

The Impact of Social Media on Social Comparison and Subjective Well-Being

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ABSTRACT

The aim of the study was to assess the impact of social media on social comparison orientation and on subjective well-being in the youth. The sample consisted of 100 individuals of age between 18- 25 and they were selected through random sampling process. The study made use of three scales that were- Social Media Use Integration Scale (SMUIS) by Jenkins-Guarnieri, Wright, and Johnson (2013) is a ten-item Likert-type scale; Iowa-Netherlands Comparison Orientation assessment (INCOM) created by Gibbons and Buunk (1999) is a 11-item assessment; **Subjective Well- Being Inventory (SWBI)** by Dr. H. Sell and Dr. R. Nagpal in 1992, is 40 item scale. The correlation coefficient of social media and social comparison was **0.029923**, which means that Social media can impact the social comparison orientation of person, as with the increased use of social media will lead to increased social comparison, which can be negative or positive, differing from person to person. Those with a high social comparison orientation regularly and intensely compare themselves to others. The correlation coefficient of social media and subjective well-being was **-0.12783**, which means that Social media can also affect subjective well-being of a person. When there is an increase in the usage of social media, there is a decrease in subjective well-being of a person. This means that because of social media there is a lower level of subjective well-being in the person. This can lead to feelings of sadness, anxiety, and stress. It can also lead to various mental health issues also, like, depression, anxiety, stress, etc. Because of this broad use of social media, people are sometimes negatively influenced by it in one way or another. When people overuse or abuse social media, their socio-psychological well-being suffers. This study highlights the need for regulation in the use of social media as it can affect an individual's life in a negative way.

Keywords: *Social media, Social Comparison, Subjective Well- Being, Youth*

Humans, being social animals, are continually looking for methods to incorporate themselves into society. In the past, communication possibilities were limited. As they passed, people exchanged little talk. Socialising used to be limited to visiting each other's houses, throwing large events, and holding meetings in pubs, parks, and other public areas. Right now, the time has altered. People's social activities have decreased as a result of their hectic schedules, growing distance from one another, and financial issues.

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Received: June 13, 2023; Revision Received: February 18, 2024; Accepted: February 23, 2024

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Since the introduction of technology, social networking apps and websites have resulted in an evolution in the world, compensating for the previous tendency.

Social media are interactive technologies that make it easier to create and share content across virtual communities and networks, including information, ideas, interests, and other varieties of expression. In relation with media, the term "social" implies that platforms are user-centric and encourage social interaction. Social media can hence be seen as an online facilitator or enhancer of human networks—networks of people that improve social connection.

Users generally utilise desktop web-based apps to access social media sites, or they download apps to their mobile devices (such as smartphones and tablets) that include social media features. Users that interact with these electronic services develop highly interactive platforms that enable sharing, co-creation, discussion, participation, and modification of user-generated or self-curated information that is published online by people, communities, and organisations. In addition, social media is used to create memories, discover new things, promote oneself, make friends, and cultivate ideas through the production of blogs, podcasts, films, and gaming websites. The expanding subject of technological self-studies is focused on this evolving link between humans and technology. Twitter, Facebook, Instagram, and LinkedIn are a few of the most well-known social media platforms, each with more than 100 million active members. YouTube, Telegram, WhatsApp, Snapchat, Pinterest, Reddit, TikTok, Microsoft Teams, and more are examples of well-known platforms that are occasionally referred to as social media services.

History of social media

Tim Berners-Lee developed the World Wide Web in 1991 after fusing hypertext software with the Internet, ushering in the contemporary era of networked communication. This innovation made it possible to sustain offline groups and create online communities using weblogs, list servers, and email services. With the introduction of Web 2.0, online services advanced from acting as platforms for networked social interaction to becoming interactive conduits for networked communication.

Platforms like GeoCities, Classmates.com, and SixDegrees.com appeared in the middle of the 1990s, marking the beginning of social media. Although there were other instant messaging and chat programmes at the time, Six Degrees stood out as the first website service intended for actual individuals to interact using their real names. In the early 2000s, social media platforms like Facebook, YouTube, and Twitter, among others, became very popular, following in the footsteps of sites like Friendster and Myspace.

Social media use at organisational level

By government- social media can be used by governments to share their thoughts with the public, engage with citizens, encourage citizen involvement, advance open government, analyse/monitor public opinion and actions, and notify the public about hazards and public health, among other things.

By law enforcements- The use of social media in civil and criminal investigations has been widespread. It has also been applied to help in missing person searches. To communicate with the public, publicise police activity, and enhance the perception of law enforcement, police agencies frequently use their official social media accounts; on the other hand, video

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footage of police brutality and other misbehaviour that has been reported by citizens has occasionally been shared on social media.

By businesses- Social media platforms can be used by businesses for marketing research, communication, sales promotions and discounts, informal staff learning and organisational development, relationship building and loyalty schemes, and e-Commerce. Businesses are adopting social media monitoring tools more and more to watch, monitor, and analyse online discussions about their brands, products, or other relevant topics of interest. This can be helpful for tracking advertising campaigns and managing public relations, allowing analysts to gauge the effectiveness of their social media advertising, audit competitors, and gauge public response. Social media is frequently a useful tool for businesses looking to adapt to change by providing information and explanations of market trends.

In online marketing- Social media marketing refers to the use of social media websites and platforms to advertise a good or service as well as to engage with potential clients. The rise in active user rates on social media websites has led to an increase in social media marketing. The three categories of sponsored media, earned media, and owned media can be used to categorise all forms of social media marketing, just like traditional advertising. In paid social media, a business directly purchases advertising space on a social media network. Earned social media occurs when a business does something that makes its clients or other stakeholders happy and they impulsively share their own content on social media about it. Owned social media refers to a situation in which a business owns a social media platform and produces content for its followers. But because social media enables users to communicate with one another and share thoughts and experiences, some power has shifted from the company to the user because these communications can be open and sincere. Social media may also be used for direct marketing; for example, running an advertisement on Facebook's Newsfeed can provide the brand widespread exposure.

In politics- There are many applications for social media in political actions and procedures. Social media has been praised for empowering users and enabling anyone with an Internet connection to create content. Due to the rise in political news being uploaded on social media, younger generations are becoming more politically engaged. Through social media posts, political campaigns are specifically targeting millennials in the hopes that they would become more politically active.

Social media use at individual level

As a news source- People share news items and leave comments on other people's postings on Facebook and Twitter, making news consumption more interactive than before. Although there is a growing concern about accuracy as social media platforms are rapidly being abused by aggregated news sources that combine many feeds to create believable correlations. This phenomenon is referred to as "pseudo-knowledge" by Hemsley and colleagues (2018), which creates misleading narratives and fake news that are supported by broad analysis and ideology rather than facts.

As a social tool- Although some perceived social demands, like interacting with friends and family, as well as romance and flirtation, can be satisfied via social media, not all of them can. For instance, a 2003 study discovered that lonely people are more prone than those who are not lonely to utilise the Internet for emotional support. In her book, Sherry Turkle examines this subject and how individuals conflate social media use with genuine conversation. She makes the claim that people behave differently and less cautiously when

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communicating online. As a result of the permanence of online posts, the worry of being hacked, or the knowledge that colleges and employers may look at social media accounts, some online behaviours can also lead to tension and anxiety.

Social Impact

Disparity- The level of access to technology between households, socioeconomic levels, and other demographic groups is measured by the "digital divide." In contrast to middle class and upper-class persons in metropolitan regions, who have very high rates of computer and Internet access, people who are homeless, poor, old, or live in isolated or rural communities may have little to no access to computers or the Internet. Other theories contend that in today's information culture, some people make Internet content while others only consume it. This disparity in behaviour may be caused by the fact that only some educators use technology to foster critical thinking in their students.

