

Relationship Between Social Media Usage and Social Anxiety Among College Students

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ABSTRACT

The aim of the research is to study the relationship between social media usage and social anxiety among college students. A sample of 140 college students aged between 18-25 years was taken. In this research sampling was done through Convenience Sampling Method, which is a type of non-Probability sampling technique, where the sample is selected based on ease with accessibility. It was studied with two tool- Social Media Usage Integration Scale Jenkins-Guarnieri 2013 and The Liebowitz Social Anxiety Scale Liebowitz, 1987 Data analysis was performed using SPSS, including the calculation of Pearson correlation coefficients and t-tests. The present study aimed to investigate the relationship between social media use and social anxiety among college-going students. The study found a significant positive correlation between social media use and social anxiety, suggesting that as social media use increases, so does social anxiety among college-going students. Specifically, the study found that social media use was significantly associated with social anxiety fear and social anxiety avoidance. These findings are in line with previous research that has found a link between social media use and mental health issues such as anxiety, depression, and loneliness. Social media use has become increasingly ubiquitous among young adults, and this study highlights the potential negative impact that excessive use of social media can have on mental health.

Keywords: *Social Media Usage, Social Anxiety*

Social Media

Social media refers to online platforms that allow users to interact with each other, share content, and create online communities. According to Manning (2014) social media is a term used to denote new media approaches that involve communication between people or groups of people. Interaction between individuals or between groups of people is possible through social networking sites. Social media are defined as “a group of Internet-based applications that build on the ideological and technological foundations of Web 2.0, and that allow the creation and exchange of user-generated content” (Kaplan and Haenlein, 2010). Social media has become an integral part of people's daily lives and has transformed the way we communicate, access information, and interact with others. There are various types of social media platforms, including social networking sites (such as Facebook, LinkedIn, and Twitter),

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media sharing sites (such as YouTube, Instagram, and TikTok), messaging apps (such as WhatsApp, WeChat, and Telegram), and blogging platforms (such as WordPress and Medium).

Social media has numerous benefits, including the ability to connect with people from all over the world, share ideas and information, and build communities. It has also revolutionized the way businesses and organizations communicate with their customers and audiences, allowing them to reach a wider audience and engage with them more directly. However, social media has also been the subject of criticism for its impact on mental health, privacy, and the spread of misinformation. Despite these concerns, social media continues to play a significant role in shaping our society and the way we communicate and connect with each other.

The psychological implications of social media are in the early stages of examination, and include possible correlations with anxiety, depression, and low self-esteem. In addition, young adults, who were maturing at the dawn of social media, are experiencing a variety of problems related to the compulsive use of the Internet and social media. Given that social media usage is a relatively recent phenomenon, research examining its effect on psychological health is in its infancy and not yet clear Kittinger (2016). Social anxiety is a common mental health concern among emerging adults and can be particularly disadvantageous given the social interactions required for the transitional issues they will encounter Parade (2010). A research study is proposed that will determine whether a positive correlation exists between social media usage among emerging adults and social anxiety.

Social media is ever-present in modern society and has changed the way people communicate with those around them. Over the last two decades, social media has expanded exponentially, now comprising a variety of websites and applications used by people of all ages around the world. Social media has been defined as web-based communication platforms with three distinct features, in which the platform 1) allows users to create unique profiles and content to share with other users, 2) creates a visible network connection between users that can be navigated by other users, and 3) provides users with a space to broadcast content, consume information, and interact with others in a continuous stream of information (Ellison & Boyd, 2013). Several applications (e.g., Facebook, Instagram, Snapchat) satisfy these criteria. Young adults are the generation that most frequently uses social media; 88% of 18-to-29-year-olds indicate that they use social media in some capacity (Smith, 2018). Younger generations use multiple social media platforms several times a day, spending a large portion of their time online. Thus, it is critical to explore how and why people use social media, especially young adults who use the sites most frequently. An important question is whether this shift to communication through social media has negatively affected the subjective well-being of younger generations (Verduyn, 2017).

Conceptualizing Social Media Usage

Social media usage can be defined as the act of utilizing online platforms and tools to connect with others, share information, and engage in various forms of communication. Social media platforms can include popular sites such as Facebook, Twitter, Instagram, LinkedIn, Snapchat, and TikTok, among others. Social media usage, as defined by psychologists, refers to the extent to which individuals engage with and interact on social media platforms. It encompasses the behaviours, activities, and patterns of using digital platforms designed for social networking, communication, content sharing, and information consumption. Psychologists study social media usage to understand its impact on individuals' mental health, well-being, relationships, and overall psychological functioning. Social media is defined as "a set of mobile and web-

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based platforms" that radically changed the way people interact, share information, express views, collaborate and build networks (Giannakis, 2018).

Social media refers to a collection of online platforms and tools that allow users to create, share, and interact with content and other users through the internet. These platforms enable people to connect and communicate with others, share information, ideas, and opinions, and participate in various forms of social networking and online communities. Social media platforms can take many different forms, including social networking sites like Facebook and LinkedIn, microblogging platforms like Twitter, video-sharing sites like YouTube and TikTok, and photo-sharing apps like Instagram and Snapchat. Furthermore, psychologists also investigate the consequences of excessive or problematic social media usage, including potential negative effects on mental health, such as increased feelings of loneliness, depression, anxiety, and body dissatisfaction. They examine the impact on self-esteem, interpersonal relationships, and overall life satisfaction. Researchers also explore the role of social media in shaping attitudes, beliefs, and behaviours, including its influence on political opinions, consumer behaviour, and social norms.

Overall, social media has become an increasingly important part of modern society, with billions of people around the world using these platforms to stay connected with friends and family, stay informed about news and events, and engage with a wide range of content and information.

Social media has revolutionized the way people communicate and interact with one another and has had a significant impact on various aspects of society, including business, politics, education, and culture.

Conceptualizing social media usage involves understanding the ways in which people engage with social media platforms and how these platforms impact our social lives, behaviors, and experiences. Social media usage can be broken down into several different categories, including:

1. **Social Networking:** This refers to the use of social media platforms to connect with friends, family, and other individuals online. Social networking platforms allow users to create personal profiles, share information about themselves, and interact with others through messaging, comments, and other forms of engagement.
2. **Content Creation and Sharing:** This involves the creation and sharing of content such as photos, videos, and other forms of multimedia on social media platforms. Social media platforms enable users to express themselves creatively, share their experiences, and connect with others through shared interests.
3. **Microblogging:** This refers to the use of platforms such as Twitter to share short-form updates and messages. Microblogging platforms enable users to share their thoughts and opinions in real-time, and can be used for a variety of purposes, such as news dissemination and political activism.
4. **Professional Networking:** This involves the use of platforms such as LinkedIn to connect with colleagues and other professionals in each industry. Professional networking platforms enable users to showcase their skills and expertise, and to connect with others for career opportunities and advancement.
5. **Entertainment and Consumption:** This refers to the use of social media platforms for leisure and entertainment purposes, such as watching videos on YouTube or scrolling through Instagram.

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Overall, conceptualizing social media usage requires an understanding of the different ways in which people engage with social media platforms and the various impacts that social media can have on our social, psychological, and cultural lives.

Classification of social media

Social media can be classified into different categories based on various factors. Here are some common classifications of social media:

1. **Social Networking Sites:** This category includes platforms that primarily focus on connecting individuals and building social networks. Examples include Facebook, LinkedIn, and Myspace. These platforms allow users to create profiles, connect with friends, share updates, and engage in social interactions.
2. **Microblogging Platforms:** Microblogging platforms enable users to share short and concise updates or posts with their followers. Twitter is the most well-known example, where users can post tweets limited to a specific character count. Microblogging platforms facilitate real-time information sharing, discussions, and engagement.
3. **Media Sharing Platforms:** These platforms are designed for sharing various forms of media content, such as photos, videos, and audio. YouTube, Instagram, and Snapchat fall into this category. Users can upload and share their own media, view content posted by others, and interact through likes, comments, and direct messages.
4. **Professional Networking Sites:** These platforms are specifically designed for professional networking, career development, and business interactions. LinkedIn is a prominent example, where users create professional profiles, connect with colleagues, join industry groups, and explore job opportunities.
5. **Discussion Forums and Community Platforms:** Discussion forums and community platforms provide spaces for users to engage in discussions, ask questions, and share knowledge on specific topics. Reddit and Quora are popular examples. Users can participate in communities (subreddits or Quora topics) and contribute through posting, commenting, and voting.
6. **Blogging Platforms:** Blogging platforms allow individuals to publish and share their written content, such as articles, blog posts, and essays. WordPress, Blogger, and Medium are widely used platforms for personal or professional blogging. Users can create their own blogs, write posts, and interact through comments.
7. **Location-Based Social Networks:** These platforms focus on connecting users based on their geographic location or proximity. Examples include Foursquare and Swarm, where users can check-in to locations, discover nearby places, and share recommendations with their social network.
8. **Messaging and Chat Apps:** Messaging and chat apps facilitate private and group conversations. WhatsApp, Facebook Messenger, WeChat, and Telegram are popular examples. These platforms provide text messaging, voice and video calling, file sharing, and multimedia communication.

It's important to note that these classifications are not mutually exclusive, and many social media platforms may incorporate features from multiple categories. Additionally, new platforms and categories may emerge as social media continues to evolve.

Purpose of Social Media Usage

The purpose of social media usage has evolved over time and can vary depending on the individual and the platform. Here are some common purposes of social media:

1. **Communication and Connection:** Social media platforms provide a means for people to connect and communicate with friends, family, and acquaintances. It allows individuals

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to stay in touch, share updates, exchange messages, and engage in conversations irrespective of geographical barriers.

