



Facebook use and youths' psychological states of insecurity, depression, extremism, and desensitization

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Abstract- The aim of the study was to find out the psychological impact on Bahauddin Zakaria University Multan of Facebook visual material toward Muslims. To achieve this, a survey method technique was used to take data from 500 interviewees, 250 male and female students from Bahauddin Zakaria University Multan from each segment. The study found that a majority of respondents said that Facebook's visual content has various psychological effects on Muslims, such as depression, fearlessness, helplessness, etc. Moreover, the survey results indicate that males are more influenced by Facebook visual content against Muslims compared with females, which makes the psychological impact of Facebook visual content against Muslims more important for males. Results of the study also showed that respondents feel helpless and insecure after watching the Facebook visual content against the Muslims

Keywords: Visual content, Facebook, psychological effects, gender, youth

I. INTRODUCTION

In today's fast-paced world, we are confronted with a slew of urgent problems that must be considered and addressed. These major issues necessitate our awareness of current society and problems, such as the war on terror, the influence of digital media, the media's position in improving society, Islamophobia, corruption, anti-Muslim hate speech, and so on. These topics must be freely discussed and addressed with society in order to eradicate social abnormalities and bring about a change in the masses' thought processes. Social media sites, especially "Facebook," are useful for debating these issues. The hot topic of the psychological effect of social networking sites on young people's various attitudes has gone unnoticed and overlooked by social scientists, among many others.

Excessive messaging, watching video clips, playing video games, chatting, sending emails, listening to music, and other media use are all linked to depression, according to a vast body of evidence (Allan, 2010; Amichai and Ben-Artzi, 2009; Augner and Hacker, 2012; Chen & Tzeng, 2010; Cristakis, 2011).

Negative socio-psychological thinking, such as depression and isolation, is believed to be caused by internet use. Internet behemoths will address a slew of social and psychological issues through their own technologies. As a result, it will make an effort to allow the website to recognize users who are harmed by its publications and personal data.

In the province, Facebook is the most popular social media site. According to a survey, there are more than 1.94 billion monthly active users (Facebook MAU) on Facebook as of March 2017, and the number is growing at a rate of 18 percent per year. According to the study, the majority of Facebook users are teenagers and young adults, and their experiences on the social media platform are likely to have an effect on psychological outcomes such as user self-esteem.

The number of science and news publications about Islam, the Muslim world, and Muslims in Western Europe has increased tenfold in the last ten years. The Iranian Revolution, the Gulf War, the former Yugoslav war, the Russia-Afghanistan war, Sino-Pakistani ties, and, most importantly, the growing presence of Islam as a political force in the West, are all factors in the massive increase in publications.

The path to war is paved with the use of media in this age of contact and intercommunication. A media war has erupted from this conflict. Public opinion is influenced by electronic and print media. Truth is

obscured by the censorship scheme. Currently, the media is regarded as the most effective method for achieving particular objectives. As a result, the world we see is shaped by the media.

Role of media in construction of Public Belief:

There is no question that the media's position in the field of concepts that are linked to social changes and the creation of public concepts is unavoidable. This shift occurs not only at the macro level, with changes in political behaviour, but also at the micro level, with changes in audience behaviour (Happer & Philo, 2013). There's also the point that hypothetical warfare influences public debate, and that hypothetical warfare pays particular attention to society's key classes.

Facebook Visual Content Impact on Psychology of Youth:

Sharing such violent images on Facebook (for example, video clips of people killed or assassinated by terrorists) has been shown to have negative effects on viewers' minds. Users should be able to view and report extreme violence in the form of Facebook video clips, according to Facebook. This stance has been criticised, and many people have expressed grave concern about the offensive content, which has the potential to cause long-term mental damage to viewers and is simple to use for young web users.

Facebook Live allows users to broadcast live video to their friends, family, and the rest of the world, allowing them to create their own forms of entertainment. However, this feature has recently become a global forum for violence, and everyone can see it. A number of violent events were broadcast live in March 2017. A 15-year-old girl was assaulted in Chicago, and the assault was broadcast live on Facebook, causing panic and mental illness among the viewers. Users can quickly and easily load any content they want on social networks and Facebook. Without censorship, real-time streaming media sites have grown in popularity, as have uploads related to conflicts, crimes, terrorist attacks, and other sensitive topics.

Psychological Effects:

The distinction between the tradition of psychological influence and the field of media and cultural studies was clearly described by classic researchers. Its positioning is sociological, but its psychological impact is entirely behaviourist. Because of the complexities of assimilation by penetration, there is a chance for shifts in attitudes and behaviours.