Political polarization- Receiving news from social media could have the unintended consequence of increasing political polarisation because of algorithms on social media that filter and show news information that is likely to match their users' political preferences (a phenomenon known as a "filter bubble"). Political polarisation occurs when a person's opinions are more strongly influenced by their affiliation with a particular political party or ideology than by other variables. When someone favours information that supports their opinions and avoids information that contradicts those beliefs, this is known as selective exposure. The use of social media has been linked to a rise in political polarisation, according to study, but there is also evidence that it influences people's political ideas. Diehl et al. showed that those who use social media are more likely to have their political opinions convinced than people who do not, according to their online poll of 1,024 U.S. participants. Particularly, individuals who got their news from social media were most likely to modify their political views. According to Diehl et al., participants' reports of persuasion were affected by their exposure to various points of view, both in the political debates they took part in and the content they watched.

Stereotyping- Recent studies have shown that social media and media in general could broaden the reach of stereotypes in people of all ages, not just youngsters. Ageism is evident in both instances where young people and the elderly were stereotyped. The presumptive traits of the person who is being stereotyped can be interpreted in both positive and negative ways, but they typically convey an opposing point of view. For instance, young people are frequently portrayed on social media platforms as immature, indolent people who lack motivation or love for other things. The kids find it challenging to innovate and disprove stereotypes, particularly when a sizable portion of the population thinks the stereotypes are remarkably true.

Effects on communication- Mass intercultural dialogue and cultural exchange are now possible thanks to social media. Different cultures speak differently because they have various value systems, cultural themes, grammatical constructions, and worldviews. Social media platforms' existence brought together distinct cultural thought patterns and modes of expression, as well as varied cultural ways of communicating. Social media has changed how young people communicate by introducing new linguistic forms. To reduce the amount of time it takes to answer online, abbreviations have been created. The use of hashtags is another trend that affects how young people communicate. The hashtag was developed to help people conveniently organise and search for content once social media sites like Twitter, Facebook, and Instagram were introduced. The effectiveness of communication

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among younger audiences has decreased as social media has developed. Teens no longer fret about the effects of social media because of its digital nature.

Criticisms and debates over social media

The ease of use of platforms and their capabilities, the diversity of information available, problems with the trustworthiness and reliability of the information presented, the effect of social media use on an individual's concentration, ownership of media content, and the significance of interactions created by social media are just a few of the criticisms of social media. Social media is also said to have advantages, such as enabling the Internet to become more democratic and enabling people to network and advertise themselves. have observed that the term "social" cannot adequately describe a platform's technological characteristics on its own; as a result, the platform's degree of social interaction should be assessed by how well its users really perform. Face-to-face encounters have drastically decreased as a result of the proliferation of social media platforms, the threat of cyberbullying, and the rise of online sexual predators like groomers. Children may be exposed to images of alcohol, smoke, and sexual behaviour on social media. It has been demonstrated in relation to cyberbullying that people who have not experienced it frequently have better mental health than those who have.

Trustworthiness and Reliability- There have been indications that a lot of individuals have started to view social media as a reliable source of information. For instance, the constant interpersonal contact on social media may influence users to view peer recommendations as a sign of the validity of information sources. Marketers can take advantage of this trust by using user-generated material about brands and goods to sway public perceptions. Social media has been shown to amplify false information, especially in the moments following a crisis occurrence when little is known about the incident itself.

Data mining- Data mining, a method of analysing data to find patterns, is a sort of social media "mining." The process of representing, analysing, and extracting useful patterns from data gathered from users' social media activity is known as "social media mining." Google uses a variety of techniques to mine data, including analysing email content using an algorithm built into Gmail. The type of adverts a user sees when using Gmail will then depend on how the information is used.

Privacy-On social media, privacy rights activists caution users about the collection of their personal information. Through electronic tracking and third-party applications, certain data is gathered without the user's awareness or consent. Data mining techniques used by social media intelligence may also be used to gather information for governmental and law enforcement objectives. Additionally, data and information may be gathered for use by outside parties. Information is no longer private once it is shared on social media.

SOCIAL COMPARISON

The foundation of the social comparison theory, which was first put forth by social psychologist Leon Festinger in 1954, is the idea that people have a strong desire to form correct opinions of them. In order to lessen confusion in these areas and learn how to define the self, the theory describes how people evaluate their own thoughts and abilities by comparing themselves to others. Social comparison is a method of measurement and self-evaluation that helps people determines where they stand in relation to their own standards and feelings about themselves.

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Thornton and Arrowood claim that one of the purposes of social comparison is self-evaluation. This is one of the mechanisms that underlie how someone makes social comparisons. The precise objectives of each person will have an impact on their social comparison behaviour. People frequently select a comparison target that is comparable to themselves while evaluating themselves. They are especially concerned with selecting a target that differs from themselves in some way. Additionally, they believe it is beneficial to know the truth about oneself. According to research, most people think that selecting a comparable aim helps ensure the accuracy of the self-evaluation.

People might also try to develop themselves or raise their self-esteem. They could interpret, misrepresent, or reject the knowledge received through social comparison in order to improve their perception of themselves and achieve their self-improvement objectives. People also pursue self-improvement since it is satisfying to harbour positive self-deceptions about oneself. Depending on whatever comparison technique would help them achieve their self-improvement objectives, they will also decide whether to make upward (comparing themselves to someone better) or downward (comparing themselves to someone worse) comparisons. They might also refrain from comparing altogether or only specific kinds of comparisons. Particularly, people will refrain from drawing upward social comparisons in a field where they feel their aptitude is low. People who engage in social comparison for the purpose of self-improvement may not look for a target who is similar to themselves, in contrast to self-evaluation aims.

Upward and Downward Comparisons

In 1981, Wills established the idea of a downward comparison. A protective inclination that is employed as a tool for self-evaluation is downward social comparison. A person engages in a downward social comparison when they look to another person or group that they perceive to be less fortunate than themselves to feel better about themselves or their circumstances. According to research, social comparisons with more successful or superior people, often known as upward comparisons, can diminish self-esteem whereas downward comparisons can increase it. The upward comparison hypothesis places a strong emphasis on how comparisons might raise one's subjective well-being. In order to improve their perceptions of themselves or to create a more positive perception of their personal reality, people sometimes make upward comparisons, whether consciously or unconsciously, when they compare themselves with another person or comparison group that they perceive as superior or better than themselves. To self-evaluate and self-improve in the hopes that self-enhancement will also happen, upward social comparisons are made. In contrast to a downward social comparison, which dissociates similarities between individuals or groups, an upward social comparison emphasises the similarities between the comparison group and the self in order to make the self appear superior or elite.

Models of Social Comparisons

Self-Evaluation Maintenance Model- The SEM model, which emphasises the antagonistic processes of comparison and reflection, suggests that we use comparisons to preserve or improve our self-evaluations. Abraham Tesser has undertaken study on the dynamics of self-evaluation in a variety of ways. The effects of another person's exceptional performance on one's own self-evaluation are the main emphasis of the self-evaluation maintenance (SEM) model of social behaviour. It outlines some circumstances in which the other's successful performance strengthens one's own judgement, or "basking in reflected glory," and circumstances in which it jeopardises judgement through comparison.

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Proxy model- The proxy model predicts that something new will be successful. The model suggests that if a person is proficient at or successful at one task, he or she will also be proficient at another task that is similar. The proxy is concerned with the question "Can I do X?" and is judged according to ability. The comparison of a proxy is dependent on prior attributes. Variables affecting the proxy's opinion include the comparer's opinion and whether the proxy gave a preliminary task their best effort.

