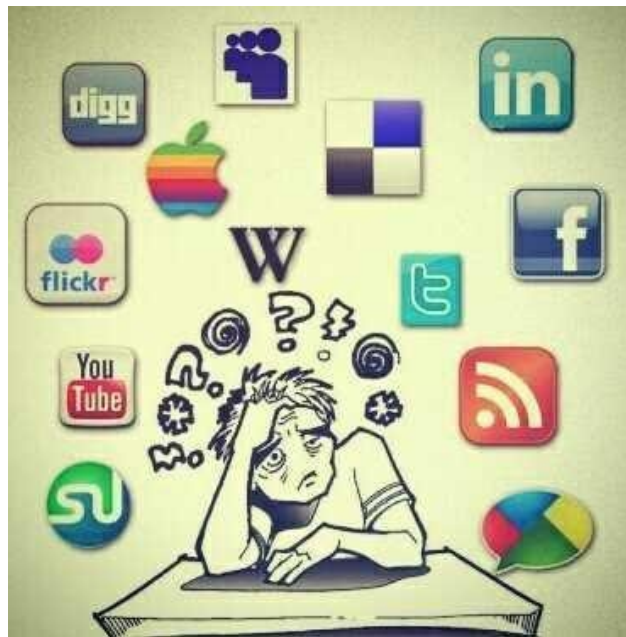
Figure n2: consumer behavior on social media.
Source: prepared by the researcher.

4/Negative Impact of Social Media on Mental Health of Teens

4/1 Facebook Depression

Scholars have anticipated a new phenomenon called “Facebook depression,” defined as depression that develops when preteens and teens spend a great deal of time on social media sites, such as Facebook, and then begin to exhibit classic symptoms of depression. Acceptance and contact with peers is an important element of adolescent life. The intensity of the online world is thought to be a factor that may produce depression in some adolescents. As with offline depression, preadolescents and adolescents who suffer from Facebook depression are at risk for social isolation and

sometimes turn to risky Internet sites and blogs for “help” that may promote substance abuse, unsafe sexual practices, or aggressive or self-destructive behaviors.(Kaur Bashir,p04).



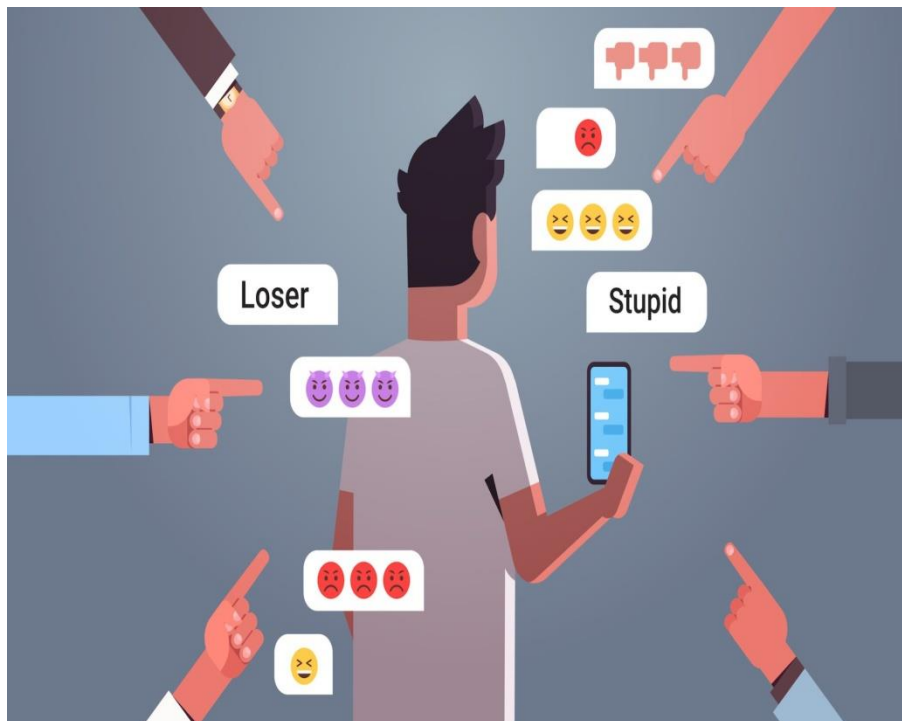
Source: Retrieved from <https://steemit.com/news/@mellaadela/the-negative-impact-ofsocial-media-ec3f299003985>

