



IMPACT OF SOCIAL MEDIA ON MENTAL AND PHYSICAL HEALTH

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To -
Indian Institute Of Health
Management & Research



S O C I A L
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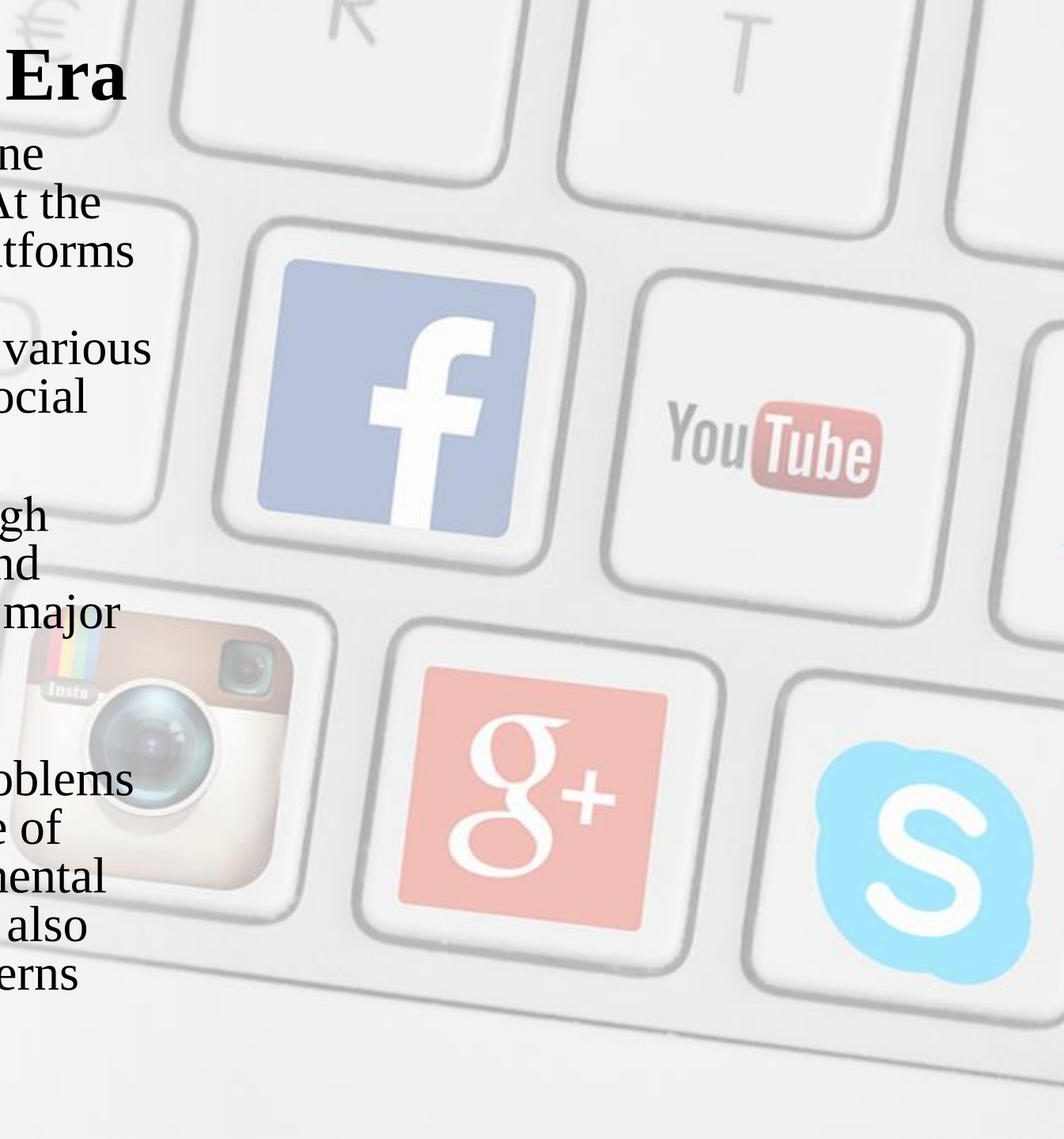
What Exactly is Social Media ?

