

## The Impact of Social Media Addiction on Individuals' Loneliness: A Comprehensive Literature Review

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### ABSTRACT

*In the early 21st century, social media platforms grew worldwide. Since then, these sites have become a big part of people's lives, especially Youth. Many people use social media, particularly Facebook, to interact with others, learn, grow, and improve their social life. Social networking sites expand people's social circles, improve their communication skills, broaden their perspectives, and broaden their education and career opportunities. Where social media have many positive effects, there is some significant negative impact on people's life. The study revealed that social loneliness is significantly different across the use of social media. The literature review showed that people who use extreme social media sites suffer loneliness. The study suggests that people should decrease social media sites on regular bases.*

**Keywords:** Social media, Loneliness, Social Networking Sites

### Social network addiction

Siddiqui .S, Kazmi and Siddiqui .U (2021) studied internet addiction as a precursor for cyber and displaced aggression among Pakistani teenagers and preteens. The participants were chosen at random to participate in a survey using validated instruments, including an internet addiction test, an adolescent cyber defiance questionnaire, and a displacement defiance questionnaire. The findings showed that 34% of young people had severe or moderate internet addictions. Findings also showed a substantial and favorable relationship between internet addiction and high-tech violence and displaced defiance. The findings also showed that sex differences exist in online addiction, high-tech aggressiveness, fury meditate, and displaced hostility, and that boys are more likely than girls to be obsessed with the internet.

Kanwal et al. (2019) studied online self-disclosure through social networking sites addiction. A digital space for socialization, engagement, and amusement is offered by social networking sites. The excessive use of social networking sites is now a widespread problem, especially with younger people. Online data was acquired from Pakistani undergraduates using the Google survey tool. Studies have shown that the younger people prefer to reveal more about themselves online because of their attachment to social networking sites. Both moderation findings revealed a considerable link between online self-disclosure and addiction to social

networking sites. The findings of the present investigation are also utilised as a benchmark for establishing social networking site addiction rules.

Kanwal et al. (2018) studied self-disclosure and SNS addiction in south Asian youth. This study's major goal is to better understand how habits, psychological health, psychological reliance, and the impression of ease of use affect how much people disclose about themselves on social media. Data from Pakistani university students was gathered online using the Google docs tool. The findings indicate that due to habit, perceived simplicity of use, and the fact that sharing online makes people feel better as a mediator of psychological well-being, Pakistani youth tend to have greater levels of self-disclosure online. Nowadays, practically everyone routinely uses social media, which encourages self-disclosure. However, if suitable mechanisms for oversight are not observed, it is worrying because the audience of SNS exposure is unknown.

Idrees and Ahmad (2022) studied the impact of social networking sites addiction and perceived stress on emotional reactivity. Purposive sampling and a correlational study strategy were both used to choose the sample. The association between the use of social networks dependency, felt stress, and feelings of reactivity was examined using correlational research and a cross-sectional approach in the current study. Young people can learn about their addiction to social networking and the impact of anxiety on their mental responses through this research. The younger members of our society should make an effort to refrain from using websites for socializing that might harm their mental health and academic achievement. Men and women exhibit similar levels of social networking addiction, feelings of stress, and emotional reactivity, according to the research. Students, parents, and politicians will benefit from this research's insights into the factors that contribute to social networking addiction as they develop methods to combat it.

Noureen et al. (2022) studied impact of social media on mental health of youth in Pakistan. This research intends to look into how social media affects young people's mental health. Additionally, this study aims to establish a link between social media use and mental health. This study emphasizes both the beneficial and harmful impacts of social networking sites on young people. Additionally, it aids in recommending the best social networking site to utilise so as to avoid psychological impacts. 42% of individuals prefer to use WhatsApp on a daily basis, according to the study, which was conducted using quantitative research methods and survey tools. On average, 23.1% of individuals use their phone or laptop for 10 hours every day, while 28.2% use it for 6 hours. Social media is used by 26% of individuals for educational reasons and 34% of people for enjoyment. According to the results of the poll, it is advised that keeping balance in digital media time spent on it is crucial because doing otherwise risked disrupting students' psychological well-being.