4/2 Cyberbullying and its impact

The rise of cyberbullying in the digital age has emerged as a significant and distressing concern for the mental health of adolescents. This section delves into the various forms of cyberbullying, its prevalence, and the profound emotional toll it takes on young individuals. Cyberbullying encompasses a range of aggressive behaviors that are conducted through electronic communication platforms such as social media, text messages, and online forums. These behaviors include hurtful comments, derogatory messages, sharing private information without consent, and even threats of harm. With the anonymity provided by the online world, aggressors are often emboldened to engage in harmful actions that they might not consider in face-to-face interactions. According to a study conducted by Hinduja and Patchin [1], approximately 34% of adolescents have reported being victims of cyberbullying [1]. Oliveira et al. [2] examined the correlation between screen time activities and bullying among Brazilian adolescents and found out that higher social media use is associated with a greater likelihood of bullying victimization, particularly among males.(Anguyo & all , November 2023,p02-03).

According to the results of Haoyue s Yuan study

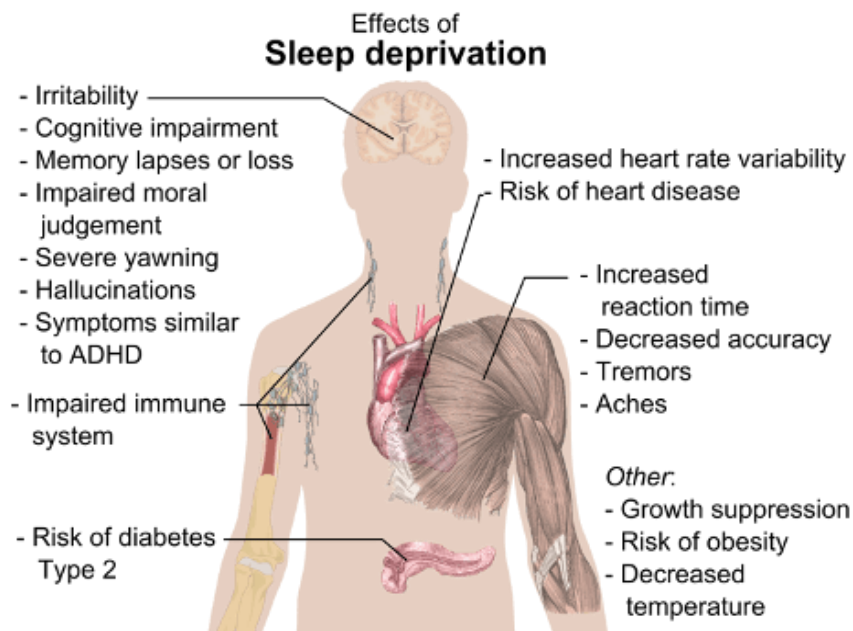
The research findings reveal that most participants are addicted to social media most of who are affected by the content they consume there. According to them, they always feel defeated when they go offline from social media because of the pressure that comes from viewing their peers living their best life out there. Most of them also admitted to using social media to escape their realities which in hindsight triggers their anxiety and depression. A good number of them disclosed that they do it for fun and entertainment which may not be mutually exclusive in this research. Bottom line is that most subjects in the research are social media addicts, and this affects their mental health. Social media affects the mental health of most teenagers based on the responses received from the questionnaires, most of whom affected are female as per the data collected. The responses received from the questionnaires also prove that most females are affected by anxiety induces by constantly being on social media. Their social media hours were over the roof with most of them being on there for over five hours on Instagram alone. They also admitted to being on all the other platforms listed on the questionnaire proving that they may be suffering for fear of missing out hence consuming content from all the platforms.(Yuan,2022,p1070-1071).



