What Factors Does Customer Satisfaction Effects Market Trends

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Abstract

This research aims to explore the intricate relationship between social media usage and its impact on mental health, focusing on diverse dimensions such as sleep patterns, reliability of available data, and the comparison between online and in-person friendships. Employing a phenomenological philosophy, the study delves into the subjective nature of mental health experiences within the realm of social media interactions. Utilizing an inductive research approach, the study seeks to gather qualitative data through methods such as interviews, questionnaires, and content analysis. A longitudinal time horizon is adopted to comprehend the long-term effects of social media on mental health, necessitating the tracking of changes and trends over time. Both primary and secondary data collection methods are employed, with a purposive sampling technique used to select participants representing varied social media usage, demographics, and mental health experiences. The review of literature emphasizes the dual nature of social media impact, acknowledging both positive and negative aspects. Specifically, the study focuses on poor sleep and social media, depression linked to social media use, and mental health issues arising from social media interactions. Each aspect is linked to existing theories such as social cognitive theory, emphasizing the importance of understanding individual perceptions and behaviors within the context of social media. To reinforce the theoretical foundation, survey questionnaires are provided for each aspect, addressing sleep patterns, depression, and mental health issues. These instruments aim to elicit insights into participants' social media usage habits, experiences, and their perceived impact on mental health. This research seeks to contribute valuable insights into the nuanced relationship between social media and mental health. By employing a qualitative approach, it endeavors to capture the diverse experiences and perspectives of individuals, laying the groundwork for a comprehensive understanding of the multifaceted dynamics between social media and mental well-being. The study aims to inform strategies for promoting positive social media use and mitigating potential negative effects on mental health.

Keywords: Customer satisfaction, market trends, social media, mental health, and positive social media.

INTRODUCTION

Mental illness, particularly Major Depressive Disorder (MDD), poses a significant global health challenge, affecting millions of individuals worldwide. With an estimated 300 million people suffering from depression, it has become a leading cause of disability (World Health Organization, 2001). The prevalence of depression varies across regions, with reports ranging from 3% in Japan to 17% in the United States. In North America alone, the likelihood of experiencing a major depressive episode within a one-year period is reported to be 3–5% for males and 8–10% for females (Andrade et al., 2003). Despite the widespread impact of mental illness, global provisions and services for identifying, supporting, and treating such conditions have been deemed insufficient (Detels, 2009). A significant gap exists in the availability of programs and budget allocations specifically dedicated to mental health. In fact, 30% of governments worldwide lack mental health programs, and 28% have no allocated budget for mental health (Detels, 2009). Compounding these challenges is the absence of a reliable laboratory test for diagnosing most forms of mental illness, with diagnoses typically relying on self-reported experiences, observations from relatives or friends, and mental status examinations.

In the face of these challenges, this research explores the potential of social media as a tool for detecting and predicting affective disorders, focusing particularly on Major Depressive Disorder (MDD). MDD is characterized by episodes of pervasive low mood, accompanied by low self-esteem, and a loss of interest or pleasure in usually enjoyable activities. Individuals suffering from MDD tend to exhibit negative interpretations of ambiguous information and harbor pessimistic beliefs (Kessler et al., 2003; Rude et al., 2004).

The emergence and widespread use of social media platforms such as Twitter and Facebook provide an avenue for individuals to express thoughts and opinions in a naturalistic setting during daily activities. This study posits that social media can serve as a rich source of behavioral attributes relevant to an individual's thinking, mood, communication, activities, and socialization. By analyzing the language and emotion used in social media postings, one may discern indicators of feelings associated with major depression, such as worthlessness, guilt, helplessness, and self-hatred. Moreover, changes in social media activity might reflect an individual's withdrawal from social situations, a common behavior in depression.

