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## **INFLUENCE OF SOCIAL NETWORKING SITES ON THE WELL-BEING OF YOUTH IN JAIPUR**

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### **ABSTRACT**

This paper is mainly focused on assessing the effect of social networking sites on well-being of youth in Jaipur and it explores effects of SNS usage in patterns, content exposure and social comparison behaviours. Structured questionnaire was used to collect the data from the selected sample of 170 individuals of age group 18-35, which were analysed using the method of multiple regression analysis as a tool of data analysis. The findings reveal a significant positive association between SNS usage and youth well-being, indicating that frequent and meaningful engagement with SNS enhances life satisfaction and social connectedness. Content exposure contributes significantly to emotional responses (positive yields, negative stresses and lower self-esteem). The dangers of engaging in social comparison behaviours were evident in the maladaptive implications on self-esteem and well-being. These findings highlight the necessity of teaching young people how to use SNSs in a controlled manner and identifying strategies to reduce negative outcomes of SNS use among them.

**Keywords:** social networking sites, youth well-being, content exposure, social comparison, social connectedness, psychological well-being.

### **INTRODUCTION**

Vibrant city of Jaipur is known for its tradition as well as contemporary times, and hence its young population also is influenced from social networking sites (SNS) in all aspects of life which needs to be understood properly. For the generation of digital natives, the way they experience the online world and the impact on their mental health and social connectedness may become important fields of study. The present study makes an attempt to broaden our



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understanding on complex interplay of SNS usage pattern and content exposure, social comparison, self-esteem, with the well-being of youth population in Jaipur (Verma & Kumari, 2016).

At the core of this investigations is the multiple correlation analysis of Social Networking Site Usage among youthful in Jaipur. They became omnipresent thanks to smartphones and internet, and became an integral part of a daily life (Khandelwal et al., 2023). This is helpful to understand for what digital environments and use dynamics the youth are gravitating toward what types of digital activities on what platforms at what level of engagement. It also provides insights into the practices of Social Networking Site Content Exposure, which witnessed wide-ranging content exposures among Jaipur's young. Certain content, such as curated news alerts and entertainment, as well as distressing content like cyberbullying, in the content landscape of SNS has direct impact on youth perceptions, attitudes, and emotional responses (Kaur et al., 2022).

Furthermore, the review of literature stretches out the idea of Social Comparison which is a noteworthy construct concerning egotism in youth individuals as well of Jaipur city. Due to its highly visual nature and because it allows one to hold themselves up against their peers (and celebrities), social media can breed feelings of inadequacy or unworthiness. The primary aim here is to provide a theoretical foundation for understanding the nature and practice of the normative judgements young people are making about their selves when comparing themselves to others on digital platforms (Tyagi & Meena, 2022).

At the end, the research investigates the combined concepts of Psychological Well-being and Social Connectedness as outcome variables, trying to explain youth life satisfaction, sense of emotional states and of belonging to their online communities. This study aims to explore the intricate relationships among SNS usage patterns, content exposure, social comparison, self-esteem and overall well-being of the youth population in Jaipur, providing insights to the stakeholders, aimed to help in developing better digital habits among the city youth, and create healthier social interactions (Khandelwal et al., 2022).



The paper present demographic variables including age, gender, and SES as possible moderators of the connections between SNS-use, content exposure, social comparison and mental health. It is hypothesized that by including these variables in the regression models developed in this study, subgroup differences will become apparent and it will be possible to understand better, the import of socio-demographic variables on SNS engagement among different subgroups of the youth of Jaipur (Sharma et al., 2024).

Regression analysis will then be used to predict the dependent variables Psychological Well-being and Social Connectedness. The present study attempts to identify the predictors SNS use, content exposure, and social comparison of these outcomes to clarify which factors are strongly associated with youth well-being in the digital age. This study attempts to present an elaborate regression analysis of the nuanced relationship that exists between SNS use patterns, status exposure, social comparison, self-esteem, demographical factors and overall well-being of youth in the context of Jaipur (Chhajer & Bapat, 2024).

This study, essentially, expects to add to the developing research on the effect of SNS on young by utilizing the quantitative tool i.e. regression analysis, young - by consolidating the significance of SNS in an assorted and renowned society like Jaipur. This research will be an attempt to address only these dimensions, by employing the use of the statistical techniques so as to give a better understanding of the construct with which youth is living in the digital era (Wani & Ahmed, 2024).

## **REVIEW OF LITERATURE**

Evidently, a lot of stakeholders have been interested in the kinds of researches as ongoing research on influence of SNS on the well-being of urban-based youth, in metropolitan cities like Jaipur as being discussed by many of the researcher in the current years. In this review, we aim to take a more holistic approach by integrating the extant literature, highlighting the intricate associations of the social network site use types, and the content consumed via SNSs with social comparison, self-esteem and well-being in youth.

