THE IMPACT OF SOCIAL MEDIA ON THE MENTAL HEALTH OF TEENAGERS

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A Project Work Report submitted to Pokhara university in a partial fulfillment of the requirements for the degree of

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DECLARATION

I hereby declare that the project work report entitled **"The impact of social media on the mental health of teenagers"** of Pokhara Valley" which is submitted by me in partial fulfillment of the requirement for the degree Bachelor of Business Administration in Banking (BBA) of Pokhara University Comprises only my original work and due acknowledgement have been made to materials used in the report.

I further declare that this report is the result of my own report and that it has not been submitted in any part of or to any other Universities or Institutions for the award of any degree.

……

Prasisa Shrestha

June ,2025

ACKNOWLEDGEMENT

This report is prepared in accordance with the prescribed rules and regulations of Pokhara University. I am thankful to have such a subject where I must do this task. This program provides me with the opportunity outside the classroom to explore my interest and to gain practical experience.

This is my great pleasure to submit the report of "The impact of social media on the mental health of teenagers" of Pokhara Valley". My heartfelt thanks go to my supervisor, Prakash Regmi, for the supervision, guidance and support me from topic selection to questionnaire design, data collection, way of communication, data analysis and to report writing. His support matters a lot in my report. Without his constant support, guidance, supervision, inspiration and valuable time this study wouldn't come in this form.

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Prasisa Shrestha
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Table of Contents

THE IMPACT OF SOCIAL MEDIA ON THE MENTAL HEALTH OF TEENAGERS i
DECLARATION..... i
ACKNOWLEDGEMENT ii
Executive Summary vi
CHAPTER-I: INTRODUCTION 1
1.1Background 1
1.2 Statement of the problem 3
Objectives of the study..... 3
1.3.1 General objectives..... 3
1.3.2 Specific objective..... 4
1.4 Significance of the study 4
1.5 Limitation of the study 4
CHAPTER- II: LITERATURE REVIEW 5
2.1 Conceptual Review 5
2.2 Conceptual Framework 7
2.3 Theoretical framework..... 7
Operational Definition..... 8
2.4 Research Methodology 9
2.5 Research Design..... 9
2.6 Source of Data 9
2.7 Population and sample..... 10
2.8 Method of Data Collection 10
2.9 Method of Data Processing and Analysis 10
CHAPTER- III: PRESENTATION AND ANALYSIS OF DATA 11
3.1 Data Analysis..... 11
3.1.1Respondents age..... 11
Table 1: Respondents age..... 11
Figure 2: Respondents age 12
3.1.2 Respondent Gender..... 12
Table 2: Respondent Gender 12

Figure 3: Respondents gender 12
3.1.1 Respondents education level 13
Table 3: Respondents educational level 13
Figure 4: Respondents educational level 13
3.1.4 Respondents Social Media Usages Habits 14
Table 4: Respondents social media usages habits 14
Figure 5: Respondents social media usages habits 14
3.1.5 Respondents hours spent on social media 15
Table 5: Respondents hours spent on social media 15
Figures 6: Respondents hours spent on social media 15
3.1.6 Respondents reason for using social media 16
Table 6: Respondents reason for using social media 16
Figure 7: Respondents reason for using social media 16
3.1.7 Respondents Mental Health & Emotional Health 17
Table7: Respondents comparing themselves to others on social media 17
Figure 8: Respondents comparing themselves to others on social media 17
3.1.8 Respondents feeling anxious or sad 18
Table 8: Respondents feeling anxious or sad 18
Figure 9: Respondents feeling anxious or sad 18
3.1.9 Respondents feeling pressure to look or act 19
Table 9: Respondents feeling pressure to look or act 19
Figure 10: Respondents feeling pressure to look or act 19
3.1.10 Respondents experincing cyber bulling or negative comments 20
Table 10: Respondents experincing cyber bulling or negative comments 20
Figure 11: Respondents experiencing cyber bulling or negative comments 20
3.1.11 Physical Health 21
Table 11: Respondents use social media affecting sleep 21
Figure 12: Respondents use of social media affecting sleep 21
3.1.12 Respondents experiencing eye strain, headaches, or fatigue 22
Table 12: Respondents experiencing eye strain, headaches, or fatigue 22
Figure 13: Respondents experiencing eyestrain, headache or fatigue 22

3.1.13: Impact of social media on physical activity 23
Table 13: Impact of social media on physical activity 23
Figure 14: Impact of social media on physical activity 23
3.1.14 Respondents behavior and self -perception 24
Table14: respondents feeling addicted to social media 24
Figure 15: Respondents feeling addicted to social media 24
3.1.15 Respondents trying to take a break from social media 25
Table 15: Respondents trying to take a break from social media 25
Figure 16: Respondents trying take a break from social media 25
3.2 Major Findings 26
CHAPTER-IV: SUMMARY, CONCLUSION AND RECOMMENDATION 28
4.1 Summary 28
4.2 Conclusion and Discussions 29
[1]4.3 Recommendation 29
References 30
APPENDIX 32
THE IMPACT OF SOCIAL MEDIA ON THE MENTAL OF TEENAGERS 32

Executive Summary

This study explores the impact of social media on the mental health of teenagers, focusing on four key independent variables: time spent per day, type of content, frequency of use, and platforms used. The dependent variable is the mental health of teenagers, measured through indicators like anxiety, depression, and self-esteem.

Findings show that excessive time on social media and frequent use are linked to higher levels of stress, anxiety, and poor sleep. Negative or appearance-focused content worsens self-image and emotional health, while educational or positive content has a supportive effect. Platforms like Instagram and TikTok are more often associated with mental health issues due to idealized content.

In summary, while social media can offer some benefits, uncontrolled and excessive use harms teenagers' mental well-being, highlighting the need for awareness and responsible use.

CHAPTER-I: INTRODUCTION

1.1Background

Nowadays, social media is an inevitable component of teenage life in the digital era. Places like Facebook, Instagram, TikTok, Snapchat, and YouTube are not only used as tools of communication, but they are also a place where teenagers find themselves and explore identity, as well as the place where they find validation and ways of connecting to the world. On the one hand, these sources provide numerous opportunities to connect and learn, but on the other hand, the number of issues around the negative problematic patterns and their effects on the mind of young users has increased. Due to its adverse impact on psychological and emotional maturation, teenagers are only the most vulnerable to the ill effects of overuse of social media. As demonstrated in a number of studies, extended use of social media is also liable to result in multiple mental health concerns in adolescents including depression, anxiety, stress, low self-esteem, feelings of loneliness and dissatisfaction with body image as well as suicidal ideations. Among the teens, mutable definitions of perfection, living next to the jealousy of getting like and followers, the fear of missing out (FOMO) cyberbullying, and online harassment can all majorly impact health status, both mentally and emotionally. The fact that social media is an addiction and people tend to recognize themselves with other people is another factor that leads to low self-esteem and low emotional health. The use of smartphones and access to the internet in Nepal and especially in cities such as Pokhara is gaining momentum among teenagers in the recent past. As the countries get more internet penetrated and social media platforms are readily available, more Nepalese teenagers are being impacted on their psychological state. But very little research has been carried out in this region in Nepalese context and concerning the youth of Pokhara. The one pursued in the current research paper will be to understand the connection between social media use and the mental wellbeing of teenage children in the Pokhara and surrounding areas, in addition to the availability of data that parents, teachers, policymakers and other stakeholders might use to formulate enlightened interventions.

