Impact of Social Media on Mental Health and Self-Esteem Evidence from Katsina Metropolis, Katsina State)

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Abstract

The paper investigates impact of social media on mental health, self-esteem among youths. Social media platforms like WhatsApp, Facebook and Instagram become tools for interaction. While these platforms offer opportunities for social change, they also pose risks to mental health and self-esteem, leading to sleepless nights, mental stress and social isolation, which leads one's personality as irrational and not worthy of respect. Self Determination Theory was the theoretical framework. Quantitative approach was used for data collection. Elements targeted were aged 18 and above years. Finding revealed that increased social media usage leads to anxiety and depression, along with decreased self-esteem from significant others. It discovered that social comparison, leads to cyberbullying and pressure individuals to conform to idealized online personality, which brought about excessive anxiety and deepen mental depression. The paper recommends the promotion of healthier social media practices and mental health awareness on the extreme use of social media.

Keywords: *Impact, Social media, Mental health, Self-esteem*

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Background to the Study
The rise of social media has fundamentally altered the landscape of communication in modern days, especially among youth across communities. Platforms such as WhatsApp, Facebook, and Instagram among others, have become integral part to social interactions, allowing users to connect with friends, family and strangers, share experiences, and express their identities. However, this pervasive use of social media raises concerns about its effects on mental health, particularly anxiety, depression, and self-esteem among youth. Therefore, social media is a dynamic platform for content sharing, interactions and building cyber community through networking, offering users ways to connect and express themselves. It enables constant communication, identity exploration and activism among youth in a complex world (Kross et al., 2013).

The phenomenon of "social media addiction" has been documented, with many users spending excessive amounts of time online, leading to detrimental effects on their emotional well-being. Additionally, the constant exposure to curated representations of others' lifestyles can lead to negative self-comparisons and feelings of inadequacy, which may lead to sudden behavioral changed by a youth without caution. The implications of these trends are particularly relevant in Nigeria, where cultural norms and values intersect with digital engagement, in such a way that social media can foster connectivity and communication on one hand, on the other, it can contribute to mental health challenges on its users. In Katsina Metropolis, the rapid increase in social media usage among youth has coincided with rising reports of mental health issues, such as anxiety depression and distress (Przybylski & Weinstein, 2013).

Incessant usage of social media by youth increase social comparison, addiction, isolation from relative and friends, as well as decreased productivity, affecting real life relationships, weakening interpersonal skills and fostering unrealistic self-image that directly impact self-esteem negatively. It also, spreads misinformation, foster political polarization and disrupt social norms and values in community (Cave, et al., 2021). Despite the anecdotal evidence, there is a lack of empirical research investigating the specific impacts of social media on mental health and self-esteem in the study area. Understanding these relationships is critical for developing effective interventions and support systems for affected individuals.

Conceptual Clarification
Impact of social media on Mental Health
According to Twenge et al. (2019), a persistent social media use correlates with heightened levels of depression and loneliness, particularly among adolescents. The constant need to check for updates and respond to messages can create a cycle of anxiety, where individuals feel compelled to remain connected to wave sites for hours at the expense of their mental fatigue. Primack et al. (2017) argue that young adults who spend more than two hours per day on social media are more likely to report poor mental stability. This can lead to various issues, including sleep disturbances, increased stress, and feelings of isolation.

Despite its benefits, excessive social media use has been linked to negative mental health outcomes, including anxiety, depression, fear of missing out and addiction. The nature of constant updates and notifications can lead to heightened stress and compulsive usage patterns, contributing to digital addiction. Social media can also exacerbate feelings of loneliness and inadequacy through comparisons with idealized portrayals of others. The phenomenon of driven by seeing others engaged in activities and experiences, can further lead to dissatisfaction with one's own life, particularly when users feel excluded or left out. These negative psychological effects are becoming increasingly prevalent, with a strong correlation found between time spent on social media and increased mental health challenges (Okafor & Ifeanyi, 2020).

In comparison self with others, individuals assess their own worth based on what others present in the platforms, such as lifestyles, personal achievements and social status. This leads many young adults to often engage in upward social comparisons, leading to negative self-evaluations. Therefore, the passive consumption of social media content report lower self-esteem and higher anxiety levels than those who actively create and share content. This suggests that the nature of engagement with social media may influence mental health outcomes (Vogel et al. 2014). The pressure to portray an idealized version of oneself can exacerbate feelings of inadequacy. The phenomenon of "Facebook envy" has been documented, wherein users compare their everyday lives to the seemingly perfect lives of others, leading to feelings of jealousy and dissatisfaction. This cycle can be detrimental, particularly for younger users still forming their identities (Festinger, 1954).

