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**Abstract:** *The era of digital connectivity has been distinguished by the unprecedented influence of social media on the lives of adolescents. From virtual social interactions to the highly selective nature of self-featuring on digital platforms like TikTok, Snapchat, Facebook, and Instagram have tremendously influenced the socialization dynamics of teenagers. A tangled web of significant psychological factors and concerns seems to be hidden beneath the layers of fake reactions, compelled compliments, and begged shares. This quantitative study investigates the connection between teenage social networking site use and outcomes linked to psychological wellness in Pakistan's province of Sindh. This study specifically includes a survey of 500 teens on their social media usage patterns and their ultimate psychological effects. The most widely used social media tool for enjoyment among Sindh's youth is TikTok, which was found to be used for almost four hours on average per day. Adolescents' social media addiction is a severe concern: most of them reported regular usage and detrimental effects on their health. Peer pressure and the fear of losing out were two further important elements that the study discovered. Among the ramifications is the need for focused interventions and strategies to address problematic social media use and encourage positive outcomes for teens in Sindh.*

**Key Words:** Social Media, Teenagers, Mental Health, Social Media Addiction, Sindh, Pakistan

## Introduction

Social media has developed into one of the most important aspects of contemporary civilization. Especially young people who find it impossible to picture life without Facebook, Instagram, and TikTok (O'Reilly, 2020). Too many benefits of social media might be framed as pleasure and the development of social ties. However, the ultimate reality reveals the mask of deception and discloses that teenagers' mental health is one of the detrimental victims of increased use of social media (Uhls et al., 2017). The study suggests that social media has become one of the main variables that permanently affects teenagers' lives in both the online and offline worlds (Vannucci et al., 2020); for instance, it allows them to communicate, exchange information, and establish their identities (Uhls et al., 2014).

As a result, social media use can have a variety of repercussions on teens' mental health. According to one case study, a user's wellbeing was marginally enhanced by cutting back on and stopping social media posts (Beeres et al., 2021). Even though spending too much time on social media might result in maladaptive behavior and even a poor psychological state, a lot of individuals used social media excessively throughout the pandemic period. Particularly in early teenagers, overuse of smart screens can lead to problems with social and emotional functioning (Muzi et al., 2021).

The connection between using social media and mental health is complicated and varies depending on depressive symptoms, age, and support system (Politte-Corn et al., 2023). Another research relates the use of social media by adolescent parents to their academic success (Elias & Mirunalini, 2022). Teenagers who use social media also run the risk of imitating the negative aspects of these sites. For example, teens who use Instagram and Snapchat, which frequently emphasize picture alteration, may develop low self-esteem or a negative body image (Mumber et al., 2022).

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Even while social media has many advantages, there is ongoing discussion over its effects, particularly on the mental health of youth. It becomes very important to look into those predicaments of the teen social media use and what is its contribution to their wellbeing, as we believe this will provide much of a needed basis when it comes to prevention and the encouragement of safer digital use (Liang et al., 2022).

Considering these factors, this quantitative analysis determines the extent of social media addiction among Sindh's teenagers and explores the negative consequences that these behaviors trigger. This scientific inquiry aims to investigate the relationship between teenage use of social media and the psychological effects it imposes by studying the participants' engagement with social media platforms, behaviors that surround them, and attitudes toward it. Additionally, this contribution to the field of socio-psychological science develops some treatments and methods to help individuals focus on healthy online behaviors and limit their addiction to social media. Upon completion of this study, various facets of these issues will be assessed, and a conclusion regarding adolescent social media addiction will be drawn. This conclusion will inform future research, policy, and intervention efforts aimed at improving adolescents' psychological wellbeing when using social media.

### Research Questions

1. What effects does teens' use of social media have on their psychological health in Sindh?
2. What coping mechanisms do teenagers in Sindh employ to manage social media addiction and its psychological effects?
3. What interventions are preferred and effective in addressing social media addiction among teenagers in Sindh?

### Literature Review

In the 21<sup>st</sup> century, adolescent social media use is one of the most frequent issues and ultimately results in mental health and psychological problems. Our meta-analysis (Keleş et al., 2019) demonstrates the connection between social media use and general mental illnesses, dread, and depressive symptoms in teenage females. The findings show a clear link between mental health issues and social media use.

Eight-year longitudinal research was conducted to find out the impacts that social media use has on teenagers' mental health (Coyne et al., 2020). This study presented several ideas that address the links between internet use and adolescent psychological problems that have been found. The thoughts that underpin these points bring forth the dangers which stem from long-term use of social media.

In an article authored by Schønning et al. (2020), the following stand out: adults' engagement with social media, as well as their mental state, appears to be in contradiction with their surroundings. Although for a few young individuals, social media has just been an awful experience that makes things worse as far as mental health is concerned, others have it on record that the effects were widely positive, and it just cascaded to a very lower level. Social media demonstrates its direct relation to psychology through such instances.

For example, particular research that involved groups of young adults has shown that problematic social media usage was largely a linked factor with elevated anxiety and depressive feelings (Watson et al., 2021). It is hinted that social media is not only the cause of the mental health problems in teens but also their main effect in the long run. Hence, our attention should be paid to the real dangers teenagers face.

In the world of addiction, teen use of social networking sites encompasses certain factors. Social media addiction, according to the studies, has caused psychological issues like depression, low self-esteem, and physical disorders to a greater extent (Hawi and Samaha, 2016). The surveys (Hou et al., 2019; Doan et al., 2022; Xu et al., 2022; Ana, 2021) have indicated that among the aspects that have led to social media addiction are social phobia, loneliness, and FOMO (fear of missing out).

Furthermore, the higher inclinations of social media addiction have been linked to a variety of psychological factors, including narcissism and low self-esteem (Kırcaburun & Griffiths, 2018; Susanto et al., 2021, but also other factors may contribute to the addictive behaviors, like poor self-control, depression, or anxiety. Besides the social media giants, platforms like TikTok operate on big data to identify consumers' tastes and other habits, which leads to addiction among adolescents (Yang, 2023).



The primary determinants of social media use are age and gender, with older students using the site more frequently to interact and connect with others (Altayef and Karaci, 2019). The majority of students were already prone to tech addiction, but the situation further worsened as a result of social quarantine due to the eruption of a pandemic. Consequences include decreased productivity and physical problems (Engti et al., 2022). Through experiencing hate speech and obtaining misinformation on social network sites, teenagers may acquire new prejudices and unforeseen behaviors that could develop religious intolerance (Muhid et al., 2019).

Addiction to social media among young people is a serious problem that has to be handled with the right policies and efficient care. Research indicates that youth who are at risk of social media misuse should be the focus of school-based preventive and therapeutic programs (Bányai et al., 2017). When describing the teenager's gaze, the context of this behavior is undoubtedly elevated because, when employed excessively, addiction may not always have beneficial outcomes (Kuss & Griffiths, 2017). In addition, peer pressure plays a significant role in teens' dependency on digital media, which means we need to address the aspects of self-esteem and self-concept in order to reduce this danger (Xu et al., 2023).