However, in as much as social media provides a platform in learning, creativity and building of long-distance relationships, its adverse effects cannot be ignored. Most times compulsive usage due to the addictive nature of these platforms whereby the platforms reward the users by offering likes, shares, and notifications lead to addiction that disrupts real life occurrences such as academic performance, physical health consequences, and sleeping schedules. Additionally, bad content exposure, peer-pressure, and cyberbullying may have permanent emotional and psychological consequences. A substantial upsurge in the ownership of smartphones and internet availability among teenagers has been experienced in Nepal and particularly Pokhara, which is an urban and semi-urban region. As the level of digitalization develops at a rapid pace, youth find much more time to spend online than it was ever before. Even though the number of people who are digitally involved is increasing, awareness of digital literacy and mental health remains poor. The problem of unregulated and excessive use of social media can trigger mental health issues of teenagers in Nepal, yet the problem has not yet been properly researched and studied locally. Therefore, it is critical to analyze the correlation and intensity of understanding between the utilization of social media in teenagers and mental health in Nepal. This paper will set out to discuss this emerging social problem, pinpoint the top mental health outcomes related to the use of social media and offer evidence-based suggestions. This study can fill the knowledge gap and create awareness on this issue to support the work on appropriate policy and program forms to encourage positive social media use and safeguard the adolescent's mental health by addressing the population of the age living in the area of Pokhara by their directors.

1.2 Statement of the problem

Social media has been so entrenched in the lives of teenagers in recent years. Although there are learning opportunities on these digital platforms and we can take funny videos and connect with our friends and family members, the development of different mental health issues in teenagers who use social media excessively is increasingly being proved. Neuroticism is in part a direct consequence of advertisements of unrealistic ideals of appearance, comparison to peers, cyberbullying, the need to stay on the Internet, which leads to anxiety attacks, depression, self-esteem issues, dissatisfaction with appearance, and emotional trauma. Irrespective of the concern concerning such issue all over the general globe, there is very little research that has been done relative to the issue in Nepal, especially in semi-urban and urban settlements such as Pokhara. The increasing number of smartphone users and people going online in Nepal among the Teenage population is disconcerting, especially due to the lack of understanding the psychological side of their condition and the illiteracy with technology, which induces a lot of anxiety in them. Parents, teachers and policy makers are not aware of the severe level to which the young minds are being affected by social media and there are no guidelines and preventive measures which can be adopted. That being the gap, we need to determine the implications of social media on the mental health of teenagers within the local context. It is not easy to specify what factors contribute to poor results and suggest effective interventions in the absence of proper research. Thus, the research that will be conducted aims at investigating the connection between social media consumption and mental health in adolescents, and it will be expected to help comprehend the scope of the issue and develop a system of awareness, policy, and support.

Objectives of the study

1.3.1 General objectives

- To determine the trend and frequency of use of social media among teenagers.
- To analyze the connection between social media time, use and anxiety, depression, and stress symptoms.
- To determine the effects of social media on self-esteem and body image in teenagers.

1.3.2 Specific objective

- To determine the frequency, duration and patterns of teenagers to use social media.
- To study how addictive use of social media correlates to the symptoms of mental conditions like depression, anxiety, and stress.

1.4 Significance of the study

- To sensitize teenagers, parents, and educators to the danger of mental health due to excessive use of social media.
- To offer evidence-based evidence that may be used in understanding the impacts of social media on emotional and psychological well-being.
- To help schools and institutions design digital literacy programs and mental health support initiatives
- To make parents assist their children to get better and more moderate media behavior.

1.5 Limitation of the study

This study has the following limitation.

- The population of the study is only limited to teenagers in Pokhara and its surroundings, thus the results might not be applicable to the rest of the Nepal as well.
- The study depends on self-reported information that might be influenced by the honesty or remembering of participants or social desirability bias.
- This study has cross-sectional design so that it ensures data obtained only at one point and it cannot prove cause and effect.
- The research may have a smaller population and variety due to the small availability of participants during school time or holidays.

CHAPTER- II: LITERATURE REVIEW

2.1 Conceptual Review

Social media has transformed the lives of teenagers regarding interaction, communication, and perception in the world. It is defined as digital tools and applications which allow people to create, share, and trade content through virtual communities and networks. The most used social media by teens can be broken down into Facebook, Instagram, TikTok, Snapchat, and YouTube. The idea of the social media use among adolescents is quite multidimensional in terms of the frequency and duration of usage, the content they consume, and the quality of interaction (active posting or passive scrolling). Mental well-being, however, involves emotional, psychological and social well-being. It influences the thinking of people, their emotions, and actions particularly in a stress period and making decisions. Mental health plays a crucial role in teenagers since this period is an at-risk age that presupposes identity development, relations with peers, and emotional control. The relationship between mental health and the use of social media is multidimensional and complicated. Some of the frameworks used by the researcher to conceptualize the effects of social media on mental health include positive effects as well as negative impacts.

The Hours Use of Social Media Daily Amount and Mental Health:

Some publications reveal that this issue may have a significant impact on the mental health of teenagers since the number of hours they spend using social media every day plays a key role. Indeed, Twenge and Campbell (2018) have shown that the longer teenagers spend their time online (three hours or more), the more likely they are going to demonstrate symptoms of depression, anxiety, and low self-esteem than their counterparts who spend less time on the internet. Screen time is an issue, as enough sleep remains a critical component of keeping emotions under control and cognitive growth in adolescents (Levenson, Shensa, Sidani, Colditz, & Primack, 2017). The lack of sleep associated with excessive social media consumption has also been found to increase anger levels, temper tantrums, and the decrease in academic achievements (Woods & Scott, 2016).

Regularity of Social Networking:

Mental well-being is also influenced by the intensity with which teens use social media, i.e. how many times a day they check into their social media accounts. Routine checking patterns make one become compulsively validated and set anxiety levels high. According to Przybylski, Murayama, DeHaan, and Gladwell (2013), teens with a daily frequency of more than 20 times to access accounts on social websites were more stressed and lonelier. This 24/7 connectedness has the potential to trigger an excess of the so-called Fear of Missing Out (FOMO) that results in intense anxiety and feelings of social incompetency (Abel, Buff, & Burr, 2016). Conversely, it has been found in moderate amounts that it encourages social connection and emotional support in the correct balance (Best, Manktelow, & Taylor, 2014).

