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A Narrative Review on Psychosocial Impacts of Social Media: From Compulsive Use to Behavioral Addictions and Self-Presentation Dynamics

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ABSTRACT

This narrative article explores the psychosocial impact of social media, with a particular focus on online addictive behavior. We employ a dual-model framework, emphasizing the motivations of belonging and self-presentation, to understand the popularity of social networking sites. This article used databases such as PubMed and Google Scholar, utilizing keywords associated with social media addiction to compile relevant literature for review. This narrative synthesis covers several key topics. These include the prevalence of social media obsession, the role of social media in self-presentation and identity formation, and the impact of real-time experience sharing on well-being. Additionally, it addresses the spread of misinformation and strategies for healthy social media use. The discussion in the article explains how social media platforms contribute to the creation of false identities, subsequently leading to various psychosocial problems and negative outcomes. In conclusion, the article presents practical strategies for healthy social media use, advocating for enhanced social media literacy, responsible usage, and self-reflection. It emphasizes recognizing the limitations of social media and advocates the promotion of face-to-face interactions. Overall, the article calls for a balanced approach to social media use and raises awareness of its potential negative consequences on individuals and society.

Avast number of terms have been used in conceptualizing online addictive behavior as Internet addiction (Young, 1998), Internet dependence (Dowling & Quirk, 2009), pathological Internet use (Davis, 2001), Compulsive Internet use (Greenfield, 1999), and Internet disorder (Griffiths & Pontes, 2014). Among all, Compulsive Internet Use (CIU) is a more interesting concept, which nonetheless displays a similar behavioral pattern to working compulsively. Compulsive internet use refers to the "pattern of internet use characterized by loss of control, preoccupation, conflict, withdrawal symptoms, and use of the Internet as a coping strategy" (Meerkerk, van den Eijnden, Franken, & Garretsen, 2010). According to the Digital 2022 report, there was a notable increase in Internet users last year, rising to 62.5% of the world population (We Are Social & Hootsuite, 2022). Internet

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communication services, including social media and various networking sites, are the primary utilization of the Internet.

The use of social media is one of the most common activities undertaken by young people, with studies showing that many young people spend several hours online every day. Recent research conducted by the Pew Research Centre found that 24% of young people report that they are "almost constantly" online, with 71% accessing more than one social networking site (SNS) (Lenhart et al., 2015). Tynes (2007) argues that social networking sites support aspects of young people's educational and psychological development, such as critical thinking and perspective-taking. Young people may have further opportunities to build self-esteem, support relationship formation, and develop friendship quality (Valkenburg & Peter, 2011). Besides, the preference for online social interactions beyond its limits is a precursor of behavioral addiction to Internet communicative services (Caplan, 2010; Davis, 2001). Social media has made the process easy for individuals with little internet knowledge to gain recognition and popularity. Literature reports that individuals with higher levels of dark personality traits (i.e., Machiavellianism, narcissism, psychopathy, and sadism) and impulsivity are more likely to experience social media addiction. One of the studies suggests that these individuals may be more prone to using social media to fulfill their need for attention, validation, and stimulation, which can lead to excessive and compulsive use of social media platforms.

Further, one study also highlights the role of impulsivity, characterized by a tendency to act on impulse without considering the consequences, in contributing to social media addiction (Chung, Morshidi, Yoong, Thian, 2019). Apart from this, social media platforms have become a background for the obsession for popularity and connecting with followers, leading individuals to gain virtual recognition often leads to sacrifice their mental well-being, identity formation, and pleasure as they become preoccupied with projecting a perfect image of themselves to gain more likes and followers. Given the concerns above, the objective of this review is to investigate the impact of social media on different facets of individuals, with particular attention to the psychosocial effects of social media addiction. The review aims to provide a comprehensive analysis of the diverse effects and societal implications of social media use and offer practical strategies for individuals to manage their social media consumption in a healthy manner.

METHODOLOGY

Model Framework
The dual model, proposed by Nadkarni and Hoffman (2012), identifies two primary motivations for using social networking sites: belonging and self-presentation. First, the need to belong shows individuals' intrinsic desire for social connection and community. Social networking platforms meet this need by allowing users to keep and build relationships, fostering a sense of belonging. Secondly, the need for self-presentation reflects the desire to manage one's image. Users can create their identities and share content that shapes how others perceive them through these platforms. This model suggests that combining these social and personal drives is central to understanding why social networking sites are popular and attractive to users.