Chua and Selangor (2020) studied social media addiction and young people, a systematic review of literature. The research study intends to evaluate and produce the elements that influence the addiction of youths to social networking sites and how to intervene in that habit. All relevant papers were examined, and their quality was assessed. Finally, data from eleven studies were chosen, organized, and examined using a narrative synthesis. Young people's demand for fulfillment in real-world relationships has emerged as one of the leading causes of addiction. Substance abuse on social networking sites will consequently lead to mental health issues between them; however mental wellness and relapse prevention techniques may be helpful. To help young people with social media addiction in the most

efficient manner, counselors and mental health professionals must be well-versed on the subject of habit.

### **Facebook Addiction**

Zafar et al. (2015) studied Facebook addiction and relation with depression, anxiety, loneliness and academic performance. Open ended Survey research design was used to collect the data. And cross-sectional quantitative open survey research design was also used to collect data. The results of the study showed a linear relationship between dependence on Facebook and both feelings of hopelessness and anxiety, but no connection was identified between Facebook obsession and academic performance or loneliness. According to the report, Facebook is having a negative effect on students' social and mental health because they spend the majority of their time using it. The study also shows that there may be future interactions affecting how well students achieve in their individual disciplines. In order to draw a conclusion from the study, it is suggested that monitoring organisations be put in place to keep an eye on social media abuse.

### **SNSs Addiction and Academic Performance**

Mustafa (2018) studied a descriptive study for the impacts of using social media on the studies of university students in Pakistan. Detail review of literature is adopted as methodology of this paper. The major goal of the research is to emphasise the beneficial uses of social media among students while pointing out its drawbacks. While analyses were conducted based on the literature study, mixed findings were discovered. It has been noted that using social media, and more especially social networking sites, is not necessarily detrimental. Here are additionally some helpful insights that are described in the research article under consideration. The knowledge and study habits of university students will undoubtedly improve if social media use is accurately analyzed and relevant tactics are developed and put into practice. It has been noted that research students utilize social media as well.

Safeer and Awan (2021) studied effects of social media on student's performance in examination. The goal of this study article is to examine how social media affects students' test-taking behavior. In this descriptive study, both qualitative and quantitative methodologies were employed. Data collection involved the use of a convenient sampling technique. The findings indicate a poor correlation between student performance on social media and exam scores. In accordance with the findings, urban students devote more hours on internet platforms than their rural counterparts. Similar to how more male students utilized social media than female students, the grade they received (GPA) on the test was lower. Encourage pupils to utilize social media solely for educational purposes were urged. As opposed to accessing YouTube and other sites for learning, which cannot be as successful as in-class instruction, students are only permitted to utilize internet services for educational purposes. They are also encouraged to attend courses. Teachers and students interacting helps to improve understanding and broaden the learning experience. It has a beneficial effect on pupils' knowledge and personalities.

Faraj and Jaffer (2020) studied the relationship and effect of social media on student's academic performance. The purpose of this research is to evaluate how internet usage affects the academic achievement of students. It also makes an effort to focus on how these media may affect their objectives in the future. This study's major goal is to demonstrate both good and negative effects of social networking sites on the academic achievement of pupils. By using Circular Systematic Sampling, a questionnaire form was constructed to collect information. It has been shown that students utilize social media mostly on various accounts, such as Facebook, Messenger, and Instagram, for both good and bad objectives. According to

the report, students should use online platforms for instructional purposes. If not, it significantly impacts their lives, particularly their academic lives. Our findings indicate that familial education has a significant impact in how effectively kids utilize social media. Families should take excellent care of their children and encourage them to participate in online resources responsibly because, if they don't, it will negatively affect them.

Junejo, Hussain and Lashari (2022) studied social media usage among university students and its impact on academic performance, learning attitudes and subjective wellbeing. In a cross-sectional survey, respondents were asked to complete a self-administered adapted questionnaire in order to collect primary data. The world has certainly become a "Global village" as a result of today's communication technology, with the variety of internet users increasing daily and active usage of these social media platforms improving education and interaction among social groups. This study investigated the relationship between social media use and academic accomplishment among university students as well as subjective well-being. The results demonstrate that social media fatigue has a statistically significant influence on students' grades, opinions about learning, and overall health. According to a study, children who use social networking sites excessively do less academically and are less happy overall. The authors of this research gave social media professional advice on how to develop programs that do not wear users out.

Umair, Basharat and Bugti (2021) studied impact of social media on the learning of university students in Pakistan. This study's main goal is to analyse and assess the effects of the most prevalent elements on students' use of social networking sites in the present day and to ascertain how these elements affect their academic achievement. It is quantitative research. By using random sampling technique, students were selected for data collection. According to the study's findings study's findings, social networking has a good and substantial influence on the education of students. Three sites (Facebook, Twitter, and WhatsApp) were addressed as part of this investigation. Our country's young and students are a valuable resource, and we must make the most of their enthusiasm to produce better and more inventive results. With the aid of media, studying is now more enjoyable than ever, and studies show that it improves student retention. Social media forums also assist students in completing their educational tasks with pleasure.