The phenomenon of addiction to social networks is connected with narcissism and self-esteem problems, among other mood-causing effects, tolerance level, low motivation, frequent conflict with other persons, and failed attempts to make a break (Andreassen et al., 2017). Peer reviewing and virtual obsession have three kinds of moderating factors, which are loneliness and gender in adolescents, as suggested by the research of Xu et al. (2022). Social media addiction is correlated with using social media more and more. This finding illuminates the associated danger and throws light on teenage drug abuse. Adolescents' lives are greatly impacted by social media and game addiction, highlighting the necessity for all-encompassing therapies (Kudubes, 2023).

Numerous characteristics, including mattering, anxiety, depressive symptoms, school connection, and emotion regulation in teenagers, have been studied in relation to social media addiction (Watson et al., 2021; Giordano et al., 2022). Excessive use of virtual platforms among teenagers may be mediated by gender disparities, peer victimization, and social anxiety (Tu et al., 2022). Teenage addiction can be avoided in large part by parental supervision and social media usage guidelines (Kusumawaty et al., 2022). Self-intervention, individual therapy, and environmental measures are some of the interventions for problematic social media usage in teenagers (Mao et al., 2021).

### Research Gap

The existing literature accumulated from the Western regions is predominant. However, this study has the potential to add something new by implementing the quantitative methodologies in 500 teenagers from Sindh. This paper covers a research gap, giving an emphasis on the ways adolescents suffer major mental health issues because of using social media sites in Sindh, Pakistan, with a quantitative method of research. Through two-fold measurements, surveys, and quantitative data analysis, the research attempts to cast in stone the issue of social media addiction, its effects on teenagers, and its behavioral results on psychological wellbeing in the area of study. Thus, it is highly important to fill the literature gap, as the results of the study can shed light on the development of targeted interventions and possible solutions for enhancing teenagers' positive mental wellbeing in Sindh and similar cultural contexts.

### Research Methodology

This study employs the quantitative method of research to explore how social media addiction affects the health of teenagers in Sindh. Quantitative research is selected because it can offer data for analysis, giving detailed insights into the connections between different factors. By using approaches, researchers can gather data from a range of participants, making the findings more applicable to teenagers across Sindh.

### Sampling Strategy

The study focuses on teenagers living in Sindh, Pakistan. To ensure a representation based on demographic factors, like age, gender and socioeconomic status a method called stratified random sampling is used. A group of 500 participants is considered suitable for this research offering a dataset for analysis.

## Data Collection

The research gathers data by conducting a survey of the participants. The survey is created using proven measures. It contains both choice and Likert scale questions to cover aspects of social media use, psychological effects of coping with strategies, and views on interventions. The questionnaire is conducted either online or in person, depending on availability, while ensuring compliance with standards related to consent and privacy.

## Data Analysis

Quantitative data collected from the survey responses are analyzed using statistical software such as SPSS (Statistical Package for the Social Sciences). Descriptive statistics, including frequencies, percentages, means, and standard deviations, are computed to summarize the demographic characteristics of the sample and the key variables of interest. Inferential statistical techniques, such as correlation analysis and regression analysis, are then employed to examine the relationships between social media usage, psychological impacts, coping mechanisms, and intervention preferences.

## Validity and Reliability

For validity and reliability of the results, several of the methodical steps are undertaken. The draft of the questionnaire is subjected to a series of steps during the pilot testing and validation, which aim to check the clarity, completeness and suitability of the questionnaire for the targets. However, the data collection process can be improved in terms of minimizing bias and by using standard procedures to maintain data integrity. Besides that, ethical procedures have to be followed as well.

This study aims to address the issue via the systematic application of quantitative research methods, aiming to impart a better understanding concerning social media addiction and its psychological consequences on teenagers of Sindh. At the same time, the main purpose is to add to the pool of knowledge and help in formulating an effectual treatment and prevention strategy for teenage social media addiction and other social media addictions among teenagers.

## Discussion and Analysis

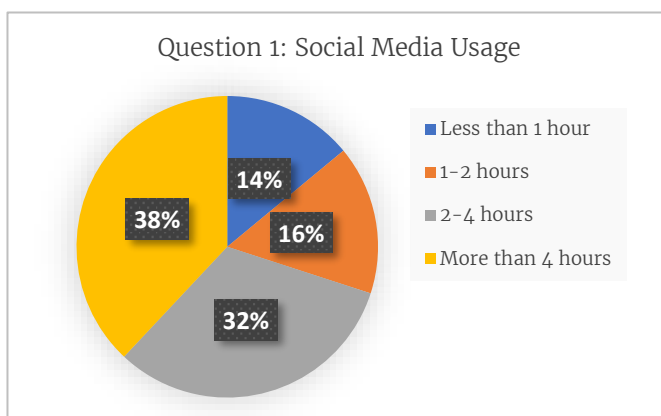
Each survey question is discussed in the paragraphs below.

### Question 1: Social Media Usage

The data indicate that among the 500 teenagers surveyed from Sindh, 14% reported spending less than 1 hour on social media daily, accounting for 70 responses. Furthermore, 16% reported spending 1-2 hours on social media, representing 80 respondents. Additionally, 32% of teenagers reported spending 2-4 hours on social media each day, totaling 160 responses. The most significant portion, comprising 38% of respondents, reported spending more than 4 hours on social media daily, with 190 participants falling into this category. This is echoing with studies that mentioned prior that social media usage by adolescents has become a prevalent feature (O'Reilly, 2020).

### Figure 1

Question 1: Social Media Usage



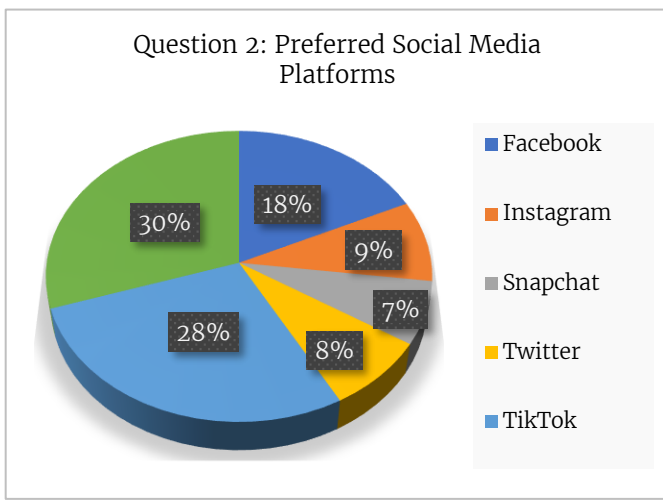


### Question 2: Preferred Social Media Platforms

Out of 90 teenagers, 18% stated Facebook as the most opted platform among them. Moreover, 9% chose Instagram for socializing in their leisure time, and the percentage of teenagers who chose Snapchat was 7%. Out of all platforms, 8% chose Twitter as their primary choice. In contrast, out of all teenagers in Sindh, TikTok is the most popular platform, and 28% of teenagers selected it as their prime socializing platform. Based on the analysis, there are some more frequent social media platforms that were not listed in the questionnaire. A total of 30% of these social media enthusiasts selected 'Other' platforms, indicating the diversity of social media teens utilize in their leisure time in Sindh. In conclusion, our online questionnaire reflects the increasing diversity of platforms used by young adults, which is indicative of the dynamic nature of modern socializing behavior (Vannucci et al., 2020).