- Social media are websites and programs that help people talk to each other, get involved, share information, and work together. People use social media to stay in touch with their friends, family, and even strangers
- Social media can take many forms which include social networking sites ,blogs, video and photo sharing platforms and messaging apps
- Within a few years, social media platforms have become an essential and integral part of our day-to-day life, as it connects and unites people across the globe providing a feeling of online community



Social Media in the Modern Era

- The field of digital technology has undergone many remarkable changes and innovation. At the core of this change lies the social media platforms with dynamic and rigorously changing environment that has enormous impacts on various aspects of our personal, professional, and social lives
- Social media's rapid growth has been through many difficulties. Privacy, cyber-security and spread of false information are some of the major concerns related to social media
- Social media can deteriorate the feelings of loneliness isolation, many mental health problems can be worsened due to the addictive nature of social networking sites. In addition to the mental health implications, social media usage has also been linked to various physical health concerns



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Indians spend about five hours daily on mobile phones in 2021: study

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ion hours spent on mobiles in 2021, a 37% increase since 2019 and the
fth in the global list with regard to time spent on mobiles after Brazil,
Korea and Mexico.



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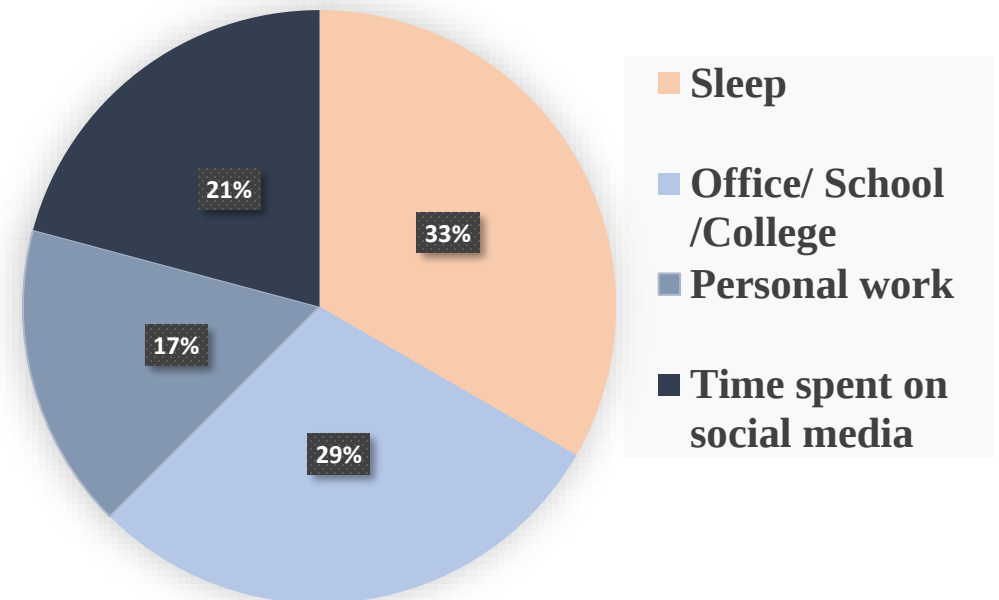