The Content Consumed Type:

The content of social media is another key of determining the mental health of teenagers. Idealized and edited photos cause negative body image and low self-esteem in the users of social media especially in girls (Fardouly, Diedrichs, Vartanian, & Halliwell, 2015). Certain platforms that dominate visual content, including Instagram and Tik Tok, have been associated with heightened body dissatisfaction and disordered eating behaviors (Holland & Tiggemann, 2016). Furthermore, the effect of being exposed to cyberbullying and other harmful materials may be stress, depression, and helplessness (Kowalski, Giumetti, Schroeder, & Lattanner, 2014). Nevertheless, exposure to supportive and mental health awareness may also be beneficial; however, according to some studies, it also leads to offering peer support and coping skills (Naslund, Aschbrenner, Marsch, & Bartels, 2016).

Platforms Used:

The various social media have different impacts on the mental condition since they have different designs as well as user interactions. Such an example as Facebook use may lead to positive or negative mental effects in association with the way of usage (Keles, McCrae, & Grealish, 2020). The orientation of Instagram on visual content is closely linked to the problem of body image and anxiety (Sidani, Shensa, Hoffman, et al., 2016). Short videos on the platform TikTok are encouraged by trends and challenges, which in some cases promote risky

behavior that leads to low self-esteem (Wang & Wang, 2020). In turn, sites that primarily focus on information sharing, such as Twitter, have both beneficial (also giving a sense of belonging) and detrimental (delivering distressful news or cyberbullying) outcomes (Verduyn, Lee, Park, Shablack, Orvell, Bayer, & Kross, 2017).

2.2 Conceptual Framework

The conceptualizations of the study variables which refer to the specifications of the use of social media (independent variables) are defined in accordance with the time spent daily, the regularity of use, and the kind of content used, as well as the utilized social platform. These affect the dependent variable-mental health of teenagers denoted by psychological outcomes such as depression, anxiety, stress, self-esteem and emotional wellbeing. Such knowledge of the nature of this relationship may enable optimizing what is the best or worst to be done to healthy digital habits both as a stakeholder in the youth itself, and in the protection of adolescents against mental health risks.

2.3 Theoretical framework

Independent variable **Dependent variable**

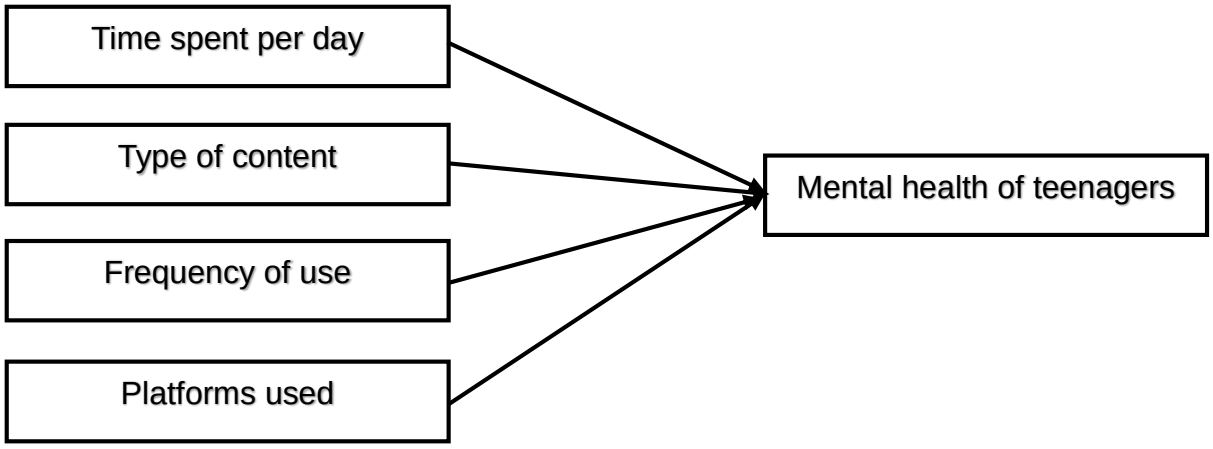


Figure 1: Theortical framework

Operational Definition

1. **Time Spending Each Day:**

Time spent per day can be defined as, it is the cumulative number of hours or minutes spent by a teenager on the social media sites in a twelve-hour turnaround. The studies indicate that the more teenagers spend their time using a computer or any other screens (more than 2-3 hours each day), the more prone to depression, anxiety, sleep disturbances, and poor self-esteem they become. Extended usage tends to substitute real-life socialization, physical and sleep activity, which have key roles in healthy development. Researchers have discovered that the longer adolescents spend on social media pages, the higher the chances of developing psychological issues, which are manifested when the interaction of these individuals with the media stretches to late-night presence (Woods & Scott, 2016).

2. Frequency of Use

Frequency of use refers to how many times per day a teenager checks or engages with social media. Unlike time spent, frequency measures how often rather than how long. High-frequency users (those who open apps many times a day) often show signs of compulsive behavior and digital dependency, leading to constant distraction, fear of missing out (FOMO), and heightened social anxiety. Even if the total time is low, frequent checking can still create mental strain, stress, and feelings of being overwhelmed (Przybylski et al., 2013).

3. **Type of Content**

The type of content consumed on social media includes the nature, tone, and purpose of the posts, videos, images, or interactions. Content can be:

- Positive: educational, motivational, supportive, or skill-based content
- Neutral: memes, entertainment, music, general news
- Negative: idealized body images, unrealistic lifestyles, toxic challenges, bullying, or hate speech.

4. Platforms Used:

The term platforms used signifies the particular social media applications or websites that teenagers use most of the time. Both platforms are different in terms of features and the effects: Instagram and TikTok: Phones-based platforms that privilege content and images in which appearance play a significant role; associated with body image, comparison, and anxiety. Facebook: Employed to help people connect, yet it has been seen to bring unnecessary exposure of oneself and inactive scrolling. Snapchat: Has a lot of concentration on live communication; it may lead to pressure to make streaks, institutionalized communication, and FOMO. YouTube. It is widely used to entertain and learn; the effects of this would depend on the nature of the content consumed. Twitter/X: containing more text and kinds of news; capable of rapid dissemination of political, emotional, or upsetting information.

2.4 Research Methodology

Methodology refers to the steps that will be adopted in this study. The more systematic method gives the more actual result of the study. The method for this study includes research plan and design, description of the sample, data collection method and data analysis plan.

2.5 Research Design

Descriptive research design was used to gain an insight into the impact of social media on the mental health of teenagers. This study applies both qualitative and quantitative approaches to achieve the research objectives.

Under the qualitative research, open-ended questions were developed to understand the subjective experiences of teenagers regarding their social media usage and its effects on their emotional wellbeing. This included exploring how they perceive the influence of social media on their mood, self-esteem, and anxiety levels.

The quantitative research was done through descriptive research design. Under the descriptive, developmental research was selected, and within it, the trend study method was used.

2.6 Source of Data

Both primary as well as secondary data were used for the study purpose.