2. **Information Sharing:** social media serves as a platform for sharing news, information, and content. Users can share articles, videos, photos, and other media to inform and engage their network. This has democratized the spread of information, enabling anyone to share their thoughts and perspectives.
3. **Networking:** Social media platforms like LinkedIn are specifically designed for professional networking. They provide a space for individuals to create professional profiles, connect with colleagues, join industry groups, and seek job opportunities. These platforms can be valuable for career growth, mentorship, and expanding professional networks.
4. **Entertainment and Content Consumption:** Social media platforms offer a vast array of content, including entertaining videos, memes, music, and art. Users can follow their favourite celebrities, content creators, and brands to stay updated with their latest offerings. Social media has become a source of entertainment and a way to discover new content.
5. **Personal Expression and Creativity:** social media provides a platform for individuals to express themselves, showcase their talents, and share their creative work. People can post photos, write blog posts, create videos, and share their thoughts on various topics, allowing for self-expression and the development of personal brands.
6. **Activism and Awareness:** social media has become a powerful tool for raising awareness about social and political issues. Activists and organizations use these platforms to advocate for causes, mobilize support, and initiate discussions on topics of importance. Social media has played a significant role in driving social change and amplifying marginalized voices.
7. **Business and Marketing:** Many businesses leverage social media to promote their products and services, engage with customers, and build brand awareness. Social media platforms offer targeted advertising options, allowing businesses to reach specific demographics and connect with potential customers.

It's important to note that the purposes of social media can vary greatly depending on individual preferences, cultural factors, and the specific platform being used.

Social media usage and psychological wellbeing

The relationship between social media usage and psychological well-being is a complex and ongoing topic of research. While social media has many benefits and can enhance social connections, it can also have potential negative effects on mental health. Here are some key points regarding the relationship between social media usage and psychological well-being:

1. **Social Comparison:** social media often presents an idealized version of people's lives, leading to social comparison. Constant exposure to others' carefully curated posts can lead to feelings of inadequacy, low self-esteem, and negative body image. Comparing one's own life to the highlight reels of others on social media can contribute to feelings of dissatisfaction and unhappiness.
2. **Fear of Missing Out (FOMO):** social media can amplify the fear of missing out on social activities or experiences. Seeing others' posts about parties, vacations, or events can lead to feelings of exclusion and loneliness. The constant updates and notifications can create a sense of urgency and anxiety to stay connected and not miss out on anything.
3. **Cyberbullying and Online Harassment:** Social media platforms can be breeding grounds for cyberbullying and online harassment. Negative interactions, trolling, or

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receiving hurtful comments can significantly impact mental health, leading to increased stress, anxiety, and depression.

4. **Addiction and Time Consumption:** social media can be highly addictive, and excessive use can lead to neglect of other important aspects of life, such as work, relationships, and self-care. Spending excessive amounts of time on social media can lead to a sedentary lifestyle, sleep disturbances, and a decrease in overall well-being.
5. **Positive Social Connections:** On the other hand, social media can also facilitate positive social connections and support systems. It allows people to stay connected with friends and family, even over long distances. Engaging in online communities with shared interests can provide a sense of belonging and support.
6. **Information Overload and Misinformation:** social media presents a vast amount of information, which can be overwhelming and contribute to information overload. Additionally, the spread of misinformation on social media platforms can lead to confusion, anxiety, and uncertainty.

It's important to note that the impact of social media on psychological well-being can vary among individuals. Factors such as the frequency and intensity of social media usage, personal vulnerabilities, and the specific ways in which social media is used all play a role. Maintaining a healthy balance, setting boundaries, and being mindful of one's emotions and well-being while using social media can help mitigate any potential negative effects. Overall, the relationship between social media usage and psychological well-being is complex and varies depending on individual factors, patterns of use, and the specific platform being used. It is important to use social media mindfully, in moderation, and to seek professional help if social media usage is having a negative impact on mental health.

Social Anxiety Disorder

Social anxiety disorder, also known as social phobia, is a mental health condition characterized by an intense fear and anxiety in social situations. Individuals with social anxiety disorder often have a persistent fear of being embarrassed, judged, or humiliated in social interactions, which can lead to avoidance of social situations or extreme discomfort when facing them. According to the Diagnostic and Statistical Manual of Mental Disorders (DSM-5), which is widely used by psychologists and psychiatrists for diagnosing mental health conditions, social anxiety disorder is defined as follows:

The essential feature of social anxiety disorder (also known as social phobia) is a marked and persistent fear of one or more social situations in which the individual is exposed to possible scrutiny by others. The individual fears that they will act in a way or show anxiety symptoms that will be negatively evaluated, leading to embarrassment or humiliation. Exposure to the feared social situation almost always provokes anxiety, which may take the form of a situationally bound or situationally predisposed panic attack.

According to (Izgc,2004), there has been a recently increasing interest in social anxiety because of the higher diagnosed cases and since it leads to severe anxiety and depression. Though it is not a new phenomenon, psychologists have started to concern about social anxiety since its inclusion, for the first time, as one of the psychiatric disorders within the Diagnostic and Statistical Manual of Mental Disorders, Third Edition (DSM-III) published by the American Psychiatric Association (APA) in 1980.

Since when, social anxiety has been regarded as a special case of phobia related to different social situations (Debra, 2002). According to (Izgc,2004), there has been a recently increasing

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interest in social anxiety because of the higher diagnosed cases and since it leads to severe anxiety and depression. Though it is not a new phenomenon, psychologists have started to concern about social anxiety since its inclusion, for the first time, as one of the psychiatric disorders within the Diagnostic and Statistical Manual of Mental Disorders, Third Edition (DSM-III) published by the American Psychiatric Association (APA) in 1980. Since when, social anxiety has been regarded as a special case of phobia related to different social situations (Debra & Richard, 2002).

When confronted with circumstances where they might be observed, judged, or evaluated by others, such as speaking in front of an audience, interacting with strangers, dating, participating in a job interview, responding to a question in class, or having to interact with a cashier in a store, a person with social anxiety disorder experiences symptoms of anxiety or fear. Commonplace actions like eating or drinking in public or using the loo can also make people feel anxious or afraid because they worry about being rejected, criticised, or humiliated.

People with social anxiety disorder experience such overwhelming fear in social settings that they believe they are powerless to control it. Some persons with the disorder experience anxiety during performances rather than anxiety linked to social interactions. In circumstances like making a speech, participating in sports, or performing on stage, they experience sensations of anxiousness.

Typically developing in late infancy, social anxiety disorder might resemble severe shyness or a need to avoid social settings or interactions. It affects girls more commonly than males, and this gender disparity is especially obvious in adolescence and early adulthood. Social anxiety disorder can persist for a long period, or perhaps a lifetime, without therapy.

The various degrees of social anxiety often consist of:

- 1. Mild social anxiety:** A person who has minor social anxiety may nevertheless engage in or tolerate social events while experiencing the physical and psychological signs of social anxiety. Additionally, they could only exhibit symptoms in particular social settings.
- 2. Moderate social anxiety:** A person with mild social anxiety may exhibit physical and psychological signs of the condition yet continue to engage in some social activities while avoiding others.
- 3. Extreme social anxiety:** In social circumstances, a person with excessive social anxiety may display more severe symptoms of the condition, such as a panic attack. Due to this, individuals with severe social anxiety disorders typically steer clear of social interactions at all costs. Extreme social anxiety usually manifests as symptoms in all or most social interactions.

Symptoms of social anxiety

Shyness is not the same as social anxiety. It's a persistent worry that interferes with day-to-day activities, self-confidence, relationships, and life at work or in school.

Many people worry about social settings on occasion, but those who have social anxiety worry excessively before, during, and after them.

The dread, worry, and avoidance that characterise social anxiety disorder are distinct from normal hesitation because they affect relationships, daily activities, work, school, and other activities. The onset of social anxiety disorder often occurs between the ages of early and mid-teens; however, it can also happen in younger children or adults.

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Social anxiety disorder is characterized by a range of symptoms that are triggered by social situations. These symptoms can vary in intensity and may manifest differently in different individuals. Here are some common symptoms of social anxiety disorder:

1. **Intense Fear and Anxiety:** People with social anxiety disorder experience an overwhelming and persistent fear or anxiety in social situations. This fear is typically related to being scrutinized, judged, or embarrassed by others.
 2. **Excessive Self-Consciousness:** Individuals with social anxiety disorder often have a heightened self-consciousness and are overly aware of their own behavior and perceived flaws. They may feel that everyone is watching them and that they are being negatively evaluated.
 3. **Fear of Being the Centre of Attention:** There is a strong fear of being the focus of attention or standing out in social settings. This can make activities such as public speaking, performing on stage, or even participating in conversations difficult and distressing.
 4. **Avoidance of Social Situations:** People with social anxiety disorder may actively avoid social situations or endure them with significant distress. They may avoid parties, gatherings, or situations where they fear they may be exposed to scrutiny or judgment.
 5. **Physical Symptoms:** Social anxiety disorder often involves physical symptoms, which can include:
 - Rapid heartbeat or palpitations
 - Sweating
 - Trembling or shaking
 - Blushing
 - Nausea or upset stomach.
 - Dry mouth
 - Muscle tension
 - Difficulty speaking or voice trembling.
1. **Negative Thoughts and Self-Criticism:** Individuals with social anxiety disorder commonly experience negative thoughts and engage in self-critical thinking. They may have a constant fear of making mistakes or embarrassing themselves, and they often replay past social interactions in their minds, focusing on perceived failures or negative outcomes.
 2. **Emotional Distress:** Social anxiety can lead to significant emotional distress, including feelings of embarrassment, shame, and low self-esteem. It may also contribute to feelings of isolation and difficulty in forming and maintaining relationships.