Methodology
PubMed and Google Scholar databases were utilized to find the relevant article based on the review objectives with a proper search strategy and peer-review support. The search strategy

was designed to approach and collect a wide range of relevant articles, including qualitative and quantitative studies that should be in English, serving the purpose of our article. Social media addiction, OR Obsession AND Prevalence AND Self-presentation AND Intention to share AND Compromise pleasure AND False information AND Fake news were the keywords included in the search strategy. The articles were screened based on title and abstract; later, the full-length papers were selected for final review analysis.

The following themes/ concepts represent the compressive narrative synthesis.

RESULT

Prevalence of social media obsession

Social media obsession is a growing concern that has gained significant attention in recent years. There are several statistics & studies which highlight the prevalence and the impact of social media addiction. According to data collected by Statista in July 2022, the number of internet users worldwide has surpassed 5 billion, up from 4.9 billion in 2021. This increase of over 170 million users highlights the potential for more individuals to develop social media addiction. There are approximately 4.70 billion social media users worldwide, representing an increase of 227 million over the past year. China has the highest number of active social media users, with almost 984 million, while the US has over 300 million. The data shows that 59% of the global population uses social media, up by around 5% in just one year, indicating that social media addiction is a growing concern worldwide. It is also worth noting that social media usage is pervasive across all locations and socioeconomic statuses (The Real Social media Addiction, 2022). A study by the Pew Research Center found that younger adults, particularly those between the ages of 18 and 29, were more likely to use social media frequently, with 88% of them reporting that they use it. Further, excessive use of social media has also been linked to negative impacts on mental health, including depression, anxiety, and poor sleep quality (Social media fact sheet, 2021). A study by the American Journal of Preventive Medicine found that young adults who spent more than two hours a day on social media had higher rates of these mental health problems (Lin, 2016). Moreover, social media addiction can have negative impacts on personal relationships and productivity. The increasing usage of social media has raised concerns about addiction and its negative consequences, particularly on mental health, personal relationships, and productivity.

Role of Social Media in Self-Presentation and Identity Formation

Users have been known to lie and present fake images of themselves to increase likes, comments, and attention. People often lie about their age, gender, job, and relationship status on online platforms (Wright, White, & Obst, (2018). Online activities often lead individuals to engage in social comparison, as humans have an intrinsic desire to be recognized for their value and abilities (Rudolph, Caldwell, & Conley, (2005), regardless of their beliefs, and either agree with others' values or present themselves with a particular emphasis on similarities (McLeod, & Genereux, (2008). Moreover, research shows that people cannot detect non-verbal signals related to lies and fake or unrealistic information online, unlike in the real world (Stanton, Ellickson-Larew, & Watson, (2016) One study has categorized the non-existent self-presentation into false self-deception, self-comparison, and self-exploration.

Further, it explains that false self-exploration is the most frequent type of false self-presentation, attempting to mask their actual personality traits and emotions. The study concludes that social media may serve as a platform for individuals to present an idealized

version of themselves, which can have implications for their mental health and social relationships (Michikyan Dennis, & Subrahmanyam, (2015). Fake presentation is also associated with depression, stress, and loneliness. Besides, the study also found that lying behavior was negatively correlated with adjustment; especially adolescents who reported more lying also reported more internalizing and externalizing problems. Lying behavior in early adolescence may indicate underlying family dysfunction and adjustment difficulties (Engels, Finkenauer, & van Kooten, (2006). Further, it has been shown that due to extended social status, fake news creators have control, power, and manipulation capacity (Marwick, Alice, & Rebecca Lewis, (2017); which may lead them to live in a non-existent world created by themselves. The desire to seek attention, social approval, and popularity through online platforms often motivate users to fabricate an artificial persona that is likable and attractive to others, resulting in a distorted representation of reality.

Impact of Real-Time Experience Sharing on Individual Well-being

The phenomenon of sharing experiences in real-time through social media and its potential impact is associated with well-being and enjoyment. According to a study a sharing experiences with others is important to people's well-being, as it can enhance their mood and expand their sense of meaning (Lambert et. al, 2013). However, recent literature shows that people are increasingly expected to share their thoughts and feelings during the experience rather than afterward. Another study found that the decision to share experiences is often present during the experience and can influence the experience itself, potentially reducing enjoyment. The intention to share experiences can increase self-presentation, leading to unproductivity and decreased enjoyment during the current experience (Barasch, Zauberman, & Diehl, 2018). This is due to negative self-conscious feelings such as pressure, anxiety, and heightened self-awareness, which may directly reduce hedonic pleasure (Diener, (1979); Leary, & Mark, (2007). Furthermore, the desire to come first in the popularity race, record high numbers of likes, and gain more followers can increase the intention to share experiences, ultimately compromising the participants' experiences.