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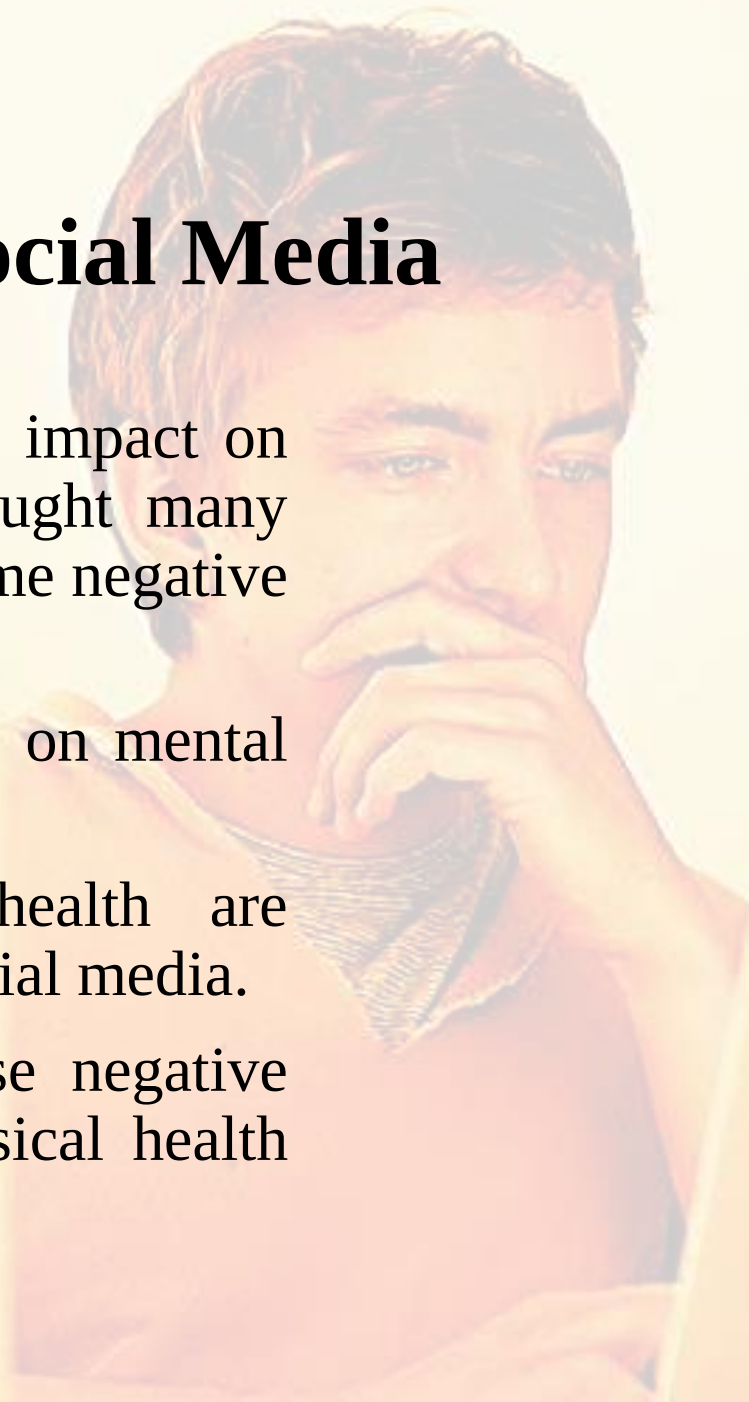
How much time in a day does one spend on social media ?



Negative Impact Of Social Media

Social media has had a significant impact on our society, and while it has brought many positive changes, it has also had some negative impacts.

- Social media has drastic impacts on mental as well as physical health .
- Both, Mental and Physical health are affected with excessive use of social media.
- It is essential to recognize these negative impacts of social media on physical health and take steps to mitigate them.



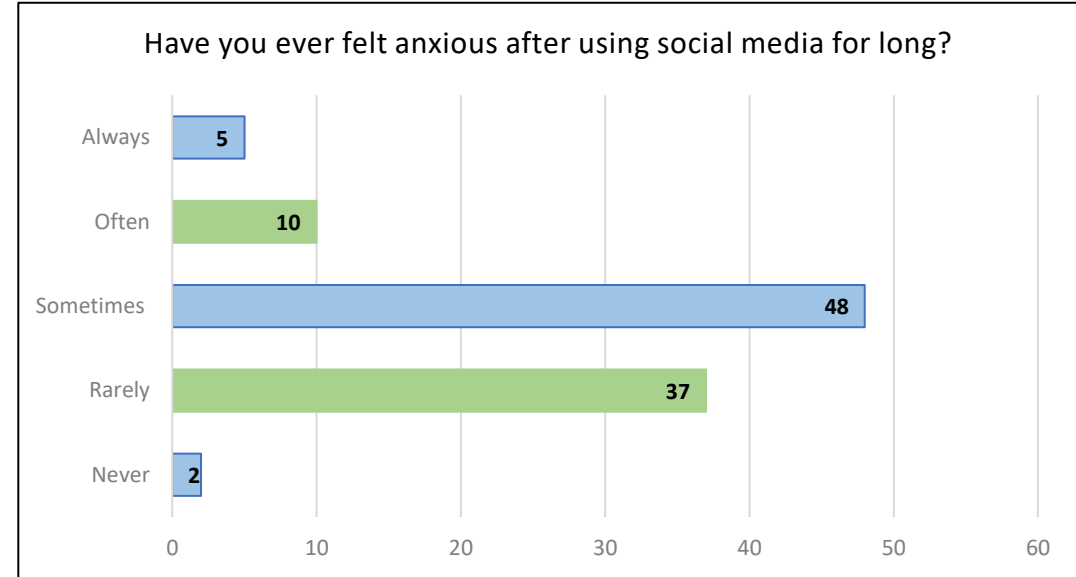
A silhouette of a person's head and shoulders is filled with a word cloud of negative terms. The words are in various sizes and orientations, creating a dense, chaotic pattern. The background is a gradient from light yellow to dark blue.

