

Connected Yet Isolated: The Dualities of Social Media & Loneliness in Fast Paced World

Khushi Shukla^{1*}, Dr. Kaushlendra M. Tripathi²

ABSTRACT

In the digital age, social media has come off as a governing force defining how individuals connect, communicate, and perceive their social world. This research investigates the paradoxical relationship between social media usage and the occurrence of loneliness among young adults. While these platforms are fashioned to promote connection and community, users often document feelings of isolation, envy, and decreased real-life interactions. This study examines how various patterns of social media involvement—such as browsing, posting, and online comparisons—contribute to loneliness. Using both psychological and sociological frameworks, this study details the dual nature of social media as both a tool for connection and a potential activator for emotional disconnection or social isolation. The results indicate that the degree of online interactions, rather than the amount, plays an integral role in defining individuals' emotional well-being. This study calls for a more careful and balanced approach to digital involvement, particularly among vulnerable populations.

Keywords: *Social media, loneliness, digital disconnection, online behavior, mental health, youth, emotional well-being, social comparison, passive use, virtual connectivity*

In the period dominated by digitalization, social media has become an important part of our daily lives reform how individuals communicate, access information and maintain social connectivity. Social Media platforms such as Facebook, Instagram, Twitter, and TikTok allow the individual to connect with others living in the different portions of the world, going beyond the geographical limitation and cultivating a sense of interconnectedness globally. These platforms enable to get immediate access to news, entertainment and get social news, making them integral tool for both personal and professional connectivity. Social Network has refined the way individuals interact with each other, offering space where people are able to form personal and professional connections and flourish culturally too.

In spite of these advantages, social media has paradoxically been associated with feelings of loneliness and social isolation (Twenge et al., 2018). Though it helps individuals stay in touch with distant friends and family members, it often lacks the realness and originality that comes with face to face interactions. Many individuals find themselves fake interaction

¹Student

²Associate Professor

*Corresponding Author

Received: May 16, 2025; Revision Received: March 02, 2026; Accepted: March 06, 2026

Connected Yet Isolated: The Dualities of Social Media & Loneliness in Fast Paced World

rather than more meaningful interactions, resulting in emotional detachment. Furthermore, the curated nature of social media content where people present more idealised versions of their lives rather than presenting their real ones which can contribute to low self-esteem, self-doubt and feelings of inadequacy.

The difference between online connectivity and isolation from the real world indicates the dual version of social media, where individual may experience socially engaged but emotionally isolated.

This phenomenon raises issues about the social and psychological effects of excessive social media use, particularly in the world that is moving fast. Online texting, video calls are taking over the authenticity of face to face conversations. While these provide convenience, they also lower the originality that comes with face to face conversation in relationships.

Social media refers to digital platforms that help individual create, share and engage in different types of content while enabling communication among individual and communities (Kaplan & Haenlein,2010). These Social Networking sites provide us with a virtual space where people to connect through online posts, comments, messages and sharing of content. The interactive nature of social media allows for real time interaction, making it an integral tool for communication and self expression. Though the impact of social media depends on its nature, frequency use and its purpose.

Loneliness is described as a distressing experience that results from a perceived discrepancy between ideal and real social relationships (Perlam & Peplau, 1981). It is not just the absence of social interaction rather feeling of being alone/ lonely despite being in the presence of other people. Loneliness can occur in social/emotion forms. Social media can further increase the feeling of loneliness, while it enables individuals to maintain and develop connection, though its excessive use can deepen this feeling and lead further issues. Social Isolation on other hand is the lack of social support, relationships or just the interaction with others (Cacioppo & Cacioppo, 2018). Unlike loneliness which is experience, social isolation can be qualified on the basis of its frequency and depth of interactions. Prolonged social isolation can result in adverse mental and physical health problems.

The term “fast -paced World” refers to the rapid changes in technology, work culture and lifestyle that demand constant adaptation (Turkle,2015). Modern value efficiency and productivity resulting in a balance between schedules, obligations and their engagements digitally. Stress and mental fatigue may be exacerbated by endless supply of information and pressure to remain in contact with current news. Social media can be considered a source of stress and relief as we manage the constant demands of digital communication and social comparison.