Several factors, such as individual differences and the closeness of the intended audience, can also moderate the effect of enjoyment during experiences (Barasch, Zauberman, & Diehl, 2018). Sharing experiences can positively affect well-being, but the increasing pressure to share in real-time and the desire for popularity can lead to reduced enjoyment and compromised experiences.

Dissemination of Disinformation on Social Media

Fabricated news and information pose a global threat to democracy, and social media provides the perfect environment for dissemination (Baptista, & Gradim, 2021). False information continues to spread on the Internet, and the primary motivation behind its creation and dissemination is attention-seeking behavior and gaining popularity, reputation, and social approval among users (Thompson, Nik, Xuequn Wang, & Pratiq Daya, 2019). Users seek status and social influence by actively engaging in social media, assessed by the number of likes, comments, and shares, which they use to manipulate public opinion and control their followers (Marwick, Alice, and Rebecca Lewis. 2017). Additionally, users who create and disseminate disinformation on social media gain admiration, popularity, and social approval, which boosts their self-esteem (Cheung, Chiu, & Lee, (2011)

Conversely, some users post fake news unintentionally, but some creators fabricate rumors and false news for humor and entertainment (May, & Feldman, (2019). Hence, it can be

concluded that with the rise of social media, these false narratives have found the ideal platform to thrive and spread quickly. This desire for social status can drive users to manipulate public opinion and control their followers, which can significantly impact society. Overall, the current situation emphasizes the need for individuals to be critical of the information they encounter on social media and vigilant in the fight against disinformation.

Strategies for Healthy Social Media Use
Social media literacy should be promoted by educating individuals about the impact of social media on mental health, the power of social media platforms, and how to use social media effectively. It is essential to recognize that social media is not a substitute for face-to-face interactions as few studies consistently emphasize the unique value of face-to-face interactions, particularly in terms of spontaneity, physical closeness, and independence from technology (Gruber, Hargittai, & Nguyen, 2022). It is also vital to limit the amount of time spent on social media, set specific goals for usage, and avoid obsessing over likes, shares, and hits, as it does not fully represent most people's lives (Murdock, 2011). Similarly, users should aim for quality interactions over quantity as reported by Sawalhi, & Abdallah, (2023); Ellahi, & Bokhari, (2013) that user friendliness, community-drivenness, and privacy as key factors in shaping user perceptions of website quality. Likewise, to be aware of the negative consequences of social media addiction, as serious negative impact were highlighted on well-being including feelings of depression, anxiety, fear of missing out, body image, bullying, and sleep (Kennedy,2019). Individuals should prioritize their mental health and well-being by taking breaks from social media, engaging in offline activities, and seeking support from friends and family. People must develop critical thinking skills to evaluate the information they find on social media platforms. Verifying the credibility of sources and only sharing information with fact-checking is crucial. Individuals should use social media ethically by not sharing disinformation and maintaining privacy and safety. Users should self-reflect on their social media usage, whether they are using it for the right reasons, and whether it is helping them to achieve their goals. It is also important to identify when social media use becomes an addiction and seek professional help if necessary.

CONCLUSION
Our analysis indicates that the obsession with likes and popularity drives individuals to compromise their authenticity, self-image, and mental well-being, leading to diminished pleasure and compromised experiences. Thus, it is imperative to utilize social media responsibly and maintain a balanced lifestyle to avoid negative consequences, as users are inadvertently seeking to boost their self-esteem and self-worth through social media platforms.

Suggestions for future research
There are several potential directions for future research on social media addiction. Some potential areas for investigation include the impact of excessive social media use on cognitive abilities such as attention span, memory, and decision-making abilities. Another significant aspect of being assessed is the impact of social media addiction on relationships, including the effect on the quality communication and the role of social media in fostering negative feelings such as jealousy and envy. The influence of social media on political attitudes to examine how social media shapes people's political attitudes, and the impact of social media use on voting behavior could be the main point of future concern. Besides, the effect of social media addiction on work productivity can be essential for further research.

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Conflict of Interest
The author(s) declared no conflict of interest.