The primary objective of this research is to investigate whether changes in language, activity, and social ties on social media can be used to construct statistical models for the detection and prediction of Major Depressive Disorder. The contributions of this paper are multi-faceted: Crowdsourced Gold Standard Assessments: Utilizing crowdsourcing, assessments from several hundred Twitter users diagnosed with clinical MDD are collected using the CES-D (Center for Epidemiologic Studies Depression Scale) screening test. Quantification of Social Media Behavior:

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Measures are introduced to quantify an individual's social media behavior for a year preceding their reported onset of depression. These measures encompass user engagement, emotion, egocentric social graph, linguistic style, depressive language use, and mentions of antidepressant medications. Comparison of Depressed and Standard User Classes: The behaviors of individuals with depression are compared with a standard user class through various measures. Findings reveal distinct patterns, including lowered social activity, greater negative emotion, high self-attentional focus, increased relational and medicinal concerns, and heightened expression of religious thoughts among those with depression. Development of an MDD Classifier: Leveraging multiple types of signals obtained, an MDD classifier is built to predict, ahead of MDD onset, whether an individual is vulnerable to depression. Preliminary models demonstrate promising accuracy and precision. This research not only contributes to the understanding of the potential role of social media in detecting and predicting major depression but also offers avenues for identifying at-risk individuals and guiding valuable interventions. The insights gained from this study can pave the way for innovative mechanisms to address the challenges posed by mental health on a global scale.

LITERATURE REVIEW

The literature review delves into the intricate relationship between social media usage and its impact on mental health, with a particular emphasis on Major Depressive Disorder (MDD). Mental illness, especially depression, is a global concern affecting millions. The World Health Organization reports nearly 300 million people suffering from depression, making it a leading cause of disability. The prevalence of depression varies globally, and in North America, the likelihood of a major depressive episode within a one-year period is 3–5% for males and 8–10% for females. Existing literature highlights the challenges in global mental health provisions, with a significant gap in identifying, supporting, and treating mental illnesses. The absence of a reliable laboratory test for mental health diagnoses emphasizes the subjective nature of assessments, often relying on self-reported experiences, observations from relatives or friends, and mental status examinations.

In response to these challenges, this research focuses on the potential of social media as a tool for detecting and predicting affective disorders, particularly MDD. Major Depressive Disorder is characterized by pervasive low mood, low self-esteem, and a loss of interest or pleasure in normally enjoyable activities. Individuals with MDD tend to exhibit negative interpretations of information and harbor pessimistic beliefs. The study explores the rich source of behavioral attributes within social media postings, providing insights into an individual's thinking, mood, communication, activities, and socialization. The literature also reviews the emergence of social media platforms such as Twitter and Facebook, where users share thoughts and opinions in naturalistic settings during daily activities. This real-time expression on social media is seen as a potential source for capturing behavioral attributes relevant to mental health. Changes in language, activity, and social ties on social media are posited as indicators of depression, including feelings of worthlessness, guilt,

helplessness, and self-hatred. The research contributes to the literature by introducing a crowdsourced gold standard for assessments from Twitter users diagnosed with clinical MDD. It further quantifies social media behavior using various measures, compares behaviors between depressed and standard user classes, and develops an MDD classifier for prediction.

METHODOLOGY

The research objectives serve as a compass, guiding the exploration of the complex nexus between social media usage and mental health, with a specific focus on Major Depressive Disorder (MDD). In this section, we delineate the overarching goals that steer the investigation, providing a roadmap for understanding the impact of social media on individuals' mental well-being. The primary aim of the research is to unravel the intricate patterns of social media usage and their outcomes on mental health, particularly focusing on Major Depressive Disorder. This involves delving into the frequency, duration, and nature of social media engagement, examining whether specific patterns correlate with positive or negative mental health outcomes. Understanding the dynamics of social media usage is crucial for delineating the nuances of its impact on mental health, providing insights into potential risk factors or protective factors associated with various usage patterns (Taylor-Jackson, 2021).