Social Media and Mental Health

Negative Impacts Of Social Media On Mental Health

Creates stress and anxiety-

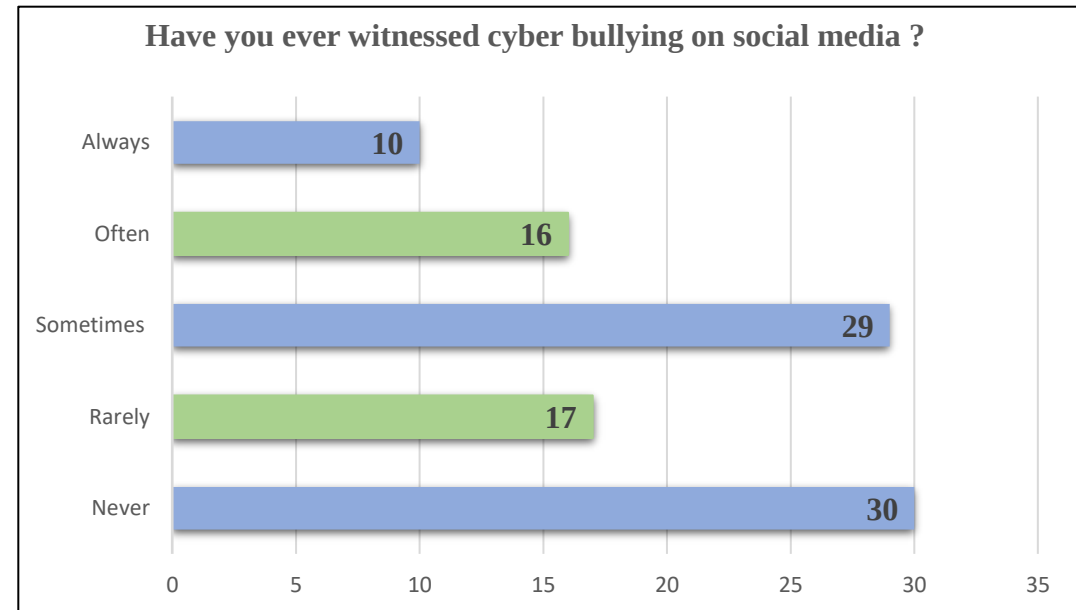
According to the survey the following results were found , which state that 5% users always , 10% users often and 44% of users sometimes feel anxious after using social media for a long time.



Cyberbullying

Cyberbullying can take many forms, including name-calling, spreading rumors, posting embarrassing pictures or videos, and more.

According to the survey, 10 respondents out of 102 respondents (i.e., 9.8%) have always witnessed cyberbullying on social media. 17 responds and 29 responds had often and sometimes witnessed cyberbullying on social media respectively.



Addiction

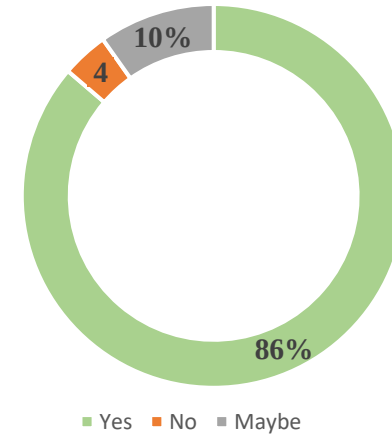
Using social media causes the brain's reward system to release the "feel-good" chemical dopamine, which can result in physical and psychological addiction.

When asked through the survey, 86% respondents feel that social media is a real addiction, whereas 10% formants believe that social media can be an addiction whereas 10% say that it's not a real addiction.