Mental Health and Social Media
Naslund et al., (2016) highlights the complex mental health effects associated with social media, suggesting that frequent use is linked with increased anxiety, depression, and loneliness, particularly among adolescents including unrealistic comparisons with others, driven by curated online personas, exacerbate these feelings. Social media enables people to maintain relationships over long distances, providing users with constant connectivity and emotional support. However, excessive use can lead to superficial connections and weaken in-person relationships, it can strain romantic relationships, fostering jealousy and misunderstandings due to ambiguous online interactions (Kalpidou, et al., 2011).

Social media can also be a significant distraction, negatively impacting students' focus and academic performance as youth. The propensity for distraction is linked to reduced academic achievement and time management issues affected by excessive media usage. The vast data shared on social media exposes users to privacy risks, including data breaches and identity theft. Cyberbullying and online harassment remain significant issues, particularly among adolescents, leading to calls for better privacy protections and digital literacy education. This presents challenges to mental health stability, privacy, and interpersonal relationships (Firth, et al, 2017).

Self Esteem and Social Media
Self-esteem refers to feelings of love, respect, and trust that a person feels toward oneself as a result of knowing oneself and evaluating oneself realistically, accepting their abilities and strengths as they are and embracing oneself. Self-esteem has a very important place in human life, especially in adolescence (Talawar, 2020).

Adolescents use their self-perception as a tool when seeking answers to developmental questions such as what they like and how they feel about themselves. Self-image plays an important role in the way adolescents approach themselves, and therefore, in the way they develop the formation of self-esteem. Factors such as sociodemographic variables, family structure, parental attitudes, peer relationships, perceived social support levels, academic success, and physical and/or mental illness are associated with self-esteem in adolescents' personality formation, particularly within the social media community (Woods and Scott, 2016).

Measures to be taken to reduce Negative Effects of Social Media Usage
Reducing the negative effects of social media usage reveals multiple effective interventions that span personal strategies, policy reforms, and community-based education. These approaches are critical for fostering healthier online environments and mitigating potential harms.

1. **Promoting Digital Literacy and Awareness**: Developing digital literacy is essential to equip users with the skills to critically engage with online content and recognize misinformation. Digital literacy programs in schools and workplaces can encourage safe and informed social media use, which is especially beneficial for younger users. Enhanced digital literacy fosters critical thinking, allowing users to navigate social media with a more discerning approach (Dutton et al., 2013).

2. **Encouraging Mindful Usage**: Mindful social media usage is another effective strategy to reduce dependency and overuse. Studies suggest that setting daily or weekly time limits, as well as taking regular breaks from social media, can mitigate its negative effects on mental health, particularly anxiety and depression. These practices, often termed "digital detoxes," have been shown to improve well-being by reducing social comparison and Fear of Missing Out (FOMO) among users (Chen & Lee, 2013).

3. **Enhancing Privacy and Security Practices**: It is importance to adopt privacy settings and secure user habits to prevent data misuse and reduce exposure to cyber threats. Clear and customizable privacy settings can enhance users' control over their online presence, reducing the likelihood of privacy invasions. Social media platforms are encouraged to provide transparent data policies and enhance security features, such as two-factor authentication (Steers, et al., 2014).

4. **Age Restrictions and Parental Controls**: Scholars such as Livingstone et al., (2017) support stricter age restrictions and parental controls as effective means of reducing exposure to harmful content among younger adolescents. Parental engagement and education about safe internet practices further support children in understanding the potential risks of social media, including cyberbullying and exposure to inappropriate

content (Heatherton, & Polivy, 2013).

5. **Fostering Positive Online Communities**: Promoting positive and inclusive online communities can counteract social media's negative effects on self-esteem and personality image. Tazghini, and Siedlecki, (2013) found that when platforms prioritize uplifting content, users report higher self-satisfaction and a decrease in social comparison. By curating supportive online spaces, social media can foster a sense of belonging and inclusivity, especially for users vulnerable to loneliness and low self-esteem (Boyd, & Ellison, 2007).