Triadic model- The Triadic Model expands on the social comparison's attributional components by suggesting that opinions of social comparison are best understood in terms of three distinct evaluative questions: preference assessment (i.e., "Do I like X?"), belief assessment (i.e., "Is X correct?" and preference prediction (i.e., "Will I like X?"). In the Triadic Model, comparisons with someone who has already used a proxy and shown consistency in related traits or past preferences are the most insightful.

Three-selves model- According to the three-selves paradigm, social comparison theory is a synthesis of two distinct ideas. One theory is based on motivation and the variables that affect the kind of social comparison data people look for in their environment, and the other is based on self-evaluation and the variables that affect how social comparisons affect self-judgments. While comparison motives have been the subject of extensive study, comparative evaluation has received less attention. This model analyses the Assimilation effect and distinguishes three classes of working self-concept ideas: individual selves, possible selves, and collective selves. It explains that the self is conceived as interrelated conceptions accessible depending upon current judgement context.

SUBJECTIVE WELL-BEING

A self-reported measure of well-being, subjective well-being (SWB) is often collected using a questionnaire. In 1984, Ed Diener created a three-part model of subjective well-being that involves both emotional responses and cognitive evaluations to explain how people evaluate the quality of their lives. According to this theory, wellness is made up of "three distinct but frequently interconnected components: frequent positive affect, infrequent negative affect, and cognitive evaluations such as life satisfaction. "An overarching philosophy known as subjective well-being includes concepts like "high levels of pleasant emotions and moods, low levels of negative emotions and moods, and high life-satisfaction."

Components of Subjective Well- Being

Affect- The term "affect" describes a person's feelings, emotions, and moods. These can be a mix of both positive and negative, or they can completely be positive. Research has also shown that positive and negative affect are not the same thing as rewarding feelings.

Life Satisfaction- SWB's cognitive components include life satisfaction and contentment with certain life domains (such as work satisfaction). The word "happiness" is occasionally used in relation to SWB and has been variously defined as "satisfaction of desires and goals" (therefore related to life satisfaction), as a "preponderance of positive over negative affect" (therefore related to emotional components of SWB), as "contentment", and as a "consistent, optimistic mood state" and may imply an affective evaluation of one's life. The "stable" aspect of one's life is also known as life satisfaction. SWB affective ideas can be viewed in terms of both short-term emotional states and enduring moods and tendencies.

Eudaimonia- Eudaimonic measurements strive to put a number on qualities like virtue and knowledge as well as ideas that are important for realising our potential, such flourishing,

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meaning, and purpose. Particularly in the area of positive psychology, eudaimonic measures are frequently recognised as a fundamental feature of SWB. Although little information has been gathered on them, it is uncertain if assessments of meaning are accurate indicators of wellbeing.

Theories

Top-down perspective- According to the top-down perspective, a person's perception of events is influenced by their overall personality traits. Consequently, depending on their persistent personality qualities, people may have a general inclination to perceive life in either a consistently positive or negative way. According to top-down theories of SWB, a person's "setpoint" is determined by their genetic propensity to be happy or dissatisfied. According to the set point theory, a person's birth-time baseline or equilibrium level of SWB is mostly fixed due to inherited traits.

Bottom-up perspective- According to a bottom-up approach, good experiences breed happiness. External events as well as general socioeconomic and demographic factors, such as health and marital status, are examples of bottom-up impacts. Bottom-up strategies are predicated on the notion that happiness is a by-product of meeting basic human wants, which are seen to be universal. This perspective is supported by research showing that daily pleasant occurrences are linked to higher positive affect, while daily unpleasant events or hassles are linked to higher negative affect.

Factors

Personality and genetics- SWB components are substantially correlated with a variety of personality traits, including those in the five-factor model, according to several research. Numerous personality studies have found that genetics contribute 20–48% of the variance in the Five-Factor Model, and that genetics also contribute to the variance in subjective well-being. Extraversion, agreeableness, conscientiousness, and openness to experience tend to predict better subjective well-being, whereas neuroticism predicts lower subjective well-being.

Social influences- There are many various elements that affect a person's subjective well-being, but social influences are one of the main ones. According to findings from the renowned Framingham Heart Study, happiness can be influenced by friends three degrees of separation (i.e., friends of friends of friends). Abstract: "A friend who lives within a mile (about 1.6 km) and who becomes happy increases the probability that a person is happy by 25%."

Family- There are no clear differences between childless couples and couples with kids in terms of subjective well-being, according to research. According to a study by Pollmann-Schult (2014), parents are happier and report higher levels of life satisfaction than non-parents when time and financial expenditures are held constant.

Wealth- According to research, having money can help you achieve a lot of good things in life. Improvements in physical and emotional well-being, increased longevity, decreased infant mortality rates, fewer stressful life events, and a decrease in the frequency of violent crime victims are just a few examples of these effects. Even though greater wages do significantly correspond with life satisfaction surveys, research reveals that wealth has less of an impact on SWB than people commonly believe. Recent studies are examining the relative impact of money and other material elements on a person's total subjective well-

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being. The Human Science Lab's Well-being Project studies how our mental predisposition for good emotions is influenced by both our material and perceptual well-being.

Health- People who rate their general health as "good" or "excellent" tend to experience better SWB compared to those who rate their health as "fair" or "poor" since there are strong positive relationships between health and SWB. Self-ratings of general health were shown to be more strongly correlated with SWB than physician ratings of health in a meta-analysis. SWB and health may be correlated in both directions. There is proof that feeling good about oneself influences one's physical and mental wellbeing. According to a review of longitudinal studies, baseline subjective well-being categories including optimism and positive affect were predictive of mortality and longer-term health status.

Physical characteristics- The amount of grey matter in the subject's right precuneus region of the brain and their subjective happiness score were found to be positively correlated. A considerable increase in grey matter in the precuneus was shown to be correlated with a six-week mindfulness-based training.

Leisure- Subjective well-being is assumed to be influenced by a variety of domains. Leisure satisfaction was found to predict a distinctive variance in life satisfaction in a study by Hribernik and Mussap (2010), confirming its inclusion as a distinct life domain contributing to subjective well-being. Furthermore, disparities in leisure satisfaction were influenced by relationship status, age group, and gender interactions. However, the association between life satisfaction and leisure satisfaction was weaker when core affect, or the underlying mood state, was considered. This shows that core affect, which is a measure of a person's subjective well-being, may have the biggest impact on leisure satisfaction. This has implications for potential restrictions on how much leisure enjoyment can be enhanced beyond an individual's baseline levels of wellbeing and mood.

Cultural variations- Every culture appear to prioritise happiness, yet the definition of happiness varies among cultures. Additionally, research shows that individuals in more individualistic societies tend to rank their subjective well-being higher than those in more collectivistic cultures. Element that promotes personal independence, a sense of personal initiative, and self-expression are indicators of happiness in Western cultures. In Eastern cultures, the key to happiness is an interconnected self that cannot exist without important others. persons in collectivistic societies are more inclined than persons in individualistic cultures to base their assessments of life happiness on how important others view their lives rather than on the balance of inner emotions experienced as pleasant vs unpleasant.

Rationale of the study

Although a lot of researches have been conducted earlier on how the social media can have an impact on a person's social comparison orientation and subjective well-being, but

- There haven't been researches conducted with Social Media Use Integration Scale in the Indian context.
- There haven't been researches conducted with Iowa- Netherlands Comparison Orientation Measure in the Indian context.
- The researches that have been conducted have not been explored much in the youth of India.
- Social comparison and subjective well-being have not been much analysed together to know how they are impacted using social media.