2.7 Population and sample

This study was carried out in the Pokhara Valley, focusing on teenagers as the main population. Teenagers who actively use social media were considered suitable for this research. To capture a broad and diverse perspective, a total of 105 respondents were selected. The sample included students from various age groups, gender identities, and educational levels.

2.8 Method of Data Collection

To collect relevant data for this study, both primary and secondary sources were used. The primary data was gathered through a structured questionnaire designed specifically for teenagers.

In addition to primary data, secondary data was collected by reviewing previous research studies, journal articles, and official reports related to social media and mental health. This helped to support the findings and provided a broader context for analysis**.**

2.9 Method of Data Processing and Analysis

After collecting the data, responses were carefully checked, organized, and coded for accuracy and completeness. To explore the relationship between social media usage and mental health outcomes, correlation and regression analysis were applied. Tables and charts were also used to present the findings in a clear and understandable way.

CHAPTER- III: PRESENTATION AND ANALYSIS OF DATA

3.1 Data Analysis

Presentation and data analysis are crucial factors to be done in the course of report writing. The purpose of this chapter is to present the data and analyze them to meet the objectives of the report as well as to provide other general information**.** In this chapter the data about the impact of social media on the mental health of teenagers is presented into figures to show the data clearly, comparative and attractive.

3.1.1Respondents age

Table 1: Respondents age

S.N.	Age	No of Respondent	Percentage (%)
1.	13-15	11	10.5
2.	16-21	86	81.1
3.	21-27	4	4.7
4.	27+	4	3.7
	Total	105	100%

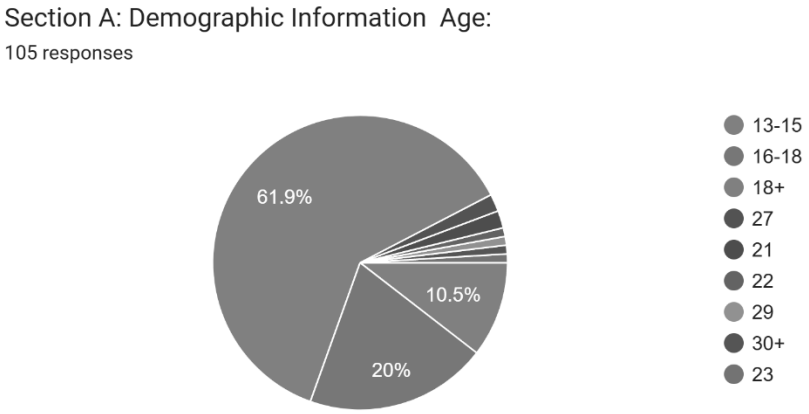


Figure 2: Respondents age

From the above chart we came to know that 61.9% are 18 above teenagers, 20% are at the age between 16-18 ,10.5% are of 13-15 teenagers and rest of other are of 18 above.

3.1.2 Respondent Gender

Table 2: Respondent Gender

S.N.	Gender	No of Respondent	Percentage (%)
1.	Male	37	35.2
2.	Female	56	53.3
3.	Other	7	6.7
4.	Prefer not say	5	4.8
	Total		

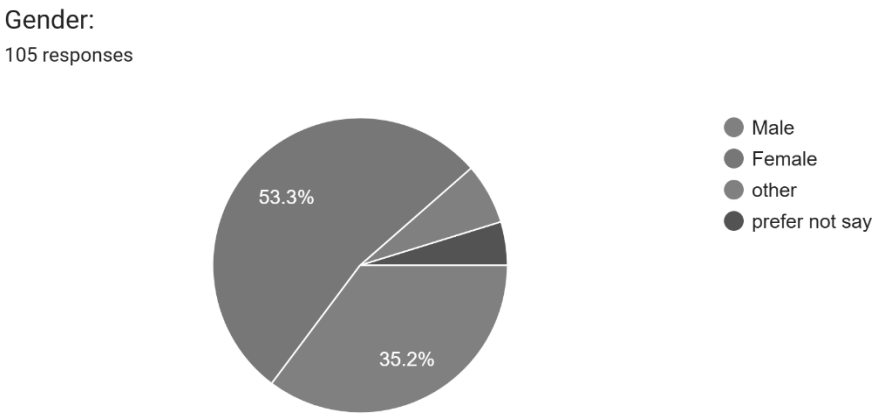


Figure 3: Respondents gender

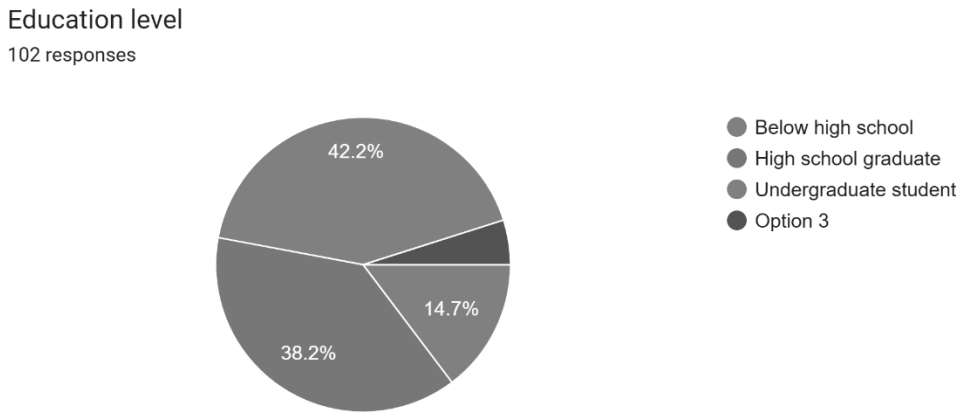
From the above chart, we can conclude that the impact of social media on the mental of teenagers are mostly females 53.3%, and males are 35.2% and rest are ithers.

3.1.1 Respondents education level

Table 3: Respondents educational level

S.N.	Educational level	No of Respondent	Percentage (%)
1.	Below high school	15	14.7
2.	High school graduate	39	38.2
3.	Undergraduate student	43	42.2
4.	Option 3	5	4.9
	Total	105	100%

Figure 4: Respondents educational level



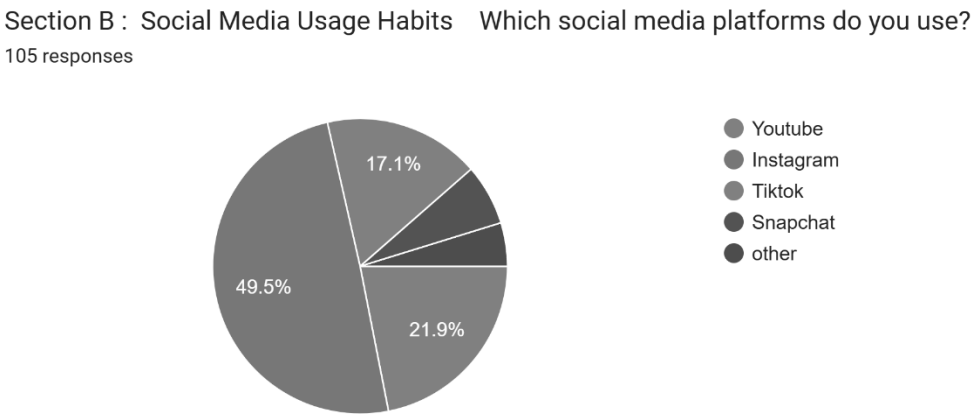
The total respondents are divided into three groups according to their academic qualifications. Education level is another important factor for this study. The smallest percentage of the respondents are below high school, and the highest respondents are undergraduate 38.2% and 42.2% respectively.

