

A Study on The Impact of Social Media Use on The Mental Health of Female College Students in Sivakasi (Seed Money Project)

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Abstract—With the rapid growth of digital platforms, social media has become an integral part of students' daily lives, influencing their psychological well-being, academic performance, and self-perception. The primary objective of the study is to identify the pattern and frequency of social media usage among female students and to analyze its relationship with stress levels. The research further explores the influence of social media on self-esteem and body image, as well as its impact on academic performance. The study adopts a quantitative research design using structured questionnaires to collect data from female college students in Sivakasi. Statistical tools are used to analyze the relationship between social media usage and various mental health indicators. The findings are expected to highlight both the positive and negative effects of social media engagement. Based on the results, the study suggests practical measures to promote healthy and balanced use of social media among students to enhance their overall well-being and academic success.

Index Terms—Social Media Usage, Mental Health, Female College Students, Stress, Self-Esteem, Body Image, Academic Performance, Digital Well-being, Sivakasi.

I. INTRODUCTION

In the digital era, social media has become an inseparable part of everyday life, especially among young adults and college students. Platforms such as Instagram, Facebook, WhatsApp, and YouTube have transformed the way individuals communicate, share information, and express themselves. These platforms offer numerous benefits including connectivity, entertainment, educational support, and opportunities for self-promotion. However, excessive and unregulated use of social media has raised growing

concerns regarding its impact on mental health. Female college students are among the most active users of social media. At this stage of life, they experience significant academic pressure, career uncertainty, identity formation, and social expectations. Social media often exposes them to unrealistic beauty standards, peer comparison, cyberbullying, and the pressure to maintain a perfect online image. Such experiences may contribute to stress, anxiety, depression, low self-esteem, sleep disturbances, and body image issues.

In Sivakasi, known for its educational institutions and vibrant student population, presents a relevant context for examining this issue. The increasing accessibility of smartphones and internet facilities has led to higher social media engagement among female college students in the region. While social media can serve as a platform for empowerment, networking, and learning, its psychological consequences cannot be overlooked. Therefore, this study aims to analyze the impact of social media usage on the mental health of female college students in Sivakasi. It seeks to understand usage patterns, identify psychological effects, and explore whether social media acts as a supportive tool or a source of mental distress. The findings of this study will contribute to better awareness among students, educators, and parents and help in developing strategies for healthy and balanced social media use.

II. LITERATURE REVIEW

Atul Mukand (2023), "A Study on Internet Addiction, Social Media Addiction & Academic Performance among College Students", the research

concludes that students to find a balance between online and offline activities, the curriculum should also incorporate the development of time management and digital literacy skills. It can also be helpful to encourage students to self-regulate their screen time and set goals for their online involvement. Finally, parents or guardians should have healthy open dialogue with their college bound children about using technology responsibly.

Griffiths MD. (2005), “Internet and gaming addiction: A systematic review of research. *Addiction Research & Theory*”, Social media addiction has become an increasingly researched phenomenon in the last decade, driven by the widespread adoption of platforms such as Facebook, Instagram, and TikTok. Researchers conceptualize this behavior as a form of behavioral addiction, sharing features with pathological gambling and internet addiction, though not involving substance use.

III. OBJECTIVES OF THE STUDY

- To identify the pattern and frequency of social media usage among female students.
- To analyze the relationship between social media usage and stress levels.
- To examine the influence of social media on self-esteem and body image.
- To assess the impact of social media on academic performance.
- To suggest measures for healthy and balanced use of social media.

IV. SCOPE OF THE STUDY

The study focuses only on female college students in Sivakasi. It examines the psychological aspects such as stress, anxiety, depression, and self-esteem. The study considers major social media platforms commonly used by students. The research is limited to a specific time period. The findings may not be generalized to male students or students from other regions.

HYPOTHESIS

H₀: There is no significant relationship between social media usage and stress levels among female

college students.

V. METHODOLOGY

a) Research design

Research Design is the basic frame work which provides guide lines for the rest of research process. ThereseearchdesignfollowedforthisstudyisDescriptiveresearchdesign

b) Sources of Data

The study hasmainly dependedon primary data. The primary data were collected through a structured questionnaire.

c) Sampling Plan

The sample design is a definite plan for obtaining a sample from a given population.

Sampling Technique – The technique adopted for the study is non-probability sampling technique of convenience sampling

Sample Size-The study has depended on primary data. Primary data were collected through a sample survey with a questionnaire. The sample size is 100 respondents for the research.

d) Statistical tool used

The technique used in analyzing the collected data is known a stools for analyzing data. The tool used in this study is as follows:

- *Percentageanalysis*
- *Chi-SquareTestAnalysis*
- *Weighted Average Method*

VI. ANALYSIS AND INTERPRETATION OF DATA

TABLE 1 RESPONDENT’S AGE

| S. No | Particulars | No. of Respondents | Percentage |
|-------|--------------|--------------------|------------|
| 1 | 17-18 | 12 | 12 |
| 2 | 19-20 | 22 | 22 |
| 3 | 21-22 | 28 | 28 |
| 4 | 22-23 | 21 | 21 |
| 5 | 23 and above | 17 | 17 |
| | Total | 100 | 100 |

Source: Primary Data

It is observed from the table that the majority of 28 percent of the respondents are belong to the age group of 21 – 22 years.