Kausar and Awan (2019) studied impact of using social media on academic performance of students at graduate level. Some kids can't help but use social media, which has a negative impact on their educational achievement. The goal of this study is to determine how utilizing social media affects graduate the academic achievement of students. Students were selected as a sample of study randomly. A questionnaire comprised 40 statements based on 5-points Likert scale was developed for data collection. Our findings indicate that while social media is used by students as a study aid, it also negatively impacts their academic performance. The findings of this study demonstrated that, despite social media's negative impacts on teens, including their loss of privacy, their ability to focus on their educational tasks when distracted, how much of their productive time it consumes, and similar issues, they nevertheless have advantages and may be utilized effectively. It has been determined that social media platforms have a considerable influence on Pakistani graduate pupil academic achievement. The two factors that have the largest influence on the academic achievement of learners among the six variables considered in this study are time compatibility and physical well-being addiction. This is so because how well someone manages their time determines whether they succeed or fail. Therefore, it can be stated that male students are aware of the issues relating to protection of their private information when using social media. Students

who are female are more concerned about their grades than students who are male. The kids' genuine social lives and academic performance are not considerably impacted by their use of social networking sites.

### **Social Network Addiction and self Esteem**

Wahyuni and Maksum (2019) studied self-esteem and social media addiction among college students and contribution gender as moderator. Cross sectional design and a quantitative methodology are used in this study strategy. Students were given instruments in the form of an online survey (Google form) to complete in order to gather data. The study's findings demonstrate that there is no correlation between social media addiction and self-esteem. Additionally, the factor of gender serves as a moderator, strengthening the link between self-esteem factors and online social networking addiction. The average self-esteem score of male students is greater than the self-esteem of female students, according to the results of the descriptive analysis of the degree of self-esteem depending on gender. Despite the minor variation in mean scores, there is no discernible difference. On the basis of eight self-esteem dimensions, Gentle and companions describe why men and women have different levels of self-esteem. The findings indicate that while women have higher self-esteem in terms of behavior and moral principles, males have higher self-esteem in terms of their bodily beauty, athletic ability, individuality, and fulfillment in us. Additionally, it was shown that there were no discernible changes in self-esteem with reference to academic performance, social acceptability, family, and attachment.

Gilbert (2019) studied the impact of social media use on the self-esteem levels of its users. The purpose of this study was to investigate if male and female users of social networking sites experience equivalent effects on their levels of self-esteem. Online questionnaires that comprised a demographic questionnaire, a social media addiction scale, and the Rosenberg self-esteem scale were used to gather the data. The findings of this research are consistent with the general perception that social media has a detrimental impact on both genders' sense of self-worth. According to this study, social media had an equal influence on men and women. Two of the five suggestions were supported by the study's findings. Social media usage had a detrimental effect on both men and women's self-esteem, with no discernible difference in their ratings. Finding that social media has an equal impact on men and women's self-esteem. Additionally, increased Facebook usage was found to have a negative effect on self-esteem and raise the site's addiction ratings.

Rawińska and Piotrowska (2021) studied the impact of social networking sites (SNSs) use on self-esteem. This study's objective was to ascertain the associations between the various elements of self-esteem and the factors pertaining to frequent usage of social media platforms. To retain the validity of the psychological tool data, the questionnaire was changed and made available to the individuals online. Participants who utilize more social media platforms perform better on the management skills component. It was demonstrated that people who performed this activity in particular locations received greater marks in terms of ability than those who conducted it everywhere, accepting that there are statistically significant relationships between the location of choice for using social media outlets and their degree of self-esteem, for each of its individual components. The findings also show that using social networking sites more often during the day is linked to worse discipline and sense of identity scores. The analysis of gender differences in self-esteem levels and usage of social media patterns revealed that there are stronger negative correlations between daytime social networking site use and poor results in men, and these are related to self-control and identity integration. Defensive self-esteem boosting and more frequent profile updates were shown to be negatively correlated in women.