3.1.4 Respondents Social Media Usages Habits

Table 4: Respondents social media usages habits

S.N.	Social Media Usages Habits	No of Respondent	Percentage (%)
1.	YouTube	23	21.9
2.	Instagram	52	49.5
3.	TikTok	18	17.1
4.	Snapchat	7	6.7
5.	other	5	4.8
	Total	105	100%

Figure 5: Respondents social media usages habits



From the above chart, it is shown that the most of the people used social media platforms is Instagram, Youtube, Tiktok and rest are others

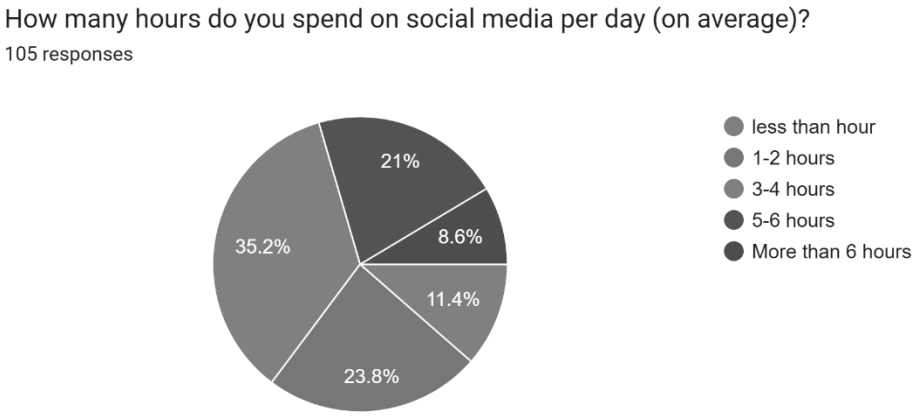
3.1.5 Respondents hours spent on social media

Table 5: Respondents hours spent on social media

S.N.	Hours spent on social media	No of Respondent	Percentage (%)
1.	Less than hour	12	11.4
2.	1-2 hours	25	23.8
3.	3-4 hours	37	35.2
4.	5-6 hours	22	21
5.	More than 6 hours	9	8.6
	Total	105	100%

Figures 6: Respondents hours spent on social media

From the above chart, it shows that most of the teenagers spend 3-4 hours on social media and the least spend time is less than hours and rest are others.

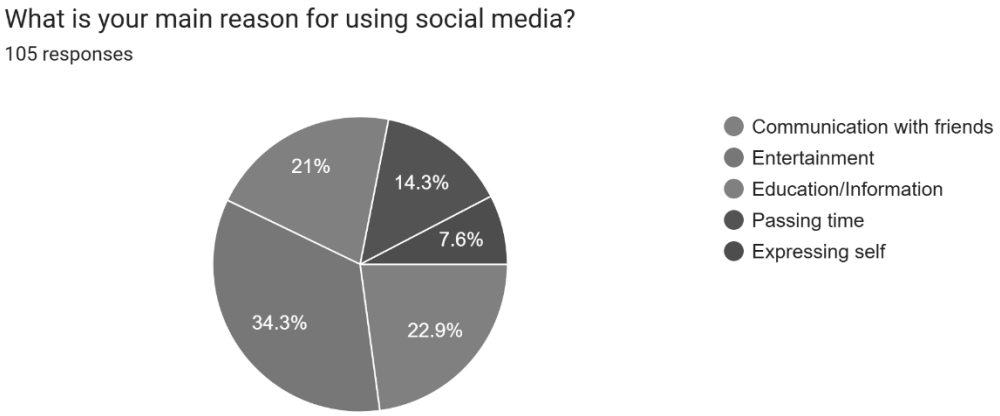


3.1.6 Respondents reason for using social media

Table 6**:** Respondents reason for using social media

S.N.	Reason for using social media	No of Respondent	Percentage (%)
1.	Communication with friends	24	22.9
2.	Entertainment	36	34.3
3.	Education / information	22	21
4.	Passing time	15	14.3
5.	Expressing self	8	7.6
	Total	105	100%

Figure 7: Respondents reason for using social media



From the above chart, the study shows that the main reason for using social media is for entertainment purposes, the least reason is for expressing themselves and rest are others

3.1.7 Respondents Mental Health & Emotional Health

Table7: Respondents comparing themselves to others on social media

S.N.	Comparing themselves to others on social media	No of Respondent	Percentage (%)
1.	Yes	29	27.6
2.	No	47	44.8
3.	sometimes	29	27.6
	Total	105	100%

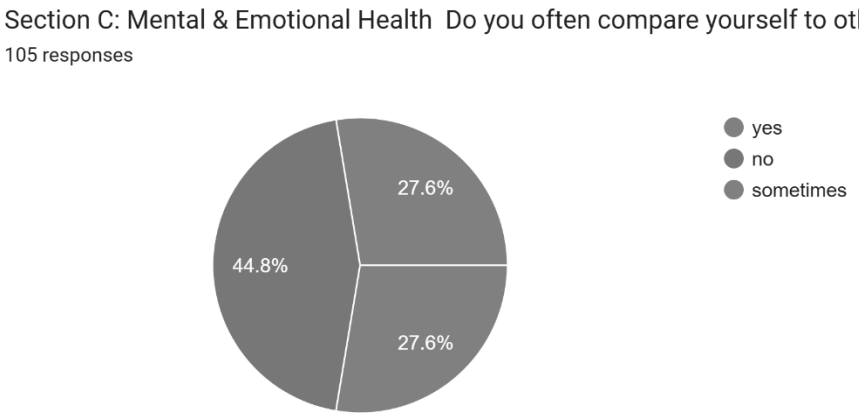


Figure 8: Respondents comparing themselves to others on social media

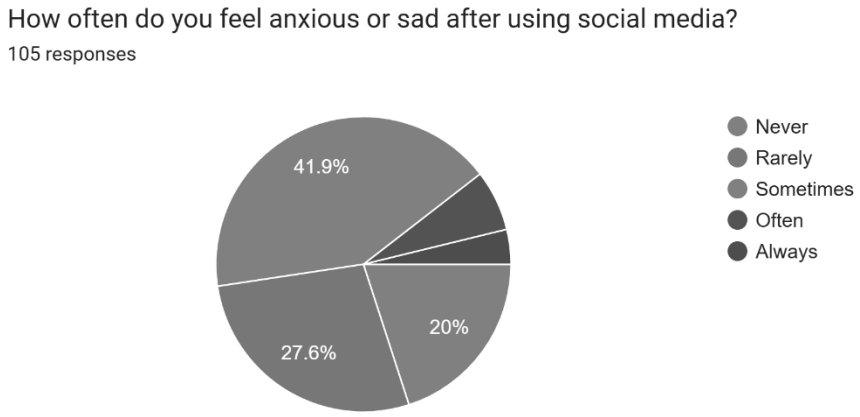
From the above chart, it is shown that 27.6% teenagers compare themselves on social media,44.8% don't compare themselves whereas 27.6% teenagers compare themselves sometimes.