The dual reality of social media indicates the paradox wherein social media provides opportunities for communication and connection with others on at the same time resulting in social withdrawal, loneliness and reduction in conversation that occur face to face (Primack et al.,2017).

Theoretical Framework

Several theorists provide insights into the paradoxical relationship between social media and loneliness. The uses and Gratification Theory indicates that individual use social media in

Connected Yet Isolated: The Dualities of Social Media & Loneliness in Fast Paced World

order to fulfill their needs such as information, entertainment and making connections so on (Katz, Blumler, & Gurevitch, 1973). Moreover, when these needs are not fulfilled can lead to dissatisfaction.

The Social Comparison Theory (Festinger, 1954) suggests that individuals evaluate themselves by comparing themselves to others. On social media platform this can be indicated by the need to compare one's own lives to others' lives shown on social media platforms even though it may be fake or idealised (Vogel et al., 2014).

The Cognitive Discrepancy Theory (Perlman & Peplau, 1981) indicates loneliness as the discrepancy between idealised and actual relationships. High use social media can exacerbate the feeling of loneliness and dissatisfaction.

The Displacement Hypothesis (Kraut et al., 1998) explains that increased use of social media platform for interaction displaces the actualness of face to face interactions and resulting in reduced bonding and loneliness.

Operational Definitions of the Variables

To measure the variables, social media usage will be assessed in terms of average hours spent on media sites daily, the number of platforms used, types of engagement/involvement in social media. Loneliness will be assessed using standardised scales such as UCLA loneliness scale (Russell, 1996), measuring subjective feelings of disconnection. Social Isolation can be measured by a number of offline communications done per week, the presence or absence of intimate associations/relationships and active or passive participation in community/social activities.

The understanding of a fast moving world can be evaluated through self-reported stress levels, work life balance measurement tools and the amount of time spent on non-social media activities. By combining these components, this study aims to give a collaborating introspection of paradoxical effects of social media and how the digital world can affect human connections and how it tolls on the body.

REVIEW OF LITERATURE

Yavich, Roman; Davidovitch, Nitza; Frenkel and Zeev (2019) examined the relationship between reported Facebook patterns and loneliness among the students of Ariel University. The findings of the study indicated that excessive use of and dependency on social media interaction may reduce the depth and quality of real-world connections, resulting in a heightened sense of loneliness. Though this study also indicates that social media can be advantageous for those who use it to maintain their long-distance connections.

Pittman & Reich (2016) suggested that the platforms that focus on image such as Instagram, snapchat have the ability to exacerbate loneliness due to the enhanced intimacy they give us. On the other hand, text based platforms such as twitter, TikTok offer no to little intimacy and therefore have no effect on loneliness. This study used a mixed design to evaluate this aspect. The results indicated that loneliness may reduce while happiness and satisfaction with life may increase as part of image-based platform on the other hand text based platform may be ineffective.

Connected Yet Isolated: The Dualities of Social Media & Loneliness in Fast Paced World

Hunt, M. G., Marx, R., Lipson, C., & Young, J. (2018) Examined the role of social media and its association between worse well-being. This study undertook 143 UG students of University of Pennsylvania. There was a reduction in depression and loneliness over three weeks as compared to the control group. Both of the groups showcased significant reduction in anxiety levels and fear of missing out over the baseline level which indicate a beneficial of increased self monitoring.

Pittman (2015) Investigated the association between social media attitudes and behaviours and loneliness among the college students. This paper tried to study the interaction between social media platforms and loneliness and how often they create or take in content within each social media platform. The results indicated that student's likeness for Twitter and Instagram had increased the self-reporting of loneliness decreased. Moreover the more students created and take in online content the more students level of loneliness decreased over time.

Williams, K. L., & Garry, M. (2021) examined the historical perspective on the association between social media use and loneliness and belongingness among adolescents and young adults. The authors employed narrative review in order to reflect upon the findings. In this study authors investigated the individual, societal and cultural factors that be considered as responsible for different forms of online interaction and social outcomes that are related with loneliness and belonging.