Causes of Social anxiety

The exact causes of social anxiety disorder are not fully understood, but it is believed to result from a combination of genetic, environmental, and psychological factors. Here are some potential causes and contributing factors of social anxiety:

1. **Genetics and Biology:** There may be a genetic predisposition to developing social anxiety disorder. Research suggests that certain genetic factors may influence the brain's response to social situations and the regulation of anxiety. Differences in brain structure and neurotransmitter imbalances, such as serotonin and dopamine, may also play a role.
2. **Environmental Factors:** Early life experiences and environmental factors can contribute to the development of social anxiety disorder. Factors such as childhood adversity,

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trauma, neglect, or experiencing embarrassing or humiliating social situations may increase the risk of developing social anxiety later in life.

3. **Family and Upbringing:** Social anxiety disorder can sometimes run in families, suggesting a potential hereditary component. Children may learn anxious behaviours or negative beliefs about social situations from their parents or caregivers who also have social anxiety or exhibit anxious behaviours.
4. **Cognitive Factors:** Cognitive factors play a role in social anxiety disorder. Negative thinking patterns, such as excessive self-criticism, fear of judgment, and catastrophizing (assuming the worst possible outcomes), can contribute to the development and maintenance of social anxiety.
5. **Social Learning:** Observing and imitating the anxious behaviours of others, particularly during childhood, can contribute to the development of social anxiety disorder. If individuals observe significant others exhibiting anxiety or avoidance in social situations, they may learn to respond similarly.
6. **Neurochemical Imbalances:** Imbalances in brain chemicals, such as serotonin and norepinephrine, which are involved in the regulation of mood and anxiety, may contribute to the development of social anxiety disorder.
7. **Environmental Factors:** Certain environmental factors may contribute to the development of social anxiety disorder. These can include:
 - **Traumatic experiences:** Past experiences of bullying, humiliation, or embarrassing social situations may contribute to the development of social anxiety disorder.
 - **Family environment:** Growing up in an overly critical or excessively protective family environment may increase the risk of developing social anxiety disorder.
 - **Cultural factors:** Cultural expectations, societal pressures, or cultural norms that emphasize social performance and judgment may contribute to the development of social anxiety disorder.
1. **Behavioural and Cognitive Factors:** Certain behavioural and cognitive patterns may play a role in the development and maintenance of social anxiety disorder. These can include:
 - **Negative beliefs and self-perceptions:** Individuals with social anxiety disorder often hold negative beliefs about themselves and expect negative evaluations from others.
 - **Cognitive biases:** People with social anxiety disorder may tend to interpret ambiguous social cues as negative or threatening.
 - **Avoidance behaviours:** Avoidance of social situations or safety behaviours (such as avoiding eye contact or rehearsing conversations) can reinforce and maintain social anxiety.

Impact of social anxiety on well being

Social anxiety can have a significant impact on the overall well-being of an individual. It can affect various aspects of life and contribute to emotional, social, and functional difficulties. Here are some ways in which social anxiety can impact well-being:

1. **Emotional Distress:** Social anxiety often leads to persistent feelings of fear, anxiety, and distress in social situations. Individuals may experience a heightened sense of self-consciousness, embarrassment, and shame. This can result in a chronic state of emotional distress, which can have a negative impact on overall well-being.
2. **Interpersonal Relationships:** Social anxiety can make it challenging to form and maintain healthy relationships. Fear of judgment and rejection may lead individuals to

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avoid social interactions or isolate themselves, which can limit opportunities for social connections and support. This can result in feelings of loneliness, isolation, and reduced overall satisfaction with relationships.

3. **Academic or Occupational Impact:** Social anxiety can interfere with academic or occupational performance. Fear of public speaking, participating in meetings, or engaging in teamwork can hinder educational or professional progress. Individuals may avoid opportunities for advancement or choose occupations that require minimal social interaction, which can limit career prospects and personal fulfilment.
4. **Limited Social Activities:** People with social anxiety often avoid or experience significant discomfort in social activities, such as parties, gatherings, or public events. This can lead to a reduced participation in recreational activities, hobbies, and community engagements. It can limit opportunities for socialization, personal growth, and enjoyment.
5. **Negative Self-Perception:** Social anxiety can contribute to negative self-perception and low self-esteem. Constant worry about being judged or evaluated negatively may lead individuals to have a distorted view of themselves. This can erode self-confidence and self-worth, impacting overall well-being.
6. **Impact on Mental Health:** Social anxiety disorder is often associated with other mental health conditions, such as depression, generalized anxiety disorder, and substance abuse. The chronic nature of social anxiety and the stress it generates can exacerbate existing mental health issues and increase the risk of developing comorbid conditions.
7. **Reduced Quality of Life:** Social anxiety can significantly diminish the overall quality of life. It can limit opportunities for personal growth, fulfillment, and enjoyment. The constant fear and avoidance associated with social anxiety can restrict individuals from fully participating in various aspects of life, leading to a reduced sense of satisfaction and well-being.

Treatment of social anxiety disorder

Social anxiety disorder is a treatable condition, and there are effective treatment options available. Treatment typically involves a combination of therapy, medication, and self-help strategies. Here are some common approaches used in the treatment of social anxiety disorder:

1. **Cognitive-Behavioural Therapy (CBT):** In the 1960s, Aaron Beck developed cognitive behaviour therapy (CBT). CBT is a widely recognized and effective treatment for social anxiety disorder. It aims to identify and change negative thought patterns and behaviours associated with social anxiety. CBT often includes the following components:
 - **Cognitive Restructuring:** Cognitive restructuring was originally developed by Beck and colleagues in 1970s. Identifying and challenging negative thoughts and beliefs related to social situations and replacing them with more realistic and positive ones.
 - **Exposure Therapy:** Exposure therapy originated from the work of behaviourists like Ivan Pavlov and John Watson in the early 1900s. Its roots trace back to principles of Pavlov's classical conditioning. Gradual and controlled exposure to feared social situations to help individuals confront their anxiety and build confidence. This can be done through imagination, role-playing, or real-life exposures.
 - **Social Skills Training:** Learning and practicing effective social skills, such as assertiveness, conversation techniques, and non-verbal communication, to improve interactions and reduce anxiety.

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1. **Medication:** Medications may be prescribed to help manage symptoms of social anxiety disorder, particularly in moderate to severe cases or when therapy alone is not sufficient. The most prescribed medications are selective serotonin reuptake inhibitors (SSRIs), such as sertraline or fluoxetine. These medications help regulate brain chemistry and reduce anxiety symptoms. It is important to consult with a healthcare professional for proper evaluation and medication management.
2. **Support Groups and Group Therapy:** Participating in support groups or group therapy can provide individuals with social anxiety disorder an opportunity to connect with others who share similar experiences. It can offer a supportive and non-judgmental environment for sharing challenges, practicing social skills, and receiving encouragement.
3. **Self-Help Strategies:** In addition to professional treatment, individuals can practice self-help strategies to manage social anxiety. These may include:
 - **Relaxation Techniques:** Learning and practicing relaxation techniques such as deep breathing, progressive muscle relaxation, or mindfulness meditation to manage anxiety symptoms.
 - **Lifestyle Modifications:** Maintaining a healthy lifestyle, including regular exercise, adequate sleep, and a balanced diet, can contribute to overall well-being and stress reduction.
 - **Gradual Exposure:** Gradually exposing oneself to feared social situations, starting with less anxiety-provoking situations and gradually progressing to more challenging ones.
 - **Self-Care and Stress Management:** Engaging in activities that promote self-care and stress management, such as hobbies, leisure activities, and engaging with supportive individuals.

REVIEW OF LITERATURE

Kruchten, (2021) conducted a study to understand the relationship between social anxiety and social media has been studied by looking at social networking sites as a whole or problematic social networking use. However, to the best of the authors' knowledge, comparative studies of different social media have not been conducted. The purpose of this study was to specifically examine the relationship of social anxiety to Facebook, Instagram, and Snapchat among college students. In addition, this study evaluated fear of negative evaluation, fear of positive evaluation, fear of missing out and social comparison as possible moderators of this relationship. It was hypothesized that there would be a relationship between social anxiety and Facebook, Instagram, and Snapchat, and that fear of negative evaluation, fear of positive evaluation, fear of missing out, and social comparison would mediate this relationship. Baron and Kenny's tests of mediation results indicated that both fear of missing out and fear of negative evaluation partially mediated the relationship between social anxiety and Facebook engagement. In addition, the results indicated that fear of being caught, fear of negative evaluation, and social comparison partially mediated the relationship between social anxiety and Snapchat use. This study provided additional information about how people with social anxiety interact with social media. Information gathered from this study may be useful in treating people with social anxiety.

O'Day and Heimberg (2021) Social media usage (SMU) has grown incredibly common in contemporary culture, particularly among young individuals. A study on the impact of SMU on wellbeing found some connections between SMU and loneliness and social anxiety. People who are lonely and socially nervous seem to prefer and look for online social contacts on social

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media. People who are socially nervous and lonely tend to behave more problematically online and seek out social support on social media, maybe to make up for the absence of in-person support. Problematic SMU is linked to SA and LO, and LO may increase your likelihood of participating in questionable online behaviour.