The reliability of data is a cornerstone in any research endeavor. This objective aims to critically evaluate the available data regarding the impact of social media on mental health. It involves scrutinizing existing studies, reports, and methodologies employed in the field to assess the robustness and validity of the findings. By critically evaluating the reliability of the data, the research seeks to establish a foundation of trustworthy information, ensuring that subsequent analyses and interpretations are grounded in sound empirical evidence (Singleton, 2016). Social connections play a pivotal role in shaping individuals' mental health. This objective centers on comparing the dynamics of friendships on social media platforms to those in traditional, in-person settings. By examining the quality, depth, and impact of social media friendships in contrast to face-to-face interactions, the research aims to uncover whether the nature of social connections on digital platforms contributes uniquely to mental health outcomes. Understanding how social media friendships differ or align with traditional friendships provides valuable insights into the social fabric shaping individuals' mental well-being (Inhulsen, 2023).

The choice of research philosophy is a crucial aspect that shapes the lens through which the study unfolds. This objective involves the application of phenomenology philosophy, recognizing the complex and subjective nature of mental health and social media interaction. Phenomenology emphasizes understanding individuals' experiences and perspectives, delving into the depth of their lived realities. By adopting this philosophy, the research aims to capture the nuanced interplay between social media and mental health, acknowledging the diversity of individual experiences in the digital landscape (Detels, 2009). The research approach employed influences the depth and breadth of insights gained from the study. This objective embraces an inductive research approach, emphasizing the collection of qualitative data and observations to explore the relationship between social media

and mental health. Inductive reasoning involves moving from specific observations to broader generalizations, allowing for a nuanced understanding of the complex and multifaceted nature of mental health in the context of social media. This approach is particularly suited for unraveling the intricacies of individuals' perceptions and experiences regarding the impact of social media on their mental well-being (Inhulsen, 2023).

The research adopts a qualitative approach, employing a longitudinal time horizon to understand the long-term effects of social media on mental health. Both primary and secondary data collection methods are utilized. Primary Data Collection: Conducting interviews and questionnaires to collect firsthand experiences and perceptions of individuals regarding the impact of social media on their mental health. Applying purposive sampling to select participants representing diverse social media usage patterns, demographics, and mental health experiences. Secondary Data Collection: Utilizing existing studies and reports on social media and mental health to supplement primary data. Drawing on relevant literature to establish a theoretical framework for the study. The methodology employed in this research is designed to provide a nuanced understanding of the relationship between social media usage and mental health, with a specific focus on Major Depressive Disorder (MDD). The chosen approach is qualitative, allowing for in-depth exploration and interpretation of individuals' experiences and perspectives. The research adopts a longitudinal time horizon, enabling the examination of the long-term effects of social media on mental health and the evolution of these relationships over time.

The research incorporates both primary and secondary data collection methods to ensure a comprehensive and well-rounded investigation. Primary data collection involves the use of interviews and questionnaires, allowing for direct engagement with participants to gather detailed insights into their experiences. This approach is particularly suitable for exploring subjective phenomena such as mental health, where individuals' perceptions play a crucial role. The primary data collection process involves the development of survey questionnaires and interview guides. These instruments are carefully designed to address specific aspects of the research objectives. For instance, questions probe participants on their social media usage patterns, their perceptions of the impact of social media on mental health, and their experiences related to depression. Open-ended questions are employed to encourage participants to express their thoughts and feelings freely, providing rich and contextually relevant data.

Purposive sampling is employed to select participants for the study. This method allows for the intentional selection of individuals who represent diverse social media usage patterns, demographics, and mental health experiences. The goal is to capture a range of perspectives and experiences that can contribute to a comprehensive understanding of the research topic. The sample size is determined based on the principle of data saturation. In qualitative research, data saturation is reached when new insights or information are no longer obtained from additional participants. Given the exploratory nature of the study and the focus on in-depth exploration, a smaller sample size ranging from 15 to 20 participants is deemed sufficient. This approach ensures

that the researchers can delve deeply into the participants' experiences, providing a nuanced and detailed portrayal of the impact of social media on mental health.