Neto, R., Golz, N., & Polega, M. (2015) investigated the relationship between social media use, loneliness and academic achievement in high school students. This paper's result indicated that gender, race, grade level differences were found for GPA. There was a weak correlation between loneliness and GPA. It was seen that GPA accounts for 2% of variance in loneliness.

Bonsaksen, T., Ruffolo, M., Leung, J., Price, D., Thygesen, H., Schoultz, M., & Geirdal, A. Ø. (2021) aimed to investigate the link between loneliness and social media use across different age groups during the COVID-19 pandemic. A cross-sectional survey through online modality was conducted in Norway, UK, USA and Australia during May'20. Emotional loneliness was seen high among young adults and between those who used social media several times daily. Among older population high use of social media use resulted in more social loneliness levels. Age was considered to be an aspect contributing to loneliness factor.

Chen, Y., Zhu, Y., & Jiang, Y. (2021) studied the effects of admiration of others and their skill on fatigue of social media user through the mediators of social media loneliness and anxiety. The findings indicated that admiration for morality relieves social media fatigue through the mediator of loneliness and admiration for positive attitude relieved through the mediators of loneliness and anxiety by social media.

Tandon, A., Dhir, A., Almugren, I., AlNemer, G. N., & Mäntymäki, M. (2021) Examined the impact of not using social media on the participant's well-being, affect, perceived stress and a sense of loneliness. The authors conducted randomized controlled trials with 62 participants under two conditions. The results indicated that who abstained from use of social media compared with those didn't in the control group suggested a decline in life satisfaction and a highlighted level of loneliness.

Connected Yet Isolated: The Dualities of Social Media & Loneliness in Fast Paced World

Pop, L. M., Iorga, M., & Iurcov, R. (2022) examined the use of social media for socializing it for entertainment purposes or even getting counselling for health-related problems is inevitable. A sample size of 427 medical students who use social networking sites were selected. The use of Snapchat was found to be strongly positively linked with self-esteem, and weight status was negatively linked with the use of TikTok. Participants were found to have a high level of body image esteem. Almost half of the students proved to have a moderate to a high level of loneliness. The total score for self-esteem was significantly more in men than in women.

Youssef, Hallit & Khair et.al., (2020) The main objective of this study was examined more about the link between social media use as a disorder with loneliness among Lebanese population. A cross-sectional study was employed with a sample size of 456 participants. The results indicated that 107 (23.7%) participants were classified as having social media use disorder.

Baltaci, Ö. (2019) aimed to examine how social anxiety, happiness and loneliness levels of students explain the reason for social media addiction. The sample for the study consists of 312 university students. The results indicated that there was a positive correlation between social media used by the students and their level of social anxiety and level of loneliness. Meanwhile there was a negative correlation between students addiction to media and their level of happiness.

Phoebe Shorter, Katherine Turner, Jessica Mueller-Coyne, (2022) Investigated how style of attachment effect time spent on social networking sites, the reasons behind the use of feelings of loneliness. The impact of severity of loneliness due to social media use was also investigated. The findings indicated that attachment styles and loneliness did not have a profound impact on the time spent on social networking sites. Additionally, participants who experienced low levels of loneliness were less likely to use social media.

Hawkey, L. C., Buecker, S., Kaiser, T., & Luhmann, M. (2020) Aimed at studying the pre has established predictors of loneliness—poor health, being unmarried, living alone, and having infrequent social interactions—help to explain the influence age differences on loneliness. Though some variables were found to be universal predictors of loneliness at all ages, others were specific certain age groups only. There was no evidence for age-specific predictors of loneliness. Household income, household size, marital status, health, and frequency of socializing were “universal” predictors of loneliness; their associations with loneliness did not differ in association with age.

Nicolaisen M, Thorsen K. (2014) This paper examined the prevalence of loneliness varies depending on the measures used with more focus on loneliness among the elderly. The study compared loneliness among different age groups 18 and 81 years using two measures of loneliness. The author through the results suggested by comparing the results on loneliness as per age, gender, health, and partner status. Overall, the two loneliness measures indicate a similar prevalence of loneliness, but impute loneliness to somewhat different people.