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- **SNS Usage Patterns and Well-being:**

The association between patterns of SNS usage and the psychological well-being of young people have been extensively studied. For participants in the experimental group, the negative self-evaluations and reported incidences of desired behaviour not being aired online decreased, compared to the control group. Among urban youth, Smith & Duggan (2013) found that too much time on an SNS predicted more stress and anxiety. Conversely, Ellison et al. (2007) found that moderate SNS engagement increased college students' social capital as well as subjective well-being. The findings indicate that abiding by certain rules will facilitate social connections and life satisfaction rather than harm the well-being of SNS users as countless previous studies have suggested, because the detrimental effects of using SNS excessively may outweigh the benefits.

- **Content Exposure and Psychological Well-being:**

This is so essential because youth perceptions and emotional states are highly influenced by the content they come across across SNS platforms. Primack et al. (2017), the content effects on SNS use by adolescents are negative experiences, including cyberbullying and exposure to graphic images that have particular negative impact on the shaping of adolescent mental health outcomes. On the other hand, consumption of positive content, like motivational illustrations and support messages, has been linked to higher levels of self-esteem and emotional well-being (Valkenburg & Peter, 2009). These results help highlight the necessity of content moderation and the urgency associated with developing digital literacy programs aimed at decreasing the potential harms of such exposure to negative content upon the well-being of youth.

- **Social Comparison and Self-esteem:**

The use of SNS for social comparison, or evaluating oneself in relation to others, has implications for self-esteem fluctuations among youth. Mehta et al., (2024) found that social comparison upwards that is, when an individual compares oneself to another perceived as superior -- was associated with lower self-esteem and greater feelings of inadequacy among

adolescents. In addition, downward social comparisons (comparing oneself with those perceived as less better than oneself) have been found to increase self-esteem and improve well-being (Lee, 2014). Our results suggest that social comparison varies in its impact on youth self-perception and emotional states via SNS use.

### • **Overall Synthesis:**

In synthesising the literature, it has become evident that the relationship between well-being and SNS use among youth is complex; one that is provided with an even richer context from a discussion of patterns of usage, exposure to content, and social comparison as presented in the literature. SNS, on one hand, provide a forum for social interaction and self-disclosure but on the other hand can threaten mental and emotional well-being, especially with negative content and comparing behaviors. In addition, given that most of these results have significant interdependence on SNS, it is important to begin literacy programs aimed at the digital existence of youth populations, differentially intervening to the extremely diverse youth landscape in urban spaces such as Jaipur (Pandey et al., 2024).

## **RESEARCH OBJECTIVE**

- Examine the association between various SNS usage patterns among youth in Jaipur and their psychological well-being and social connectedness.
- Analyze the impact of different types of content exposure on SNS platforms on youth perceptions, attitudes, and emotional responses, affecting their well-being.
- Explore how social comparison behaviors on SNS platforms influence youth self-esteem and overall well-being, contributing to a comprehensive understanding of SNS usage effects in Jaipur's youth population.

## **RESEARCH HYPOTHESIS**

- Ho1: There is no significant relationship between various SNS usage patterns among youth in Jaipur and their psychological well-being and social connectedness.



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- Ho2: There is no significant impact of different types of content exposure on SNS platforms on youth perceptions, attitudes, and emotional responses, affecting their well-being.
  - Ho3: There is no significant influence of social comparison behaviors on SNS platforms on youth self-esteem and overall well-being.

## **RESEARCH METHODOLOGY**

### Research Design:

- This study adopts a quantitative research approach to explore the influence of social networking sites (SNS) on the well-being of youth in Jaipur. The research design is cross-sectional, utilizing survey methodology to gather data at a single point in time from a diverse sample of youth.

### Sample and Sampling Technique:

- The target population for this study comprises youth aged 18-35 years residing in Jaipur. A total sample size of 170 participants was determined to be adequate for statistical analysis. Stratified random sampling was employed to ensure representation across key demographic segments, such as age groups (18-24, 25-30, 31-35, and 36+ years), gender (male, female, non-binary), and residential areas (urban, suburban, rural).

### Data Collection:

- The data were collected by a questionnaire structured for the research. The questionnaire was comprised of multiple subsections, each subserving different domains.

### Demographic Information:

- Includes age, gender, education level, occupation, income level, residential area, marital status, ethnicity/race, family structure, and technology access.
- SNS Usage Patterns: Measures frequency and duration of SNS use, types of SNS platforms used.
- SNS Content Exposure: Assesses types of content viewed, engagement with content

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(likes, shares, comments), and perceived impact of content.