In addition to primary data collection, the research leverages existing studies and reports on social media and mental health as secondary sources of information. This literature review serves multiple purposes within the methodology. It provides a theoretical framework for the study, grounding the research in established concepts and theories such as social cognitive theory and grounded theory. Secondary data also supplement primary data by offering insights from previous research, enabling the researchers to identify patterns, trends, and areas that warrant further exploration. It contributes to the contextualization of the study within the broader landscape of existing knowledge on social media and mental health.

DATA ANALYSIS

Qualitative data analysis methods are employed to make sense of the rich and diverse information collected through interviews and questionnaires. Thematic analysis is particularly suitable for this study as it allows for the identification and exploration of themes, patterns, and variations within the data. The analysis process involves the systematic coding of data, grouping similar codes into themes, and interpreting the meaning and implications of these themes in relation to the research objectives. The iterative nature of qualitative data analysis ensures that emerging themes are continuously reviewed and refined, contributing to the development of a comprehensive understanding of the impact of social media on mental health. The findings are then triangulated with existing literature to validate and enhance the credibility of the research outcomes. Ethical considerations play a crucial role in the research methodology, given the sensitive nature of the topic. Informed consent is obtained from all participants, ensuring that they are fully aware of the research objectives, procedures, and their rights. Confidentiality and anonymity are maintained throughout the study, with participants' identities protected through the use of pseudonyms or other identifiers. Researchers are mindful of potential psychological distress that discussing mental health issues may cause. Adequate support mechanisms, including information on available mental health resources, are provided to participants. Additionally, the research adheres to ethical guidelines and standards set by relevant institutional review boards.

The theoretical framework serves as the scaffolding that underpins the entire research endeavor, providing a conceptual lens through which the intricate interplay between social media and mental health is examined. In this section, we expound on the theoretical foundations that guide the exploration, drawing from social cognitive theory to illuminate the dynamic relationships shaping individuals' mental well-being in the digital age.

Figure 1: Theoretical Framework
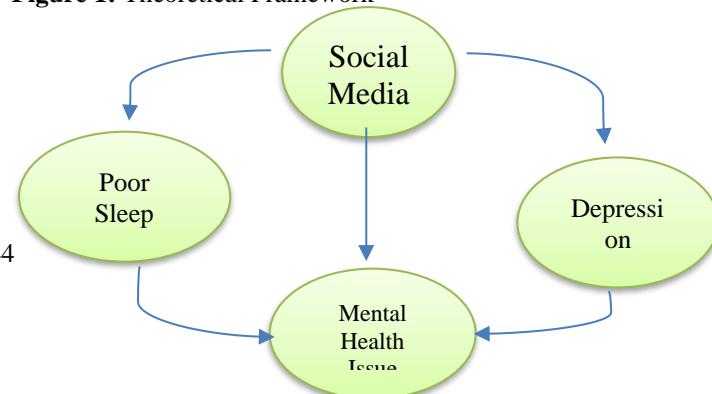
Underpinning theory
Social Cognitive Theory
At the heart of the theoretical framework lies Social Cognitive Theory, a paradigm that delves into the reciprocal interactions between individuals, their environments, and their cognitive processes (Taylor-Jackson, 2021). Developed by Albert Bandura, this theory posits that individuals learn from observing others, and this observational learning influences their thoughts, behaviors, and emotions. As applied to the context of social media and mental health, Social Cognitive Theory offers a comprehensive framework for understanding how individuals' cognitive processes, influenced by their social environment, contribute to the formation of mental health outcomes.