José Ferreira-Alves, Paula Magalhães, Lara Viola, Ricardo Simoes, (2014) To study the levels of loneliness in older population of the Portuguese and assess whether loneliness can be predicted by socio-demographic and other characteristics except age. The authors selected 1145 sample older and middle age individuals who were interviewed. The findings

Connected Yet Isolated: The Dualities of Social Media & Loneliness in Fast Paced World

indicated that 12% of participants were seen feeling lonely often or always, 40% seen never feeling lonely. The 48% self-reported they felt lonely seldom or sometimes. Moreover, findings indicated that, when taken together, variables such as marital status, type of housing, residence settings, health conditions, social satisfaction, social isolation, lack of interest, transportation, and age were predictors of loneliness.

Nyqvist, F., Victor, C.R., Forsman, A.K. et al. (2016) This study focused on investigating the relationship between social capital and experienced loneliness in different age groups in a Finnish setting. Prevailing loneliness (defined as experienced often or sometimes) was higher among younger group (39.5 %) compared to older group (27.3 %). Low levels of trust were correlated to loneliness in all age groups. The link between other aspects of social capital and loneliness varied among the age groups.

Booker, C.L., Kelly, Y.J. & Sacker, A (2018). The study sought to determine whether changes in social media engagement and the well-being measured using different assessment tools varies across different age groups. The results indicate a link between interaction done on social media and well-being intercepts and the slopes. Furthermore higher social media interaction at age 10 was linked with declines in well-being therefore in females, but not in males. Findings were similar for both measures of well-being.

Duffy, B. E., & Wissinger, E. (2017) The paper highlights on a qualitative analysis of more than 200 articles to indicate how these influencers go around a patterned set of mythologies about creative work in the social media age. Such narratives about the fun, free, and reliable nature of their self-starter careers hold back less auspicious realities, including the request for emotional labor, self-branding labor, and an always-on mode of enterprising labor.

Research Gap

Regardless of exhaustive research on the psychological impact of social media, there are significant gaps in social media connectivity and isolation. Existing researches in this focus on its impact in the form of mental health conditions such as anxiety, depression and self-esteem (Twenge et al., 2018; Keles et al., 2020), yet there is limited researches that highlights how social media can contribute to isolation. While loneliness is a subjective emotional experience shaped by perceived social connections, social isolation refers to an objective lack of social interactions (Cacioppo & Cacioppo, 2018). Moreover, some studies indicate that active involvement in social media platforms can reduce social loneliness, while some studies indicate that passive involvement can increase social comparison and emotional distress (Vogel et al., 2014).

Moreover, the research regarding the social media and loneliness lack broader aspect of fast paced world. The fast-Paced nature of technology, work culture and communication carried out digitally have restructured the social interaction efficiency rather than having deep and meaningful conversations (Turkle, 2015).

Yet, little evidence studies how these societal changes impact the way individuals use social media and experience loneliness. Furthermore, most researches have been conducted in Western Sample, neglecting cultural differences in digital interaction. Also, while much of the literature focuses on adolescents and young adults, the experiences of older adults and different generational groups remain underexplored (Nowland et al., 2018). Addressing these gaps will provide a more comprehensive understanding of social media's role in modern loneliness.

Rationale of Research

Understanding the dualities of social media—where it considers both connection and isolation—is important for highlighting the present day mental health problems. This paper aims to remove the gap between the pros and cons of social media by providing a analysis of how social media interactions impact emotional and social well-being. While social media enables individuals to stay connected, its potential to create meaningful relationships remains integral. This paper aims to examine whether social media use strengthens or weakens interpersonal relationship and how different types of engagement contribute to these outcomes. With the rising mental health concerns related with excessive social media use, this research is crucial in identifying specific behavioral patterns that increase vulnerability to loneliness. By differentiating between passive and active engagement, it will offer integral insights into how individuals can have healthier habits of digital interaction and reduce isolation.

METHODOLOGY

Aim

This study aims to look into the inexplicable association between social media use and loneliness in individuals living in a fast-paced world. Generally, it seeks to regulate whether unrestrained engagement with social media heighten or diminishes social connection.