6. **Strengthening Cyberbullying Policies**: Robust policies against cyberbullying are essential for creating safer online environments. Pantic, (2014) indicates that streamlined reporting procedures and stringent consequences for bullying behaviors are effective deterrences. Moreover, platforms that offer mental health support resources for affected users can provide relief and foster a more empathetic digital space (Montag, et al., 2017).

7. **Mental Health Resources and Support:** Providing accessible mental health resources through social media can benefit users who may struggle with its negative psychological impacts. According to Naslund et al. (2016), linking social media to mental health organizations and support groups may help users find appropriate resources. Additionally, platforms can destigmatize mental health discussions, encouraging users to seek support (Kowalski, et al., 2014).

8. **Regulatory Policies and Platform Accountability:** Government policies play a key role in ensuring that social media platforms adhere to ethical standards regarding data privacy, misinformation, and harmful content. Strict regulations that hold platforms accountable for promoting transparent data practices and reducing the spread of harmful or misleading content, can help protect users' rights and create a safer digital environment for all (Valkenburg et al, 2006).

Theoretical Framework
Self-Determination Theory
Self-determination theory (SDT) developed by Deci and Ryan, (1985), examines how social media may impact individuals' psychological needs for autonomy, competence, and relatedness. Excessive social media use can hinder individuals' autonomy, as they may feel compelled to stay connected and conform to societal expectations reflected online. Additionally, social media often undermines a user's sense of competence by presenting idealized images of success and achievement. The theory suggests that when individuals' psychological needs are not met, their mental health may deteriorate, manifesting as anxiety, depressive symptoms, or low self-esteem. SDT provides a framework to xxiii explore how social media affects individual well-being by examining how it supports or hinders these core psychological needs.

Methodology
The Study Area
Katsina is a town created since the 15th century, and was within the orbit of the former Hausa states. The opening up of the 19th century witnessed the emergence of Sokoto caliphate in the

Western Sudan as a result of the Sokoto Jihad of 1804. Aftermath of the jihad, led Katsina to emerged as the headquarters of the Katsina Emirate, thereby becoming an important urban centre in the Sokoto caliphate. Although there was an absence of important features such as segregated settlements and railroads in urban Katsina, nevertheless colonial structures like central administrative buildings, roads, electricity, telecommunications, market, courts, prisons, etc., all featured in the modern town. The availability of these social amenities brought immigrant groups mainly from the southern parts of Nigeria in search of fortunes, especially as workers in the Native Authority offices and commercial firms established by the British.

After Nigeria gained its independence in 1960, the leaders of the independent nation attempted to restructure the country politically through local government reforms and the creation of states. These attempts marked another milestone in the urbanization of the Katsina metropolis as physical expansion continued to increase. In 1976 Katsina town became the headquarters of the newly created Katsina Local Government, and when Katsina State was created in 1987 the town continued to serve as the administrative headquarters. The metropolis keeps expanding, especially with the influx of fortune seekers and the establishment of infrastructure by the governments. Thus, these pressures, opened up more residential, industrial and commercial areas in the town. The current metro area population of Katsina in 2023 is 524,000, a 3.76% increase from 2022, (Jamilu, 2012).

Research Design
This study employs a quantitative research design using questionnaire as the instrument of data collection. This design enables a comprehensive exploration of the impact of social media on mental health and self-esteem, capturing both numerical data that describes personal experiences. The target population includes youths aged 18-32 residing in Katsina metropolis. This age group is significant due to their high engagement with social media platforms and their vulnerability to mental health issues. One hundred and ninety (190) respondents were sampled from whom the data would be derived. Purposive sampling technique used to reach the sampled individuals.

Method of Data Collection
Data collection in a research work is the process through which facts and information are obtained. This will help in the verification and authenticity of the information, and there are several methods of collecting information in a research work. However, questionnaire was the main techniques used in the course of this study. The questionnaire contained both open and closed ended questions and the design was guided by the research questions and specific objectives of the study.

Method of data analysis
Frequency distribution and percentage tables were used for the quantitative data analysis, which serves to describe the nature and the personal experience of the youth on the subject of the study.

Result
Table 1: Sex of the Respondents

Sex	Frequency	Percentage %
Male	130	68
Female	60	32
Total	**190**	**100**

Source: Field work, (2025)

Table 1 shows that the majority of the respondents (68%) are male, while (32%) are female. This reflects a high participation of male respondents than their female counterparts.