Manjunatha.,(2013) Social networking site (SNS) usage has substantially expanded today, especially among college students in India, and it undoubtedly has an influence on the students' academic and extracurricular activities. A study of 500 students from different Indian colleges and universities was performed for the aforementioned reason. The study's findings recognise that young college students in India often use SNS. This research deals scientifically with their SNS usage patterns, weekly time spent, gender differences in usage, reasons for membership, degree of intimacy with online friends, and many other fascinating elements.

Lin et al.,(2019) In order to address the issue of technology addiction, the current study compares the antecedences of addictive behavior—which involves problematic technology use—and high-engagement behavior—which involves non-problematic technology use. The utilisation of social networking sites (SNS, such as Facebook, Instagram, or Twitter) is used as the example due to the large user base. The findings show that high engagement behaviour is highly correlated with relationship maintenance, whereas relationship maintenance is significantly correlated with satisfaction sought and addictive behaviour.

Chen et al., (2020) The purpose of this study is to investigate the connections between social anxiety, addiction to social networking sites (SNS), and predisposition towards SNS addiction. It also looks at the moderating effects of state attachment anxiety and state attachment avoidance. The findings showed a favourable correlation between participants' social anxiety and SNS addiction and tendencies. After adjusting for gender, age, and state attachment avoidance, state attachment anxiety moderated these two correlations whereas state attachment avoidance had no discernible moderating impact. Individuals with low state attachment anxiety were the only ones who showed positive associations between social anxiety and SNS addiction (tendency). While social anxiety was no longer connected to SNS addiction or a predisposition towards SNS addiction in people with high state attachment anxiety. The moderating effect of state attachment in the links between social anxiety and SNS addiction (tendency) is better understood as a result of this study.

Jolly., (2022) The usage of online social networking services is widespread. But only recently have experts begun to look into their connection to mental health. Literature-based evidence demonstrates that they have benefits and drawbacks for different people. The goal of the current study is to investigate the connection between social anxiety levels and the volume of social media usage. According to the theory, there is no connection between using social media and feeling anxious around other people. The Social Networking Time Use Scale (SONTUS) and the Kutcher Generalised Social Anxiety Disorder Scale for Adolescents (K-GSADS-A) were the instruments utilised to assess the same. There were 60 teenagers in the sample, including 30 boys and 30 girls. After utilising SPSS-23 for statistical analysis, the correlation coefficient is -0.08. The results demonstrated that there is no link between teenage social anxiety levels and social media usage.

Kircaburun and Griffiths., (2018) According to recent study, using social networking sites can become addicting. Only one very tiny study has previously looked at possible Instagram addiction, despite the fact that substantial research has been done on potential addiction to social networking sites like Facebook, Twitter, YouTube, and Tinder. As a result, the goals of

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this study were to look at the connections between personality, self-liking, regular Internet use, and Instagram addiction as well as to explore how self-liking functions as a mediator between personality and Instagram addiction using path analysis. Methods: A self-report survey including the Instagram Addiction Scale (IAS), the Big Five Inventory (BFI), and the Self-Liking Scale was completed by 752 university students in total. One of only two studies to look at the addictive usage of Instagram and the underlying elements associated to it, this study adds to the little body of literature that has looked at the relationship between personality and social networking site addiction.

Carruthers et al., (2019). Despite the rising popularity of social media and its potential advantages for those who suffer from social anxiety disorder (SA), little is known about how these individuals interact online. With a variety of online and offline Facebook (FB)-based activities, we wanted to learn more about how cognitive and behavioural processes varied between those with high and low SA levels. Sixty-one college students with low or high SA were asked to post on Facebook, utilise Facebook in a lab environment, and create three confusing Facebook situations. An interaction effect showed that participants with high SA experienced bigger relative increases in anxiety across tasks than participants with low SA, and participants with high SA reported more anxiety over the whole trial. Compared to the low SA group, the high SA group was more likely to evaluate the ambiguous FB situations negatively. Additionally, they admitted to engaging in more safety-seeking behaviours and thinking more negatively. According to the research, social anxiety manifests itself in face-to-face interactions in cognitive and behavioural ways that are also present in online communication. The clinical consequences of such observations are suggested.

Jiang and Ngien, (2020) Over the last ten years, social media have expanded quickly. It's still unclear, though, whether social media helps or hurts people's mental stability. This study attempts to investigate how people's social anxiety is affected by using Instagram. The findings showed that using Instagram did not directly raise social anxiety. Instead, self-esteem, an intermediate result, and social comparison, a proximal outcome, played mediating roles, supporting the full mediation effects. According to the research, using Instagram alone won't necessarily make people more socially anxious. Instead, self-esteem and social comparison entirely moderated its impact. The processes behind the effects of social media on emotional wellbeing should continue to be investigated in future study, which will aid health educators and campaigners in creating better initiatives to support the public's advancement of wellness in the digital age.

Iqbal et al., (2022) Increased psychological problems including excessive use of social networking sites (SMNSU), loneliness, social anxiety, and depression have been linked to the current COVID-19 epidemic. In this quantitative study, loneliness and social anxiety were investigated as mediator factors to evaluate how SMNSU might directly and indirectly impact depression. By enlisting students who were enrolled in blended learning courses during the COVID-19 epidemic and having psychological issues, this study targeted the higher education market in China. We discovered a link between high SMNSU and depression. among addition to high SMNSU among blended learning students amid novel circumstances, in this example the COVID-19 pandemic, loneliness and social anxiety also raise sadness. We explore the important significance of these findings for academic administrators, guidance counsellors, and instructors.

Lam et al., (2022) Cyberbullying is described as aggressiveness used in internet communication with the goal of harming another person. With the expansion of social media, cyberbullying has

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increased in frequency and is associated with detrimental effects on mental health. The association between social comparison and social anxiety may be moderated, according to research on cyberbullying and mental health in teens, but less is known about this phenomena in college students. The goal of this study was to investigate the connections among college students between cyberbullying, social anxiety, and social comparison. Social anxiety, but not social comparison, was linked to both the victimisation and perpetration of cyberbullying, according to our research. In contrast to adolescence, cyberbullying victimisation did not moderate the relationship between social comparison and anxiety, indicating that college students' experiences with these variables may be specific to their developmental stage.

Curvis et al., (2018) Although little study has been done on the causes of social anxiety (SA), it is possible that SA following traumatic brain injury (TBI) will have an impact on a person's overall psychological health and social functioning. The demographic, clinical, and psychological aspects connected to SA after TBI were examined in the present study using hierarchical multiple regression. Through social media platforms and brain injury services located around the North-West of England, a sample of 85 persons who had TBI were gathered. By accounting for 52–54.3% of the variation in SA (across five imputations of missing data), the total combined biopsychosocial model proved significant. The inclusion of psychological variables (self-esteem, locus of control, and self-efficacy) significantly improved the overall model by explaining an extra 12.2-13% of the variation in SA beyond that explained by demographic and clinical factors. The only significant independent predictor of SA ($B = .274$, $p = .005$) was perceived stigma. According to the findings, clinical and psychological aspects must both be taken into account when determining if SA would develop after a TBI. The substantial significance of stigma also emphasises the necessity of interventions at the individual and social levels.

Mese and Aydin.,(2019) A variety of industries and educational settings are being impacted by the developments in technology. From this vantage point, it is clear that the tools utilised in educational settings and by students vary depending on the state of technology. It is evident that modern technology is a part of students' everyday life based on the characteristics of 21st-century learners. It's critical to comprehend why kids use social media and the factors that could have an impact on them. By identifying the uses of social networking, it is hoped that this study would assist educators in creating better learning environments. The goal of this study is to comprehend the factors that influence why undergraduate students use social networks and for what purposes. One of the quantitative research approaches used was the cross-sectional survey design. The study's findings indicate that men and women initiate communication differently, that long-term social network users tend to post more material, and that WhatsApp and Instagram are the two most popular social networks. Discussions and recommendations were offered in light of these findings.

Baltaci.,(2019) The goal of this study is to determine how well social anxiety, happiness, and loneliness among university students relate to their usage of social media. The study used a correlational survey model for its design. The research group was made up of 312 college students who were enrolled at a public institution in Turkey during the 2017–2018 academic year, 165 of whom were female (53%) and 147 of whom were male (47%). Using a Personal Information version, a Social Media Addiction Scale, a Social Anxiety Scale, the Oxford Happiness Questionnaire's short version, and the UCLA Loneliness Questionnaire's short form, data were gathered. In SPSS, Pearson correlation and hierarchical regression analysis were used to look at the connections between students' use of social media and their feelings of loneliness, happiness, and social anxiety. The results revealed a link between students' degrees

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of social media addiction and their levels of loneliness and anxiety in social situations. On the other side, there was a negative correlation between students' levels of happiness and their addiction to social media. These results showed that the social anxiety and pleasure factors strongly predicted the social media addiction variable, while the loneliness variable did not significantly predict it.

Kruchten.,(2021). Researchers have looked at social networking sites as a whole or at problematic uses of social networking sites to study the connection between social anxiety and social media. To the authors' knowledge, however, no research study has been done that compares various social media platforms. The purpose of this study was to examine the particular connection between social anxiety and college students' use of Facebook, Instagram, and Snapchat. In addition, this study evaluated social comparison, fear of missing out, fear of positive assessment, fear of negative evaluation, and fear of positive evaluation as potential mediators of this association. According to the results of the Baron and Kenny tests for mediation, fear of missing out and fear of being judged poorly both partially mediated the link between social anxiety and Facebook connection. Results also showed that social comparison, fear of missing out, and fear of unfavourable assessment all had a role in mediating the connection between social anxiety and Snapchat use. More details on how people with social anxiety use social media websites were revealed by this study. This study's findings may help in the treatment of those who struggle with social anxiety.