The media's possible positive and negative effects have been identified and classified into three groups (Buckingham, 2007).

- Behavioral
- Attitudinal
- Emotional

Stages of Psychological Effects:

There are three stages to define the psychological effects on human beings.

- Cognitive effects
- Affective effects
- Behavioral effects

Cognitive Effects:

The cognitive process enables sensory input to be altered in a variety of ways, including encoding, storing, compiling, selectively interpreting, distorting, and restoring it for later use in behaviour decisions. The cognitive mechanism "plays a critical role in the development of personal actions," according to the report. It involves vision, imagination, belief systems, behaviours, and beliefs, in addition to memory, reasoning, rationalisation, and many other mental activities. These elements have a tendency to be balanced.

Affective Effects:

The term "Affective Process" refers to the steps involved in different thoughts and emotions. It appeals to humans, but it does not appeal to them. They are scared, dislike, love, and entertain themselves, and they

are affected by numerous environmental factors. When the media offers such information in a culture that heavily relies on the media for information, people's emotional changes can be predicted."

Behavioral Effects:

Of course, the majority of people are involved in public policy as a result. This area is also interested in changes in behaviours, values, and productive states. The results of activation and deactivation can be seen in a vast number of media messages regarding viewer behaviour (DeFleur& Rokeach, 1982).

Many psychological studies in the media have used television as a research tool over the years. There has been a concerning area of investigation recently about the effects of Internet exposure and violent video games. The Theory of Mind Checklist is a tool for assessing how the Internet and violent video games affect people. Training theories, social learning theories, and social cognitive models are among them.

General learning methods for understanding social media-induced behaviour changes include the persuasion model, aggressive effect hypothesis, and third-person influence. The overall result, according to (APS, 2013), is that long-term exposure to media violence raises the likelihood of violent activity. Advertising can also have an adverse effect on children's perception and behaviour. The child's conduct becomes agitated and excited as a result of it. In the other hand, the representativeness of crime is exaggerated, which misinterprets the incidence and prevalence of crime and has a negative effect on media consumers' actions and attitudes.

Significance of the study:

Social networking sites, especially Facebook, have become an inextricable part of the lives of young people. The use of the Internet has exploded in the last ten years. The majority of young people use the Internet on a daily basis. Many studies indicate that Facebook has both positive and negative impact on young people, but it continues to overlook concepts or ideas that deserve more attention. This is the psychological effect of Facebook on young people, not the psychological impact of Facebook's visual content. The state of young people today. Conduct research to determine what types of psychological issues are relevant or required to be cultivated via Facebook's visual material.

Statement of Problem:

Facebook offers a forum for people to talk about topics that have been overlooked by the print and electronic media. The social and psychological effect of social networking sites, especially Facebook, in changing young people's behaviour is one of the crying themes "unfortunately overlooked by the mass media." Facebook is thought to have negative socio-psychological impacts on its users' thinking, including depression, isolation, and low self-esteem. These results led researchers to dig deeper into the relationship between Facebook use and young people's mental health.

Objectives of the Study:

This research was designed to study the psychological impact on young people of Facebook's visual content. Researchers have a number of main goals to identify the phenomena:

1. Find out about the psychological impact on young people of Facebook visual content against Muslims.
2. Determine the association between Facebook times and psychological results.
3. To study the sex-psychological impact of Facebook visual content on Muslims.

II. LITERATURE REVIEW:

Moreno (2011) found that 90 percent of college students have Facebook accounts, and their profile status and comments reveal their mental state in his research "Feeling Uncomfortable on Facebook: The Enlightenment of College Students' Frustration on Social Networking Sites." It shows that the most active Facebook users among college students make more references to depression, and that the way they communicate depression could be due to their increased use of Facebook or other social networking sites. According to the findings, as one user searches for frustrating content, another user will create the same content, and displaying content with frustrating statements and notifications will have an effect on those who view it.

Allen (2015) discovered the issue after conducting a pilot study on the Dudley Mosque and Islamic Village Facebook community of Muslims. According to the report, members of the group use social media to spread attacks on Muslims and their identities. News that is unfavourable to Muslims. By examining their relative locations. Anti-Islamic beliefs and open bigotry are undermining the minds of young people all over the world. This study addresses the issue of how an anti-Muslim extremist uses Facebook to degrade people's mental health. Anti-Muslim ingredients, according to their results, may cause depression in young people.

Kulaszewicz (2015) looked at how the media affects prejudice in today's culture. He slammed the media's biases, pointing out how the media encourages racism by instilling mental illnesses such as hate, anxiety, and depression. Africans attempted to articulate their beliefs through various reports of how white cultures attacked them in the early stages of film and television. This study looks at the information available to news readers and viewers, as well as how that information interprets and affects our attitudes, psychological feelings, anxious actions, and poisonous thoughts on others.