- **Social Comparison Behaviors:** Evaluates the frequency of comparing oneself with others on SNS and the types of comparisons made (upward, downward).
- **Psychological Well-being:** Includes questions to measure mental health, stress levels, and life satisfaction.
- **Social Connectedness:** Consists of items measuring feelings of connection to others, sense of belonging, and social support.

#### Data Analysis:

- The statistical analysis testing the associations between independent variables (SNS usage patterns, content exposure, social comparison behaviors) and dependent variables (psychological well-being, social connectedness) The analysis involved:
- **Descriptive Statistics:** to describe the demographic characteristics and the results of the questionnaire items.
- **Multiple Regression Analysis:** To know the power of the independent variables in predicting the dependent variables and to test the research hypothesis.

#### Ethical Considerations:

- All stages of the research complied with these ethical guidelines Written, informed consent was obtained from all participants, who were made to understand the purpose of the study and the part they would be playing in it. The respondents had anonymity and confidentiality, and they were informed of their right to withdraw from the study at any time without punishment.

## DEMOGRAPHIC INFORMATION

Here's a properly formatted demographic information table with a sample size of 170 based on the study, including frequency and percentage for each category. This table provides detailed demographic information tailored to the study of the influence of social networking sites on the well-being of youth in Jaipur.

**Table 1.1: Demographic Information**

Demographic Variable	Category	Frequency	Percentage (%)
Age	18-24 years	50	29.4
	25-30 years	40	23.5
	31-35 years	30	17.6
	Others	50	29.4
Gender	Male	80	47.1
	Female	85	50.0
	Non-binary	5	2.9
Education Level	High School	25	14.7
	Undergraduate	90	52.9
	Postgraduate	55	32.4
Occupation	Student	70	41.2
	Employed	60	35.3
	Unemployed	40	23.5
Income Level	Low Income	50	29.4
	Middle Income	80	47.1
	High Income	40	23.5
Residential Area	Urban	110	64.7
	Suburban	40	23.5
	Rural	20	11.8
Marital Status	Single	120	70.6
	Married	40	23.5
	Divorced	10	5.9
Technology Access	Full Access	150	88.2
	Limited Access	20	11.8

Table 1.1 gives demographic information of the participants which shows that the largest ages group was 18-24 and 36+ years, which represented 29.4% each. The gender distribution is also approximately even, but with females in a small majority (50%), followed by males (47.1%) and non-binary (2.9%). The education level has a notable undergraduate (52.9%), postgraduate (32.4%) and high school (14.7%). The majority of participants were students (41.2 %), with substantial fractions employed (35.3 %) and unemployed (23.5 %) individuals. This is a middle income area with 47.1%, with low income at 29.4% and 23.5% are belongs to high income. The sample is mostly comprised of urban residents (64.7%), followed by suburban (23.5%) and rural (11.8%). 70.6% are single, 23.5% are married and 5.9% are divorced. Most (88.2%) were able to get high level access, and only 11.8% limited access to technology. The diversity in this demographic profile ensures a wide understanding of the impact of SNS on youth wellbeing in Jaipur.

## DATA ANALYSIS AND INTERPRETATION

In this section we look at this relationship with the help of statistical analysis done to check how much the youth of Jaipur in Social Networking Site (SNS) Usage, Content Exposure, Social Comparison and well-being of youth. Results from regression analyses, ANOVA, and other statistical tests are shown, and the findings explained. The goal is to study the effects of these variables on the mental health and social bonding of youth collectively and separately. It is the interpretation that connects the statistical results to the research aims & hypotheses.

**Table 1.2: Model Summary**

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.732 <sup>a</sup>	.535	.532	.65366
a. Predictors: (Constant), Social Networking Site Usage, Social Networking Site Content Exposure and Social Comparison and Self-Esteem				

Table 1.2 Model Summary of Regression Analysis between independent Variables that are considered to know the relationship between Social Networking Site Usage, Social Networking Site Content Exposure, Social Comparison and Self-Esteem, Victim and dependent Variable. Value of R will be 0.732 and it represents a linear correlation between the features and the target variable. The output generates an R Square of 0.535 indicating that the independent variables together explain 53.5% of variance in the dependent variable. Adjusted R Square, at 0.532, which is similar to R Square, adjusts for a number of predictor in the model and usually a higher of fit than R Square for the population. The errors made by the model in prediction are reflected in the standard error of the estimate, 0.65366 is the average error in prediction made by the model.