REVIEW OF LITERATURE

Bessenoff, G. R. (2006). Can the Media Affect Us? Social Comparison, Self-Discrepancy, and the Thin Ideal. The impact of thin-ideal representations in the media on women were examined in the current study, with body image self-discrepancy serving as a moderator and social comparison serving as a mediator. Advertisements featuring thin women (the thin ideal) or not featuring thin women (the neutral advertisement control) were shown to female students (N = 112) with high and low body image self-discrepancy. Advertising that promotes a slender ideal increases body dissatisfaction, bad mood, levels of despair, and decreased self-esteem. Additionally, the link between exposure to thin-ideal advertisements and unfavourable self-directed effects was mediated by social comparison processes. Notably, this mediation was moderated by self-discrepancy. Women with high levels of body image self-discrepancy were more likely to compare themselves to others after being exposed to thin-ideal commercials, and they were also more likely to experience self-directed negative outcomes as a result of those comparison processes.

Hobza, C. L., Walker, K. E., Yakushko, O., & Peugh, J. L. (2007). What about men? Social comparison and the effects of media images on body and self-esteem. Research has repeatedly demonstrated that exposure to idealised portrayals of women has a negative impact on how women view themselves. However, little research has looked at how media portrayals of males affect men's perceptions of their own worth. An exploratory analysis of how the media affects how men perceive their bodies and themselves is presented in this article. It was predicted that, in comparison to males who saw neutral images, those who saw idealised depictions of other men's bodies or those showing rank and riches would have lower levels of body and self-esteem. The Body Esteem Scale's Physical Condition and Physical Attractiveness subscales showed significant group differences in the analysis; however, the State Self-Esteem Scale showed no such differences.

Lee, G., Lee, J., & Kwon, S. (2011). Use of Social-Networking Sites and Subjective Well-Being: A Study in South Korea. Users of social networking sites (SNSs) have access to a special computer-mediated environment where they can share their ideas, feelings, and experiences with others in their close-knit social network. This study examined the relationship between the use of SNSs and users' subjective well-being from a positive psychological standpoint. The findings indicate that while the quantity of self-disclosure on SNSs is positively connected to subjective well-being even though time spent using an SNS is not. Additionally, self-disclosing behaviour is negatively correlated with socioeconomic position.

Vogel, E. A., Rose, J. P., Roberts, L. R., & Eckles, K. (2014). Social comparison, social media, and self-esteem. The current collection of studies examined the effects of chronic and transient exposure to social media-based social comparison information on self-esteem considering the widespread usage of social networking sites. The results of Study 1 showed that participants who used Facebook most frequently had lower trait self-esteem, and this was mediated by increased exposure to upward social comparisons on social media. This study investigated the hypothesis that frequent Facebook use is related with lower trait self-esteem. Study 2 investigated the effects of brief exposure to social media accounts on state self-esteem and relative self-evaluations using an experimental methodology. The outcomes demonstrated that participants' state self-esteem and relative self-evaluations were worse when the target person's profile featured upward comparison data than when the target person's profile featured downward comparison data.

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Nesi, J., Prinstein, M.J. (2015). Using social media for Social Comparison and Feedback-Seeking: Gender and Popularity Moderate Associations with Depressive Symptoms. In order to predict concurrent depression symptoms in adolescents, this study looked at certain technology-based behaviours (social comparison and interpersonal feedback seeking) that may interact with offline personality traits. At two different times, 619 students in total completed self-report questionnaires. The prevalence of technology use, excessive reassurance seeking, technology-based social comparison and feedback seeking, as well as sociometric nominations of popularity were all reported by adolescents at baseline and one year later. Technology-based social comparison and feedback-seeking were linked to depression symptoms, supporting the theories. Popularity and gender acted as moderators of this impact, making the association more pronounced in females and teenagers who were less popular. Associations were discovered that went beyond the effects of total technology use frequency, excessive offline reassurance seeking, and prior depressive symptoms. The results show the value of considering the psychological effects of teenagers' technology usage within the context of pre-existing interpersonal models of adolescent depression and point to the necessity of more nuanced methods for studying adolescents' media use.

Fardouly, J., Diedrichs, P. C., Vartanian, L. R., & Halliwell, E. (2015). Social comparisons on social media: The impact of Facebook on young women's body image concerns and mood. The current study used an experimental design to examine how Facebook use affected women's mood and body image, if these effects were different from those of an online fashion publication, and whether the desire to compare one's looks to others moderated any of these effects. Before completing state assessments of mood, body dissatisfaction, and appearance discrepancies (weight-related and face, hair, and skin-related), female participants (N = 112) were randomly assigned to spend 10 minutes browsing their Facebook account, a magazine website, or an appearance-neutral control website. A trait assessment of the tendency to compare appearances was also completed by the participants. In comparison to individuals who spent time on the control page, Facebook users reported feeling more down. Additionally, after being exposed to Facebook, women with a tendency to compare their appearances reported more facial, hair, and skin-related disparities than exposure to the control website.

Chen, M., Tov, W., Kosinski, M., Stillwell, D., & Qiu, L. (2015). Do Facebook Status Updates Reflect Subjective Well-Being? In order to ascertain the degree to which users' emotional expressiveness predicted their SWB—specifically, their self-reported contentment with life—this study examined Facebook status updates. It was discovered that whereas negative emotional expressions on Facebook within the previous 9–10 months were strongly connected to life satisfaction, positive emotional expressions on Facebook did not correspond with life happiness. According to these results, whether emotional expressions in Facebook status updates may accurately reflect users' SWB depends on both the kind of emotional expressions and the length of the updates.

Chia- Chen Yang. (2016). Instagram Use, Loneliness, and Social Comparison Orientation: Interact and Browse on social media, But Don't Compare. The debate of whether social networking sites (SNSs) increase or decrease loneliness has persisted since the invention of SNSs. Social comparison orientation (SCO), a personality trait that would be very relevant given that SNSs offer numerous chances for social comparison, has not received enough attention in social media research. This study investigated relationships between loneliness and various Instagram behaviours as well as the function of SCO in this context, drawing on literature on the psychosocial implications of social media use and SCO. A self-report

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survey was completed by 208 undergraduate students at a mid-southern university in the United States. Results showed that while Instagram broadcasting was linked to higher loneliness, Instagram interaction and Instagram browsing were both related to reduced levels of loneliness. Instagram interaction was only associated with less loneliness for users with low SCO scores because SCO attenuated the association between Instagram use and loneliness. The findings have implications for responsible SNS use and highlight the necessity of taking personality features and SNS use patterns into account when attempting to separate the contribution of SNS use to psychological wellbeing.

Gerson Jennifer, Plagnol A. C., Corr P. J. (2016). Subjective well-being and social media use: Do personality traits moderate the impact of social comparison on Facebook. The goal of the study was to determine whether personality factors affected the relationship between Facebook social comparison and subjective well-being, which was assessed using both life satisfaction and eudaimonic well-being as outcome measures. An online survey was used to gather information from 337 respondents, measuring their use of Facebook, social comparison behaviour, and personality factors. The findings revealed a positive correlation between Facebook intensity and both subjective well-being measures as well as a negative correlation between Facebook social comparison and both subjective well-being measures. Reward Interest was positively associated with eudaimonic well-being, and Goal-Drive Persistence was positively associated with both measures of subjective well-being, according to the Reinforcement Sensitivity Theory personality questionnaire used to evaluate personality traits. The Behavioural Inhibition System was negatively correlated with both measures of subjective well-being, and impulsivity was negatively correlated with eudaimonic well-being. Facebook social comparison had a positive association with eudaimonic well-being for respondents with high Goal-Drive Persistence, according to interactions between personality traits and social comparison on the site.