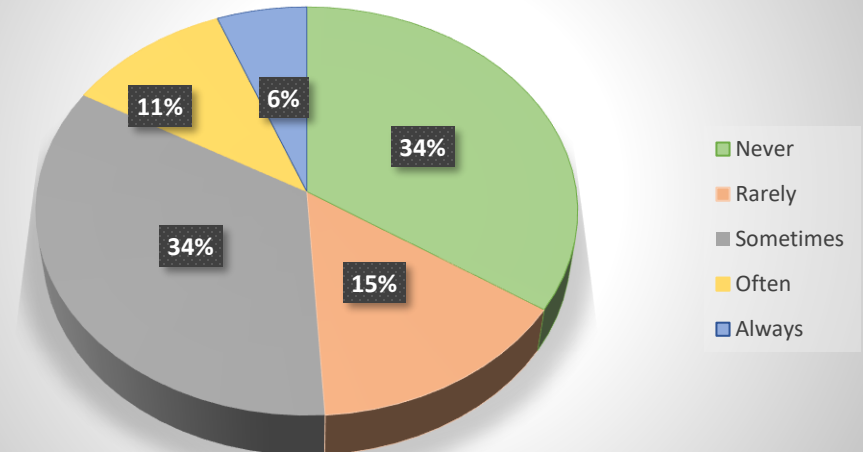
Social Comparison

According to the survey, 51 percent (when bifurcated, 34% sometime, 11% often and 6% always) compare themselves/ their lifestyle with others on social media.

Do you feel social media is a real addiction ?



Do you find yourself comparing your life to curated versions of other people's lives on social media platforms?



In what other ways does social media affects mental health ?

Increases Anxiety

Decreases Self-esteem

Encourages comparisons with others

Leads to addiction

Leads to cybercrime

Leads to depression

Social comparison

Circulating fake news

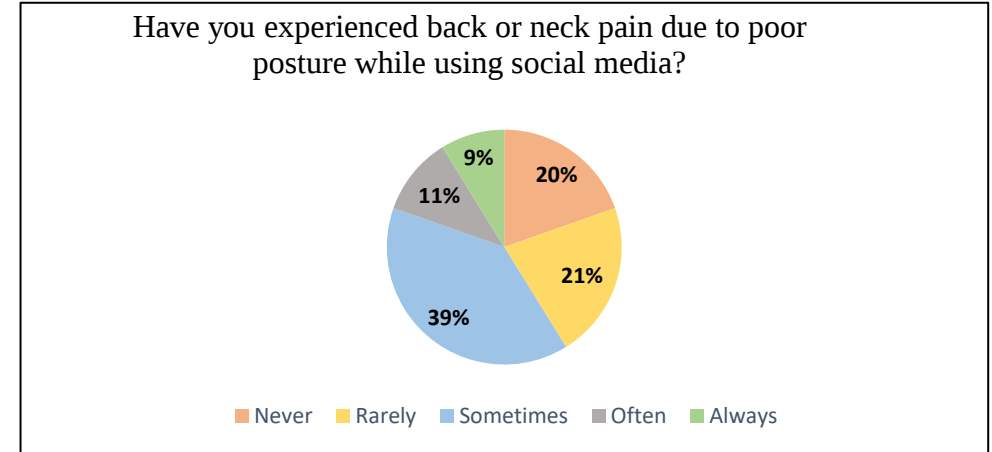
The background of the slide is a collage of three images. The top left shows a close-up of a human eye with a blue iris. The top right shows a close-up of a human fingerprint. The bottom right shows a binary code (0s and 1s) overlaid on a grid pattern.

Social Media and Physical Health

Negative Impacts Of Social Media On Mental Health

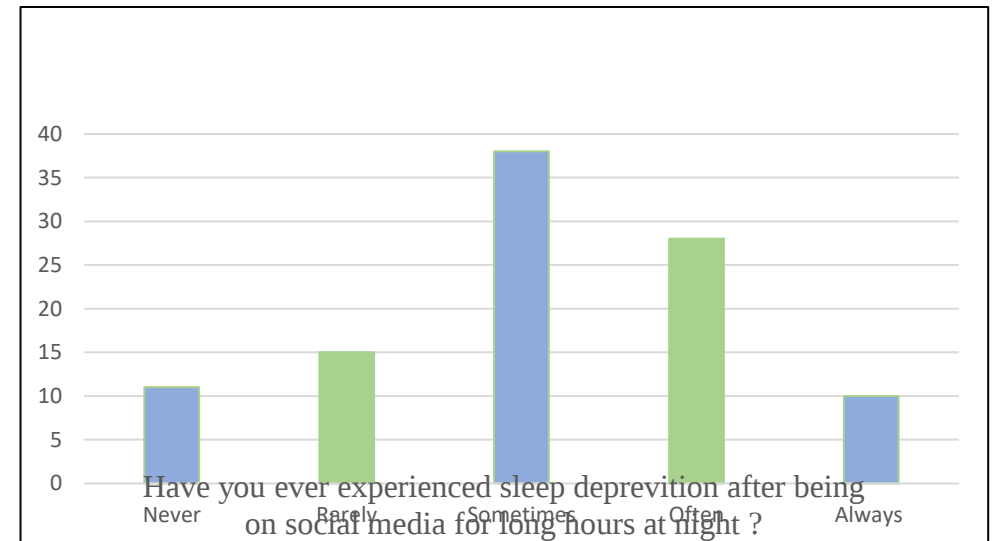
Neck, wrist, back issues due to bad posture-