Jan, Soomro and Ahmad 2017 studied the impact of social media on self-esteem. The main goal of this study is to demonstrate how Facebook, as the most well-known and regularly used social media site, affects young people's self-esteem. In-depth information was gathered for this study. Participants in the sample were given questionnaires to complete, which included some basic inquiries regarding their use of and connection to SNSs. Additionally, several interviews were performed. The most significant statistics indicate that around 88% of Facebook users make social judgements, and that 98% of these evaluations are upward ones. Further evidence from this study supports the notion that social media and self-esteem are strongly correlated. People's self-esteem declines as their use of social media increases. A person's self-esteem score drops by 5.574 points for every hour they spend on Facebook every day. Social networking sites are utilised by teens to build solid, healthy relationships with their friends, according to several studies.

Raymer (2015) studied the effects of social media sites on self-esteem. The purpose of this study was to ascertain the importance social networking sites like Facebook have on undergraduate students' sense of self-worth. Undergraduate students were requested to take part in an online survey that was anonymous in order to examine the impact that Facebook activity had on self-esteem. According to the data collection's findings, women are more likely than men to spend more time on Facebook and have more Facebook friends. Results showed that women are less satisfied with their bodies than men are, and they are more driven to be skinny. These findings suggest that regular Facebook use does not have a detrimental impact on levels of self-esteem in this particular sample of undergraduate college students. Increased Facebook usage has no discernible impact on people's general self-esteem.

### **Effect of Social Network Sites on Teacher Performance**

Khattak et al. (2016) studied effects of social media on teachers' performance. The goal of this study is to determine how social media affects university lecturers' effectiveness and educational performance. The quantitative method is employed for data collecting. The positivist paradigm served as the foundation for this research project, and a random stratified probabilistic sampling approach was used to gather data. The findings of structural equation modeling show that effectiveness is within reasonable bounds and that there is a strong link between the variables. The use of social media can significantly improve instructors' performance. Launching and developing educational programs on internet platforms will improve interaction, break down boundaries, and make it easier to meet organizational needs. It will also aid in resolving issues that may arise during social interaction.

Khan, Ahmad and Amin (2017) studied the impact of social media on teacher's performance. The major goal of this study is to comprehend the nature of internet usage and the extent to which it influences the improvement of faculty performance. The nature of this study is quantitative and descriptive. The findings were analyzed using linear and multi regression, and an outcome was reached. The goal of this study is to thoroughly examine the development of social media and its effects on teachers' performance. All of the suggested theories have been approved. Teachers' performance is benefited by their connection and participation on social networking platforms for debate and information exchange. Similar to how information sharing on social media has a favorable influence on instructors' performance, social media's ability to foster creative thinking also benefits educators. The instructors will profit more from social media in the future by knowing which platforms have been utilised most frequently in the past and have a strong connection to the education sector, according to these findings. These results will also be advantageous for the education government's making choices about educators, students, and society, as well as for the entire

national economy. Social media platforms have a substantial influence on knowledge exchange, creativity, cooperation, and engagement amongst teachers, which shows that their usage in the classroom improves teachers' performance.

### **Impact of SNSs addiction on personality and attitude**

Shokeen and Jain (2016) studied on the attitude of parents, teachers and adolescents towards social networking sites. The nature of the current study is descriptive. The primary data are used in this study's data collecting. The purpose of the survey was to determine how 16-year-old adolescents, parents, and teachers felt about social media platforms. According to the research's results, social media platforms have emerged as one of the most widely used forms of interpersonal interaction among teenagers. Because of the explosion of mobile technology, most teenagers now have easy access to smartphones, which makes it simple to visit these websites. Social networking websites give users the opportunity to stay current with news while also staying in touch with individuals across the world. Adolescents benefit from social networking in keeping friendships and ties with their classmates. Teenagers find it to be a comfortable means of communication, especially the more reserved ones. This may aid in enhancing their trust as well as their sense of self-worth. Due to a loss in face-to-face communication, this leads to higher amounts of anxiety and has a negative impact on teenagers' academic achievement. All three of the groups have major safety issues with relation to social networking sites since some teenagers have experienced harassment. Parents, educators, and teenagers all have a neutral opinion on social media sites.

Das and Sikder (2018) studied attitude of university level students towards social media. The current study is a descriptive survey research. The current study applied the Purposive Sampling approach. Based on the findings, we can infer that there is a considerable disparity in the attitudes of boys and girls towards social media. In other words, males have a more positive attitude towards internet usage than female. There is no discernible variation in the attitudes of urban and rural boys and girls towards online platforms. Girls rated their social ability for technological devices higher than boys. Finally, we can state that the previously mentioned results depend on the scores obtained from the data, and the findings are consistent across all studies, because student attitudes are influenced by various settings or contexts.