**Figure 2**

*Preferred Social Media Platforms*

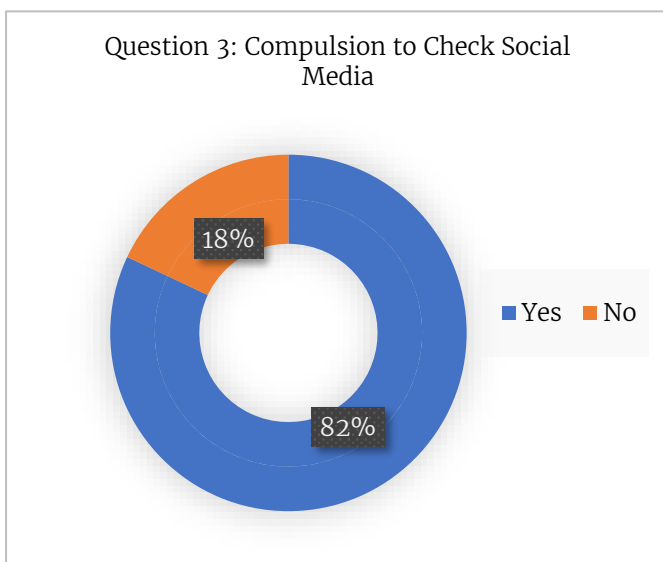


### Question 3: Compulsion to Check Social Media

Of those surveyed teens, 82 percent said they must check social media multiple times per day, which was 410 responses. Meanwhile, 18 per cent said they don't have that sense of causation, being 90 responses. It speaks perhaps to growing awareness in young people themselves of concerns that exist more broadly about social media's addictive quality – which we know is actually a thing (O'Reilly, 2020).

**Figure 2**

*Question 3: Compulsion to Check Social Media*

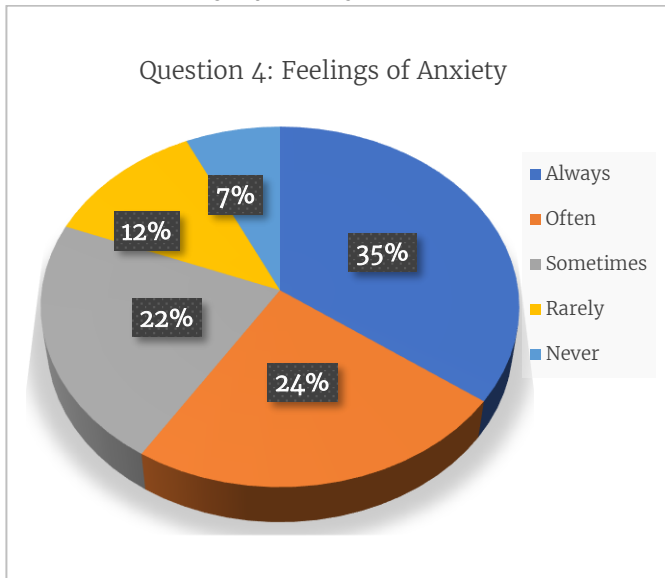


#### Question 4: Feelings of Anxiety

For feelings of anxiety about social media, 35 per cent of teens reported that they feel anxious when they are unable to use social media, which includes 175 responses. Out of the 175 responses, 24 per cent feel anxious often, which amounts to 120 responses. On the other hand, 65 per cent do not feel anxiety related to social media use, which accounts for 325 of the responses. It shows the difference between how often teens use social media applications, with an increasing percentage of teens using these social media tools frequently (Uhls et al., 2017).

Figure 4

Question 4: Feelings of Anxiety

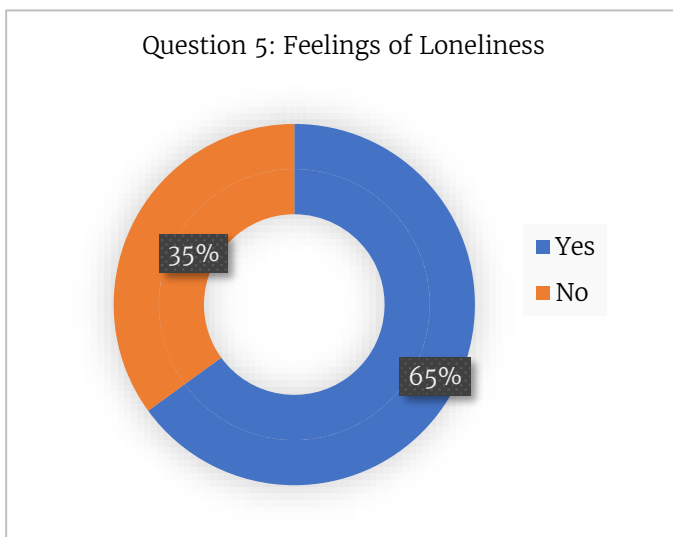


#### Question 5: Feelings of Loneliness

Among these minors, 65% have shared that they have emotional problems related to their social media participation (1). In total, as many as 325 of them are facing the problem of being lonely or isolated by using social media rather than what they were suffering before using social media. Contradictorily, 35 % of the respondents indicated that they were as well not in a position to relate to the emotions that the person was referring to, but 175 of the entire who informed the survey. The fact that online harassment has become a growing concern and social intervention should start to critical cyberbullying among the youth only shows that online bullying is a deep-rooted problem (Muhid et al., 2019).

Figure 5

Question 5: Feelings of Loneliness



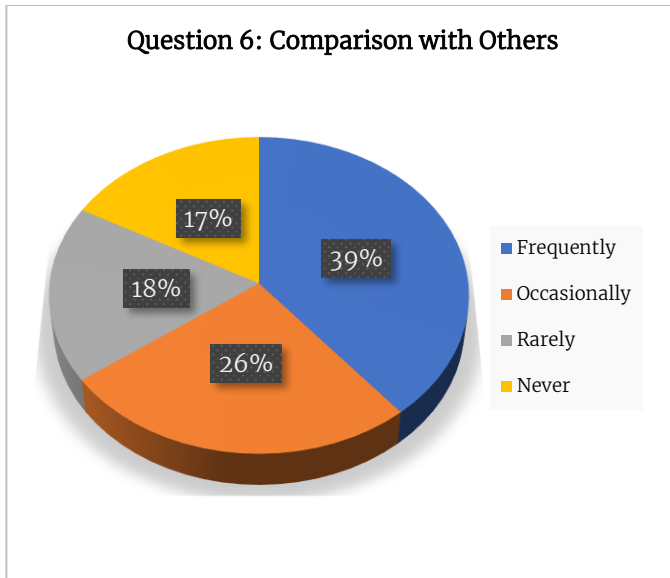


### Question 6: Comparison with Others

Out of the surveyed teenagers, 39% reported that they frequently compared their lives to others on the basis of the things they see on media, making up 195 answers in total. However, two-thirds of them did not face enough, which resulted in 305 respondents. As social media is identified as the undoubtedly influential and prominent factor in the way that social dynamics in young people take shape, diversity of influence occurs as well (Muzy et al., 2021).