Handy and Cnaan.,(2007) According to research on volunteer management, personal approach is the most successful method of recruiting. The projected success in volunteer recruiting is not, however, reported by the organisations using this methodology. They frequently encounter the volunteer recruiting fallacy, which holds that not all persons who are supposed to be interested in volunteering actually do so. This article contends that social anxiety frequently discourages new recruits from volunteering based on research on shyness or social anxiety as well as actual data. According to our hypothesis, those who experience more social anxiety will be less inclined to volunteer. Furthermore, we predict that those with high levels of social anxiety would choose to donate money to deserving organisations rather than contribute their time in-kind, and if they do decide to volunteer, they will do so with friends. Based on the results from a sizable nonrandom sample in North America, our hypothesis are supported. By creating a welcoming environment for recruits with high levels of social anxiety, we provide advice on how to avoid the volunteer recruiting myth. New recruits may have a better likelihood of becoming long-term and dependable volunteers if there is no longer any fear of being harshly evaluated by strangers when they first attend the organisation and a more personal approach is created.

Lai et al., (2023) In a time of pervasive social networking, more college students are reporting symptoms of social anxiety. Social media usage among college students may be connected to their social anxiety. This connection hasn't been verified, though. This study aims to explore the links between various social media usage and social anxiety in college students, as well as the role of communication skills as mediators in this situation. The analysis involved a sizable sample of 1740 students from seven Chinese institution. Social anxiety and passive usage of social media were found to be positively associated by bivariate correlation and structural equations analysis. Social anxiety was adversely connected with active social media usage. The connection between social media usage (passive/active) and social anxiety was partially mediated by communication skills. By positively influencing communication ability, active social media usage may lessen social anxiety, whereas increased communication capacity may lessen the impact of passive use to social anxiety. Teachers need to pay attention to the

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variations in how varied social media usage affects social anxiety. Increasing communication skills among college students may help them feel less socially anxious.

Lee and Jang.,(2019) Although many aspects of impression management on a social network site have been examined, there remain important but understudied aspects. One such component relates to the elements motivating our desire to impress others. In this study, we looked at the relationship between a person's psychological and environmental characteristics and how driven they were to impress people on Facebook. We also looked at how much one's desire to impress people on Facebook correlates with their level of social anxiety there. Additionally, we discovered a strong correlation between Facebook social anxiety and the desire to impress others. The results of our study may be explained by the fact that Facebook, an SNS, is a site where people engage with one another and can see how other people see or respond to their activities, as well as by the fact that individuals are concerned with how other people respond to their postings and comments on Facebook. This study has contributed to our knowledge of the factors that could influence people's desire to make an impression on others on social networking sites (SNS) and the relationship between this desire and the user's level of social anxiety there.

Oldmeadow, et al., (2013) According to research, those with high levels of social anxiety may benefit from online contact. The current study explored the connections between attachment anxiety and avoidance and Facebook use by looking at it through the lens of adult attachment theory. We also looked at the role of social skills, which have been linked to internet usage and attachment type. It was discovered that those with high attachment anxiety used Facebook more frequently, were more likely to use it when experiencing negative emotions and were more concerned with how others regarded them on Facebook, which is in accordance with predictions based on attachment theory. Less Facebook use, less openness, and fewer favourable sentiments regarding Facebook were all associated with high attachment avoidance. When social skills were managed, these connections persisted. These findings provide a foundation for understanding how Facebook may support attachment functions and how online communication may be connected to attachment preferences.

Prizant-Passal et al.,(2016) The current meta-analysis statistically examined the body of research on social anxiety (SA) and internet usage, looking at how SA and three internet use variables—comfort online, time online, and problematic internet use (PIU)—relate to one another. Additionally, it took into account age as a moderator of the association between social anxiety and internet use. Using the databases in PubMed and PsycINFO, we searched the literature. 13,460 people in our meta-analysis, which was based on 22 research, were involved. The findings showed that social anxiety is (a) positively connected with feelings of comfort online, (b) positively correlated with time spent playing games but not with total time spent online, email use, or instant messaging, and (c) significantly correlated with PIU. . The study also discovered that a mediator of the relationships between social anxiety and internet use characteristics was developmental level. Discussions are made on research and clinical implications.

Mundel et al., (2023) Through the mediating effects of anxiety and social media addiction, this study explores the relationships between social comparison to influencers on social media and impulsive purchasing behaviour. It draws on the social comparison theory. Through an online poll, data from 296 American customers were gathered. Findings indicate that customers' impulsive purchases are strongly correlated with unfavourable social comparisons to the image

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portrayed by influencers. Additionally, the influence of social comparison on purchase intention was moderated by anxiety and social media addiction.

Rinck et al., (2010) The persistence of anxiety is greatly aided by avoidant conduct, which is crucial in social anxiety and social phobia. To explore the deliberate components of social avoidance, however, practically all prior research of this behaviour were limited to utilising self-reports. In contrast, the current study employed immersive virtual reality technology to quantify interpersonal distance as an indication of avoidance, an unintended behavioural signal. Twenty-three female participants with varying levels of social anxiety entered a virtual supermarket and pretended to be someone else to approach computer-generated characters (avatars). Various approaches and avoidance behaviours were evaluated during the task. The findings supported the proposed hypotheses: individuals who were more apprehensive approached the avatars more slowly and maintained a greater distance from them. This suggests that inadvertent social avoidance activity can accompany even sub-phobic social anxiety.

Mekuria et al., (2017) The most common and persistent kind of anxiety illness in the world is social phobia, which has an impact on a person's social, academic, and professional life. The link between social anxiety and depression and drug use disorders is well documented. The purpose of this study was to evaluate the incidence of social phobia and its contributing variables among Ethiopian high school students. 106 (27.5%) out of the 386 research participants tested positive for social anxiety. Social phobia was substantially correlated with being female (AOR = 3.1; 95% CI: 1.82-5.27), current alcohol use (AOR = 1.75; 95% CI: 1.03-2.98), low social support (AOR = 2.40; 95% CI: 1.17- 4.92), and living with a single parent (AOR = 5.72; 95% CI: 2.98-10.99). Conclusion. Comparing the proportion of social phobia to earlier findings, it was greater. Youth-friendly mental health treatments offered at schools may be useful in addressing this issue.

Becker et al., (2013) We looked at whether media multitasking was a special predictor of depressive and social anxiety symptoms. Measures of media consumption, personality traits, depression, and social anxiety were completed by participants (N=318). Even after adjusting for total media use, neuroticism, and extraversion, regression analysis showed a correlation between increased media multitasking and higher levels of depressive and social anxiety symptoms. The distinct relationship between media multitasking and these indicators of psychosocial dysfunction shows that the expanding practise of multitasking with media may be a distinct risk factor for issues with anxiety and mood. Furthermore, the findings clearly imply that media multitasking should be taken into account in future studies examining the effects of media consumption on mental health.

Hawes et al., (2020) Social media (SM) can foster an environment of peer pressure and obsession with outward appearance, which increases the risk of mental disorders including depression and social anxiety. The relationship between appearance sensitivities, including appearance anxiety and appearance rejection sensitivity (appearance-RS), and indicators of depression and social anxiety symptoms was investigated. Use of social media was positively correlated with depression, social anxiety, appearance-RS, and appearance anxiety symptoms. The symptoms of sadness, social anxiety, and appearance sensitivity were uniquely and favourably correlated with general and AR obsession. Additionally, it was discovered that AR obsession improved the correlation between appearance-RS and social media usage. There was no indication that the consequences of AR social media obsession were gender-dependent, despite gender disparities on all measures, with young women scoring higher on all measures. Findings corroborate growing evidence that social media usage and behavior—especially those

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that include making judgements and comparisons about appearance—may provide a greater risk for depression, social anxiety, and appearance sensitivity than merely the frequency of use.

Hutchins et al., (2021). Evidence-based therapies for social anxiety disorder are based on the social anxiety theory developed by Clark and Wells, which has significant empirical support. However, the study for this paradigm has thus far focused on in-person encounters. This study sought to investigate the usefulness of this model with regard to online social interactions, the function of Internet use as an avoidance strategy for face-to-face interactions, and the relationship between social anxiety, online social interactions, and wellbeing in light of the increased rates of Internet use and social media usage around the world. The findings provide credence to the cognitive model of social anxiety disorder and demonstrate its applicability to interactions with other people online. Additionally, we discovered that those with high levels of social anxiety prefer online social communication to face-to-face contact and had less negative social cognitions and less fear of being judged negatively. However, there was no significant link between Internet use and social anxiety. Online social connection, in contrast to earlier studies, was linked to worse wellbeing independent of social anxiety. These results imply that social anxiety connected to online social interactions and Internet use may be significant areas for mental health evaluation.

Vannucci et al., (2017) Although social media usage is essential to emerging adults' life, its effects on psychological adjustment are not fully understood. The present investigation looked at how much time emerging people spend on social media and how severe their anxiety symptoms were. The fact that social media usage is positively correlated with anxiety has significant clinical ramifications given the prevalence of social media among emerging adults, who are also at high risk for anxiety disorders. Novel methods to anxiety therapy will benefit from a more comprehensive understanding of this link.