Lewallen, J. (2016). When Image Isn't Everything: The Effects of Instagram Frames on Social Comparison. The current online study of American women uses media psychology to examine how text frames on image-based social media influence self-perception and social comparison. According to the results, people who participated in the body-positive experimental condition felt more confident about themselves than the ladies who participated in the body-negative experimental condition. On state social comparison with the photos, those in the negative situations performed much worse than those in the positive conditions. Women were also more inclined to fantasise about having the appearance and way of life of the women in the experimental photos when they compared themselves to those women.

Wang, J.-L., Gaskin, J., Rost, D. H., & Gentile, D. A. (2018). The Reciprocal Relationship Between Passive Social Networking Site (SNS) Usage and Users' Subjective Well-Being. Prior research has revealed conflicting evidence linking the use of social networking sites (SNS) with users' subjective wellbeing. Because passive SNS use cannot provide social support and may promote envy and jealousy, it may be damaging to subjective well-being. Conversely, increased passive SNS usage, which can be a method of stress relief, may be predicted by poorer subjective well-being. A two-wave study was carried out among a sample of Chinese college students to investigate this reciprocal process. An analysis of the data used structural modelling. Passive SNS use at Time 1 predicted a decline in subjective well-being at Time 2, according to cross-lagged analyses. A rise in passive SNS usage at Time 2 was also predicted by a decline in subjective well-being at Time 1.

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Robinson, A. C., Bonnette, A., Howard, K., Ceballos, N. A., Dailey, S. L., Lu, Y., & Grimes, T. (2019). Social comparisons, social media addiction, and social interaction: An examination of specific social media behaviours related to major depressive disorder in a millennial population. The current study sought to uncover particular social media behaviours connected to major depressive disorder (MDD), even though studies have suggested that increases in social media use may be linked to increases in depressive symptoms in people who have depression. An online poll examining serious depression and particular social media behaviours involved millennials ($N = 504$) who regularly use Facebook, Twitter, Instagram, and/or Snapchat. To pinpoint particular social media behaviours connected to the occurrence of MDD, univariate and multivariate analyses were carried out. The findings revealed five crucial social media characteristics linked to MDD. People who indicated that being tagged in unflattering photos would bother them more ($p = 0.011$), who were less likely to post pictures of themselves with other people ($p = 0.015$), and who were more likely to compare themselves to others who were better off than they were more likely to meet the criteria for MDD. The odds of having MDD were considerably lower among participants who followed 300 or more Twitter accounts ($p = 0.041$), while the odds of having MDD were significantly greater among participants who scored higher on the Social Media Addiction scale ($p = 0.031$). A higher chance of getting MDD is linked to engaging in bad social media behaviours. Consideration is given to research and clinical consequences.

Fan, X., Deng, N., Dong, X., Lin, Y., & Wang, J. (2019). Do others' self-presentation on social media influence individual's subjective well-being? A moderated mediation model. This study focused on one specific component of sharing behaviour on social media: how visitors' subjective well-being is influenced by how others promote themselves. In order to address these issues, the current study looked at two related topics: (1) whether others' self-presentation influences people's subjective well-being; and (2) how it affects people's subjective well-being. According to Study 1, others' self-presentation predicts a poorer subjective well-being as compared to non-self-presentation. The conclusions addressed query 1. Study 2 looked at the moderated mediation effect utilising relative deprivation as the mediator and general self-efficacy as the moderator to address issue 2 in addition to Study 1's findings. Through upward social comparison, we discovered that how people display themselves on social media could enhance people's feelings of relative deprivation and lower their subjective well-being. However, the mediation impact was mitigated by general self-efficacy.

Wheatley, D., & Buglass, S. L. (2019). Social network engagement and subjective well-being: a life-course perspective. This study investigates the use of social networking sites and how it relates to measures of subjective well-being from a life-course perspective. Social network users are generally younger—under 25—according to large-scale UK panel data from waves 3 (2011–12) and 6 (2014–15) of Understanding Society, but increased use is observed across the life-course, including into old age. Membership in social networks and increased use of them are related to higher levels of general life satisfaction, according to estimates from probit, multinomial logistic, ANCOVA, and change-score estimations.

Wenninger, H., Krasnova, H., & Buxmann, P. (2019). Understanding the role of social networking sites in the subjective well-being of users: a diary study. As social networking sites (SNSs) gain popularity, information systems research is beginning to focus on how these platforms affect the subjective well-being (SWB) of its users. We argue that targeted reciprocity-evoking forms of SNS activities are most adapted to increase users' pleasant

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emotions because they build on the norm of reciprocity and the social functional approach to positive emotions. In order to determine how everyday SNS activities affect SWB, we conducted a quantitative 7-day diary study of 162 teenage Facebook users enrolled in German schools. Our findings support a positive relationship between targeted reciprocity-evoking behaviours, like conversing and giving and getting feedback, and teenagers' good moods, based on a linear mixed model analysis.

Tiggemann, M., & Anderberg, I. (2020). Social media is not real: The effect of 'Instagram vs reality' images on women's social comparison and body image. In this study, the impact of such images on body image was empirically investigated. 305 women between the ages of 18 and 30 made up the participant group. They were given the option to examine one of three sets of Instagram photographs: the "Instagram vs. reality" images, the "ideal" side alone, or the "real" side alone. The 'Instagram vs reality' and genuine photographs, as expected, led to less body dissatisfaction than the ideal images. Additionally, compared to the ideal photographs, the negative impacts of appearance comparison were considerably less pronounced for the "Instagram vs reality" and genuine images. 'Instagram vs. reality' and actual posts were shown to have the potential to increase women's body satisfaction, but further research is required to determine their long-term effects.

Bailey, E.R., Matz, S.C., Youyou, W. *et al.* (2020). Authentic self-expression on social media is associated with greater subjective well-being. The study investigates the effects of giving one over the other on consumers' wellbeing. The proximity between a user's self-reported personality and the automated personality evaluations made based on Facebook Likes and status updates was judged to be the measure of self-idealized vs. honest self-expression. We found that people who are more authentic in their self-expression also report higher Life Satisfaction after analysing data from 10,560 Facebook users. This effect appears to be universal across personality types, refuting the idea that those with socially attractive dispositions gain more from genuine self-expression than others. In a pre-registered, long-term study, we extend this finding and show the causal link between genuine posting and positive affect and mood on an individual level.

Wirtz, D., Tucker, A., Briggs, C. *et al.* (2020). How and Why Social Media Affect Subjective Well-Being: Multi-Site Use and Social Comparison as Predictors of Change Across Time. Using the experience sampling approach, the current study investigated whether use of three of the most widely used social networking sites in the United States had an impact on the three aspects of subjective well-being—positive affect, negative affect, and life satisfaction. Increased negative affective states rather than decreased good states or life satisfaction during a 10-day period led to worse subjective well-being, a pattern that was consistent across all three social network sites. Social comparison was a significant predictor when it came to understanding why using social media negatively impacted subjective well-being. Particularly, participants' subjective well-being decreased the more they admitted to comparing oneself to others while using social media. Traditional, offline social connections, however, had the reverse (positive) effect on happiness: increasing positive affect and decreasing negative affect.

Pera, R., Quinton, S., & Baima, G. (2020). I am who I am: Sharing photos on social media by older consumers and its influence on subjective well-being. This two-stage qualitative study examines how publishing images on social media affects many aspects of subjective well-being, including self-acceptance, relationships with others, autonomy, environmental mastery, sense of purpose in life, and personal progress. The results show that sharing

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photos is an effective behaviour for improving the wellbeing of older customers because it allows for individual self-reflection and self-representation and turns the individual experience into a collective one. Contributing factors include the fact that photo-sharing serves as a link in establishing, reaffirming, but also severing bonds among older consumers; furthermore, there is a tension between the need for relationships with others and the desire for autonomy; and, finally, the digital self is a component of subjective well-being in older consumers.