From the study, 39% people sometimes feel pain in their back or in their neck. While as 11% and 9% people often and always feel pain in their back or in their neck. Whereas only 20% people have posture problems.



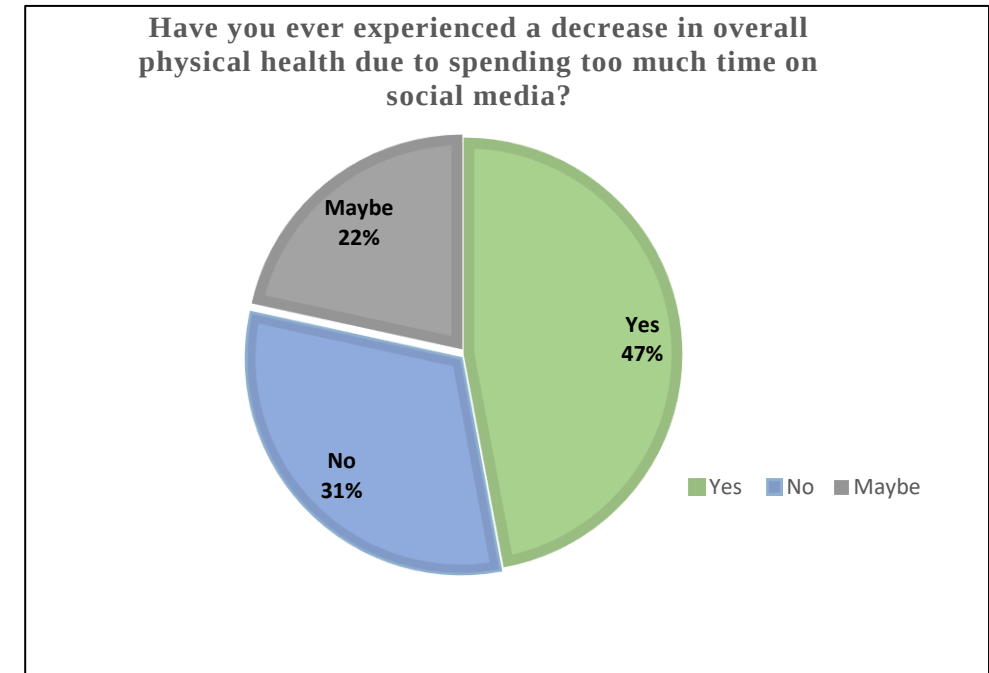
Sleep Deprivation-

Most of the respondents i.e., 37% voted that they sometimes face sleeplessness after spending long hours on social media, whereas 28% and 10% people often and always face difficulty in sleeping after spending long hours on the phone watching social media.



Sedentary Behaviour

Decrease in physical health can be due to sedentary behaviour (excessive sitting, excessive screen time), spending more hours on social media rather than performing physical exercise leading to obesity, diabetes and CVD.



In what other ways does social media affects physical health ?

Continuous

Weight Gain

Eye Pain

Sleeplessness

Weight Gain

Back Pain

- **Set Limits:**
- **Be Selective:**
- **Monitor Your Mental Health:**
- **Use Privacy Settings:**
- **Engage in Real-Life Activities & Practice Self-Care**
- **encourage awareness on digital wellbeing:**
- **Encourage conscious use of social media:**
- **Creating healthy Online Communities**
- **Prioritize Physical health and selfcare over social media**



Suggestions

THANK YOU