**Figure 6**

Question 6: Comparison with Others

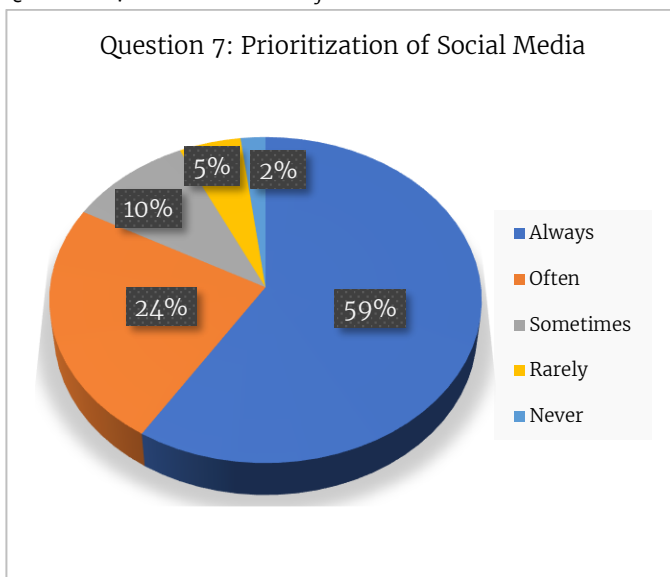


### Question 7: Prioritization of Social Media

On the subject of social media being given priority over other activities. 59% of respondents admitted that they often prioritize social media instead of important activities or conversations with friends, which equals a total of 295 responses. On the other hand, 205 participants (41%) did not consider social media as more important. However, 60 to 40% do consider it. Given that, it points out the intricate intertwinement of social media usage and teens' self-esteem, with an alarming portion of teens experiencing the negative side effects of social media (Mumber et al., 2022).

**Figure 7**

Question 7: Prioritization of Social Media

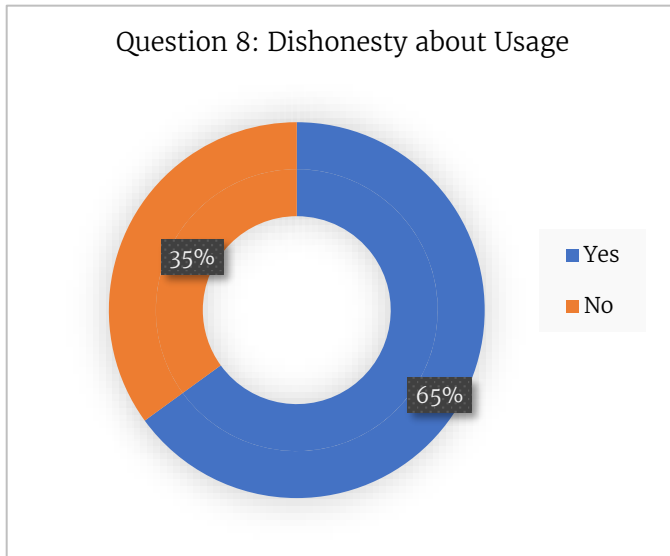


### Question 8: Dishonesty in Usage

It turns out that 65% of the Sindhi teenagers stated in the survey that they lie about how much time they spend on social media, while the number is reportedly 325. In contrast, out of the total sample of 1000 respondents, 35% of participants said that they did not participate in deceptive behavior, which was 175 in number. It stresses the psychological consequences of online communication and teenagers' health, and there is a necessity for intervention in order to take care of adolescents' anxiety (Politte-Corn et al., 2023).

Figure 8

Question 8: Dishonesty in Usage

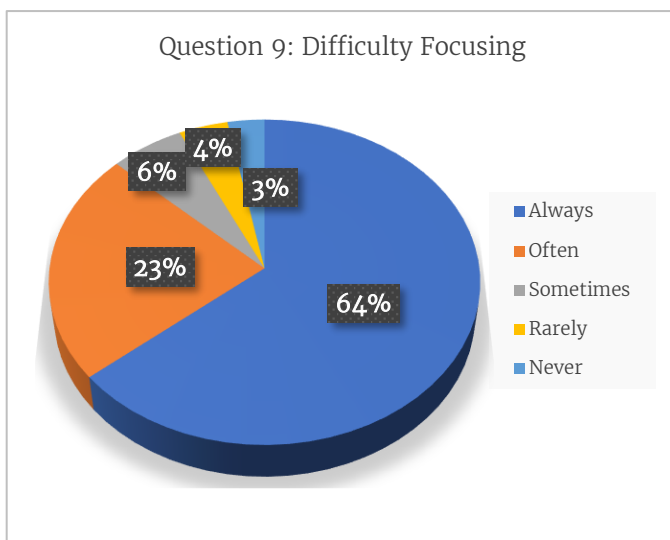


### Question 9: Difficulty Focusing

Among the sampled teens, 64% admitted finding it hard to focus on doing a particular kind of work or activity since they were used to being on social media. There were 320 altogether. For these issues, 23% of the overall participants reported this distraction as often, which equals 115. By contrast, the other 36% of participants did not have any difficulty concentrating during their eco trip, involving 180 single persons. Hence, this study underscores the risks to teenage wellbeing from social media, which would necessitate a context-specific approach and additional intervention (Watson et al., 2021).

Figure 9

Question 9: Difficulty Focusing



### Question 10: Pressure to Present a Certain Image

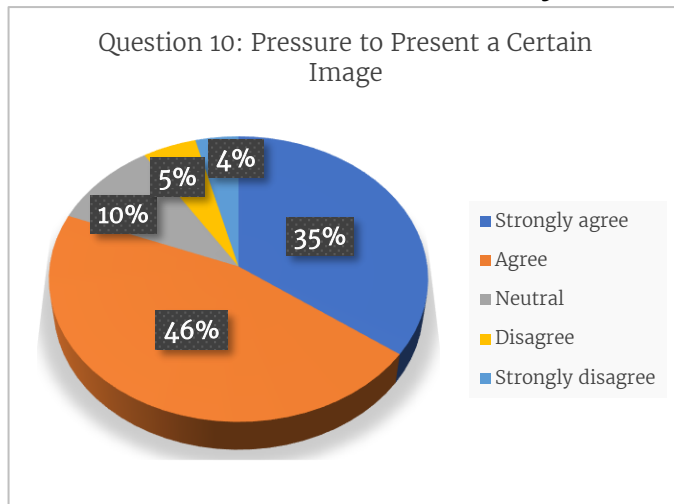




What is alarming is that actually 81% of the respondents admitted that they have had to manner a fake version of themselves or their personas on social media, and this further expanded to 405 responses. Out of these numbers, 35% strongly agreed, and 46% agreed with this viewpoint. On the other hand, ethical outcomes include this situation: 19% of social media users did not feel pressure to look a certain way on social media, but 95 participants did (245 participants in total). Giving an object about young peoples' multifaceted perception of social media effects on mental health, advocating for multiple perspectives and targeted solutions strategies (O'Reilly, 2020).