Lin et al., (2017) Social networking sites (SNSs) have been discovered to have varying effects on those with high or low levels of social anxiety and to be strongly connected with reactions to social exclusion. We investigated whether the individual difference variable of social anxiety had an impact on the relationship between SNSs and reactions to social exclusion. In order to establish social isolation, a game of Cyberball was played, then there was a waiting time during which players were watched to determine if they would opt to utilise SNSs. Following exclusion, individuals' recovery from their adverse reactions was evaluated. The findings demonstrated that the highly socially anxious (HSA) group profited more from utilising SNSs than the low socially anxious (LSA) group in terms of recovering from detachment and experiencing a sense of meaningful life. Compared to LSA users who did not use SNSs, recovery after disconnection was poorer for SNS users. According to our research, SNSs helped HSA people who had been socially excluded but hampered the recovery of LSA people.

Steers et al., (2019) College students now primarily use social media to share details of their everyday life with individuals in their social network. These messages frequently feature demonstrations of drug usage (such as selfies of drunk college students). Additionally, it has been discovered that students' substance use displays reliably predict not just the poster(s)' own substance use-related outcomes (such as intake, issues), but also those of their classmates on social networking sites. Additional social media-related interventions are required to target this at-risk group's use decrease. We explore the technological and methodological difficulties that arise when designing interventions in this field and carrying out this kind of study.

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Stollak et al., (2011) Students are spending more time investigating social media websites like Twitter and Facebook as well as using them in the classroom. The effect on grades has yet to, however, be the subject of much investigation. Does regularly using social media (such as Facebook, Twitter, MySpace, blogs, YouTube, etc.) affect how well a person does in school? Has the use of social media been influenced by smartphone ownership? Based on social media activity, this study investigates grade disparities among students at a small liberal arts institution. The survey was also conducted to find out how much time students spend actively using social media and whether this usage has changed over time for the better or worse.

Zsido et al., (2021) It has been demonstrated that people with severe social anxiety prefer computer-mediated communication over face-to-face interaction, maybe because of the control and social emancipation it offers. Transdiagnostic psychopathology components, which may serve as mediators and aid in understanding this link, are, nevertheless, little understood. We wanted to find out how much the problematic social networking sites, problematic smartphone use, and maladaptive cognitive emotion regulation mechanisms moderate each other in the current study. Our poll, which included questions about social anxiety, emotion control techniques, addiction to social media, and smartphone use, was completed by 499 people in total. To investigate both the direct and indirect impacts between the variables, we employed structural equation modelling.

Wang et al., (2011) We believe that technology plays a critical role in today's equation for student achievement, especially as social media platforms continue to gain prominence. In this descriptive, exploratory research study, a student perception questionnaire on the effects of social media on college students was given to a randomly selected sample (N=48) of males (n=26) and girls (n=22). At Johnson & Wales University, 35% of the participants were undergraduates and 65% were graduate students. Thirty one percent of participants work full-time, thirty percent work part-time, and 39 percent are unemployed. According to the survey's findings, 45% of the sample revealed that they checked social media sites for 6–8 hours every day, while 23% did so for more than 8 hours, 20% did so for 2-4 hours, and just 12% did so for less than 2 hours. The findings show that even though most college students use social media and spend a lot of time on these websites, there are drawbacks to this practise.

Sponcil and Gitimu.,(2013) The purpose of this study was to examine social media usage among college students and how it affects communication with others, and college students' self-concept. In this study, students completed a questionnaire which assessed personal use of social media, communication skills with friends and family, and effects on self-concept. Results indicated that all the sampled college students were using at least one form of social networking website. There was a .586 Pearson correlation between usage of social media and communication with family and friends. There was a .658 Pearson correlation between usage social media and self-concept. These findings provide implications for future research on why these social networking sites have gained popularity.

Chu et al., (2021) There is a growing corpus of research that has identified the causes and processes of phubbing. Few research, however, have looked at the connection between peer phubbing and addiction to social networking sites. The current study investigated whether peer phubbing was positively related to social networking site addiction among undergraduates, whether social anxiety mediated the relationship, and whether this mediating process was moderated by family financial difficulties. The study was based on the self-determination theory, the exclusion theory of anxiety, the social compensation model, and the reserve capacity model. The participants filled out anonymous questionnaires that evaluated their peer

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phubbing, social anxiety, dependence on social networking sites, and financial hardship in their families. Peer phubbing was shown to be positively correlated with addiction to social networking sites, according to the correlation study. Peer phubbing and social networking site addiction were shown to be associated, and the testing for moderated mediation further demonstrated that social anxiety partially mediated this relationship, with family financial difficulty regulating the first stage. To be more precise, undergraduates with substantial family financial difficulty showed a greater relationship between peer phubbing and social networking site addiction via social anxiety. The findings of this study both broaden our understanding of the possible effects of phubbing and emphasise how important it is to understand the underlying processes.

Jiang.,(2021) The COVID-19 pandemic has had a significant impact on university students' lives and academics. This study sought to investigate the association between problematic social media usage and anxiety among college students during COVID-19, as well as the potential mediation roles of psychological capital and academic exhaustion. 3.123 undergraduate students from Shanghai institutions took part in an online poll from March to April 2020. The findings demonstrated that university students' problematic social media usage predicted their anxiety levels. The association between problematic social media usage and anxiety was mediated, according to the results of the mediation study, by psychological capital. Additionally, the negative effects of problematic social media usage and the psychological capital on anxiety were observed in university students whose academic performance had been affected by the COVID-19 epidemic. Academic burnout moderated the effects of psychological capital but not the effects of problematic social media usage on anxiety for university students whose academic performance was not affected by the COVID-19 pandemic. The findings provide light on the underlying processes driving the association between anxiety and inappropriate social media usage. These findings offer useful information about how to create and carry out psychological therapies in the face of a pandemic.

Dhiman.,(2020) In the present scenario students have modern ways to communicate with one another; they can interact easily through social media platforms. A lot of advantages and disadvantages of social media as one disadvantage is social anxiety. Social anxiety is the reason of hyper depression; it negatively effects physically, psychologically and increase complexity among students. Social media is a factor in each of these issues. The use of social media among teenagers must be made aware of its negative impacts if research on social anxiety among students is to be conducted. The Purposive sample approach was utilised; students were picked who are completely involved with social media networks. For this study, a total of 50 respondents from Kurukshetra University's postgraduate regular students were chosen. the information gathered by means of a survey. The study's findings indicate that there is no connection between social media and social anxiety. Therefore, social media does not significantly contribute to the emergence of social anxiety among college students. Social anxiety may arise under certain circumstances, but according to this study, social media doesn't cause it to grow in students. This study aims to determine the connection between social media and social anxiety. According to this study, there is no link between social media usage and social anxiety among Kurukshetra University students.

Leigh and Clark.,(2016) Social anxiety disorder is quite frequent and usually begins in childhood or adolescence. When compared to other active therapies, cognitive therapy for social anxiety disorder (CT-SAD) in adults exhibits substantial evidence of differential efficacy. There is some indication that young people with social anxiety disorder respond less well than those with other anxiety disorders, although CBT treatments to social anxiety in

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young people have yet to show differential efficacy. At the beginning of the treatment, all five patients had extremely high levels of social anxiety. Additionally, significant gains in general anxiety, depression, classroom focus, and hypothesised process measures (social anxiety-related thoughts, beliefs, and safety actions) were seen.

Kim et al., (2016) For college students' communication activities, social media and mobile devices have become crucial platforms. This study looked at the relationship between college students' usage of social media and cell phones and their psychological urge to belong. It also looked further into how college students' use of digital media affected their social participation. Findings showed a favourable relationship between students' urge to belong and their usage of social media and cell phones, which may have further facilitated their social involvement. Additionally, the usage of digital media by college students acted as a mediator in the interaction between the urge to belong and social involvement. This study led to a deeper understanding of the mechanisms by which the urge to belong leads to social engagement through the use of digital media and provides empirical evidence of the beneficial impacts of digital media on social behaviours.

Wang.,(2015) We employ an ecological method to investigate how college students' use of social media affects their mood. To follow college students' usage of social media throughout all waking hours over the course of seven days, we performed a mixed-methods research that included computer and phone tracking, daily surveys, and interviews. There are differences between regular and infrequent checkers' choices for social networking websites. While upper classmen use social media less regularly and use sites other than Facebook more frequently, lower class men tend to be heavier users and use Facebook more frequently. According to factor analysis, social media usage falls into four categories: connections, text-based entertainment/discussion, and video consumption. One's mood gets worse the more frequently they check social media each day. Our findings imply that students create their own social media usage habits to adapt to their environment's changing demands. The results can guide additional research into the advantages and/or drawbacks of social media usage among students.

METHODOLOGY

Aim

This aimed to study the relationship between social media usage and social anxiety among college students.

Objective

The objective of the study is as follow:

- To study the correlation between social media usage and social anxiety fear in college students.
- To study the correlation between social media usage and social anxiety avoidance in college students.
- To study the gender variation in relation to social media usage and social anxiety fear.
- To study the gender variation in relation to social media usage and social anxiety avoidance.

Hypothesis

1. There will be significant correlation between social media usage and social anxiety fear.

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2. There will be significant correlation between social media usage and social anxiety avoidance.
3. There be significant gender variation in relation social media usage and social anxiety fear.
4. There will be significant gender variation in relation social media usage and social anxiety avoidance.

Variable

- Independent Variable- Social media usage
- Dependent Variable- Social anxiety

Ethical Consideration

The following ethical guidelines were put into place for each research period.

1. Confidentiality of the responses and identity was assured.
2. Participants were briefed about the purpose of the study.
3. Informed Consent was obtained.
4. The dignity and well-being of the respondent was protected all the time.
5. The research data remained confidential throughout the study and the researcher obtained the students permission.