Table 2: Age of the Respondents

Age	Frequency	Percentage %
18-22	102	54
23-27	48	25
28-32	40	21
Total	**190**	**100**

Source: Field work, (2025)

Table 2 shows that majority of the respondents constituting (54%) are within the age range of 18–22, followed by those aged 23-27 years (25%) and 28-32 years of age represent (21%). This indicates that the respondents are all within their adolescence ages, reflecting a youthful population which may account for their high social media usage and vulnerability to its effects.

Table 3: Educational Qualification of the Respondents

Educational Qualification	Frequency	Percentage %
Tertiary	75	39
Secondary	87	46
Primary	28	15
Total	**190**	**100**

Source: Field work, (2025)

Table 3 shows that the highest number of the respondents (46%) have had secondary school level qualification, while (39%) of them have tertiary level qualification and (15%) have a primary level qualification. This indicates that majority of the respondents are having qualification of secondary and tertiary levels, suggesting that, they may fully engage themselves with social media as students and unemployed youths in the study area.

Table 4: Social Media Platforms Frequently Used by Respondents

Media Platforms	Frequency	Percentage %
Facebook	57	30
Instagram	22	12
What App	41	22
TikTork	63	33
Twitter (X)	7	4
Total	**190**	**100**

Source: Field work, (2025)

Table 4 shows that TikTok is the most frequently used or visit platform by respondents which constitute (33%), followed by Facebook with (30%), and then, WhatsApp with respondents representing (22%), Instagram having (12%) and the least visited platform is Twitter (X) with (4%). This illustrates the main social media platforms that are more patronize by the respondents in Katsina Metropolis.

Table 5: I feels anxious when I am not able to check social media

Media Platforms	Frequency	Percentage %
Strongly agree	120	63
Agree	40	21
Disagree	20	10.5
Strongly disagree	10	5.3
Total	**190**	**100**

Source: Field work, (2025)

Table 5 shows that a large number of the respondents (63%) strongly agree that they feel anxious when they are unable to check social media, (21%) agree, (10.5%) disagree and (5.3%) strongly disagree. This implies that there is high dependency of youths onto social media engagement.

Table 6: Using social media has affected my sleep routine

Responses	Frequency	Percentage %
Strongly agree	102	54
Agree	61	32
Disagree	19	10
Strongly disagree	8	4
Total	**190**	**100**

Source: Field work, (2025)

The table above shows that majority of the respondents (54%) strongly agree that their social media usage disrupts their sleeping routines, (32%) strongly agree, (10%) disagree and (4%) strongly disagree. This means that overuse of social media affects sleeping routine, a case that may disrupts brain relaxation, leading to stress and depression.

Table 7: I feel isolated, loneliness even after interacting on social media

Responses	Frequency	Percentage %
Strongly agree	96	51
Agree	65	34
Disagree	17	9
Strongly disagree	12	6
Total	**190**	**100**

Source: Field work, (2025)

The above table shows that more than half of the respondents (51%) strongly agree that they feel isolated and lonely even after interacting on social media, (34%) agree, (9%) disagree and (6%) strongly disagree. This signals a growing concern about social media's role in fostering isolation to individual, rather than strengthening the interpersonal relationships or intimate cohesion.

Table 8: I feels mentally exhausted and too depressed after long hours browsing social media

Responses	Frequency	Percentage %
Strongly agree	80	42
Agree	75	39.5
Disagree	21	11
Strongly disagree	14	7
Total	**190**	**100**

Source: Field work, (2025)

Table 8 reveals that (42%) of the respondents strongly agree that they feel mentally exhausted and too depressed after long hours browsing social media and (39.5%) agree. While, (11%) of them disagree and (7%) strongly disagree. This underscores a significant link between excessive social media usage and high mental fatigue leading to anxiety and depression among users.

Table 9: I often compare myself to others based on their posts

Responses	Frequency	Percentage %
Strongly agree	70	37
Agree	103	54
Disagree	8	4
Strongly disagree	9	5
Total	**190**	**100**

Source: Field work, (2025)

Table 9 shows that respondents constituting about (91%) agreed that they often compare themselves to others based on their social media personality posts. While, only about (9%) disagreed. This illustrates a significant tendency toward social comparison in relation to the online personality prestige. which can affect individual's self-esteem.