Saeed, Shaikh and Memon (2018) studied the impact of social networking sites on personality & attitude of young adults. The data for the study is gathered from primary sources. The questionnaire approach was used to acquire primary data. Data was collected via survey questionnaires. According to the findings, there is a substantial association between social networking sites, Individuality, and Mindset. It also demonstrates that growing usage of SNS impacts both young people' personality and attitude. The author also examined the influence of the independent variable SNS on the dependent factors attitude and personality, which may be attributable to the fact that both personality and attitude are related. The findings revealed that social network sites had a significant influence on the attitudes and personalities of young adults. Both attitude and personality have a favourable relationship with young people' use of social media. Because of online trends, young folks want to improve their looks and attractiveness. However, student attitudes varied as well, with a few participants believing that individuals squander time on social media rather than devote it to school.

## Social Media and Mental Illness

Ahmad, Hussain and Munir (2018) studied social networking and depression among university students. The study's primary goals were to examine how college students felt about using social media, identify gender-based differences in college students' use of social media and levels of depression, and assess the link between the use of online platforms and depressive disorders among college students. Following the pragmatist research paradigm, a quantitative correlation research design was used. The study's key findings were that most male online social networking users were sadder than female counterparts. Students who used social media more frequently were found to be depressed. When compared to students who used social media to chat with friends and family and play games, students who spent more time on these platforms for these purposes were more depressed.

Pahore, Adnan and Hameed (2020) studied social media usage and mental health. Examining how social media use affects mental health was the study's main goal. To find out how gender, social media, and mental health differ on average. To achieve the goals of the study, a cross-sectional research design was used. The results of this study showed that there are substantial gender variations in social media use and mental health issues. In this way, the study found that social media use and mental health issues were more prevalent in females. Similar to how where you live affects how you use social media, people in both urban and rural locations struggle with the same issues. According to the findings of this study, using social media negatively impacts people's life and their mental health.

Alsabaani et al. (2018) studied association between over-use of social media and depression among medical students. To determine additional risk factors for stress among medical students as well as the relationship between excessive usage of online platforms and depression. A proportional random sample of girls and boys participants in a cross-sectional, comparative research was taken. Information was gathered by distributing the questionnaire to a particular WhatsApp group for students. In Saudi Arabia, medical students frequently struggle with depression due to hidden health issues. Social media usage was not substantially correlated with the incidence of depressed symptoms. According to this study, female students were more inclined than male students to experience distress.

Deepa and Priya (2020) studied impact of social media on mental health of students. For the current study, descriptive research was taken into consideration. For the objective of the study, both primary and secondary data were gathered. Secondary data was gathered from websites, periodicals, and journals while primary data came through the questionnaire. We utilized a straightforward random sampling. It asked about demographic data, social networking usage trends, interpersonal relationships, and health impacts. According to the findings, there is a strong correlation between the number of online platforms and the amount of time used for social media. Feeling nervous is positively correlated with being more serious on social media than in actual life. The study's findings suggest that increased social media use, the number of SNS, and excessive time spent on social media platforms are having a negative impact on students' mental health, including despair and anxiety.

Riaz, Ishaq and Abbasi (2020) studied influence of social media in developing social anxiety. Finding the link between online platforms and social stress is the aim of this study. The amount of anxiety about society in our younger generation may be determined with the aid of this study. Whether social anxiety is severe or mild is dependent on the situation. It has been noted that reduced secrecy is another reason for social networking sites, and this study is being conducted to determine whether or not social media influences our students' life. Social networking platforms that allow young people to connect with familiar or unfamiliar people

may increase social depressed. There are various factors driving this study, but based on the findings, we can say that every student is using social media, whether it's for academic purposes or other forms of online platforms. In society, social stress is also present at every stage of life, but this study found no connection between the two.

### **Social network and Loneliness**

Kumar, Banik and Islam (2019) studied social network, facebook use and loneliness. In addition, the study examines the factors affecting loneliness of the students. To achieve these objectives, the study uses primary data collected. First, the study uses the UCLA loneliness scale and the Lubben Social Network Scale to gauge how connected and lonely people are in real life. Second, to identify the variables influencing loneliness, the study used a model of linear regression developed using the OLS approach. According to the study, increasing Facebook use by one hour a day and reading at private universities both result in levels of isolation rising by 3.27 and 3.47 points, accordingly, whereas increasing real-world social networks by one point lowers loneliness levels by 4.61 points. In order to combat the negative impacts of loneliness, the research advises students to use Facebook with caution and to participate more in real-world social networks. The report advises students to use Facebook with caution and to participate in more romantic relationships and real-world social networks in order to counteract the negative impacts of lonesome.