TABLE 2 YEAR OF STUDY

| S. No | Particulars | No. of Respondents | Percentage |
|-------|-------------|--------------------|------------|
| 1 | I UG | 20 | 20 |
| 2 | II UG | 20 | 20 |
| 3. | III UG | 20 | 20 |
| 4. | I PG | 20 | 20 |
| 5. | II PG | 20 | 20 |
| | Total | 100 | 100 |

Source: Primary data

It is inferred that the respondents are equally distributed across all years of study, with 20 students each from I UG, II UG, III UG, I PG, and II PG, making a total of 100 respondents.

TABLE 3 CHI-SQUARE TEST

AIM

There is obtain the significant relationship between social media usage and stress levels among female college students.

NULL HYPOTHESIS(H0)–There is no significant relationship between social media usage and stress levels among female college students.

ALTERNATE HYPOTHESIS(H1)–There is significant relationship between social media usage and stress levels among female college students.

| Social Media Usage | Stress levels among female college students | | | | | |
|--------------------|---|----|----|----|-----|-------|
| | HS | S | N | DS | HDS | TOTAL |
| Highly Usage | 15 | 10 | 5 | 3 | 2 | 35 |
| Moderate Usage | 8 | 12 | 10 | 5 | 5 | 40 |
| Low Usage | 2 | 5 | 8 | 5 | 5 | 25 |
| Total | 25 | 27 | 23 | 13 | 12 | 100 |

Expected frequency of any cell=

$$[(\text{Row total for the column of that cell}) * (\text{Column total for the column of that cell}) / \text{GrandTotal}]$$

$$X^2 = \sum \frac{(O_i - E_i)^2}{E_i} = 14.45$$

$$\text{Degree of freedom} = (r-1)(c-1) = (3-1)(5-1) = 8$$

Calculated value = 14.45

Table value = 15.51

Calculated Value < Table Value

Null hypothesis is accepted.

There is no significant association between social media usage and stress levels among female college students at the 5% level of significance.

TABLE 4 FACTORS INFLUENCING SOCIAL MEDIA USE ON THE MENTAL HEALTH OF FEMALE COLLEGE STUDENTS IN SIVAKASI

| S. No. | Ranks | 1 | 2 | 3 | 4 | 5 | 6 | 7 | Mean | Weighted Average | Rank |
|--------|---|----|----|----|----|----|----|----|------|------------------|------|
| | Weighted Average | 7 | 6 | 5 | 4 | 3 | 2 | 1 | | | |
| | Factors | | | | | | | | | | |
| 1 | Excessive time spent on social media | 25 | 0 | 40 | 0 | 20 | 15 | 0 | 465 | 16.61 | 1 |
| 2 | Comparison with others lifestyle | 10 | 20 | 0 | 15 | 20 | 10 | 25 | 355 | 12.68 | 4 |
| 3 | Body image concerns | 0 | 0 | 25 | 0 | 30 | 15 | 30 | 275 | 9.82 | 9 |
| 4 | Fear of missing out | 0 | 0 | 0 | 30 | 20 | 20 | 30 | 250 | 8.93 | 10 |
| 5 | Negative Comments | 0 | 0 | 18 | 14 | 25 | 33 | 10 | 297 | 10.61 | 8 |
| 6 | Pressure to gain followers | 14 | 15 | 16 | 0 | 20 | 15 | 20 | 378 | 13.5 | 3 |
| 7 | Academic distraction | 11 | 0 | 25 | 0 | 17 | 25 | 22 | 325 | 11.61 | 6 |
| 8. | Sleep disturbance due to late night usage | 15 | 9 | 16 | 12 | 15 | 15 | 18 | 380 | 13.57 | 2 |
| 9. | Addiction to scrolling | 0 | 13 | 15 | 16 | 20 | 15 | 21 | 328 | 11.71 | 5 |
| 10. | Lack of face-to-face interaction | 12 | 0 | 11 | 0 | 42 | 15 | 20 | 315 | 11.25 | 7 |

Source: Primary data

SUGGESTION

- Counseling services should be providing

guidance on managing screen addiction.

- Awareness posters and campaigns about

responsible social media use should be displayed on campus.

- Workshops on academic focus and productivity skills should be conducted regularly.
- Parents should act as role models by maintaining balanced digital habits.

VII. CONCLUSION

The social media can have positive benefits such as learning opportunities, networking and skill development. Therefore, maintaining a balanced and mindful approach toward social media usage is essential. The study concludes that promoting digital awareness, strengthening mental health support systems, and encouraging healthy usage habits can help female college students in Sivakasi utilize social media positively without compromising their mental health and academic performance.

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