Objective

- To assess the generality of loneliness among regular social media users.
- To examine the relationship between social media usage patterns and loneliness levels.
- To suggest strategies for mitigating loneliness among social media users by encourage meaningful online and offline interactions.

Hypothesis

1. Increased time spent on social media is positively associated with perceived loneliness among users.
2. The negative impact of passive social media consumption (e.g., scrolling without interaction) on loneliness is more pronounced in younger adults than in older adults.

Research Design

This survey employs a quantitative, correlational design to examine the relationship between social media use and loneliness. Pearson correlation analysis will be conducted to determine the strength and direction of the relationship between social media use and loneliness.

Sample

The population for this study includes young adults aged 18–55 years, as this represents the most active social media users. A sample size of 135 participants was included in the study employing convenience sampling, through online survey distribution via social media platforms such as Instagram, Facebook, LinkedIn, and WhatsApp groups and by face to face distribution of questionnaires. Inclusion criteria will consist of individuals who use social media at least once a day. Exclusion criteria will include individuals who do not use social media or have preceding psychological conditions diagnosed by a clinician that importantly influence interaction socially.

Tools Used

- **UCLA Loneliness Scale:** This tool was developed by Russell (1996), this scale measures detected loneliness and social isolation levels. It consists of 20 items scale assessed on a Likert scale (1 = Never to 4 = Always). Higher scores in this tool suggest greater level of loneliness. It was reported Cronbach’s alpha: 0.89 – 0.94, indicates higher level of reliability.
- **Social Media Use Integration Scale (SMUIS):** This tool was developed by Jenkins-Guarnieri et al. (2013), this scale measures the degree of social media consolidation into our daily lives. It includes 10 items, with responses recorded on a Likert scale (1 = Strongly Disagree to 5 = Strongly Agree). Measures relies on social media and emotional connectedness.

Procedure

Data collection was conducted through an online /offline survey making sure that the participant confidentiality. The survey was done on Google Forms platforms and shared via social media platforms to reach a participant easily. Participants were provided with a informed consent before proceeding with the survey whether it was online or offline survey. The questionnaire included demographic information (age, gender, occupation), UCLA Loneliness Scale and SMUIS were the tools employed for the purpose of this survey.

The study took approximately 10–15 minutes to complete. Once data collection was completed, responses was substituted in excel sheets and then the correlation for scores/data was done in order to detect the whether the two variables were correlated with each other or not and how these variables impact each other.

Statistics Used

This paper employed examined the relationship between social media use and loneliness using Pearson’s correlation, along with mean (M) and standard deviation (SD) to explain the dataset. The mean social media usage score was M = 52.6, with a standard deviation of SD = 27.3, while the mean loneliness score was M = 44.8, with a standard deviation of SD = 7.4. These values give us information about the central tendency and variability of the data, suggesting the statistical distribution of responses among participants of the study.

The Pearson correlation analysis disclosed a significant positive correlation between social media usage and loneliness, $r = 0.308$, $p < .001$. This suggests that as social media use increases, loneliness also tends to increase as well.

RESULT

This paper investigated the relationship between social media usage (SMUS) and loneliness (Loneliness) using Pearson’s correlation coefficient (r).

Table 1 The mean and standard deviation of loneliness and social media use

	Loneliness	Social Media Use
Sample Size	134	134
Mean	44.8	52.6
Standarad Deviation	7.4	27.3

Table 2 *The correlation coefficient between loneliness and social media use.*

Variables		
1. Loneliness	Pearson r	-
	P value	-
2. Social Media	Pearson r	0.308
	P value	<.001

The Pearson correlation coefficient between social media use and loneliness was found to be $r = 0.308$. This value suggests a weak to moderate positive correlation between the variables. A positive correlation implies that as social media use increases, loneliness also tends to increase as well. Nonetheless, since the correlation is not very strong, it indicates that while there is a relationship, other factors may also effect loneliness which go beyond social media use.