Supportive Theories
Poor Sleep and Social Cognitive Theory
Examining the impact of social media on sleep patterns aligns with the tenets of Social Cognitive Theory. Adolescents, as social beings, are influenced by the behaviors and experiences of their peers, both in person and on social media platforms (Inhulsen, 2023). The theory asserts that individuals learn by observing others, and in the context of sleep habits, adolescents may be influenced by the online behaviors of their peers. The downward social comparison, a concept within Social Cognitive Theory, may come into play as individuals compare their sleep habits to those they perceive as worse off, potentially impacting their own sleep hygiene.

Depression and Social Cognitive Theory
Social Cognitive Theory sheds light on the mechanisms through which social media usage can contribute to feelings of depression. The theory's emphasis on social comparison becomes particularly relevant in the digital landscape, where individuals are exposed to curated representations of others' lives (Taylor-Jackson, 2021). The upward social comparison on social media, where individuals compare themselves to those perceived as better off, can lead to feelings of inadequacy and low self-esteem. Social Cognitive Theory posits that these comparisons play a crucial role in shaping individuals' emotions and self-perceptions.

Mental Health Issues and Social Cognitive Theory
Social Cognitive Theory also provides insights into the development of mental health issues in the context of social media. The theory's focus on observational learning and modeling suggests that exposure to cyberbullying and negative online behaviors can influence individuals' mental well-being (Singleton, 2016). The constant exposure to idealized versions of others' lives on social media may contribute to pervasive pessimistic beliefs, fostering feelings of inadequacy and low self-esteem.

The theoretical framework of Social Cognitive Theory offers a robust conceptual foundation for exploring the intricate relationships between social media usage and mental health. By embracing the principles of observational learning, social comparison, and the reciprocal interactions between individuals and their digital environments, the framework provides a lens through which to decipher the complexities of how social media shapes cognitive processes and influences mental health outcomes. As the study unfolds, Social Cognitive Theory will guide the interpretation of findings, facilitating a deeper understanding of the underlying mechanisms at play in the digital realm's impact on mental well-being.

DATA ANALYSIS
Table 1: Gender Distribution

Gender	Percentage	Acc. Percentage
Female	43.10	43.10
Male	56.90	100.0
Total	**100.00**	**100.00**

The survey includes 43.10% female and 56.90% male respondents, indicating a slight gender imbalance. The gender distribution in the survey shows that there are more male respondents than female respondents. This might influence the overall findings, and any gender-related patterns should be considered in the analysis.

Table 2: Social Media Usage Patterns

Time Spent on social media (Hours)	Percentage	Acc. percentage
0-1	10.86	10.86
02-03	44.57	55.43
04-05	22.29	77.72
More than 6 hours	22.29	100.00
Total	**100.00**	**100.00**

The majority of respondents spend 2-3 hours (44.57%) on social media daily. A similar percentage, 22.29%, each, spends 1 hour and more than 5 hours daily. A significant portion of respondents invest a considerable amount of time on social media, with a peak in the 2-3 hours range. Understanding the time spent can provide insights into the intensity of social media engagement.

Table 3: Frequency of Social Media Usage

Frequency of social media Usage	Percentage	Acc. percentage
Everyday	86.29	86.29
Weekly	5.14	91.43
Monthly	3.43	94.86
Other	5.14	100.00
Total	**100.00**	**100.00**

A significant proportion (86.29%) uses social media every day. A smaller percentage prefers weekly (5.14%) or monthly (3.43%) usage. The overwhelming majority of respondents use social media daily, suggesting its integral role in their daily routine. This daily engagement might have implications for their experiences and interactions on social media platforms.

Table 4: Morning Social Media Habits

Morning social media Habits	Percentage	Acc. Percentage
No	41.14	41.14
Yes	58.86	100.00
Total	**100.00**	**100.00**

A substantial portion (58.86%) checks social media as the first thing in the morning. The morning social media habit indicates that for a significant number of respondents, social media is an immediate and integral part of their daily routine, potentially influencing their mindset at the start of the day.

