

THE EFFECT OF LOW, MODERATE, AND HIGH USAGE OF SOCIAL MEDIA ON HAPPINESS

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INTRODUCTION

Social media usage has become a necessary daily activity in today's society. Instead of using social media platforms occasionally, it has replaced people's quiet time with constant consumption of positive and negative content affecting their emotional states. It is essential to investigate whether varying levels of social media use have distinct effects on emotional well-being in contemporary times.

The purpose of this study is to assess how varying levels of social media usage affect the emotional state, Happiness. Specifically, our attention was directed towards Instagram, a widely utilized social media platform worldwide.

PARTICIPANTS & PROCEDURES

The study randomly sampled participants from a diverse population, including individuals of various ages, genders, and socioeconomic backgrounds. This was done through an anonymous survey posted on multiple social media and community platforms to gain responses. Fifty responses were received, including 80% females, 16% males, and 4% other gender. The average age was 16-20, and 64% of the respondents were undergraduate students.

The survey included questions surrounding happiness measures and Instagram engagement. Happiness was measured through a series of 18 questions, and the participant's Instagram usage information was gathered through a series of 16 questions, followed by some demographic questions like age, gender, and education. Below are some sample questions.

Sample Question for measuring Happiness

I find it easy to stay focused on what's happening in the present. *

1 2 3 4 5

Strongly Disagree

Strong Agree

RESEARCH QUESTIONS

Gender and Happiness: How does the amount of social media use affect happiness in different genders?

Age and Impact: What is the impact of social media usage on various age groups?

Academic Productivity: Can social media's impact on happiness affect students' academic productivity and achievements?

Social Interactions: How does social media's impact on happiness affect our social interactions?

RESULTS

The survey analyzed happiness measures and Instagram engagement among respondents. The average happiness score was higher for females (56.825) than males (55.25). Interestingly, those who spent the least time on Instagram had the lowest average happiness score (54.865), while those with moderate usage showed the highest average (58.467). Participants reported some impact on their mental health due to Instagram (46%), and 20% admitted feeling addicted to it. There were no regular Instagram users before bedtime. The survey also revealed that 12% presented a different personality on Instagram, and 14.7% felt uncomfortable or unhappy with their appearance after using the platform. The results suggest a potential link between Instagram usage and happiness, but the small sample size warrants further research.

Table 01

| Levels of Instagram Usage | Total Responses | Score of Happiness | |
|---------------------------|-----------------|--------------------|---------|
| | | Mean | SD |
| Low | 19 | 54.8947 | 10.0934 |
| Moderate | 15 | 58.4667 | 11.3002 |
| High | 14 | 55.3571 | 11.551 |

Sample Question to analyze Instagram Habit

What is your average time spent on Instagram per day?

Mark only one oval.

- Less than 10 minutes
- 10 - 20 minutes
- 30 minutes
- 1 hour
- More than 1 hour
- Other: _____

Average Score of Happiness Based on Low, Moderate, and High usage of Instagram

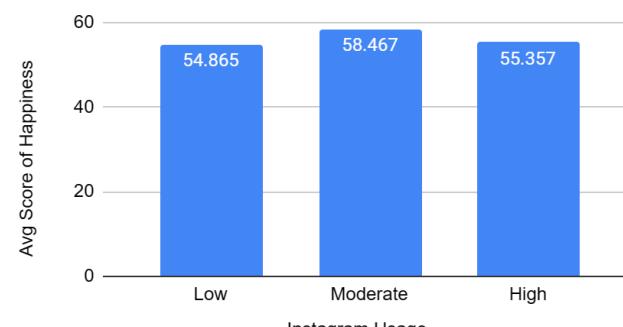


Figure 01

After using Instagram, I feel comfort and happy in my physical appearan...

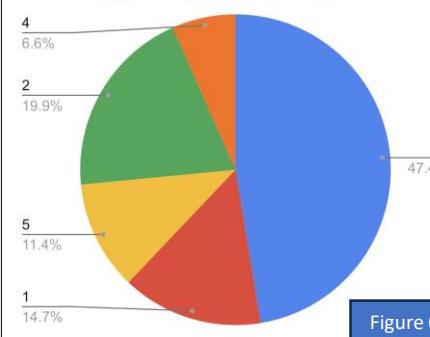


Figure 02

Instagram Habits

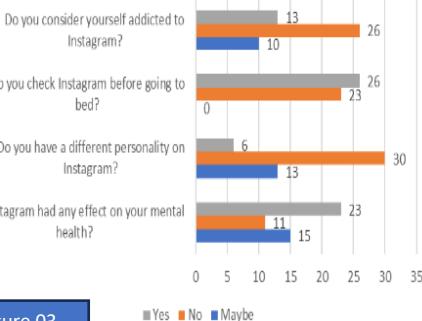


Figure 03

DISCUSSION

The study provides insights into the relationship between happiness measures, Instagram engagement, and their impact on mental well-being. Females reported higher happiness scores than males. Surprisingly, those with the least Instagram usage had lower happiness scores compared to moderate and high users. The study highlights potential effects of Instagram on mental health and self-presentation. However, limitations such as a small sample size and self-reported data warrant further research. Strategies to promote positive social media experiences and well-being should be considered.