Sample

A sample of 140 college students aged between 18-25 years was taken. The sample is taken from Delhi NCR. Both male and females are included. In this research sampling was done through Convenience Sampling Method, which is a type of non-Probability sampling technique, where the sample is selected based on ease with accessibility.

Tools used

It is a Quantitative study, in which google form was share out to the students to obtain the required data. Two questionnaires were used for this study and the questionnaire was bifurcated into three sections.

- **Demographic Details:** The demographic sheet comprises of name, age, gender, email id.
- **Social Media Usage Integration Scale** (Jenkins-Guarnieri, M. A., Wright, S. L., & Johnson, B. 2013): This part of the survey includes the ten questions that comprise the Social media usage Integration Scale (SMUIS). The SMUIS was developed to assess the engaged use of social media.
- **The Liebowitz Social Anxiety Scale** (Liebowitz, 1987): This is a 24-item, self-rated scale used to assess how social anxiety plays a role in your life across a variety of situations. The LSAS comprises 24 social situations that are each rated for level of fear (0 = none to 3 = severe) and avoidance (0 = none to 3 = usually) for the past week.

Procedure

The data was collected from a sample of 140 college students, aged between 18-25 year. The two tools, Social Media Usage Integration Scale (SMUI), The Liebowitz Social Anxiety Scale (LSAS).

The questionnaire was shared through online links in which the responses got saved immediately after submitting. The consent was also taken online, only then the questionnaire

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would be visible to perform. The scoring and statistical analysis were done after the collection of data and later interpreted.

Statistical Analysis

Data will be analysed by using SPSS version 2013. For parametric data, t-test will be used to assess the relationship between social media usage and social anxiety. Pearson Correlation test was also being used.

ANALYSIS OF RESULTS

Table 1 Pearson Correlation Table for The Social Media Usage and Social Anxiety Fear of College Going Students.

		Social media usage	Social Anxiety Fear
Social media usage	Pearson Correlation	1	.206*
	Sig. (2-tailed)		.039
	N	100	100
Social Anxiety Fear	Pearson Correlation	.206*	1
	Sig. (2-tailed)	.039	
	N	100	100

*. *Correlation is significant at the 0.05 level (2-tailed).*

The correlation analysis presented suggests that there is a statistically significant positive correlation between social media usage and social anxiety fear among college-going students. This finding is consistent with prior research that has linked social media usage to negative mental health outcomes, including increased anxiety, depression, and stress.

The Pearson correlation coefficient between social media usage and social anxiety fear is 0.206, indicating a positive association between the two variables. This means that as social media usage increases, so does social anxiety fear among college-going students. The significance level of the correlation is 0.05, meaning that there is a 95% chance that the correlation is not due to random chance.

However, it is important to note that correlation does not necessarily imply causation. In other words, it cannot be concluded from this analysis alone that social media usage causes social anxiety fear. There could be other factors that influence the relationship between social media usage and social anxiety fear. For example, it could be that individuals who are already prone to social anxiety are more likely to spend more time on social media platforms, or that certain types of social media interactions (such as negative comments or comparisons to others) contribute to social anxiety.

One possible explanation for the relationship between social media usage and social anxiety fear is the social comparison theory. This theory suggests that people tend to compare themselves to others, particularly on social media platforms where individuals present curated versions of their lives. For individuals who are prone to social anxiety, this social comparison can lead to feelings of inadequacy, anxiety, and low self-esteem. In addition, social media platforms provide a constant stream of information and stimuli, which can be overwhelming and contribute to anxiety.

Another possible explanation is the fear of missing out (FOMO). FOMO is the feeling of anxiety or apprehension that one is missing out on a rewarding experience that others are

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having. Social media platforms are designed to promote engagement and social connection, but they can also exacerbate FOMO. Individuals who spend a lot of time on social media may feel pressure to constantly check their feeds to stay up to date on the latest news, trends, and social events. This can contribute to feelings of anxiety and stress.

It is also possible that the relationship between social media usage and social anxiety fear is bidirectional. That is, social media usage may contribute to social anxiety fear, but social anxiety fear may also contribute to social media usage. For example, individuals who experience social anxiety may be more likely to use social media as a way to connect with others from a distance or as a way to avoid face-to-face social interactions.

Table 2 Pearson Correlation Table for the Social Media Usage and Social Anxiety Avoidance of college going students.

		Social media usage	Social Anxiety Avoidance
Social media usage	Pearson Correlation	1	.306*
	Sig. (2-tailed)		.002
	N	100	100
Social Anxiety Avoidance	Pearson Correlation	.306*	1
	Sig. (2-tailed)	.002	
	N	100	100

***. Correlation is significant at the 0.01 level (2-tailed).*

The correlation analysis presented suggests that there is a significant positive correlation between social media usage and social anxiety avoidance among college-going students. Specifically, the Pearson correlation coefficient between social media usage and social anxiety avoidance is 0.306, indicating a moderate positive association between the two variables. This means that as social media usage increases, so does social anxiety avoidance among college-going students. The significance level of the correlation is 0.01, meaning that there is a 99% chance that the correlation is not due to random chance.

Social anxiety avoidance refers to the tendency to avoid social situations or interactions due to fear or anxiety. The correlation between social media usage and social anxiety avoidance may be explained by several factors. One possible explanation is that social media platforms provide an alternative form of social interaction that may be perceived as less anxiety-provoking than face-to-face interactions. For individuals who experience social anxiety, social media may provide a way to connect with others while avoiding the stress and discomfort of in-person interactions.

However, it is important to note that this correlation analysis does not establish causation. It cannot be concluded from this analysis alone that social media usage causes social anxiety avoidance, or vice versa. It is possible that there are other factors that contribute to both social media usage and social anxiety avoidance, such as personality traits or prior negative social experiences.

Moreover, the relationship between social media usage and social anxiety avoidance may not apply universally to all individuals who use social media. For example, some individuals may find social media interactions to be just as anxiety-provoking as in-person interactions, or they may experience social anxiety in response to negative social interactions on social media.

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Overall, the correlation analysis presented suggests that there is a relationship between social media usage and social anxiety avoidance among college-going students. However, further research is needed to better understand the nature of this relationship and its potential causes. This could include longitudinal studies that track social media usage and social anxiety levels over time, as well as qualitative studies that explore the experiences of individuals who struggle with social anxiety and social media usage. It is also important to consider potential interventions to mitigate the negative effects of social media usage on mental health, such as promoting positive social interactions both online and offline and providing support and resources for individuals who experience social anxiety.

Table 3 Independent Sample t-test Table for Social Media Usage between females and males

	Gender	N	Mean	Std. Deviation	Std. Error Mean
Social media usage	1.00	50	3.3303	.69754	.09406
	2.00	50	3.1827	.61416	.09155

Independent Samples Test

		Levene's Test for Equality of Variances		t-test for Equality of Means						
		F	Sig.	t	df	Sig. (2-tailed)	Mean Difference	Std. Error Difference	95% Confidence Interval of the Difference	
									Lower	Upper
Social media usage	Equal variances assumed	.210	.648	1.110	98	.270	.14759	.13295	-.11624	.41142
	Equal variances not assumed			1.124	97.445	.264	.14759	.13126	-.11291	.40808

The provided table presents the results of an independent sample t-test comparing social media usage between females and males. The table shows relevant statistics for each group, including the number of participants (N), the mean, standard deviation, and standard error of the mean.

The subsequent section of the table displays the outcomes of the statistical tests. The Levene's test for equality of variances checks if the variance of social media usage is significantly different between the two genders. In this case, the test yields a non-significant result ($F = 0.210$, $p = 0.648$), indicating that the assumption of equal variances is met.

The t-test for equality of means assesses whether there is a significant difference in social media usage between females and males. The t-value is 1.110 with 98 degrees of freedom, and the corresponding p-value is 0.270. The mean difference is 0.14759, suggesting that females have slightly higher social media usage on average. The confidence interval (-0.11624 to 0.41142) encompasses zero, indicating that the difference is not statistically significant. Overall, based on the provided analysis, there is no significant difference in social media usage between females and males.

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Table 4 Independent Sample t-test Table for Social Anxiety fear and avoidance between females and males

	Gender	N	Mean	Std. Deviation	Std. Error Mean
Social Anxiety Fear	1.00	55	.8106	.52047	.07018
	2.00	45	.5120	.45162	.06732
Social Anxiety Avoidance	1.00	55	.8674	.45567	.06144
	2.00	45	.8037	.47942	.07147

Independent Samples Test

		Levene's Test for Equality of Variances		t-test for Equality of Means						
		F	Sig.	T	Df	Sig. (2-tailed)	Mean Difference	Std. Error Difference	95% Confidence Interval of the Difference	
									Lower	Upper
Social Anxiety Fear	Equal variances assumed	.859	.356	3.027	98	.003	.29857	.09865	.10281	.49433
	Equal variances not assumed			3.070	97.639	.003	.29857	.09725	.10557	.49157
Social Anxiety Avoidance	Equal variances assumed	.000	.992	.680	98	.498	.06372	.09377	-.12236	.24980
	Equal variances not assumed			.676	92.088	.501	.06372	.09425	-.12346	.25090

The provided table presents the results of an independent sample t-test comparing social anxiety fear and avoidance between females and males. The table provides relevant statistics for each group, including the number of participants (N), the mean, standard deviation, and standard error of the mean.

For social anxiety fear, the t-test indicates a significant difference between females and males. When assuming equal variances, the t-value is 3.027 with 98 degrees of freedom, and the corresponding p-value is 0.003. The mean difference is 0.29857, suggesting that females have higher levels of social anxiety fear compared to males. The 95% confidence interval (0.10281 to 0.49433) indicates a significant difference, as it does not encompass zero.