Duivesteyn and Bloem (2013) summarised the negative aspects of social media and stated that a lack of contact through social media's visual and written content has made people dumb, damaging their thinking abilities. According to their findings, fake content creators are spreading exaggerated trauma through social media, and people who spend the most time on Facebook are more likely to suffer from depression, anxiety, and stress.

Wang (2011) also looked at how social media affects college students. The results of the survey revealed that 45 percent of the respondents admitted to spending nearly 6 to 8 hours a day monitoring social networking sites, while 23 percent admitted to spending more than 8 hours, 20 percent admitted to spending 2-4 hours, and only 12 percent admitted to spending less than 2 hours. The findings of the study indicate that college students' use of social media has an anxious psychological impact. Furthermore, 57 percent of 102 students said that social media decreases their efficiency and inactivity because it renders them useless in a survey.

Labrague (2014) investigated the impact of Facebook use on adolescent depression, anxiety, and stress levels. A descriptive research design was used in the study, which included 76 nursing students enrolled in a Bachelor of Nursing degree programme at a government university in Samal, Philippines. The questionnaire is divided into three sections: demographics, Facebook use and depression, and anxiety and stress, which researchers use to collect data. According to the findings, about 99 percent of people use Facebook and spend about 90 minutes a day on the social media platform. The detrimental effect of emotional state is not directly linked to the amount of time spent on Facebook. Spending more time on Facebook, on the other hand, raises the risk of depression and anxiety.

Sonia and Helsper (2007) investigated the role of offline depression and psychosocial factors in young people's exposure to online threats while interacting on the Internet. Furthermore, the findings of the study indicate that children who are exposed to social psychological attitudes and behaviours interact more easily online, and their offline attitudes influence their online contact. Some children who are socially dissatisfied or who are unfriendly to their families compare their online meetings with offline meetings. Their offline emotional habits influence their online emotional behaviours, and their online contact through various social media platforms may often cause them to be disrupted. Their mental condition was altered, and they were placed in a social situation. The path to annoyance.

According to Strickland (2014), the use of social media has a major effect on young people. This study found a correlation between increased social media use and deteriorating mental health. Researchers conclude that the most active users of social networks, young people, are at a higher risk of developing mental health issues as a result of social media, making this connection especially concerning. This study looks into the personal and social theories that could explain this connection. The impact of social networks, according to this study, is the displacement of user behaviours, sleep disruption, and violence. According to the findings, clinicians should be aware that social media use may be a source or effect of mental health issues.

Valkenburg (2006) investigated the relationship between "mate social networking sites and adolescents' happiness and social self-esteem." The effect of using friends' social networking sites (e.g., Friendster, My Space) on adolescents' self-esteem and happiness was explored in this research. They polled 881 teenagers aged 10 to 19 years old using online personal data from a Dutch friend's website. The findings of this study, which used a structural model of eruption, showed that positive and negative reactions in

adolescents' photographs influence their self-esteem and well-being. Positive feedback on their personal data also improved their self-esteem and satisfaction, while negative feedback decreased their self-esteem, happiness, and self-confidence, self-esteem, and self-image.

According to Griffiths (2013), social networking sites are rapidly evolving into a powerful tool for disseminating knowledge, forming opinions, connecting with people all over the world, and involvement, and, most importantly, providing unparalleled Exchange opportunities. He explained the positive rather than negative effect of social networking sites on personal life based on the findings of his study. The majority of those polled believe they will become more active, innovative, and famous. Respondents who spend 30 minutes to an hour on social networking sites have a greater impact on their lives than those who do not.

III. THEORETICAL FRAMEWORK

Cultivation Theory of Mass Communication:

This hypothesis is fundamentally a part of the media impact model. At the Annenberg School of Communication, George Gerbner and his colleagues established this theory. It is also regarded as the longest and most comprehensive study of television effects. The word "cultural arm" is associated with television, according to Gerbner. This means that television has the status of a family member, and he always tells us stories. It categorises the audience into two groups: high-consumption and low-consumption. Bad World Syndrome condemns large audiences who have seen more violence. The Bad Planet Syndrome portrays the world as being in a worse shape than it is. Excessive television viewing, on the other hand, can lead to a homogenised and terrifying populace (Severin and Tankard, 1992, p. 249).