**Figure 10**

Question 10: Pressure to Present a Certain Image

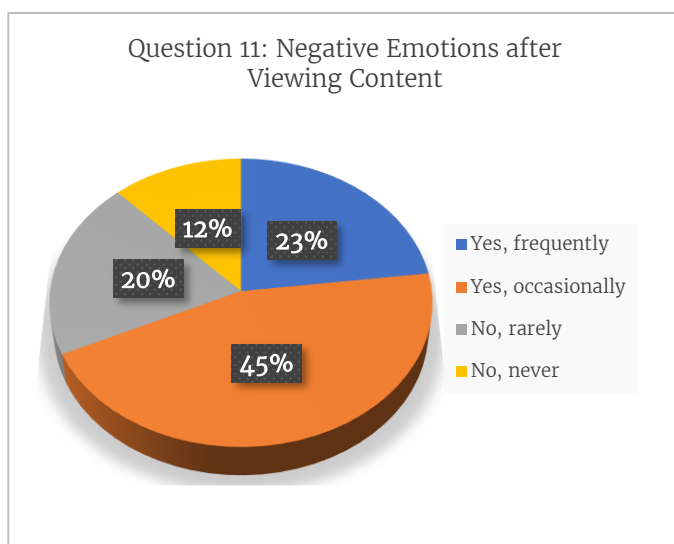


**Question 11: Negative Emotions after Viewing Content**

When it comes to negative emotions felt after having watched the content on digital social sites more than four times every week, 23% of teenagers from Sindh represented the 115 responses that reported having experienced such feelings. Furthermore, 5 percent of the subjects admitted those negative emotions are experienced occasionally, which means these subjects are 250 people in total. The totally contrast view is because 32 percent of students did not feel negative emotions during and after viewing social media content, and this gave 160 responses in the light of the fact that social media comparison is the typical attitude among adolescents, social consequences for wellbeing and self-esteem being the outcomes (Vannucci et al., 2020).

**Figure 11**

Question 11: Negative Emotions after Viewing Content

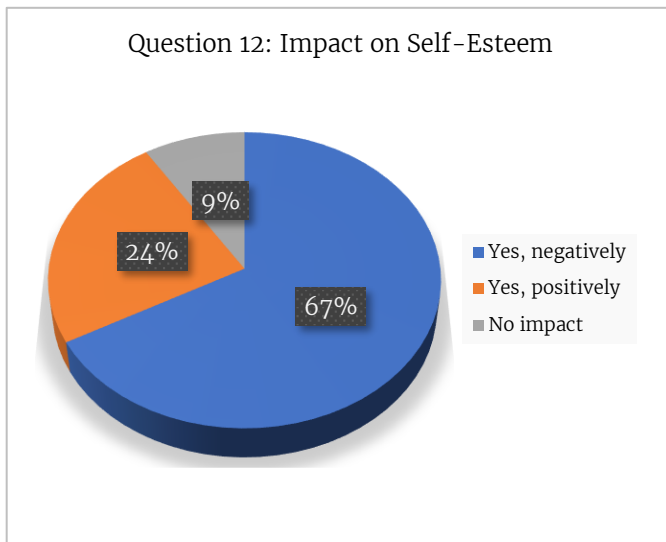


**Question 12: Impact on Self-Esteem**

67% of surveyed teenagers impose on them the fact that social media is negatively affecting their body image or self-esteem, exemplifying 335 reactions. The opposite took place for 24% of the respondents who said that social networking boosts their self-confidence, which included responses from 120 individuals. Moreover, 9% of the answers from the participants were equal to zero, thus showing that social media didn't have any impact on their self-esteem, with 45 answers having been recorded. It claims that this implies different ideas on social media's impact on teens' state of health. Therefore, more studies and awareness campaigns are required to be recognized (Beeres al. [2021](#)).

**Figure 12**

Question 12: Impact on Self-Esteem

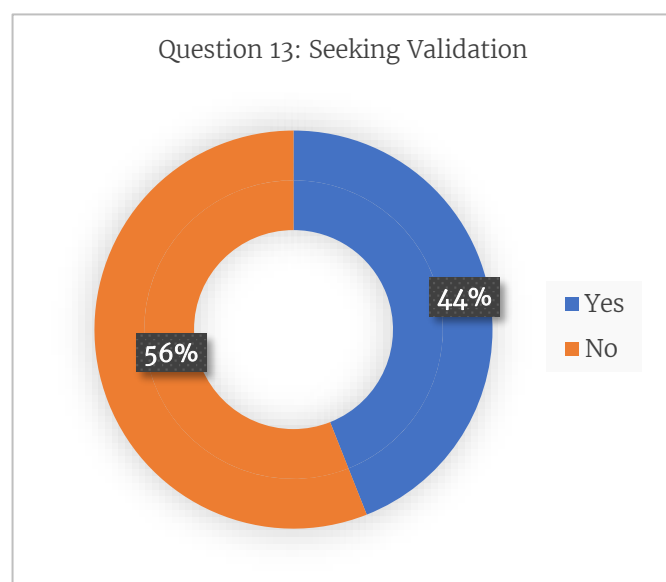


**Question 13: Seeking Validation**

The surveyed teenagers indicated that seeking validation or approval from others through interactions on social media accounted for 44% of the total number of 220 replies. In contrast, 56% (a number of 280 participants) of respondents did not relate themselves in terms of recognition with social media. This puts the spotlight on the increasing consciousness about media habit management, among teens and adolescents and there are mental health and wellness implications as well (Muzi et al., [2021](#)).

**Figure 13**

Question 13: Seeking Validation



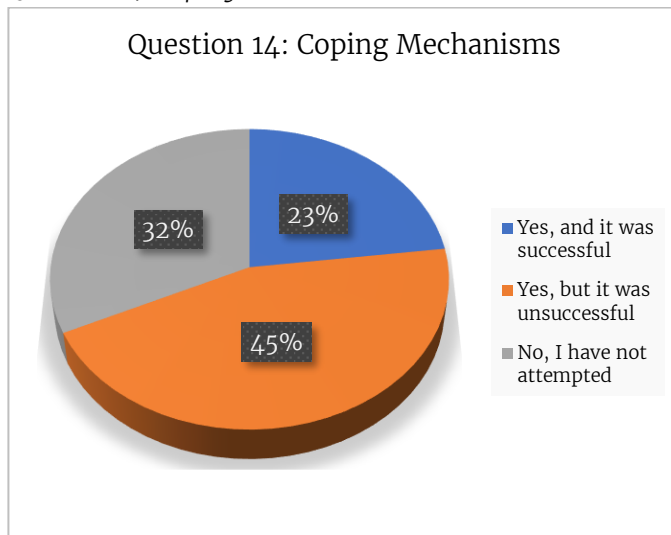


### Question 14: Coping Mechanisms

Regarding coping methods, 24% of teenagers in Sindh have strategies for spending fewer hours on social media, and 115 responses show such rays of hope. Further, 45% of the participants made an effort to log out of social media in an attempt to clear their heads, but it was not a successful operation, totaling 225 participants. Correspondingly, 160 teenagers admitted they did not apply any coping strategy that could alleviate social media addiction, indicating that 32% of the youth did not even use coping mechanisms (25%). For instance, a survey study reported that a few teenagers do attempt to minimize their social media use, but for some adolescents, the challenge is still very tough, and they struggle to keep their detox efforts on track (Beres et al., 2021).