The p-value related with this correlation was less than 0.001 ($p < .001$). A p-value below the accepted threshold of 0.05 indicate that the correlation is statistically significant. This indicates that the observed relationship between social media use and loneliness is supposed to have occurred by chance. There is strong evidence encouraging the fact that increased social media use and engagement is connected to higher feelings of loneliness in the sample population.

The results suggest the paradox of digital connectivity, where enhanced social media engagement does not needfully regard to deeper social relation and, in some areas, it may contribute to loneliness. The results aid the thriving concern that exuberant social media use may promote social comparison, reduce face-to-face interactions, and lead to feelings of isolation. Nevertheless, given the moderate level of the correlation, it is integral to consider some other possible factors such as the nature of social media use, offline social interactions, and personality traits when studying loneliness. Overall, this paper provides data-based evidence that higher social media use is related to greater levels of loneliness, though the relationship is not strong.

DISCUSSION

This study aims to look into the inexplicable association between social media use and loneliness in individuals living in a fast-paced world. Generally, it seeks to regulate whether unrestrained engagement with social media heighten or diminishes social connection.

The results of this paper indicate a statistically significant but weak to moderate positive correlation ($r = 0.308$, $p < .001$) between social media use and loneliness. This indicates who spend more time on social media experience higher levels of loneliness. Moreover, the strength of the correlation indicates that social media use is not the only influences loneliness, and other factors, such as the nature of online interactions, offline social connections, and personality traits, may also play a role.

The results are consistent with previous researches showing that social media can serve as a means of connection as well as a means of isolation. While social media platforms give opportunities for social involvement, they may also result in the feelings of loneliness when interactions lack depth or when individuals involve themselves in scrolling and socially comparing themselves (Duffy & Wissinger, 2017). Furthermore, exuberant social media use can sometimes substitute face-to-face interactions, leading to emotional isolation. Moreover, the moderate effect in this paper indicates that not all social media users experience

Connected Yet Isolated: The Dualities of Social Media & Loneliness in Fast Paced World

loneliness, indicating that the influence of social media may depend upon patterns of social media use and there are individual differences.

It is integral to consider the way of causality in this relationship. While increased social media use may lead to loneliness, it is also possible that isolated individuals use social media as a coping mechanism to remove the feeling of loneliness they face in their lives.

Upcoming researches should explore more researches to influence the causal pathways between these variables and examine moderating factors such as social media involvement styles (active vs. passive use), personality traits (introversion vs. extraversion), and offline support.

CONCLUSION

This paper supply evidence for a significant yet moderate positive correlation between social media use and loneliness. The findings indicate that higher social media engagement is linked with greater levels of loneliness, but the size of effect suggests that other factors may also lead to this complex relationship. While social media offers a sense of connection, its overuse or engagement in superficial interactions may inadvertently lead to increased isolation/make the individual lonely more than usual.

Given these findings, it is crucial to encourage mindful social media use, promoting active and meaningful engagement rather than passive scrolling. Future research should delve deeper into how specific social media behaviors impact loneliness and whether interventions promoting digital well-being can mitigate the potential negative effects of excessive social media use. By fostering a balanced approach to online interactions, individuals can harness the benefits of digital connectivity while minimizing its potential drawbacks.

REFERENCES

- Baltaci, Ö. (2019). The predictive relationships between social media addiction and social anxiety, loneliness, and happiness. *International Journal of Progressive Education*, 15(4), 73–82. <https://eric.ed.gov/?id=EJ1224299>
- Bonsaksen, T., Ruffolo, M., Leung, J., Price, D., Thygesen, H., Schoultz, M., & Geirdal, A. Ø. (2021). Loneliness and Its Association with Social Media Use During the COVID-19 Outbreak. *Social media + Society*, 7(3). <https://doi.org/10.1177/205630512111033821>
- Booker, C.L., Kelly, Y.J. & Sacker, A (2018). Gender differences in the associations between age trends of social media interaction and well-being among 10-15 year olds in the UK. *BMC Public Health* 18, 321. <https://doi.org/10.1186/s12889-018-5220-4>
- Chen, Y., Zhu, Y., & Jiang, Y. (2021). Effects of admiration of others on social media fatigue: Loneliness and anxiety as mediators. *Social Behavior and Personality: An International Journal*, 49(6), 1-10. <https://doi.org/10.2224/sbp.10058>
- Duffy, B. E., & Wissinger, E. (2017). Mythologies of creative work in the social media age: Fun, free, and "just being me." *International Journal of Communication*, 11, 4652–4671.
- Hawkey, L. C., Buecker, S., Kaiser, T., & Luhmann, M. (2020). Loneliness from young adulthood to old age: Explaining age differences in loneliness. *International Journal of Behavioral Development*, 46(1), 39-49. <https://doi.org/10.1177/0165025420971048>
- Hunt, M. G., Marx, R., Lipson, C., & Young, J. (2018). No More FOMO: Limiting Social Media Decreases Loneliness and Depression. *Journal of Social and Clinical Psychology*, 37(10), 751–768.