3.1.8 Respondents feeling anxious or sad

Table 8: Respondents feeling anxious or sad

S.N.	Feeling anxious or sad	No of Respondent	Percentage (%)
1.	Never	21	20
2.	Rarely	29	27.6
3.	Sometimes	44	41.9
4.	Often	7	6.7
5.	Always	4	3.8
	Total	105	100%

Figure 9: Respondents feeling anxious or sad



From the above chart, the study shows that 41.9% of teenagers feel anxious sometimes, 27.6% teenagers rarely feel anxious or sad and 20% don't feel anxious or sad at all.

3.1.9 Respondents feeling pressure to look or act

Table 9: Respondents feeling pressure to look or act

S.N.	Feeling pressure to look or act	No of Respondent	Percentage (%)
1.	Yes	35	33.3
2.	No	43	41
3.	Maybe	27	25.7
	Total	105	100%

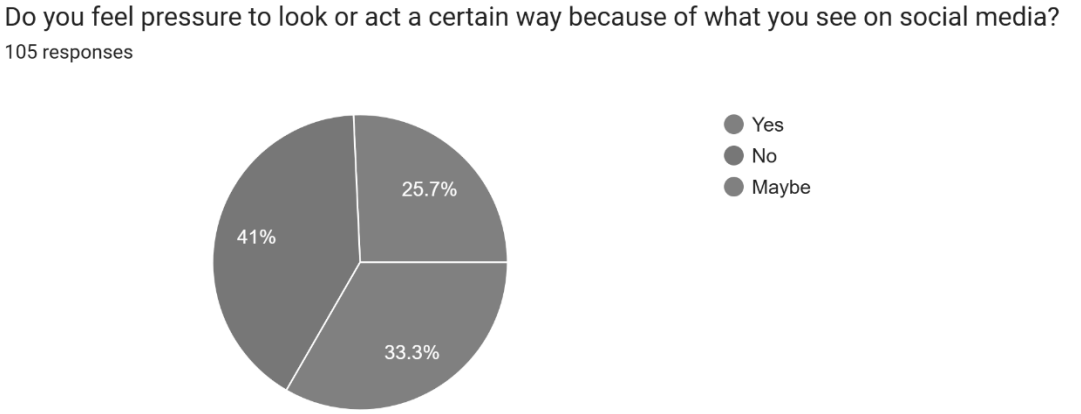


Figure 10: Respondents feeling pressure to look or act

From the above chart, it shows that most teenagers feel pressure to look or act a certain way because of what they see on social media and 41% of teenagers don't feel like that and rest others.

3.1.10 Respondents experincing cyber bulling or negative comments

Table 10: Respondents experincing cyber bulling or negative comments

S.N.	Experiencing cyber bullying or negative comments	No of Respondent	Percentage (%)
1.	Yes	29	27.6
2.	No	64	61
3.	Prefer not to say	12	11.4
	Total	105	100%

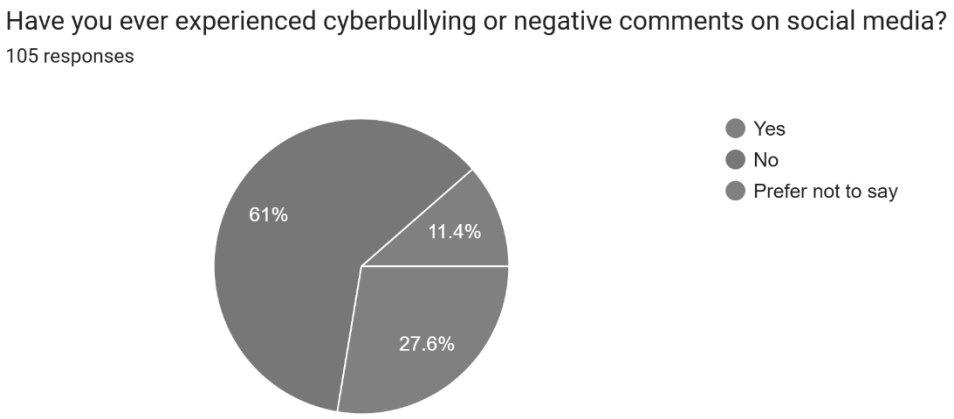


Figure 11: Respondents experiencing cyber bulling or negative comments

From the above chart, it shows that the most teenagers haven't experienced cyberbullying or negative comments on social media and some of 27.6% teenagers have experiened cyberbullying or negative comments on social media and rest others doesn't prefer to say.

3.1.11 Physical Health

Table 11: Respondents use social media affecting sleep

S.N.	Use of social media affecting sleep	No of Respondent	Percentage (%)
1.	Yes, I sleep less	40	38.5
2.	No, not at all	28	26.9
3.	Sometimes	36	34.6
	Total	105	100%

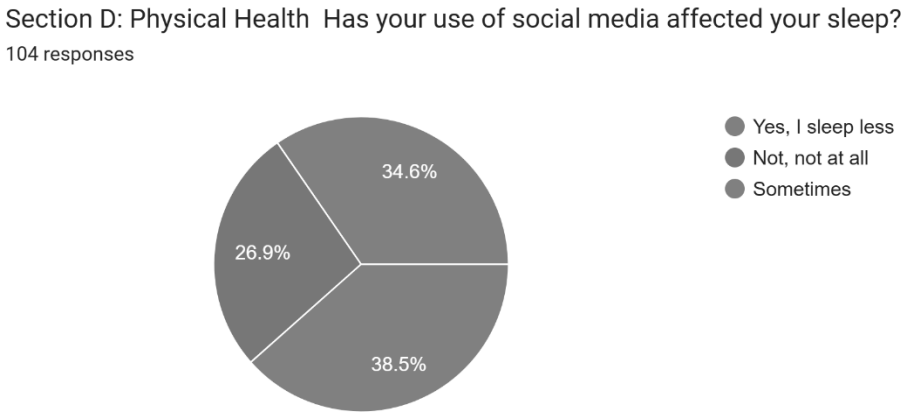


Figure 12: Respondents use of social media affecting sleep

From the above chart, the studies show that social media has affected the sleep of teenagers about 38.5% of respondents say that 34.6% says sometimes while other says that sometimes it does affect.