Table 10: I Feels pessimistic after viewing posts of others who appear more successful or attractive than myself

Responses	Frequency	Percentage %
Strongly agree	75	39
Agree	83	44
Disagree	21	11
Strongly disagree	11	6
Total	**190**	**100**

Source: Field work, (2025)

Table 10 shows that respondents representing (83%) agreed that they feel pessimistic after viewing posts of others who appear more successful or attractive than themselves, while, (17%) of them disagreed. This reveals that there exist on the social media inferiority of personality, particularly, among youth in the study area, which may cripple the humbleness of one's self.

Table 11: It affects me badly when I received fewer number of likes/comments on my posts

Responses	Frequency	Percentage %
Strongly agree	91	48
Agree	45	24
Disagree	25	13
Strongly disagree	29	15
Total	**190**	**100**

Source: Field work, (2025)

Table 11 shows that majority of the respondents (48%) strongly agree that it affects them badly when they received fewer number of likes/comments on the posts they do, (24%) agree

and (13%), (15%) disagree and strongly disagree respectively. This indicates the way perceptions of others in the social media community influence the respondents' feelings on their personality and self-esteem.

Table 12: Positive feedback on my posts boosts my emotional self-esteem

Media Platforms	Frequency	Percentage %
Strongly agree	120	63
Agree	50	26
Disagree	12	6
Strongly disagree	8	4
Total	**190**	**100**

Source: Field work, (2025)

From the above table, it can be seen that majority of the respondents constituting about (90%) agreed that positive feedback on their social media posts helps boost their self-esteem. While, only about (10%) that disagreed with the view. This further highlights the role social media plays in validating and strengthening users' self-perceptions and prestige.

Table 13: Persistent social media engagement by youth leads to decreased productivity and neglect important tasks

Responses	Frequency	Percentage %
Strongly agree	82	43
Agree	55	29
Disagree	32	17
Strongly disagree	21	11
Total	**190**	**100**

Source: Field work, (2025)

Table 13 shows that (43%) of the respondents strongly agree that persistent social media engagement by youth leads to decreased productivity and neglect important tasks, (29%) agree, (17%) disagree and (11%) strongly disagree. This highlights a significant costs and time mismanagement on the youths' routine activities.

Table 14: I find it difficult to stay offline even when I want to

Responses	Frequency	Percentage %
Strongly agree	71	37
Agree	85	45
Disagree	18	9.5
Strongly disagree	16	8.4
Total	**190**	**100**

Source: Field work, (2025)

Table 14 shows that majority of the respondents representing about (82%) agreed that it is difficult for them to detached themselves from the social media even when they wish to do so, and only about (18%) have the view that they can quit the online engagement at a time they so wish to. This is reflecting dependency and an addictive pattern of social media usage among the youths in the study area.

Table 15: I experience eye strain or headaches due to prolonged screen contact

Responses	Frequency	Percentage %
Strongly agree	94	49.5
Agree	69	36
Disagree	17	9
Strongly disagree	10	5
Total	**190**	**100**

Source: Field work, (2025)

Table 15 shows that respondents constituting (49.5%) strongly agree that they experience eye strain or headaches due to prolonged screen contact, (36%) agree, (9%) disagree and (5%) strongly disagree with the view. This suggests that prolong screen contact has link to physical harm on eyesight and the brain.

Table 16: My relationships with relatives and friends suffered setback due to my social media habits

Responses	Frequency	Percentage %
Strongly agree	88	46
Agree	61	32
Disagree	21	11
Strongly disagree	20	10.5
Total	**190**	**100**

Source: Field work, (2025)

The table above shows that (46%) of the respondents strongly agree their relationships with relatives and friends suffered setback due to their social media habits, (32%) agree, (11%) disagree and (10.5%) strongly disagree. This means that interpersonal relationships can suffer negative influenced, if the user habits changed differently unusual.

Table 17: There is need for public awareness on the psychological impact of social media

Responses	Frequency	Percentage %
Strongly agree	120	63
Agree	65	34
Disagree	3	1.5
Strongly disagree	2	1
Total	**190**	**100**

Source: Field work, (2025)

Table 17 shows that majority of the respondents representing about (97%) agreed that there is need for public awareness campaigns on the psychological impact of persistent social media usage and only about (3%) of them have different view. This reflects a strong viewpoint that media education and awareness campaign can help to reduce its harmful effects on mental health.