Similarly, for social anxiety avoidance, the t-test does not show a significant difference between females and males. The t-value is 0.680 with 98 degrees of freedom, and the corresponding p-value is 0.498. The mean difference is 0.06372, indicating a slight difference favoring females, but the confidence interval (-0.12236 to 0.24980) includes zero, suggesting no significant difference. Overall, based on the provided analysis, there is a significant difference in social anxiety fear between females and males, with females reporting higher levels. However, there is no significant difference in social anxiety avoidance between the two genders.

DISCUSSION

The present study aimed to investigate the relationship between social media usage and social anxiety among college-going students. The study found a significant positive correlation between social media usage and social anxiety, suggesting that as social media usage increases, so does social anxiety among college-going students. Specifically, the study found

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that social media usage was significantly associated with social anxiety fear and social anxiety avoidance.

These findings are in line with previous research that has found a link between social media usage and mental health issues such as anxiety, depression, and loneliness. Social media usage has become increasingly ubiquitous among young adults, and this study highlights the potential negative impact that excessive use of social media can have on mental health.

One potential explanation for the relationship between social media usage and social anxiety is that social media usage can lead to feelings of social comparison and self-evaluation. Individuals may compare their lives and achievements to those of others on social media, leading to feelings of inadequacy and anxiety. Additionally, social media usage can be a source of social pressure and expectations, with individuals feeling the need to present themselves in a certain way or conform to social norms.

Another potential explanation is that excessive social media usage can lead to a decrease in face-to-face social interactions, which can contribute to social anxiety. Social skills are developed through practice and exposure, and individuals who spend excessive amounts of time on social media may miss out on opportunities to practice and develop their social skills in person.

It is also important to note that the relationship between social media usage and social anxiety may not be a simple cause-and-effect relationship. Individuals who experience social anxiety may be more likely to turn to social media as a way of coping with their anxiety, leading to increased social media usage. Alternatively, individuals who spend excessive amounts of time on social media may be more likely to develop social anxiety due to the negative impact that social media can have on mental health.

The findings of this study have important implications for mental health interventions among college-going students. Mental health professionals working with young adults should be aware of the potential negative impact of social media usage on mental health and include this in their assessments and treatment plans. Additionally, interventions that focus on developing healthy social media habits and promoting face-to-face social interactions may be beneficial for individuals who struggle with social anxiety.

It is important to note that social media can also have positive effects on mental health, such as providing a source of social support and connection for individuals who may otherwise feel isolated. Therefore, it is important to strike a balance between the potential benefits and risks of social media usage and to promote healthy social media habits that prioritize well-being.

Future research in this area could focus on exploring the mechanisms behind the relationship between social media usage and social anxiety, as well as identifying protective factors that may buffer the negative effects of social media usage on mental health. Additionally, studies that examine the relationship between social media usage and social anxiety in different populations, such as individuals with diagnosed anxiety disorders or individuals from different cultural backgrounds, could provide valuable insights into the universality of these findings.

The findings of this study highlight the need for further research and interventions aimed at promoting healthy social media usage and addressing the potential negative impact of social media on mental health, particularly among college-going students who may be particularly

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vulnerable to these effects. Mental health professionals and educators should be aware of the potential impact of social media usage on mental health and work to promote healthy social media habits and support individuals who struggle with social anxiety. Moreover, parents and caregivers can also play a crucial role in promoting healthy social media usage among young adults. This can involve setting boundaries around social media usage, encouraging face-to-face social interactions, and modeling healthy social media habits themselves.

It is also important for social media platforms to take responsibility for the potential negative impact that excessive social media usage can have on mental health. Platforms can work to promote healthy social media usage by providing users with tools and resources to monitor their social media usage and prioritize well-being, such as reminders to take breaks or tools to limit screen time. Additionally, social media platforms can work to create a culture that values authenticity and genuine connections, rather than social comparison and unrealistic expectations.

Overall, the findings of this study highlight the need for a multi-faceted approach to addressing the potential negative impact of social media usage on mental health. This can involve individual-level interventions that promote healthy social media habits and face-to-face social interactions, as well as broader societal changes that promote a culture of authenticity and genuine connection. By working together, mental health professionals, educators, parents, and social media platforms can help to mitigate the potential negative impact of social media usage on mental health and promote well-being among young adults.

SUMMARY AND CONCLUSION

The present study aimed to investigate the relationship between social media usage and social anxiety among college-going students. The findings suggest that there is a positive correlation between social media usage and social anxiety, with higher levels of social media usage associated with greater levels of social anxiety and social anxiety avoidance.

The study highlights the potential negative impact that excessive social media usage can have on mental health, particularly among young adults who are already at risk for developing social anxiety. It is important to note that while social media usage can exacerbate social anxiety, it is likely not the sole cause of social anxiety, and other individual and environmental factors may also contribute.

The findings of this study have implications for mental health professionals, educators, parents, and social media platforms. Mental health professionals can work to educate young adults about the potential negative impact of excessive social media usage on mental health and provide strategies for managing social anxiety. Educators can promote healthy social media habits and encourage face-to-face social interactions among students. Parents can set boundaries around social media usage and model healthy social media habits themselves. Social media platforms can work to promote healthy social media usage by providing users with tools and resources to monitor their social media usage and prioritize well-being, as well as creating a culture that values authenticity and genuine connections.

Overall, the findings of this study highlight the need for a multi-faceted approach to addressing the potential negative impact of social media usage on mental health. By working together, mental health professionals, educators, parents, and social media platforms can help to mitigate the potential negative impact of social media usage on mental health and promote well-being among young adults.

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Moreover, the findings of the study also suggest that social anxiety avoidance is positively correlated with social media usage. This implies that excessive social media usage may lead individuals to avoid social interactions in real life, which in turn, can exacerbate social anxiety. This finding is particularly concerning as it suggests that social media usage may be contributing to a cycle of social anxiety and avoidance.

In conclusion, the present study provides evidence of a positive correlation between social media usage and social anxiety, as well as social anxiety avoidance, among college-going students. The study highlights the need for a multi-faceted approach to addressing the potential negative impact of social media usage on mental health and underscores the importance of promoting healthy social media habits and prioritizing face-to-face social interactions. By working together, mental health professionals, educators, parents, and social media platforms can help to promote mental health and well-being among young adults.

Limitation of the study

It is important to note that the study had several limitations.

- Firstly, the study relied on self-report measures, which can be subject to biases and inaccuracies. Future studies could use more objective measures to assess social media usage and social anxiety, such as tracking actual social media usage or using physiological measures to assess anxiety. Additionally, the study was limited to a sample of college-going students, and the findings may not be generalizable to other populations.
- Despite these limitations, the study makes an important contribution to the literature on social media usage and mental health. The findings highlight the need for individuals to be mindful of their social media usage and to prioritize face-to-face social interactions. Mental health professionals, educators, parents, and social media platforms can all play a role in promoting healthy social media usage and mitigating the potential negative impact of social media on mental health.

Implication of the study

The relationship between social media usage and social anxiety is a complex and dynamic one. While social media can have both positive and negative effects on individuals with social anxiety, research suggests that excessive or problematic social media usage can contribute to increased levels of social anxiety.

Here are some implications of the relationship between social media usage and social anxiety:

- **Social Comparison:** Social media platforms often present idealized and curated versions of people's lives, showcasing their achievements, experiences, and positive aspects. Individuals with social anxiety may engage in excessive social comparison, comparing themselves unfavorably to others and feeling inadequate or insecure as a result. This can further perpetuate feelings of social anxiety and low self-esteem.
- **Fear of Missing Out (FOMO):** Social media can intensify the fear of missing out on social events, gatherings, or experiences. Seeing others' posts and activities can trigger feelings of exclusion and enhance social anxiety symptoms. The constant exposure to social events and the pressure to participate can exacerbate feelings of inadequacy and increase anxiety levels.
- **Cyberbullying and Negative Feedback:** Social media platforms provide avenues for negative interactions, including cyberbullying, criticism, and negative feedback. Individuals with social anxiety may be more vulnerable to the negative effects of such

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interactions, leading to heightened anxiety, self-doubt, and a further reluctance to engage in social interactions.

- **Social Isolation and Avoidance:** Paradoxically, excessive social media usage can contribute to social isolation and avoidance behavior. Instead of engaging in real-life social interactions, individuals may turn to social media as a substitute. This can reinforce avoidance patterns, hinder social skill development, and limit opportunities for meaningful face-to-face connections, perpetuating social anxiety.
- **Amplification of Social Anxiety Symptoms:** Social media platforms that focus on sharing personal experiences and images can amplify social anxiety symptoms. Individuals may become overly self-conscious about their online presence, obsessing over posting the perfect content or seeking validation through likes and comments. This constant performance pressure can increase anxiety levels and reinforce social anxiety symptoms.
- **Reduced Social Skills Practice:** Excessive reliance on social media for social interactions can lead to reduced practice of real-life social skills. Individuals with social anxiety may find it more challenging to engage in face-to-face conversations, initiate or maintain relationships, and navigate social cues and norms. Lack of practice can perpetuate social anxiety and hinder social functioning.

It's important to note that the relationship between social media usage and social anxiety is not solely negative. Social media can also offer support, connection, and opportunities for self-expression. Moderation, awareness of triggers, and conscious use of social media can help individuals with social anxiety manage its potential negative impact. Seeking professional help, such as therapy, can provide guidance on coping strategies and developing a healthy relationship with social media.

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Conflict of Interest

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