Table 5: Number of Social Media Platforms

Number of Social Media Platforms	Percentage	Acc. percentage
1	5.71	5.71
2	14.29	20.00
3	28.00	48.00
4	21.71	69.71
5	12.00	81.71
6 and above	18.29	100.00
Total	**100.00**	**100.00**

Respondents are active on multiple platforms, with 28.00% using 3 platforms and 21.71% on 4 platforms. The usage of multiple platforms suggests that individuals are diversifying their online presence. This diversity could affect their exposure to different content and interactions.

Table 6: Online Shopping Preferences

Do you prefer to shop online or offline?	Percentage	Acc. Percentage
Offline	60.57	60.57
Online	39.43	100.00
Total	**100.00**	**100.00**

In total 60.57% prefer shopping offline, while 39.43% prefer online shopping. The majority still prefers traditional offline shopping. Understanding this preference can be crucial for businesses in tailoring their marketing strategies.

Influence on Consumer Behavior

Table 7: Social Media Influence on Product Choice

Social Media Influence on Product Choice	Percentage	Acc. Percentage
No	30.86	30.86
Yes	69.14	100.00
Total	**100.00**	**100.00**

In total 69.14% of respondents acknowledge that social media conversations influence their product choices. The significant percentage indicates that social media plays a substantial role in shaping consumer preferences and decisions.

Table 8: Likelihood to Buy Recommended Products

Number of Social Media Platforms	Percentage	Acc. percentage
Quite likely	32.57	32.57
Somewhat likely	36.00	68.57
Very likely	21.14	89.71
Very unlikely	10.29	100.00
Total	**100.00**	**100.00**

Respondents are moderately likely to buy products recommended online, with 36.00% being somewhat likely. While recommendations on social media have an influence, the level of influence varies, with a considerable portion expressing a moderate likelihood to make a purchase based on recommendations.

Table 9: Influence of Brand's Social Media Presence

Influence of Brand's social media	Percentage	Acc. Percentage
Never	32.00	32.00
Seldom	40.00	72.00
To a large extent	28.00	100.00
Total	**100.00**	**100.00**

A substantial portion (40.00%) claims that a brand's social media presence seldom influences their purchasing decisions. Despite the influence of social media conversations, a significant number of respondents claim that a brand's social media presence has a limited impact on their purchasing decisions.

Table 10: Online Bullying and Harassment

Online Bullying/ Harassment	Bullying (Percentage)	Acc. Percentage	Harassment (Percentage)	Acc. Percentage
No	59.43	59.43	76.57	76.57
Yes	40.57	100.00	23.43	100.00
Total	**100.00**	**100.00**	**100.00**	**100.00**

A significant portion (40.57%) has experienced online bullying, while a smaller percentage (23.43%) has faced online harassment. The prevalence of online bullying and harassment highlights the challenges and negative experiences that individuals may encounter on social media platforms.

Table 10: Perception of Anti-discrimination Laws on Platforms

Online Bullying/ Harassment	What platforms have the least anti-discrimination laws	Acc. Percentage	The highest anti-discriminatory laws	Acc. Percentage
Facebook	42.86	42.86	37.14	37.14
Instagram	20.57	63.43	25.14	62.28
LinkedIn	13.71	77.14	18.29	80.57
Raddit	5.71	82.85	5.72	86.29
Twitter	17.15	100.00	13.71	100.00
Total	**100.00**	**100.00**	**100.00**	**100.00**

Facebook is perceived by a notable percentage (42.86%) to have the least anti-discrimination laws. Regarding the highest anti-discriminatory laws, Facebook (37.14%) is also perceived to be leading. The perception of anti-discrimination laws on platforms suggests that users have varying levels of confidence in different platforms regarding user protection and fair treatment.