Existing research "Anti-Muslim War: Exploring the Mental State Cultivated through Facebook Visual Content" "According to cultural cultivation theory, social media, especially Facebook, is responsible for shaping or "cultivating" audiences' perceptions of social reality." The idea. Social media has become a significant source of social and knowledge for alien cultures, given the historical barriers to literacy and mobility. The majority of our knowledge must come from Facebook, either directly or indirectly, and we force ourselves to trust it. Typically, our perceptions of things, people, and organisations are shaped by the information we find on Facebook, but Facebook content fosters the illusion of shared reality for a variety of audiences. "Ordinary Facebook users are increasingly aware of the dangers and insecurities associated with Facebook, such as mental illness," according to the ntral that provides the theoretical basis for my study. Facebook and other social media platforms can expose broad audiences to the concept of "Mean World Syndrome." These, according to Gerbner, are the primary and most commonly shared results of crop theory.

Research Questions of the Study:

1. What are the psychological effects of Facebook's visual content against Muslims on students of BZU
2. What is the relationship between times spent on Facebook and psychological effects on students of BZU?
3. What is the relationship between gender and psychological effects of Facebook's visual content against Muslims on students of BZU?

Hypothesis of the Study:

1. It is more likely that Facebook's visual content against Muslims have psychological effects on students of B.Z University.
2. It is more likely that higher the time spent on Facebook have greater chances of psychological disorder among students of B.Z University.
3. It is more likely that Facebook's visual content against Muslims have greater psychological effect on female students than Male students of B.Z University.

Research Methodology

The psychology theory is most useful when it comes to the individualistic nature of the fundamental issue. They must clarify how related media knowledge and phenomena (such as behaviours, perceptual patterns, model-like behaviour, decision-making, and open behaviour) are conceptualised (DeFleur&

Rokeach, 1982). Survey method technique was used to look at the psychological effect of Facebook's visual content on young people.

Research Design:

This is a method of researching phenomena that is based on quantitative analysis. The best way to test the human mental system against the different sensory components of customers is to use survey technology. These issues are better explained with the aid of related literature. The questionnaire's argument, in particular, is focused on previous studies. The responses were quantified using a five-point Likert scale ranging from 1 (strongly agree) to 5 (strongly disagree).

Subjects:

The interviewee was a student at Multan's BahaudinZakraya University. College students are widely assumed to use social media on a daily basis. As a result, the respondents who use Facebook on a daily basis are from Bahauddin Zakaria University in Multan. We are concerned about the psychological effect of Facebook's visual content on Bahauddin Zakaria University Multan's young people.

Sample size:

Researchers collect data using simple random sampling in probability sampling. A total of 500 people (both men and women) were chosen, with a proportion of 250 visitors in each group.

Independent/ Dependent Variable:

The psychological impact of Facebook's visual content on Muslims is an independent variable, and the psychological impact of Facebook's visual content on young people is a dependent variable.

Variable and Indicators

1-Insecurity:

Insecurity is a feeling of unease or fear about oneself, as well as a lack of confidence. This is a state of mind in which you feel threatened, powerless, or in danger. Susan (2015) (Susan) (Susan) (Susan) (Susan)

Indicators:

- Aidlessness
- Fears

2-Depression:

It is a negative feeling of inadequacy and a terrible lack of activity. It is a mental condition. (France, 2016)

Indicators:

- sad
- Headache
- Too much worry

3-Extremism:

It simply means the "standard or condition of extreme measures or opinions" or "advocacy of extreme measures" (Angella, 2015)

Indicators:

- Militancy
- Revenge feelings

- Aggressive conduct

4-Desensitization:

Desensitization is characterised as the reduced emotional responsiveness following repeated exposure to a negative, aversive or positive stimulus. (Sylvie, 2015)

Indicators:

- Emotional irresponsiveness.

IV. DATA COLLECTION & DATA PRESENTATION AND ANALYSIS:

The questionnaire would need to collect information and the required data from the research subject in order to collect data. The questionnaire will use closed-ended questions to evaluate the responses of the respondents. The information gathered via the survey method will be sent to the coding table, evaluated using SPSS software, and presented in graphical and tabular form.

Hypothesis testing

H1: Students at Bahauddin Zakaria University are more likely to be affected psychologically by Facebook's anti-Muslim visual content.

To find out, the interviewee posed ten questions on Facebook about the psychological effects of visual content on Muslims. The survey found that 44.93 percent of respondents had been affected by anti-Muslim visual material on Facebook, 40.21 percent had not been affected by the content, and 14.84 percent had not yet decided whether or not to react.

As a result, “visual material on Facebook linked to the Muslim war is more likely to have a psychological effect on Bahauddin Zakaria University students,” according to the researchers. It has been approved.