Marttila, E., Koivula, A., & Räsänen, P. (2021). Does excessive social media use decrease subjective well-being? A longitudinal analysis of the relationship between problematic use, loneliness, and life satisfaction. According to recent research, problematic social media usage (PSMU) is a predictor of decreased psychological and social wellbeing. Although studies on how loneliness influences the association between PSMU and subjective well-being experiences are scarce, lonely persons are more likely to suffer the negative effects of PSMU. This study investigates if loneliness affects the relationship between PSMU and life satisfaction. We used follow-up panel data (N = 2021) and nationally representative cross-sectional data from social media users in Finland (N = 2991). First, while accounting for several background characteristics, we investigated whether PSMU had an indirect impact on life satisfaction through loneliness. Next, we investigated the long-term effects of PSMU and loneliness on life satisfaction. Initial analyses indicated a negative relationship between PSMU and life satisfaction, however loneliness significantly masked the association. According to a longitudinal investigation, higher PSMU did not indicate lower life happiness in individuals, but it did predict higher levels of loneliness, which in turn predicted lower life satisfaction.

Zhao, L. (2021). The impact of social media use types and social media addiction on subjective well-being of college students: A comparative analysis of addicted and non-addicted students. The aim of this study was to investigate the effects of various social media usage patterns on social media addiction and subjective well-being as well as the link between these two variables. A sample of 370 college students from China was drawn at random. The respondents were split into addicted and non-addicted groups based on their ratings on a social media addiction scale. A study model was built utilising the results of the literature review and validated using data on all students, addicts, and non-addicts. The findings indicate that social usage and entertainment use have different effects on subjective well-being and social media addiction: entertainment use is more likely to cause social media addiction, whereas social use tends to improve subjective well-being.

Webster, D. K., Dunne, L., & Hunter, R. F. (2021). Association Between Social Networks and Subjective Well-Being in Adolescents: A Systematic Review. This paper conducted a comprehensive review of all studies that looked at the connection between teenagers' social networks and subjective well-being. Out of 1,204 hits, 29 articles were included in the review. Teenagers' mood, self-esteem, and loneliness are positively correlated with offline social networks, but not with body image. Nine research looking at online social networks discovered a beneficial relationship between seeking out help and getting good comments on mood, life satisfaction, and loneliness. A negative correlation between online social networks and mood, self-esteem, life satisfaction, body image, and general subjective well-being was discovered in 15 of the research. This correlation was attributed to heavy investment, passive use, receiving unfavourable comments, and social media ostracism.

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Sharma, A., Sanghvi, K. A., & Churi, P. (2022). The impact of Instagram on young Adult's social comparison, colourism, and mental health: Indian perspective. This essay focuses on young individuals in India and examines how persuading themes like social comparison, colorism, and mental health relate to the use of Instagram. Self-reported data from the participants (N = 726) who filled out a questionnaire were utilised to test our hypothesis. The study used a correlational, non-experimental methodology to look at the suggested mediation hypotheses. A positive and substantial association between age and social concerns was not revealed by structural equation modelling when Instagram usage frequency and time were included as control variables. Additionally, it was shown that colorism and mental health problems can result from social comparison. However, it was discovered that three factors had no significant relationship with gender. The findings of the qualitative investigation had significant ramifications for all Instagram stakeholders.

Scully, M., Swords, L., & Nixon, E. (2023). Social comparisons on social media: Online appearance-related activity and body dissatisfaction in adolescent girls. This study looked at how teenage females felt about their bodies and how they used social media to engage in appearance-related activities (such looking at pictures of friends). 210 girls were given self-report questionnaires to complete regarding their online appearance-related behaviour, social comparisons to female target groups, internalisation of the thin ideal, body dissatisfaction, and self-esteem. Body dissatisfaction was strongly correlated with (i) time spent making social comparisons and (ii) online upward social comparisons with different female targets. The strongest link between lower body image assessments and self-evaluation was comparing oneself less favourably to the target group of close friends. Serial multiple mediation analysis showed that time spent participating in social comparisons strongly mediated the association between online appearance-related activities and body dissatisfaction, even after controlling for age and self-esteem.

Wang, H., Miao, P., Jia, H., & Lai, K. (2023). The Dark Side of Upward Social Comparison for Social Media Users: An Investigation of Fear of Missing Out and Digital Hoarding Behaviour. Digital hoarding, which is the practise of compiling digital files and causes stress and chaos, has become more prevalent in the digital age. The reasons behind digital hoarding and its psychological underpinnings are not well understood, yet. This study, which used an online questionnaire method, presented, and empirically tested a moderated mediation model of social networking site (SNS) users' psychological motivations and explanations for their behaviour of digital hoarding. Online, we polled a total of 556 SNS users. The findings showed that this type of social comparison boosted people's tendency to accumulate digital possessions, and that fear of missing out acted as a mediating factor.

METHODOLOGY

Aim: To assess the impact of social media on social comparison and subjective well-being in youth.

Objective

- To assess the impact of social media on social comparison orientation.
- To assess the impact of social media on subjective well-being.

Hypothesis:

- **H1:** There would be a significant impact on the social comparison orientation because of use of social media.

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- **H2:** There would be a significant impact on the subjective well-being because of use of social media.

Sample

- Individuals between 18- 25 years of age.

Sample size

- 100 individuals

Inclusion criteria

- All participants should be able to read and answer the questions of the form.
- Their age should be from 18- 25.
- The individual should be active on social media.

Variables

- Social media
- Social comparison orientation
- Subjective well-being

Tools used

Social Media Use Integration Scale (SMUIS)

The Social Media Use Integration Scale (SMUIS) was developed by Jenkins-Guarnieri, Wright, and Johnson (2013) to be suitable for use across different SNS platforms. The SMUIS is a ten-item Likert-type scale. Reliability: the test-retest reliability estimate was $r = .804$ for subscale 1's mean score and $r = .676$ for subscale 2's mean score; the test-retest correlation for the 10-item total mean score was $r = .803$ ($p < .001$ for all correlation statistics).

Validity: High correlations with previously published social media use measures provided convergent validity evidence, whereas nonsignificant correlations between the SMUIS subscales and other measures unrelated to online social media use offered discriminant validity evidence.

Iowa- Netherlands Comparison Orientation Measure (INCOM)

The Iowa-Netherlands Comparison Orientation assessment (INCOM) was created by Gibbons and Buunk (1999) as a reliable and accurate 11-item assessment of individual variations in social comparison orientation. "I frequently compare myself with others in terms of what I have accomplished in life," according to the scale. It identifies persons who have high and low tendencies to utilize social comparisons, but it does not identify the motivations for making social comparisons (e.g., for self-improvement, self-enhancement, etc.). People are given statements regarding their self-comparisons with others in the 11 items, to which they can react on a five-point scale ranging from A (strongly disagree) to E (strongly agree). The instrument's validity has been examined in 22 questionnaires administered in the United States and the Netherlands. Based on a variety of empirical testing, it has proven to be valid and reliable.

Subjective Well- Being Inventory (SWBI)

Developed by Dr. H. Sell and Dr. R. Nagpal in 1992.