3.1.12 Respondents experiencing eye strain, headaches, or fatigue

Table 12: Respondents experiencing eye strain, headaches, or fatigue

S.N.	Experiencing eyestrain, headaches or fatigue	No of Respondent	Percentage (%)
1.	Yes	53	51
2.	No	26	25
3.	Maybe	25	24
	Total	105	100%

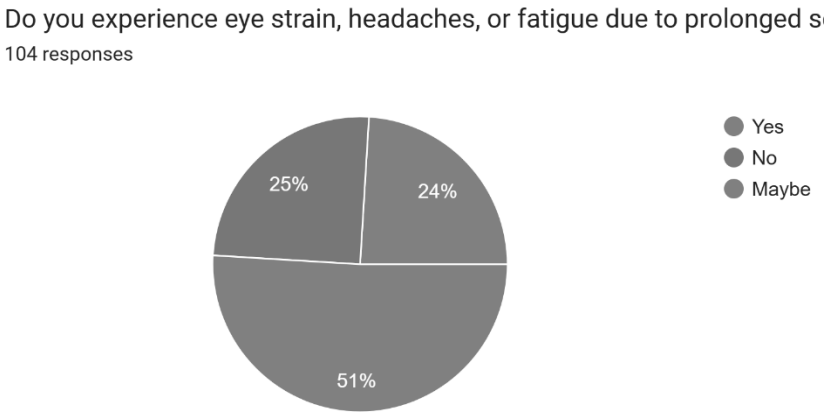


Figure 13: Respondents experiencing eyestrain, headache or fatigue

From the above chart, it says that most teenagers experience eye strain, headaches, or fatigue due to prolonged about 51% and 25% don't experience at all.

3.1.13: Impact of social media on physical activity

Table 13: Impact of social media on physical activity

S.N.	Impact of social media on physical activity	No of Respondent	Percentage (%)
1.	Yes	56	53.3
2.	No	28	26.7
3.	Sometimes	21	20
	Total	105	100%

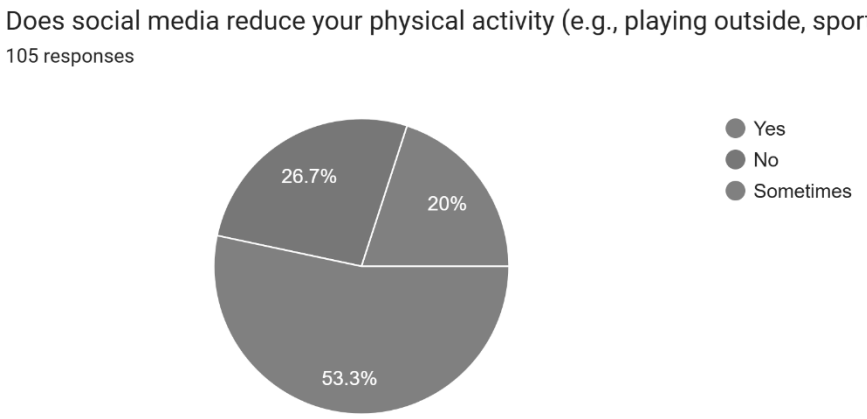


Figure 14: Impact of social media on physical activity

From the above chart, it says that social media reduces their physical activity by about 53.3% respondents say it, whereas 26.7% do feel that.

3.1.14 Respondents behavior and self -perception

Table14: respondents feeling addicted to social media

S.N.	Feeling addicted to social media	No of Respondent	Percentage (%)
1.	Yes	51	49
2.	No	34	32.7
3.	Maybe	19	18.3
	Total	105	100%

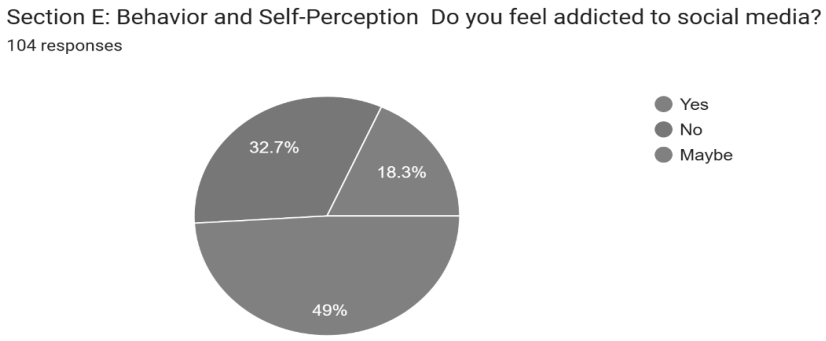


Figure 15: Respondents feeling addicted to social media

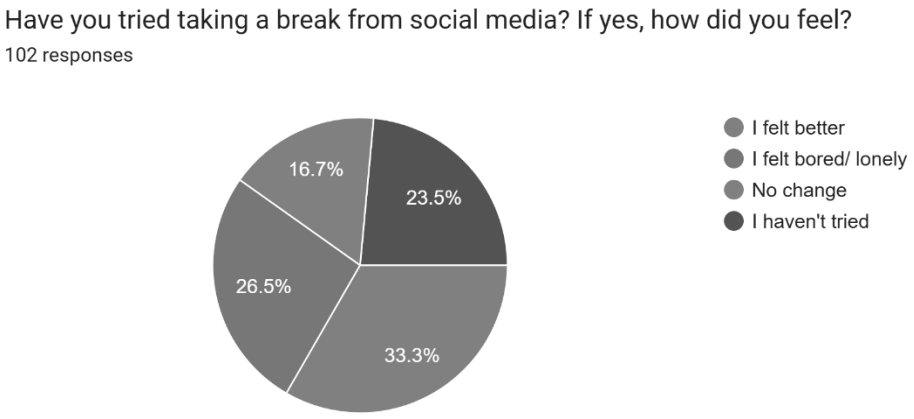
From the above chart, the study shows that most teenagers feel addicted to social media whereas at least they feel that maybe they are addicted to social media.

3.1.15 Respondents trying to take a break from social media

Table 15: Respondents trying to take a break from social media

S.N.	Trying to take a break from social media	No of Respondent	Percentage (%)
1.	I feel better	34	33.3
2.	I felt bored/ lonely	27	26.5
3.	No change	17	16.7
4.	I haven't tried	24	23.5
	Total	105	100%

Figure 16: Respondents trying take a break from social media



From the above chart, the study shows that most respondents tried taking a break from social media and they felt better after taking a break, while other respondents felt bored/lonely, and others haven't tried yet.

3.2 Major Findings

Findings from the data analysis and study of research are as follow:

The research results demonstrated that there were important trends concerning the influence of social media on both the mental, emotional, and physical health of teenagers. Regarding demographics, 61.9 percent of the respondents were of age 18years plus, 20 percent were aged 16 to 18 years and 10 percent were aged 13 to 15 years. The distribution by gender revealed that 53.3 percent of the participants were female, 35.2 percent male and the balance deemed at others. In as far as level of education was concerned, 42.2 percent had completed undergraduate studies, 38.2 per cent had completed high school and 14.7 per cent had been below high school.