Figure 14

Question 14: Coping Mechanisms

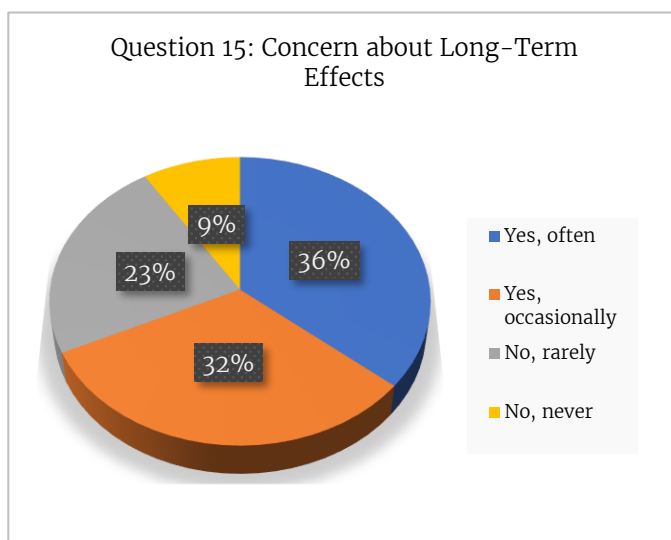


### Question 15: Concerns about Long-Term Effects

Out of 66%, the survey responses, which are 330, show that a large majority (66%) of respondents have a deep concern about what the continuous overuse of social media may do to mental health in the long term. In the case of Sindh, Pakistan, 34% of teenage poplar did not have concerns about learning English, which totals 170 responses. Researching social media posting has been found to be the most common behavior among teens, which in turn is closely linked to self-expression and socializing (Uhls et al., 2017).

Figure 15

Question 15: Concern about Long-Term Effects

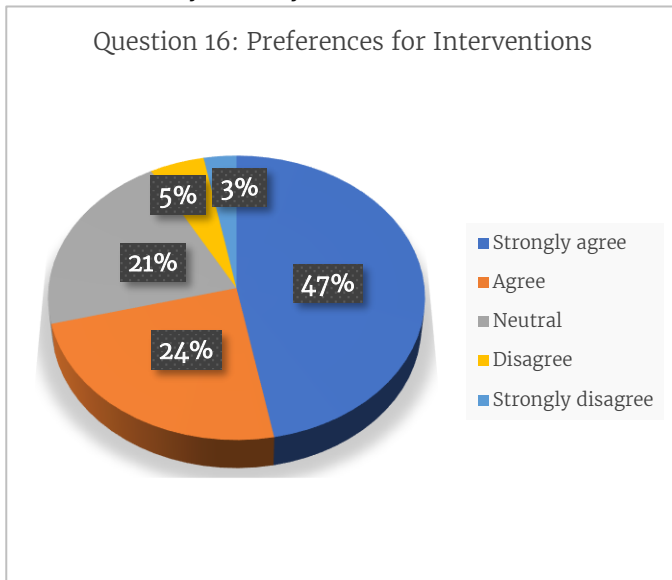


### Question 16: Preferences for Interventions

Having sought the preferences of action, a healthy look at online behavior was reported; thus, the most preferred strategy among surveyed teens of Sindh, Pakistan, was put at 41% through 205 total responses. A total of 29%, which is 145 participants, favored the option of screen time limits. Also, considering that educational and awareness campaigns were offered as preferred by 18% of teenagers, 90 by total responses. Similarly, it seems that the two instruments of parental supervision and advice account for 12% of participants, which equals 60 people. This is demonstrated by the fact that it is intertwined with their opinions on how social media affects the psychological health of teenagers (Beeres et al., 2021).

Figure 16

Question 16: Preferences for Interventions

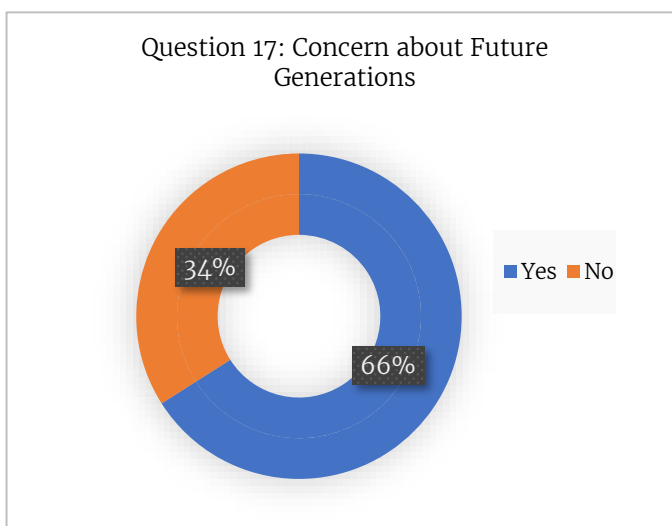


### Question 17: Concern about Future Generations

An overwhelming majority (66%) of respondents were worried about the social media dependency trends of future generations, let alone our lives now; accordingly, 330 responses were in this category. Participants of Sindh, Pakistan, however, account for the share of 34%, which makes it about 170 teenagers who do not mind the problem. Moreover, it is argued that social media platforms are not less significant as they become key players in the lives of teenagers, with consequences mainly for socialization and communication (Vannucci et al., 2020).

Figure 17

Question 17: Concern about Future Generations



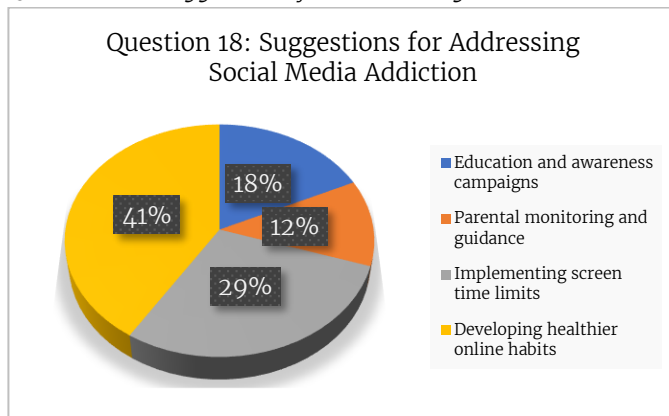


### Question 18: Suggestions for Addressing Social Media Addiction

A number of recommendations also came from the respondents that could be availed now to treat social media addiction in Sindh, Pakistan, teenagers. Among these, 18% indicated education and awareness as the key element, which scored 90 degrees, as the results are shown in the following pie chart. Parental supervising and assistance, as per 18% of respondents who are 60 members of the group, were recommended. Responses of the first did limit the time youth spend on computers, at 29% of the study's 145 respondents. The technology of healthier online habits was the most emerging technique, which obtained endorsement from 41% of respondents, thus becoming the talk of up to 205 people. The discussion raises the possibility of a scenario where an all-around approach may be essential to solve social media addiction effectively, with adolescents' varying requirements and appetites (Beeres et al. 2021).

**Figure 18**

Question 18: Suggestions for Addressing Social Media Addiction



### Results and Findings

The findings from the survey conducted among 500 teenagers in Sindh, Pakistan, reveal insightful patterns and trends regarding social media usage and its psychological impacts on this demographic.

#### Social Media Usage Patterns (Question 1)

A survey unveiled perquisites in social media presence among teens living in urban and rural areas of Sindh, Pakistan. Among men, a considerable share (38%) identified the frequency of their social media usage as 4 hours per day or more. Such an all-embracing immersion in the world of social media signifies for young people from the region the takeover of their entire lives. Moreover, 32 percent of the responses noted daily browsing time between 2-4 hours on social media platforms, 16 percent of the responses noted regular surfing time between 1-2 hours, and the other 14 percent of the responses noted less than 1 hour daily browsing time. These results show that social media is increasingly prevailing among teenagers in Sindh, Pakistan, and the larger portion is involved in online communication, devoting a big part of their time there.