Connected Yet Isolated: The Dualities of Social Media & Loneliness in Fast Paced World

- Pittman, M. (2015). Creating, Consuming, and Connecting: Examining the Relationship Between Social Media Engagement and Loneliness. *The Journal of Social Media in Society*, 4(1), 66–98.
- José Ferreira-Alves, Paula Magalhães, Lara Viola, Ricardo Simoes, (2014) Loneliness in middle and old age: Demographics, perceived health, and social satisfaction as predictors, *Archives of Gerontology and Geriatrics*, Volume 59, Issue 3, Pages 613-623, ISSN 0167-4943,
- Neto, R., Golz, N., & Polega, M. (2015). Social media use, loneliness, and academic achievement: A correlational study with urban high school students. *Journal of Research in Education*, 25(2), 28-37. Retrieved from <https://eric.ed.gov/?id=EJ1097983>
- Nicolaisen M, Thorsen K. (2014) Who are Lonely? Loneliness in Different Age Groups (18–81 Years Old), Using Two Measures of Loneliness. *The International Journal of Aging and Human Development*. 2014;78(3):229-257. doi:10.2190/AG.78.3.b
- Nyqvist, F., Victor, C.R., Forsman, A.K. et al. (2016) The association between social capital and loneliness in different age groups: a population-based study in Western Finland. *BMC Public Health* 16, 542. <https://doi.org/10.1186/s12889-016-3248-x>
- Pop, L. M., Iorga, M., & Iurcov, R. (2022). Body-Esteem, Self-Esteem and Loneliness among Social Media Young Users. *International Journal of Environmental Research and Public Health*, 19(9), 5064. <https://doi.org/10.3390/ijerph19095064>
- Phoebe Shorter, Katherine Turner, Jessica Mueller-Coyne, (2022) Attachment Style's impact on loneliness and the motivations to use social media, *Computers in Human Behavior Reports*, Volume 7, <https://doi.org/10.1016/j.chbr.2022.100212>.
- Williams, K. L., & Garry, M. (2021). Belonging and loneliness in cyberspace: Impacts of social media on adolescents' well-being. *Australian Journal of Psychology*, 73(2), 158-172. <https://doi.org/10.1080/00049530.2021.1898914>
- Tandon, A., Dhir, A., Almugren, I., AlNemer, G. N., & Mäntymäki, M. (2021). Social media-induced fear of missing out (FoMO) and social media fatigue: Examining the effects of social media addiction, social media overload, and social media self-regulation. *Perspectives in Psychiatric Care*, 57(4), 1765–1774. <https://doi.org/10.1111/ppc.12431>
- Youssef, L., Hallit, R., Kheir, N. et al. (2020) Social media use disorder and loneliness: any association between the two? Results of a cross-sectional study among Lebanese adults. *BMC Psychol* 8, 56. <https://doi.org/10.1186/s40359-020-00421-5>
- Yavich, R., Davidovitch, N., & Frenkel, Z. (2019). Social media and loneliness—Forever connected? *Higher Education Studies*, 9(2), 10–21.

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: Shukla, K. & Tripathi, K.M. (2026). Connected Yet Isolated: The Dualities of Social Media & Loneliness in Fast Paced World. *International Journal of Indian Psychology*, 14(1), 1156-1166. DIP:18.01.114.20261401, DOI:10.25215/1401.114