



The Impact of Social Media Scrolling On Youth Psychology and Social Relation

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ABSTRACT

Social media now part of young people's life shapes their social interactions and psychological well-being. Websites like Instagram, Facebook, Twitter, and TikhHub have fundamentally changed the way young people engage, participate, and view themselves. Concentrating on topics including anxiety, self-esteem, emotional well-being, and social relationships, this paper aims to explore the great impact of too much social media scrolling on young psychology.

Using a mixed-method approach combining primary data collected through surveys and secondary data from academic literature, the study examines the benefits and drawbacks of social media scrolling. Results indicate that while social media is a vehicle for self-expression, communication, and knowledge-sharing, it also generates anxiety, sadness, and less real-life social contacts. Since it fosters feelings of inadequacy and social comparison, FOMO—or fear of missing out—has been acknowledged as a major psychological problem among young people.

Moreover, the research underlines how social media influences young people's ability to engage in face-to-face interactions by showing a decline in active communication skills and an increase in online dependency for social validation. The findings highlight the need of digital literacy, self-control, and deliberate social media use to reduce negative psychological effects. Ultimately, this study clarifies how social media scrolling influences young psychology and social interactions by means of concepts to promote a more balanced digital living.

Introduction

Social media now part of young people's life shapes their social interactions and psychological well-being. Websites like Instagram, Facebook, Twitter, and TikhHub have fundamentally changed the way young people engage, participate, and view themselves. Concentrating on topics including anxiety, self-esteem, emotional well-being, and social relationships, this paper aims to explore the great impact of too much social media scrolling on young psychology.

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Review of Literature

Studies are increasingly revealing how social media influences young people's psychology and relationships. Alvord (2023) emphasizes the need of responsible digital consumption, noting that social media has altered self-perception and interpersonal communication. Goodwin & Pooley (2022) link obsessive scrolling patterns to increased stress and reduced attention spans.

Rawal (2023) addresses the FOMO phenomenon, which reveals how social media makes young people feel inadequate, so fostering more anxiety and compulsive digital behavior. Mancini's (2019) study also points out that chosen depictions of life on social media contribute to the formation of unrealistic expectations and self-doubt.

Research on social media use and mental health, such as Heimberg's (2021), reveal a clear relationship between too much scrolling and rising social anxiety. Furthermore, Kerr (2024) claims that teens who use social media regularly—especially female users—experience more anxiety and sadness. Distor et al. (2022) discovered that excessive scrolling produces sleep issues that compromise emotional control and academic performance by looking at sleep patterns and social media usage.

Social media's neurological consequences have been studied in other studies. Goldfield (2024) found that the regular monitoring of social media encourages dopamine release, so supporting compulsive behavior. On the other hand, Weir's (2023) study suggests that teens who engage with social media regularly lose their real-life social skills, which causes them to feel more alone even with online connection.

Taken together, these studies reveal how social media influences mental health and social connections: its addictive nature and misleading depictions can damage them even while it encourages communication and self-expression. Researches show that promoting media literacy and self-regulation strategies could help to balance these effects.

Research Gap

Much of the research is on self-reported data, which might distort findings and undermine their accuracy. Longitudinal studies following the behavioural and psychological effects of social media scrolling over extended periods are very much required. Moreover, more study should focus on several cultural contexts to understand how different social and economic factors shape the impact of social media on young people. Addressing these gaps will help to develop more effective strategies to promote good digital consumption habits and lower the negative psychological effects of excessive social media use.

Research Methodology

Title

The Impact of Social Media Scrolling on Youth Psychology and Social Relations

Objectives

- To assess the psychological effects of excessive social media scrolling on youth.
- To understand the impact of social media on youth's social interactions and relationships.
- To explore strategies to maintain a healthy balance in social media use.

Significance of the Study

This study aims to provide insights into how youth engage with social media and how scrolling behavior impacts their mental health and social bonds. The findings contribute to awareness and policy recommendations for responsible digital usage.

Methodology

- **Universe:** University students at Parul University.
- **Sampling Method:** Cluster sampling using a simple random method.
- **Data Collection:** Surveys (Primary Data), Literature Review (Secondary Data).
- **Variables:** Independent variable – social media scrolling; Dependent variable – psychological effects and social relations.
- **Limitations:** Limited sample size, self-reported biases.

Operational Definitions:

- **Youth:** Individuals aged between 18 and 30 years.
- **Social media:** Platforms like Instagram, Facebook, Twitter, and TikTok where users share content and interact online.
- **Psychology:** The study of mental processes, emotions, and behaviors of individuals.
- **Social Relations:** Interactions and connections between individuals, including friendships, family, and professional relationships.

Results and Discussion

Psychological Effects

Results indicate that 63.3% of those surveyed believe social media increases their self-esteem; 40% say negative body image problems. Anxiety (23.3%), frustration (20%), and FOMO (36.7%) were common negative effects suggesting excessive scrolling leads to emotional instability and stress.

Social Interactions

Social Contacts About 40% of those surveyed reported feeling left out because of social media use. Moreover, 27.4% mentioned less face-to-face interaction; 16.7% mentioned eye contact maintenance issues. These findings suggest that while social media encourages virtual connections, it could endanger real-world interactions.

Impact on Daily Life

Social Contacts About 40% of those surveyed reported feeling left out because of social media use. Moreover, 27.4% mentioned less face-to-face interaction; 16.7% mentioned eye contact maintenance issues. These findings suggest that while social media encourages virtual connections, it could endanger real-world interactions. , a significant portion of participants reported that social media scrolling interferes with their daily responsibilities, affecting productivity, concentration, and academic performance. These insights underscore the necessity of fostering digital discipline and mindful social media use to maintain a healthy balance between virtual and real-life interactions.

Conclusion

This study emphasizes the advantages and disadvantages of social media scrolling. On the one hand, social media lets people engage with various points of view and stay informed, so fostering connection, self-expression, and education. On the other hand, the compulsive nature of scrolling has clear disadvantages including increased anxiety, social comparison, and a decline in face-to-face communication. The results indicate that excessive social media use can lead to emotional suffering, which can then lead to FOMO, decreased self-esteem, and digital fatigue.

Moreover, the effect of social media on young people's psychology is deeply rooted in its ability to influence perceptions and behaviors. The deliberately chosen quality of online content can occasionally create unrealistic expectations, which could lead to identity crises and sadness. Many young people rely on online approval, which makes them vulnerable to mood swings depending on digital contacts. The abundance of material also contributes to cognitive overload, which reduces attention spans and increases distractions in personal and professional life.

Given these findings, it is absolutely crucial to implement policies encouraging responsible social media use. Encouraging digital well-being initiatives, media literacy education, and self-regulation techniques would enable young people to better manage their online time. Encouraging conscious participation, limiting screen time, and supporting offline social contacts will help to reduce the negative effects of social media scrolling while preserving its benefits. Future research should investigate long-term interventions and strategies to minimize the adverse psychological consequences of excessive social media use.

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