Regarding the usage of platforms, the most popular platform among the respondents was Instagram, of which 49.5 percent of the respondents reported it as their favorite social media, and 21.9 percent also reported YouTube and 17.1 percent reported TikTok. Most of the participants took a lot of time on the social media with 35.2 percent using it 3-4 hours a day, 23.8 percent using it 1-2 hours a day, 21 percent using it 5-6 hours a day, and 8.6 percent using it over 6 hours a day, whereas 11.4 percent used it less than one hour.

Most common reasons to use social media included being entertained (34.3), to communicate with friends (22.9), to educate themselves and stay informed (21.0), to pass time (14.3), and to express themselves (7.6). As far as positive or negative impact on mental and emotional health is concerned, 44.8 and 27.6 of the participants claim that social media did not affect their mental and emotional health or not, respectively. After using social media, a great number of responses (41.9%) corresponded to feeling anxious or sad occasionally, 27.6 percent claimed that they rarely, and 20 percent of them responded that they never felt any such emotions. The percentage of those who reported that they were pressured to look or behave in particular ways due to the content social media, 33.3% replied yes and 41 percent answered no. Also, 27 percent of the participants confirmed they had been cyberbullied or received some negative comments through social media, and 61 percent stated that they had not.

Regarding physical health, 51 percent of the respondents had eye strain, headache, or fatigue because they spent much time staring at the screen. In addition, 53.3 percent of the people

thought that their physical activity levels decreased with the use of social media, whereas 26.7 percent were opposed to this view. Concerning overall physical health, 38.5 percent said they are sometimes being affected, 34.6 percent said that they are not and 26.9 percent posted that they are not affected at all. Lastly, in the aspect of behavior as well as self-perception, 49 percent respondents were addicted to social media and 32.7 percent were not. Of the population that tried to take a break off social media 33.3 of them felt better, 26.5 of them felt bored or lonely and 16.7 felt they could not feel a difference. But 23.5 percent pointed out that they had never taken the opportunity to take a break. The following results demonstrate that the impact of social media in several areas of health and actions of teens is quite significant.

CHAPTER-IV: SUMMARY, CONCLUSION AND RECOMMENDATION

4.1 Summary

In today's world, social media is a big part of teenagers' daily lives. It helps them stay connected with friends, share their thoughts, and explore new ideas. But along with the benefits, there are growing concerns about how it affects their mental health.

This study found that many teenagers spend several hours a day on social media—often late at night—and this habit is linked to feelings of stress, anxiety, and low self-confidence. Constantly seeing posts about other people's perfect lives, looks, or achievements can make teenagers feel like they're not good enough or missing out, which harms their emotional wellbeing.

This chapter focused on presenting and analyzing data related to the impact of social media on the mental health of teenagers. The collected responses were organized into charts and figures to make the findings clear, comparative, and visually appealing.

One of the key observations from the analysis is that a significant portion of the participants—61.9% of teenagers—are aged 18 or above. This indicates that older teenagers are more actively engaged with social media and were more responsive to the survey.

The visual presentation of data helped highlight patterns related to age, time spent online, content types, and emotional effects experienced by teenagers. Overall, the analysis supports the study's aim of exploring how different social media behaviors influence the mental health of teenagers, showing a clear link between social media use and emotional wellbeing.

4.2 Conclusion and Discussions

This study reveals that a majority of the teenagers surveyed, around 61.9%, are aged 18 and above. This highlights that older teenagers are actively engaged with social media, making it crucial to understand how this affects their mental health.

The data suggests that social media has a strong influence on teenagers' emotional wellbeing. While it offers opportunities to connect with friends, learn new things, and express themselves, excessive use or exposure to negative content can lead to feelings of stress, anxiety, and low self-esteem.

It is important to recognize that social media is not inherently bad—it can have positive effects when used mindfully and in moderation. Encouraging teenagers to spend time on positive and educational content, and helping them develop healthy online habits, can reduce the risk of mental health problems.

Overall, this study emphasizes the need for awareness among teenagers, parents, and educators about balancing social media use to protect and promote mental health.

[1]4.3 Recommendation

- Encourage teenagers to limit daily social media use, especially during late hours, to protect mental health.
- Promote engagement with positive, educational, and motivational content on social media.
- Organize awareness programs in schools and communities about social media’s effects on mental health.
- Provide easy access to counseling and mental health support for teenagers struggling with social media-related stress.
- Encourage parental monitoring and guidance of teenagers’ social media activities.
- Motivate teenagers to participate more in offline activities, such as hobbies, sports, and face-to-face socializing

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APPENDIX

THE IMPACT OF SOCIAL MEDIA ON THE MENTAL OF TEENAGERS

Dear Respondent,

I am BBA student at the Nepal Tourism and Hotel Management College affiliated with Pokhara University. This questionnaire is designed to gather information about the **"The Impact of Social Media on the Mental Health of Teenagers of Pokhara Valley".** All the responses will be used to conduct a study for the partial fulfillment of requirements for the degree of Bachelor of Business Administration. Your secrecy will be strictly maintained. Besides this survey should only take 5 minutes of your time. Thank you in advance for your cooperation.

Regards,

Prasisa Shrestha

NTHMC

BBA 6th Sem

Name:

Address:

Age:

Marital Status:

Name of the organization

Section A: Demographic Information

- 13-15
- 16-18
- 18+
- Other

2. Gender:
    - Male
    - Female
    - Other
    - Prefer not to say

3. Education level
    - Below high school
    - High school graduate
    - Undergraduate

Section B: Social Media Usage Habits

4. Which social media platforms do you use?
    - YouTube
    - Instagram
    - TikTok
    - Snapchat
    - Other

5. How many hours do you spend on social media per day (on average)?
    - Less than an hour
    - 1-2 hours
    - 3-4 hours
    - 5-6 hours
    - More than 6 hours

6. What is your main reason for using social media?
    - Communication with friends
    - Entertainment
    - Education/ Information
    - Passing time
    - Expressions self

Section C: Mental & Emotional Health

7. Do you often compare yourself to others on social media?
    - Yes
    - No
    - Sometimes

8. How often do you feel anxious or sad after using social media?
    - Never
    - Rarely
    - Sometimes
    - Often
    - Always

9. Do you feel pressure to look or act a certain way because of what you see on social media?

- Yes
- No
- Maybe

10. Have you ever experienced cyberbullying or negative comments on social media?

- Yes
- No
- Prefer not to say

Section D: Physical Health

11. Has your use of social media affected your sleep?

- Yes, I sleep less
- Not at all
- Sometimes

12. Do you experience eye strain, headache or fatigue due to prolonged screen time?

- Yes
- No
- Maybe

13. Does social media reduce your physical activity (e.g., playing outside, sport)?

- Yes
- No
- Sometimes

Section E: Behavior and Self -Perception

14. Do you feel addicted to social media?

- Yes
- No
- Maybe

15. Have you tried taking a break from social media? If yes, how do you feel/

- I felt better
- I felt bored/ lonely
- No change
- I haven't tried

Thank you for your cooperation, valuable time.