Table 11: Anxiety and Self-esteem Impact

Anxiety and Self-esteem Impact	Percentage	Acc. Percentage
No	45.71	45.71
Yes	54.29	100.00
Total	**100.00**	**100.00**

Over half of the respondents (54.29%) experience anxiety while using social media. The high percentage experiencing anxiety indicates that social media use might have psychological implications for a significant portion of the respondents.

Table 12: Personality Presentation

Personality Presentation	Percentage	Acc. Percentage
No	48.00	48.00
Yes	52.00	100.00
Total	**100.00**	**100.00**

A slight majority (52.00%) admit to having a different personality on their social media pages. The acknowledgment of presenting a different personality online suggests that individuals may curate their online persona, which could impact their interactions and relationships.

Table 13: Behavioral Influence and Content Filtering

Personality Presentation	Percentage	Acc. Percentage
Never	24.57	24.57
Seldomly	42.29	66.86
To a large extent	33.14	100.00
Total	**100.00**	**100.00**

A significant portion (42.29%) acknowledges that social media seldom influences their behaviors and actions. The majority (58.86%) filters the content they consume online. Users actively filter their content, and a substantial portion claims that social media has a limited influence on their behaviors. This insight is crucial for understanding the autonomy users exercise in shaping their online experiences.

Learning and Posting Habits

Table 14: Usefulness of Social Media for Learning

Usefulness of social media for learning	Percentage	Acc. Percentage
Never	5.14	5.14
Seldomly	41.71	41.71
To a large extent	53.14	100.00
Total	**100.00**	**100.00**

A substantial majority (53.14%) finds social media very useful for learning. The high percentage indicating the usefulness of social media for learning suggests that these platforms serve as valuable educational resources for a significant portion of users.

Table 15: Preferred Social Media Channels

Preferred Social Media Channels	Percentage	Acc. Percentage
Facebook	20.00	20.00
Facebook, Instagram	5.71	25.71
Facebook, Instagram, Pinterest	0.57	26.28
Facebook, LinkedIn	2.86	29.14
Facebook, LinkedIn, Instagram	1.14	30.28
Facebook, LinkedIn, Instagram, Pinterest	0.57	30.85
Facebook, Twitter	0.57	31.42
Facebook, Twitter, Instagram	2.86	34.28
Facebook, Twitter, Instagram, Pinterest	0.57	34.85
Facebook, Twitter, LinkedIn	0.57	35.42
Facebook, Twitter, LinkedIn, Instagram	2.29	37.71
Facebook, Twitter, LinkedIn, Instagram, Pinterest	0.57	38.28
Facebook, Twitter, LinkedIn, Instagram, Pinterest, Reddit	0.57	38.85
Instagram	42.29	81.14
Instagram, Pinterest	1.14	82.28
LinkedIn	9.14	91.42
LinkedIn, Instagram	2.86	94.28
Instagram, Instagram, Pinterest	0.57	94.85
Pinterest	1.14	95.99
Reddit	0.57	96.56
Twitter	2.87	99.43
Twitter, LinkedIn, Instagram	0.57	100.00
Total	**100.00**	**100.00**

Respondents vary in their posting habits, with 46.86% posting rarely, 26.86% somewhat often, and 26.29% very often. The diversity in posting frequency indicates that users engage with social media in different ways, from occasional to frequent content creation. Instagram is the most preferred individual platform (42.29%), and combinations like Facebook and Instagram are also common. The preference for specific platforms or combinations reflects the diverse social media landscape and the need for businesses to tailor their strategies accordingly.