Table 18: Youth should set time limits for social media usage to reduce its negative effects

Responses	Frequency	Percentage %
Strongly agree	80	42
Agree	75	39
Disagree	25	13
Strongly disagree	10	5
Total	**190**	**100**

Source: Field work, (2025)

Table 18 shows that most of the respondents (42%) strongly agree with the view that setting time limits for social media usage is an effective way to reduce its negative effects, (39%) agree, (13%) disagree and (5%) strongly disagree. This means that reducing the time spent on social media consumption can serve to lessen its unwanted consequences on the users.

Table 19: Mental health counseling should be provided for persistent social media users

Responses	Frequency	Percentage %
Strongly agree	92	48
Agree	65	34
Disagree	18	9.5
Strongly disagree	15	8
Total	**190**	**100**

Source: Field work, (2025)

The above table shows that (48%) of the respondents strongly agree that persistent social media users should provide with mental health counseling, (34%) of them agree, (9.5%)

disagree and (8%) strongly disagree. This demonstrates that mental health counselling could assist to minimize the harmful impacts of social media, stemming from heavy usage.

Discussion

The paper explores the most frequent media platforms that are patronize by the youths in metropolitan Katsina which include Tik Tok, Facebook, WhatsApp, Instagram and Twitter (X), and there is high dependency of youths onto social media engagement. Overuse of social media affects sleeping routine, a case that may disrupts brain relaxation, leading to stress and depression. The research identifies that persistent usage of social media increase fostering of social isolation to individual, rather than strengthening the interpersonal relationships or intimate cohesion. At the time, there is a significant link between excessive social media usage and high mental fatigue leading to anxiety and depression among users.

The paper also finds out that there is existence of social comparison in relation to the online personality prestige. which can affect individual's self-esteem. As well as inferiority of personality, particularly, among youth in the study area, which may cripple the humbleness of one's self. It also reveals that when they received fewer number of likes/comments on the posts they do, it affects them badly on their personality and self-esteem. However, positive feedback from others on the posts made by the youths, helps boost their self-esteem, which strengthen self-perceptions and prestige.

Further, the paper discovered that persistent social media engagement by youths leads to decreased productivity and neglect important tasks, which lead to significant costs and time mismanagement on the youths' routine activities. Also, majority of them find it difficult to detach themselves from the social media even when they wish to do so, and only few are able to disengage. With prolonged screen contact, youths experience eye strain or headaches, which is directly link to physical harm on eyesight and the brain. As well, their relationships with relatives and friends suffered setback due to their social media habits, which changed differently unusual.

As reveals by the result, there is need for public awareness campaigns on the psychological impact of persistent social media usage that can help to reduce its harmful effects on mental health. Youth should set time limits for social media usage to reduce its negative effects, like unwanted consequences on them. In addition, mental health counseling should be provided for persistent social media users, so as to minimize the harmful impacts of it.

Conclusion

The main aim of the study is to investigate impact of social media on mental health, self-esteem among youths, by analyzing social media platforms like WhatsApp, Facebook and Instagram that serve as tools for interaction. While these platforms offer opportunities for social change, they also pose risks to mental health and self-esteem, leading to sleepless nights, mental stress and social isolation, which leads one's personality as irrational and not worthy of respect. Excessive social media use exacerbates anxiety and depression, which suggests that

the pressure to maintain an online presence may contribute to psychological distress, as there was reported feeling of overwhelmed by the demands of social media engagement. Social media usage and self-esteem reinforce the notion that online interactions can adversely affect users' self-perception, leading to the feelings of inadequacy in one's personality, emphasizing the detrimental effects of social comparison on self-esteem.

The study contributes the existing knowledge practically, by providing insights on the negative effect of social media, such as social isolation from the significant others, feeling of self-inferiority and emotional depression. Therefore, the need for balanced social media engagement to mitigate adverse psychological effects is strongly sanctioned. As social media continues to evolve, understanding its implications on mental well-being is increasingly vital.

Recommendations
1. Digital Literacy Campaigns: Implement educational programs in schools and communities to promote healthy social media use and raise awareness about the potential psychological impacts.
2. Mental Health Resources: Encourage social media platforms to provide users with mental health resources, such as access to counseling and support services for those experiencing negative effects.
3. Support Groups: Establish support groups for young people to share experiences and coping strategies related to social media use, fostering a sense of community and resilience. It is therefore, important to note that, this study has a greater value by exploring the social setback that affect our youth on their personality development and their productivity to the larger society.

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