Source:<https://www.nea.org/professional-excellence/student-engagement/tools-tips/helping-students-deal-cyberbullies>

4/3 Anxiety and Sleep Deprivation in Teenagers

A lot of teens get anxious when they are not able to check their social media accounts and updates; or if they face problem in sharing any post that may be due to poor internet connectivity. This condition is known as a social media anxiety disorder that is genuinely a mental health problem. These issues are considered to be very common especially in the teens of the United States. It implies that as we acquire better technology, we are more vulnerable to be stressed out. Researchers have found out that on 20% of the social media users that include the majority of teenagers in the US cannot live for more than three hours without checking their accounts. Studies suggest that most the teens that are obsessed with social media are not able to have enough or proper sleep. The more they are involved in these activities, the less sleep they get. According to a study, two-thirds of the teens in the US who are social media users get very less sleep as compared to the recommendations. It has also be found that teen girls using social media are more prone to have sleep deprivation as compared to teenage boys. (Ali AL-gasem, 2019, p211-212).



Source: https://www.google.com/search?q=Anxiety+and+Sleep+Deprivation+in+Teenagers%3A&tbm=isch&ved=2ahUKEwjbuI2xmOSDAxWLpycCHaQVCX8Q2-cCegQIABAA&oq=Anxiety+and+Sleep+Deprivation+in+Teenagers%3A&gs_lcp=CgNpbWcQAZoKCAAQgAQQigUQQzoFCAAQgAQ6BggAEAcQHjoECAAQHjoECAAQA1CSFlibM2DiR2gAcAB4AIABgAiIAYsVkgEIMC4xMy43LTGYAQcGAAQgqAQtnD3Mtd216LWltZ7ABAMABAQ&scIent=img&ei=t6inZZuBBIVPnsEPpKuk-Ac&bih=657&biw=1024&rlz=1C1GGRV_enDZ1055DZ1055#imgcr=RNwdWZy61gYSOM

4/4 Causing self-harm or poor health

The Guardian (2021) reported that in one study, about onequarter of the teenagers who reported feeling “not good enough” said it started with Instagram. More than 40% of Instagram users in both the U.K. and the U.S. who reported feeling “unattractive” said the feeling began after using the app. Eating disorders expert Bryn Austin, a professor in the Department of Social and Behavioral Sciences at Harvard University, said, “Instagram, with its algorithmically-driven feeds of content tailored to each user’s engagement patterns, can draw vulnerable teens into a dangerous spiral of negative social comparison and hook them onto unrealistic ideals of appearance and body size and shape.

4/5 Indirect Effects of Visual Social Media Use on Suicidal Ideation

The advent of visual social media platforms has not only transformed the social dynamics among early adolescents but has also introduced nuanced pathways that could indirectly influence suicidal ideation. While the direct impact of visual cyberbullying is increasingly understood, the indirect effects, particularly those mediated through high-frequency use of visual social media platforms, are an emerging area of concern .(Marengo, October 27th, 2023,p3-4)

Heavy use of social media and the internet has been independently associated with increased suicide attempts in young people . (This high-frequency use can serve as a gateway to visual cybervictimization or visual cyberbystanding, which in turn, are linked to suicidal ideation . The pathway from high-frequency social media use to suicidal ideation may be mediated by various factors. For instance, visual distortions, which are independently associated with suicidal ideation, could be more prevalent among frequent users of visual social media platforms .Moreover, the role of social media in promoting self-harm behavior and suicidal ideation becomes more potent with increased usage.(op cit,04).

Conclusion

In this research paper , we have covered as much as possible on some aspects of address variables; and we found a strong link between heavy social media and an increased risk for depression, anxiety, loneliness, self-harm, and even suicidal thoughts on adolescents. Social media may promote negative experiences such as: Inadequacy about your life or appearance and they become pathological social phenomena.

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