Reliability and Validity: The factor analyses conducted on samples from various languages and regions of India revealed not only an incredibly high level of factor content stability but

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also stability over a period of 18 months when retested (Sell and Nagpal, 1992). The scale has been determined to have satisfactory validity and to be highly significant. According to Patil (1999), the validity and test-retest reliability of the SUBI inventory are both 0.86. The scale has been validated through numerous trials and has been proven to have strong inter-rater, inter-scorer, and test-retest reliability. The scale was created in an Indian environment and is regarded as suitable for this investigation as a result.

Procedure

Individuals between the ages of 18- 25 years were approached for data collection. They were explained about the purpose of the study and after explaining they were asked to fill the forms. The participants were told about the tests and the instructions were given, and their consent was taken. The sampling was done through random sampling method.

Statistical Analysis

Pearson correlation and linear regression will be used for result analysis.

RESULT ANALYSIS

The initial stage of data analysis involved comparing the data against the necessary statistical standards, and it was determined that the data were suitable for doing parametric statistics. In the parts that follow, the findings are discussed. The descriptive statistics for all the study's variables are covered in **Section I**. As the name implies, descriptive statistics merely describe the data and help researchers understand their nature, which in turn gives them a foundation for making assumptions about further statistical studies. The following two parts suggest inferential statistics, which allow one to draw a conclusion from a set of unprocessed data. Most inferential statistics are built on raw data and the fact that they are descriptive in nature. **Section II** covers the data's linear regression and correlation sections and gives crucial details about the direction of relationships between variables.

Section 1

Social media, social comparison, and subjective well-being are the three main variables that the study has attempted to examine in relation to one another.

The descriptive statistics for the 3 variables are as follows:

Table 1 Social media test (SMUIS)

Mean	33.51515
Standard Error	0.670423
Median	33
Mode	36
Standard Deviation	6.670623
Sample Variance	44.49722

Table 2 Social comparison test (INCOM)

Mean	35.0202
Standard Error	0.729418
Median	35
Mode	26
Standard Deviation	7.257621
Sample Variance	52.67306

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Table 3 Subjective Well- Being (SWBI)

Mean	73.22222
Standard Error	0.797796
Median	73
Mode	76
Standard Deviation	7.937968
Sample Variance	63.01134

Section 2

The correlation and regression between social media and social comparison, as well as the correlation and regression between social media and subjective well- being will be discussed in this section.

Table 4 Correlation

Variables	Pearson Correlation
Variable 1: Social media (SMUIS)	0.029923
Variable 2: Social comparison (INCOM)	
Variable 1: Social media (SMUIS)	-0.12783
Variable 2: Subjective well- being (SWBI)	

Table 4 highlights the relationship between social media, social comparison and subjective well- being.

Linear Regression

Figure 1 Social Media and Social comparison

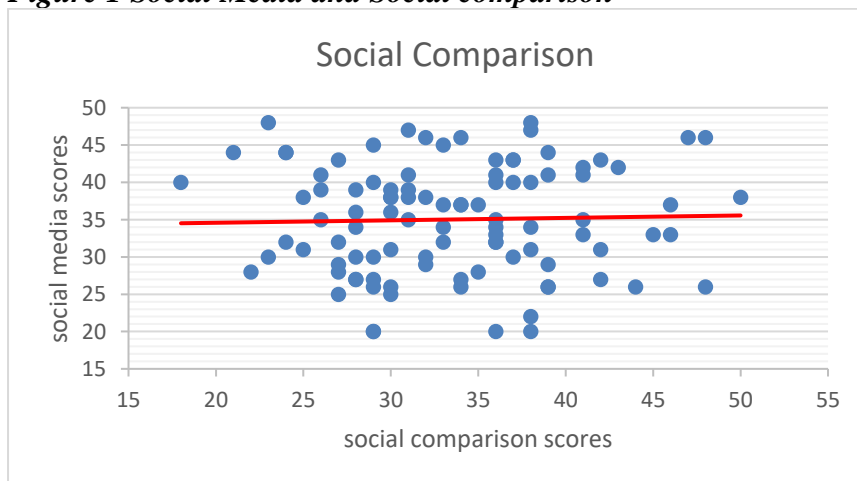


Figure 1 shows social comparison on Y- Axis and Social media scores on the X- Axis. A slightly positive linear regression is observed which indicates that social comparison increases with increase in social media use, and vice versa. But the slope is slightly steep which indicates that there is weak relationship between the variables. This was also reflected on the correlation coefficient as well.

Figure 2 Social media and Subjective Well- Being

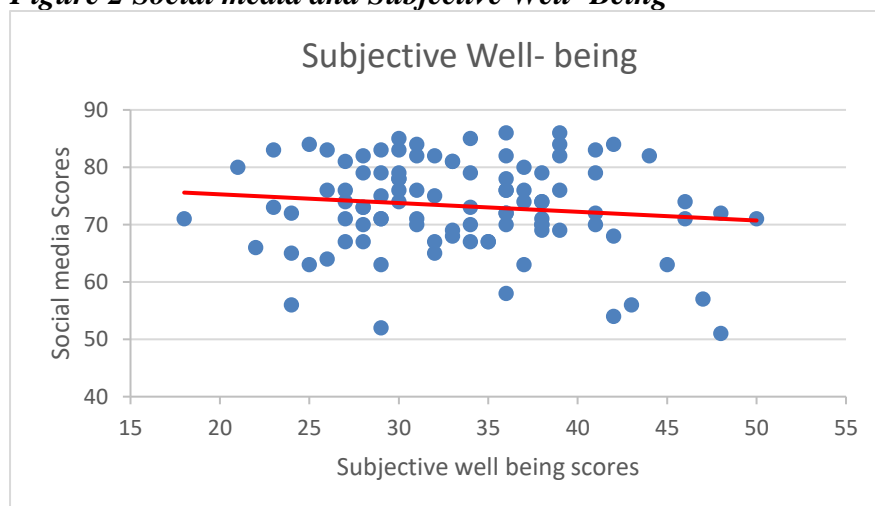


Figure 2 shows subjective well- being on Y- Axis and social media scores on X- Axis. A negative linear regression is observed which indicates subjective well- being decreases with increase in social media use, and vice versa. This was also reflected on the correlation coefficient as well.

DISCUSSION

The aim of the study was to assess the impact of social media use on social comparison orientation and subjective well- being in youth. Three questionnaires were used, **Social Media Use Integration Scale**, **Iowa- Netherlands Comparison Orientation Measure**, and **Subjective Well- Being Inventory**. Individuals with the age of 18- 25 were approached for data collection. The individuals were explained about the purpose of the study and after the explanation, each participant was asked to fill up the google form. After taking their consent, they were given proper instructions of the test. The sampling was done through random sampling method. After the completion of data collection of all the participants, the following analyses were done.

Table 1, 2, and 3 shows the descriptive statistics of the three variables of the study i.e., the social media scores, the social comparison scores, and the subjective well- being scores. As the name suggests descriptive statistics provides only a description of the data and enables a researcher to know the nature of the data, which in turn provides bases to form assumptions for further statistical analyses. For social media scores, the **mean** was **33.51515**, and the **standard deviation** was **6.670623**. For social comparison, the **mean** was **35.0202**, the **standard deviation** was **7.257621**. For subjective well- being, the **mean** was **73.22222**, the **standard deviation** was **7.937968**.

Table 4 shows the description of the correlation of the variables. Pearson's correlation score of social media on social comparison came as **0.029923**. This indicates a correlation exists between the two variables under analysis. The statistical measure of the degree and direction of the association between two variables is referred to as the Pearson's correlation coefficient. The coefficient runs from -1 to +1, with +1 denoting a perfect positive correlation and -1 denoting a perfect negative correlation. The correlation is very close to zero, which indicates that there is only a very small positive relationship between the variables. Although the correlation is weak, but the sample size was only 100, therefore this

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positive correlation is significant. A positive correlation indicates that the two variables have tendency to increase or decrease together.