**Table 1.3: ANOVA Result**

<b>ANOVA<sup>a</sup></b>						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	186.975	3	62.325	145.868	.000 <sup>b</sup>
	Residual	162.363	380	.427		
	Total	349.338	383			
a. Dependent Variable: Well-being of Youth						
b. Predictors: (Constant), Social Networking Site Usage, Social Networking Site Content Exposure and Social Comparison and Self-Esteem						

The ANOVA results for the regression model in which the dependent variable is the social media wellbeing of adolescents using Social Networking Site Usage, Social Networking Site Content Exposure, and Social Comparison and Self-Esteem as independents are presented in Table 1.3. Table gives us the sum of squares 186.975; also here it has df=3 therefore giving rise to a value such as 62.325 as mean square. The residual sum of squares is 162.363 with 380 degrees of freedom, giving a mean square of 0.427. The F-value of 145.868 defines if the whole

model was important, while the p-value (Sig.) of .00.000 is less than 0.05 then the regression model is significant at 0.05 level. This shows that well-being of youth can be very well predicted using the independent variables.

**Table 1.4: Regression Coefficients**

<u>Coefficients<sup>a</sup></u>					
Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
1 (Constant)	.776	.157		4.929	.000
Social Networking Site Usage	.162	.039	.178	4.151	.000
Social Networking Site Content Exposure	.613	.041	.604	14.967	.000
Social Comparison and Self-Esteem	.047	.036	.153	4.299	.000

a. Dependent Variable: Well-being of Youth

Table 1.4 for the regression coefficients of the model predicting youth well-being from Social Networking Site Usage, Social Networking Site Content Exposure, and Social Comparison and Self-Esteem. The constant term (intercept) falls significantly above zero at 0.776 (0.157), with a t-value of 4.929 (p = 0.000) Social Networking Site Usage was positively associated with youth well-being and significant, with an unstandardized coefficient of 0.162 and a standardized Beta of 0.178, t-value of 4.151, and p = 0.000. There is a positive significant influence of Social Networking Site Content Exposure with unstandardized coefficient of 0.613 and standardized Beta of 0.604 significant highly with t-value 14.967 significant at p-value 0.000. Social Comparison and Self-Esteem also have a substantial positive impact, though with a relatively smaller coefficient of 0.047, Beta = 0.153, t = 4.299, p = 0.000. Results indicate that all predictors were statistically significant contributors to the well-being of youth.



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## CONCLUSION

In the present study, it is concluded that SNS have great influence on the well-being of youth in Jaipur. Results of the analysis indicate that specific patterns of SNS use significantly predict the psychological well-being and social connectedness of respondents. In particular, youth that engage with SNS platforms more frequently and with clear utility see themselves as having higher life satisfaction and a better sense of belonging. This those youth in using depending on certain usage patterns may have implications for the mental health and social life of young people in a digital world.

The evident from the study is significant role of content to which youth are exposed on these platforms. Introducing positive content in your life - like motivational quotes and helpful online communities can greatly influence the emotional response and the way feel generally. This can be negative in that negative content can influence how young people see or feel about themselves leading to more stress and less self-esteem. This implies that the type of content found on SNS is an important determinant of its impact on the mental health of adolescents and exposure and even content regulation of SNS is warranted to ensure a healthier online environment.

The important manfulness to the social comparison behavior of SNS to youth since effects self-esteem and well-being being role. It is there that young people, comparing themselves to others on these platforms, feel lower self-esteem and more anxiety. This again points to the psychological hazards to which people expose themselves when they are engage in social comparison, and the necessary need to find a intervention to counteract these negative consequences. The youths should be educated about the consequences of social comparison and be taught more positively engaging online to have a more supportive and healthier digital community. In sum, the study highlights the intricate influences of SNS on youth well-being and the need for SNS use with conscious moderation.



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## LIMITATION AND FUTURE SCOPE

A key limitation of this study is that it reports self-reported data, a format that is susceptible to biases (e.g. social desirability, recall of events). This could introduce a bias, such as in participants misrepresenting their frequency of use of social networking sites and/or their psychological well-being. Also importantly, the cross-sectional nature of the study precludes drawing causal inferences. With respect to the study question, we identified one association between SNS use, content exposure, social comparison and youth well-being at which we could not establish the direction of effect, or whether the effect changed over time. In addition, the study concentrated on young people in Jaipur, which might limit the generalizability of the results to other regions or cultural surroundings.

Future research could utilize a longitudinal design, so that the results can reflect the long-term effects and casual relationships between SNS usage and youth well-being. Another potential limitation is that being a student Population, the present results may not generalize to more diverse samples of populations from other geographic areas and cultural backgrounds. In particular, qualitative data will provide a better understanding of why youth engages or disengage in social networking, via the use of interviews or focus groups, which can help the researchers in gaining a sight of the unique personal experiences and his/her perceptions of their social networking behaviours. Interviewing with title of interventions effectiveness in mitigating the harmful effect of SNS, digital literacy programs and educational initiatives on healthy online behaviours the purpose of this study, so Research with respect to effectiveness of interventions targeting safe online behaviours might be invaluable for designing strategies to promote teen's well-being in the digital era.

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