#### Preferred Social Media Platforms (Question 2)

Among teenagers, TikTok has become the most preferred application of its kind in Sindh, Pakistan; 28% of respondents pointed it out to be their first choice. The undisputed strength of TikTok shows that the digital tool is part of a youth culture that is increasingly becoming essential across the region. Nevertheless, other media stages, like Facebook, Instagram, Snapchat, and also Twitter, make up a sizeable proportion of the networks that teens use, thus showing that there are no uniform preferences among young people for social networking sites.

#### The compulsion to Check Social Media (Question 3)

It is rather surprising that 82% out of the participants would beat about their chests and declare no going to sleep without first checking their social media account. Apparently, such a high level of compulsiveness

is an expression of a deep-lying dependence of these teenagers on social media platforms, which may, at some time, hinder them in terms of daily life activities or in real-time communication with their friends.

#### **Feelings of Anxiety (Question 4)**

The survey data revealed that social media usage is associated with feelings of anxiety among teenagers in Sindh, Pakistan. Specifically, 35% of respondents reported experiencing anxiety when unable to access social media, with 24% indicating frequent occurrences. These findings suggest a correlation between social media usage and heightened anxiety levels, highlighting the need for further investigation into the underlying factors contributing to this phenomenon.

#### **Feelings of Loneliness (Question 5)**

After this, the things that stood out the most were the declarations that social media use leads to feelings of loneliness and drowsiness. More than half (65%) of those who took part in the survey acknowledged having these emotions, which could mean that the negative effects of the overuse of social media on adolescents' mental health may be higher than believed. On the contrary, 35% of the teens gave no indication of being separated from others or feeling lonely. This illustrates the fact that individuals are different from others in terms of their susceptibility to the negative effects of social media use.

#### **Comparison with Others (Question 6)**

The survey evidence revealed that a large number (39%) of teenagers in Sindh province, Pakistan, usually compare their lives to others' while scrolling through social media platforms based on what they have seen. Thus, this phenomenon can cause a certain state of lack of contentedness and dissatisfaction. This emphasizes the extent to which social comparison can be destructive to teen self-esteem and feelings of self-worth.

#### **Prioritization of Social Media (Question 7)**

Teenagers in Sindh, Pakistan, showed a worrying pattern when they chose to direct their energies more towards social media rather than other activities. A majority (59%) of respondents admitted to prioritizing social media over essential tasks and interpersonal interactions. This suggests a potential imbalance in priorities, with social media consumption taking precedence over academics, chores, and quality time with friends and family.

#### **Dishonesty about Usage (Question 8)**

It turned out that the level of lying about social media use among Sindhi teenagers in Pakistan was of a major scale. Large number of respondents (about 65 percent) identify themselves to be capable of lying about the time spent on social media. These instances are likely to result from the feeling of shame or guilt that are often considered part of being addicted to social media, and this also brings the stigma accompanying social media addiction among the young generation.

#### **Difficulty Focusing (Question 9)**

The findings of the research implied that social media usage resulted in poor concentration in teens, which in turn affected their focus when studying, doing personal tasks, and executing activities. On the contrary, the specific group, that is, 64%, had noted the fact that their inability to focus summed up to their social media use in a way that 23% had a frequent occurrence. The inability to maintain concentration is one of those factors that can lead to poor academic performance and productivity at work. Thus, the consequences can be seen and understood where inappropriate social media usage impacts cognitive function.

#### **Pressure to Present a Certain Image (Question 10)**

An alarming fact, however, is that an overwhelming percentage of teenagers from Sindh, Pakistan which is 81% responded to the question that they feel pressure to present a certain image or façade on social media. This strain of drive comes from wanting validation from peers and approval from pretty much everyone that one is connected to, thus steering to the creation of these curved online identities. These sources may yield insecurities and self-esteem fatigue in teens.



### Negative Emotions after Viewing Content (Question 11)

Analysis of surveyed data shows that around 1 in every four teens (23%) in Sindh, Pakistan, would occasionally face this kind of emotional (negative) post-playback condition after watching stuff on social media. Moreover, researchers found that 45% of the identified respondents to everyday life had negative emotions sometimes. What these results reflect is the fact that social media content has the ability to elicit strong emotional responses that emulate jealousy, envious feelings, or sadness. Therefore, they can affect mental well-being.

### Impact on Self-Esteem (Question 12)

A little more than 6 out of 10 participants (67%) believed that the utilization of social media negatively affects their self-esteem or body image. On the contrary, about 24% of them reported an increase in their self-esteem and 1 out of 10 cases remain unaffected at all. This evidence indicates the widespread effect of social media on teenagers' self-image, as comparisons to ideals result in a sense of incompetence and discontentment.

### Seeking Validation (Question 13)

The surveyed data revealed that a significant percentage (44%) of teenagers in Sindh, Pakistan, seek validation or approval from others through social media interactions. This behavior can contribute to a cycle of validation-seeking behavior, wherein individuals rely on external feedback to bolster their self-worth, potentially leading to dependency on social media for validation.

### Coping Mechanisms (Question 14)

Regarding coping mechanisms, 23% of teenagers reported having strategies in place to limit their social media usage, while 45% attempted to take a break from social media, with varying degrees of success. Besides that, 32% of respondents did not take any steps to overcome addictive social media behaviors, and this calls for the need to seek help.

### Concerns about Long-Term Effects (Question 15)

A striking majority of 66% relied upon people who feared that the adverse health implications associated with prolonged social media use pose a big threat to their mental health. The latter point also demonstrates a heightened consciousness of the more detrimental effects for teenagers in Sindh, Pakistan, of being involved with social networks for long periods of time.

### Preferences for Interventions (Question 16)

The survey of teenagers in Sindh, Pakistan, revealed that introducing healthier online habits was the most favored intervention theme, with 41% of the teenagers in favor of it. Teaching screen time limitations was the top choice of 29.8% of respondents. Meanwhile, educational campaigns were less preferred and voted by only 18%. Parental surveillance and guidance were regarded as the first choice to take action by 12% of people who responded. This study reveals how crucial it is to have a structured reaction that comprises prevention and encouragement of healthy usage of social media among teens.

### Concerns about Future Generations (Question 17)

A majority (66%) of respondents expressed concerns about the impacts of social media addiction on future generations. This indicates a recognition of the pervasive influence of social media on youth culture and a desire to mitigate its negative impacts for future generations among teenagers in Sindh, Pakistan.

### Suggestions for Addressing Social Media Addiction (Question 18)

Various suggestions were provided by respondents for addressing social media addiction among teenagers in Sindh, Pakistan. Among these, education and awareness campaigns were mentioned by 18% of respondents, parental monitoring and guidance by 12%, implementing screen time limits by 29%, and developing healthier online habits were highlighted by 41% of participants in the survey. These recommendations reflect the importance of multifaceted approaches required for addressing social media addiction, involving collaboration between stakeholders at the individual, familial, and societal levels.

The findings are of high importance and show the scope of social media utilization among teenagers in the Sindh province of Pakistan and their related psychological effects. The data chronic the universal use of social network platforms and shows a number of problematic behaviors such as overuse and negative effects on mental health, anxiety, loneliness, and so on. The main thing worth mentioning is that the study material gives insight into what measures teenagers take to deal with this situation, what form of support they prefer, and what worries they have about the long-term outcomes. These findings highlight that there is a need to establish prevention campaigns and informed campaigns that can be aimed at social media addiction and keeping the adolescents of the region with good online habits.