Pearson's correlation score of social media on subjective well-being came as **-0.12783**. This indicates that there is a negative correlation between the two variables. This correlation is also very close to zero, which indicates that there is only a very small negative relationship between the variables. A negative correlation means that as one variable increases, the other variable tends to decrease, and vice versa. Although the correlation is only slightly negative, the sample size can affect this, therefore the slight negative correlation would be considered valid here.

The positive correlation between social media and social comparison indicates that, as the individual social media usage increases, their social comparison orientation also increases. The social comparison orientation refers to an individual's tendency to engage in social comparison, which is the process of evaluating yourself in relation to others. When compared to people who have a low social comparison orientation, those with a high social comparison orientation regularly and intensely compare themselves to others. They might use social comparison to assess their own prowess, competencies, and accomplishments as well as to figure out where they fit within the social structure. Social comparison orientation can affect happiness and self-esteem in both positive and negative ways. On the one hand, it can inspire people to become better versions of themselves and pursue achievement. On the other hand, if people believe they are inferior to others, it can also result in feelings of inadequacy and low self-esteem. With the increase in usage of social media, the individual's social comparison also increases, and with high social comparison the individual would compare themselves with others more through social media. This comparison may be upward or downward, upward social comparison refers to the act of evaluating one's own performance against that of people who are deemed to be superior in a specific area, such as intelligence, wealth, or physical appearance. In other words, upward social comparison involves contrasting oneself with others who are thought to be more successful or to have a better quality of life. Comparing oneself favourably to others can have both good and bad consequences on people. On the one hand, it can inspire people to work on improving themselves and setting greater standards for themselves. It can also serve as motivation and a set of examples for people to follow. However, when people believe they are falling short of the standards established by those they are comparing themselves to, upward social comparison can also result in feelings of envy, inferiority, and low self-esteem. This could be especially harmful if the comparison is unreasonable or if the person feels like they are in direct competition with the other person. Whereas, the act of comparing oneself to people who are deemed to be less successful or better off in a certain area, such as intelligence, wealth, or physical attractiveness, is known as downward social comparison. In other words, downward social comparison refers to comparing oneself to people who are thought to be less competent or superior in some sense. Comparing oneself negatively to others can have both beneficial and negative consequences on people. On the one hand, it can provide people a sense of fulfilment and self-enhancement since they believe they are doing better than others. As people may come to the realisation that their personal issues or difficulties are not as serious as those of others, it can also help them gain perspective and foster thankfulness. Through this research we only get to know that social comparison increases with social media usage, whether the social comparison is upward or downward depends on the individual, as each person would perceive the comparison differently.

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The negative correlation between social media and subjective well-being indicates that, as social media usage increases, the subjective well-being decreases, and vice versa. The term "subjective well-being" (SWB) refers to a person's subjective assessment of their own happiness and quality of life. It includes a variety of subjective feelings like joy, fulfilment in life, and positive emotions in addition to the absence of unpleasant emotions like melancholy and anxiety. Higher levels of social support, greater physical health, and increased ability to handle stress and adversity are just a few of the beneficial outcomes that have been linked to high subjective well-being. A lower degree of subjective well-being typically means that a person is experiencing less pleasant emotions, such as happiness and joy, as well as maybe more negative emotions, such as despair, anxiety, and tension. A person's physical and mental health, social relationships, and overall quality of life can all suffer from lower levels of subjective well-being. Lower levels of subjective well-being may be associated with higher rates of anxiety and depression, worsening physical health outcomes, and more challenges in interpersonal relationships. With the negative correlation between social media usage and subjective well-being indicates that, as the individual's social usage increases their subjective well-being decreases, this can have a negative impact on the individual. But if the individual decreases their social media usage, then their subjective well-being would increase.

The linear regression from **figure 1 and figure 2** also indicates the same as Pearson's correlation.

The findings from this study suggest that when an individual uses social media extensively their social comparison orientation increases, which can be upward or downward. This would mean that social media could be a factor that encourages social comparison in an individual, a high social comparison would mean that the individual tends to compare themselves to other more frequently and with a great intensity, they may use social comparison to evaluate their abilities, skills, and their achievements, and to determine their place in the social hierarchy. With everyone using social media platforms nowadays, it implies that these individuals would compare themselves to others more frequently which could lead to a positive or a negative impact on the individual. Due to increase in social comparison the individual would feel pressured to engage on the social media platform and try to compete with others, make themselves feel superior to others.

Because of this pressure to be present on social media and to always be active on it, this can lead to a lower level of subjective well-being, which indicates that the individuals are experiencing lower level of life satisfaction, positive emotions, and happiness, also leads to higher levels of negative emotions such as anxiety, stress, and sadness. This lower level of subjective well-being can have negative impact on an individual. It can impact physical and mental health, social relationships, and overall quality of life.

The results from this research may help people in knowing how their usage of social media can affect their physical and mental health.

In conclusion, the correlation between the three variables indicate that they are related and influence each other. Understanding these correlations between the variables can help in understanding the effects of social media on social comparison and subjective well-being.

CONCLUSION

Social media is employed in a variety of fields, and its features are evolving with each passing day. With the advancement of social media, different users can now access various social media services based on their needs. Today, practically everyone, particularly the youth population, is on social media. The youth population spends a large amount of time on social media every day. It is a part of their daily lives. Everyday life consists of a daily routine, schedule, interaction pattern, habits, and so on, and the use of social media has resulted in significant changes in the eating and drinking habits, fashion, and lifestyle, thinking and behaviour, interaction pattern and relationship values, knowledge, and information level, and so on of today's youth. Social media has a significant impact on people's lives and the general progress of the nation.

And when it is used extensively it can have a negative impact on an individual's life. Social comparison is one of the factors which can affect both physical and mental health of a person due to extensive use of social media. Social media usage can also affect the subjective well-being of a person. This in turn can affect the positive emotion, life satisfaction, and happiness of a person.

The findings of this study are as follows:

- The correlation coefficient of social media and social comparison was **0.029923**, which means that Social media can impact the social comparison orientation of person, as with the increased use of social media will lead to increased social comparison, which can be negative or positive, differing from person to person. Those with a high social comparison orientation regularly and intensely compare themselves to others.
- The correlation coefficient of social media and subjective well-being was **-0.12783**, which means that Social media can also affect subjective well-being of a person. When there is an increase in the usage of social media, there is a decrease in subjective well-being of a person. This means that because of social media there is a lower level of subjective well-being in the person. This can lead to feelings of sadness, anxiety, and stress. It can also lead to various mental health issues also, like, depression, anxiety, stress, etc.

In conclusion, Because of this broad use of social media, people are sometimes negatively influenced by it in one way or another. When people overuse or abuse social media, their socio-psychological well-being suffers. Without a question, social media is an essential instrument for advancement and convenience.

However, social media should be used in a systematic, controlled, and good manner, or else it will become a vehicle of devastation. Individuals, particularly adolescents, should use social media in a useful manner while also remembering to feel and enjoy the real world around them. A proper timetable for utilising social media must be established, and social media usage should be avoided while studying, eating, and spending time with family and friends.

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Acknowledgment

The author(s) appreciates all those who participated in the study and helped to facilitate the research process.

Conflict of Interest

The author(s) declared no conflict of interest.

How to cite this article: Singh, S. & Tripathi, K.M. (2024). The Impact of Social Media on Social Comparison and Subjective Well-Being. *International Journal of Indian Psychology*, 12(1), 1152-1176. DIP:18.01.108.20241201, DOI:10.25215/1201.108