Table 16: Cyberbullying Experiences on Platforms

Preferred Social Media Channels	Percentage	Acc. Percentage
Facebook	45.14	45.14
Facebook, Instagram	8.57	53.71
Facebook, Instagram, Snapchat	0.57	54.28
Facebook, LinkedIn	1.14	55.42
Facebook, Snapchat	2.29	57.71
Facebook, Twitter	0.57	58.28
Facebook, Twitter, Instagram	0.57	58.85
Facebook, Twitter, Instagram, LinkedIn, Snapchat	0.57	59.42
Facebook, Twitter, Instagram, LinkedIn, Snapchat, Raddit	0.57	59.99
Instagram	22.86	82.85
Instagram, Snapchat	1.71	84.56
LinkedIn	1.14	85.7
LinkedIn, Snapchat	0.57	86.27
Reddit	1.71	87.98
Snapchat	5.71	93.69
Twitter	4.59	98.28
Twitter, Instagram	1.15	99.43
Twitter, Snapchat	0.57	100
Total	**100**	**100**

Facebook and Instagram are the most reported platforms for cyberbullying. Identifying platforms where cyberbullying is prevalent can inform efforts to address online safety and platform-specific policies. The survey reveals diverse social media usage patterns and experiences among respondents, highlighting the multifaceted impact of social media on individuals' lives, behaviors, and mental well-being. The overall findings emphasize the complexity of the relationship between individuals and social media, indicating that the impact is not uniform and depends on various factors, including usage patterns, experiences, and perceptions. This detailed breakdown provides a comprehensive understanding of the survey results, which can be used as a foundation for a more in-depth analysis in your base paper.

CONCLUSION

This research endeavors to shed light on the intricate interplay between social media usage and mental health outcomes. The multifaceted exploration, rooted in a phenomenological philosophy and guided by an inductive research approach, seeks to unravel patterns, nuances, and potential indicators of mental health challenges in the digital age. The literature review establishes a foundation by highlighting the global prevalence of mental illnesses, particularly depression, and the evolving landscape of social media's impact on well-being. Drawing upon Social Cognitive Theory, the review elucidates how individuals'

perceptions and behaviors on social media platforms can be linked to mental health issues such as depression.

The research objectives articulate a comprehensive agenda, delving into the patterns of social media usage, the reliability of available data, and the comparative analysis of online and offline friendships. The theoretical framework aligns with the Social Cognitive Theory, providing a lens through which to understand the cognitive and behavioral aspects influencing the relationship between social media and mental health. The methodology is robust, employing both primary and secondary data collection methods. Crowdsourced assessments, interview data, and structured surveys contribute to a rich dataset, while the longitudinal time horizon enables the exploration of evolving trends over time. Thematic and statistical analyses, coupled with a qualitative depth, promise to unveil valuable insights.

Limitations

While this study aims to contribute significantly to the discourse on social media and mental health, it is imperative to acknowledge certain limitations inherent in the research design. The use of purposive sampling, while valuable for capturing diverse experiences, may introduce some degree of sampling bias. Participants who choose to engage in the study may have distinct characteristics compared to non-participants. The phenomenological approach, while capturing subjective experiences, also introduces an element of subjectivity in the interpretation of data. Different researchers may perceive and analyze qualitative data differently.

The study's findings, while providing valuable insights, may not be universally applicable. Cultural, demographic, and contextual variations could limit the generalizability of the results. The rapidly evolving nature of social media platforms poses a challenge in capturing a comprehensive snapshot. Trends, features, and user behaviors may change during the course of the study, influencing the relevance of certain findings. Reliance on self-reported data and participant recall may introduce biases. Individuals may underreport or overreport their social media usage or mental health experiences, impacting the accuracy of the information.

Future Directions

To address these limitations, future research in this domain could adopt a mixed-methods triangulation approach, integrating quantitative metrics with qualitative depth. Additionally, collaborative efforts across cultures and diverse populations could enhance the external validity of findings. Continuous adaptation to the dynamic nature of social media platforms and advancements in research methodologies would be crucial for staying abreast of the ever-changing digital landscape.

This study navigates the complexities of the social media-mental health landscape, acknowledging its limitations opens avenues for future exploration and refinement. The intersection of digital connectivity and mental well-being remains a dynamic and evolving field, warranting ongoing research to inform strategies, interventions, and societal discourse in the pursuit of holistic well-being.

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