Yavich, Davidovitch and and Frenkle (2019) studied social media and loneliness forever connected. Quantitative research design was used to collect the data. In the past few decades, young adults' usage of social networking sites has increased dramatically, and the numerous hours they currently devote in view of screens have largely replaced their participation in directly contacts. This study looked the relationships between claimed social media usage trends and loneliness among students at Ariel University using self-report questionnaires. In contrast to the results of other research, this study's assumptions, which predicted a link between social media use and loneliness, weren't supported. Previous research identified connections between these factors; hence this study was not justified. In order to build targeted instruments to enhance social abilities and healing dialogues among teenagers who suffer feeling alone educators must first determine if loneliness is a reason or an effect of using social media.

Saleem et al. (2015) studied SNSs addiction and it's relation with loneliness. The purpose of this study is to explain how overuse of the web can develop into a habit and how it relates to lonely. Cross-sectional survey research design was used. Data was collected through purposive sampling technique. The findings support the data that had been gathered, showing that 13.5% of students and 28% of students are online users. In general, male students experience these mental health problems more frequently than female students do. A common diagnosis, signs, and signs of internet addiction have been formed. Research has also looked at the medical, psychological, and societal effects of IA. Concerns about the Internet's effects on kids and teenagers' health and wellbeing have grown along with its popularity. Pakistani youth are recognized to be among of the fastest-growing online user nations.

Yao and Zhong (2013) studied the loneliness, social contacts and internet addiction. A two-wave panel survey was used in this study, which aims to explore the connected priority in the discovered clear connections between online addiction and other mental health problems. The findings indicate that unnecessary and unsafe Internet use would eventually lead to more feelings of loneliness, even though anxiety had a moderately positive bivariate connection

with Internet addiction at each time point, but this connection was not important for the cross-lagged studies. Additionally, this study indicated that online social connections with relatives and close friends were ineffective as a substitute for direct social contact in easing loneliness. Additionally, while an increase in in-person interactions can assist to lessen the signs of Internet dependence, which is this benefit might be offset by the rise in online social interactions brought on by a high level of Internet usage. The study's overall findings point to a concerning dangerous loop between Internet addiction and loneliness.

Hu (2007) Studied social use of the internet and loneliness. As a reaction to the need for cross-disciplinary studies from academics in these two fields, the current study explores loneliness and socialization of the internet and evaluates works pertinent to this issue from both the fields of social psychology and digital communication literature. A pilot study revealed that remembering to write about experiences of loneliness was a legitimate technique to evoke feelings of loneliness. Compared to face-to-face conversations, people who communicated online claimed to feel lonely. The rise in feeling loneliness for those with high personality levels of loneliness was noticeably greater in the online interaction situation than it was in the face-to-face contact situation. Face-to-face communication received higher ratings from the public than online interactions. In the face-to-face and electronic communication social engagement settings, there was a negative correlation between appraisal and posttest mood loneliness. The length of the communication was also favorably correlated with the assessment of the conversation in these two groups.

## Conclusion

In conclusion, the extensive literature review underscores the dual nature of social media's impact on individuals, particularly in terms of addiction and its association with mental health and loneliness. While social media platforms offer valuable opportunities for social interaction, learning, and personal development, there is a discernible downside marked by the potential for addiction. The findings reveal a noteworthy connection between excessive social media use and heightened feelings of loneliness. It is evident that individuals who engage extensively with social media, especially on platforms like Facebook, may experience social loneliness.

The literature consistently highlights the importance of recognizing the adverse effects of social media addiction on mental health and loneliness. Excessive use of these platforms has been linked to a decline in overall well-being. As a result, the literature emphasizes the need for individuals, particularly the youth demographic, to exercise moderation and reduce their reliance on social media. Implementing strategies to manage and control social media use on a regular basis is recommended as a potential intervention to mitigate the negative impact on mental health and alleviate feelings of loneliness. Ultimately, a balanced and mindful approach to social media usage is crucial for fostering both individual well-being and positive social connections in the digital age.

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