**Table 1**

List of Each Question's Responses and Percentages

Question	Response	Percentage	Number of Responses
1	Less than 1 hour	14%	70
	1-2 hours	16%	80
	2-4 hours	32%	160
	More than 4 hours	38%	190
2	Facebook	18%	90
	Instagram	9%	45
	Snapchat	7%	35
	Twitter	8%	40
	TikTok	28%	140
	Other (please specify)	30%	150
3	Yes	82%	410
	No	18%	90
4	Always	35%	175
	Often	24%	120
	Sometimes	22%	110
	Rarely	12%	60
	Never	7%	35
5	Yes	65%	325
	No	35%	175
6	Frequently	39%	195
	Occasionally	26%	130
	Rarely	18%	90
	Never	17%	85
7	Always	59%	295
	Often	24%	120
	Sometimes	10%	50
	Rarely	5%	25
	Never	2%	10
8	Yes	65%	325
	No	35%	175
9	Always	64%	320
	Often	23%	115
	Sometimes	6%	30
	Rarely	4%	20
	Never	3%	15





Question	Response	Percentage	Number of Responses
10	Strongly agree	35%	175
	Agree	46%	230
	Neutral	10%	50
	Disagree	5%	25
	Strongly disagree	4%	20
11	Yes, frequently	23%	115
	Yes, occasionally	45%	225
	No, rarely	20%	100
	No, never	12%	60
12	Yes, negatively	67%	335
	Yes, positively	24%	120
	No impact	9%	45
13	Yes	44%	220
	No	56%	280
14	Yes, and it was successful	23%	115
	Yes, but it was unsuccessful	45%	225
	No, I have not attempted	32%	160
15	Yes, often	36%	180
	Yes, occasionally	32%	160
	No, rarely	23%	115
	No, never	9%	45
16	Strongly agree	47%	235
	Agree	24%	120
	Neutral	21%	105
	Disagree	5%	25
	Strongly disagree	3%	15
17	Yes	66%	330
	No	34%	170
18	Education and awareness campaigns	18%	90
	Parental monitoring and guidance	12%	60
	Implementing screen time limits	29%	145
	Developing healthier online habits	41%	205

## Conclusion

The analysis and study become very valuable in early detecting the extent to which social media is penetrating the lives of the adolescents in Sindh and the psychological effects that are associated with these networks. The research has given insight into several parts that social media use, involve and pose issues to teens in the region.

On the one hand, the results showed that social media use is one of the activities that is done most frequently by the juveniles in the surroundings of Sindh and that a large number of them spend a great amount of time each day on different social media platforms. TikTok has topped the most-used platform, which tells us that videos and short clips now have a greater impact on youth culture. Besides, other platforms such as Facebook, Instagram, Snap Chat, and Twitter, which were also good choices, emphasize a little more what adolescents really prefer.

Secondly, the demographic unveiled regarding patterns about psychological effects of social media usage. It came from many teenagers' testimonies that teenagers develop anxiety, loneliness, and inadequacy during their engagement with social media platforms. Comparing compulsion qualities,

comparison with others, and pressurizing to present a correct image often result to having negative perception and self-esteem issue to adolescents.

What came out of the survey is the fact that teenagers also have a tough time making use of their social media space appropriately, and therefore, they require some effective coping mechanisms. Adolescents, too, reported taking steps to reduce their consumption and, at times, break from social media, but on another occasion, they claimed to be the platform's addictive nature.

Furthermore, the conclusion pointed to the effectiveness of the studies since their results showed the vitality of having intervention programs that combat social media excess and promote normal internet consumption behavior. Formulating educational and awareness drives, making screen limits, helping the parents to monitor and direct their wards, and encouraging healthy practices online are strategies that teenagers in Sindh appreciate most.

In the end, the survey findings were shown in order to highlight how complex the relationship of social media usage with adolescent's psychological well-being could be. Social media platforms deliver benefits that connect people and produce a variety of artistic expressions and entertainment, but on the flip side, there are perils to the mental health of youth such as teenagers. Thus, there should be collaborative actions from different players, with parents and educators, policymakers, and social media companies being among the important ones, developing interventions that focus on the reduction of social media addiction and the promotion of a safer and more positive online environment for adolescents. Through tailor-made programs and teaching digital literacy, we will help adolescents learn how to behave and enjoy life on social media without the influence of negative online tendencies.

## Recommendations

Based on the findings of the survey conducted among teenagers in Sindh, Pakistan regarding social media addiction and its psychological impacts, the following recommendations are proposed to address these concerns effectively:

**1. Education and Awareness Campaigns:** Commencement of a wide-ranging educational and awareness campaign targeted at teenagers, parents, teachers, and health professionals (within the health-care sector) about the likelihood of developing social media addiction must be done.

Push for access to resources such as healthy practices on social media and digital literacy, online safety portals so that the teens can build informed choices whenever the need arises.

**2. Parental Monitoring and Guidance:** Ask parents to as much as possible be able to see what their teens are doing on social media and to involve themselves in meaningful and supportive talks about how they can be a responsible digital citizen.

Offer parents materials and mechanisms to place restrictions, set screen time schedules, and inculcate positive online mindsets.

**3. Implementing Screen Time Limits:** Support setting aside a sufficient amount of time for use of electronic gadgets such as smart phones and tablets for teenagers to decrease addiction to social media.

Work together with schools, neighborhood associations, and local governments to draft a code of conduct and policy that advocates the use of gadgets to be spent outside.

**4. Developing Healthier Online Habits:** Together with social media giants, it is important to implement the features that relax the users' online addiction habit. Those features include reminders to take a break, manual for notifications permission, and option for digital detox.

There is a need to encourage people to develop different offline interests unrelated to social media as a way of creating an alternative source of entertainment and enjoyable ways to relate with others.

**5. Providing Mental Health Support:** Extend access to mental health services and references (treatment) for teenagers who have psychological effects resulting from social media usage, such as anxiety, loneliness, and self-esteem issues.



Educate and equip medical professionals and teachers to be aware of the indicators of social media addiction and respond appropriately with the necessary referrals for psychological counseling or cognitive behavioral therapy.

**6. Fostering Digital Literacy:** Digital literacy programs need to be embedded into school curricula because teenage children must be empowered with the tools and information to act personally safe and responsibly on the internet.

Support teenagers in evaluating online content, differentiate factual from false information and maintain data privacy and safety of their personal data online.

**7. Encouraging Positive Online Communities:** Encourage the development of constructive and recipient online communities where adolescents can have their peers, relate to the experiences and get help and the advice from peers in the environment that is accepting and inclusive.

Encourage collaborations between schools, youth organizations and social media platforms to figure out actions that will drive positivity, friendship, and respect on social media.

**8. Continued Research and Monitoring:** Carry longitudinal studies to follow the dynamics of social media usage among teenagers and even the impact that social media has on their wellbeing.

Track down changes of social media technologies and platforms to redesign and engineer the innovative strategies and recommendations.

These recommendations when being applied through collaborative and multidisciplinary approach can lead to an effective reduction of social media addiction among the teenagers of Sindh which is followed by their promotion of healthier online habits. Collaboratively we are able to foster a healthier, supportive and digital environment that put at heart the good being and resilience of today's generation.

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