Table 5.1.1 (a)

One-Sample Statistics

Related Q	N	Mean	Std. Deviation	Std. Error
Q5	443	2.3679	1.25398	.05958
Q6	443	2.8059	1.38128	.06563
Q7	443	2.8555	1.28228	.06092
Q8	443	2.8578	1.34370	.06384
Q9	443	3.1603	1.45336	.06905
Q10	443	2.6817	1.31483	.06247
Q11	443	3.5937	1.17175	.05567
Q12	443	3.3115	1.44821	.06881
Q13	443	2.7652	1.32295	.06286
Q14	443	2.8352	1.39891	.06646

Table 5.1.1 (b)

	z	Sig. (2-tailed)	Mean Difference	95% Confidence Interval of the Difference	
				Lower	Upper
Q5	39.745	.000	2.36795	2.2509	2.4850
Q6	42.755	.010	2.80587	2.6769	2.9348
Q7	46.871	.000	2.85553	2.7358	2.9753
Q8	44.764	.043	2.85779	2.7323	2.9833
Q9	45.767	.024	3.16027	3.0246	3.2960
Q10	42.928	.000	2.68172	2.5589	2.8045
Q11	64.552	.053	3.59368	3.4843	3.7031
Q12	48.128	.068	3.31151	3.1763	3.4467
Q13	43.994	.000	2.76524	2.6417	2.8888
Q14	42.658	.037	2.83521	2.7046	2.9658

The results of both questions, according to Table 5.1.1 (Questions 11 and 12), suggest that our findings are significant because the value of p is less than our significance level of 0.05. When we look at Q11 and Q12, the value of p exceeds our 0.05 significance level.

H2: The more time students at Bahauddin Zakaria University spend on Facebook, the more likely they are to develop mental illnesses.

Many of the interviewees in Figure 5.1.2 are outstanding viewers. Figure 34.27 percent of the respondents were unaffected, while 32.55 percent were affected after being exposed to content related to the Muslim War on Facebook. The responses in Figure 4.2.1 are from regular Facebook users. This graph shows that visual content related to the Muslim-Christian conflict on Facebook impacted 44.93 percent of respondents, while 40.21 percent were unaffected.

We discovered that Facebook visual content related to the anti-Muslim war has little impact on broad audiences, based on the above detailed details.

As a result, the following theory has been proposed: "The more time Bahaddin Zakaria University students spend on Facebook, the greater the risk of mental illness." The proposal was turned down.

Table 5.1.2

One-Sample Z:

Variable	N	Mean	St. Dev	SE Mean	95% CI	Z	P
q3	443	2.7878	0.8745	0.0238	(2.7413, 2.8344)	12.12	0.028

Since the p-value is less than our significance level of 0.05, our findings are important, as seen in Table 5.1.2.

H2: At Bahaddin Zakaria University, Muslims from Facebook's visual material are more likely to have a psychological effect on female students than youth.

The findings indicate that, when compared to genres that are often influenced by material, 51 percent of men are influenced by it, while the proportion of women is lower.

As a result, the following hypothesis exists: "Visual material related to the Muslim war on Facebook has a greater psychological effect on girls at Bahauddin Zakaria University than on youth." The proposal was turned down.

Table 5.1.3

Variable	X	N	Sample p	95% CI	P-Value
G	220	443	0.496614	(0.449083, 0.544190)	0.019

The findings can be ignored, as shown in Table 5.1.3. Our significance level is 0.05, so the p-value is higher.

V. DISCUSSION AND CONCLUSION

The aim of this study is to discover the psychological condition of Muslims during the youth of Bahauddin Zakaria Multan University as a result of Facebook visual content. A survey method methodology was used to answer to 500 respondents, 250 of whom were male and female Bahauddin Zakaria University students. Anti-Muslim Facebook visual content has been shown in research journals to have a psychological effect on young people. Students said that when they watched videos on Facebook, they saw photos of Muslims being subjected to abuse, humiliation, starvation, or helplessness. They are unsettled, powerless, and concerned. Students can become irritated and insecure while viewing videos on Facebook depicting the misery of Muslims around the world. They believe it is because the Muslim brotherhood must be on a tight budget. Students must not abandon their brothers and sisters in the face of adversity. Furthermore, the majority of students at BZU who are enrolled in various courses are between the ages of 20 and 30. This is a psychological issue. This is a delicate epoch. This makes the students feel even more dismissive to Muslims when it comes to military attacks. sensitivity Researchers want to see if there's a connection between spending more time on Facebook and experiencing more psychological difficulties. According to these results, the majority of respondents believe there is no positive or negative association between the amount of time they spend on Facebook and their psychological effects. Visual Facebook material related to the Muslim war affects men more than women, according to the Muslims polled.

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