

ROLE OF SOCIAL MEDIA IN SHAPING MENTAL HEALTH: A DISCUSSION ON NEW MEDIA-EVOLUTION AS A DEPRESSION CONTROLLER AND REVENUE-EARNER

Bhattacharjee R

Mahindra University, Hyderabad, India

Abstract: The constant comparison to others on social media can create a sense of inadequacy and dissatisfaction with one's own life, leading to a negative impact on mental health. Moreover, social media can also create a false sense of reality, where users showcase only the positive aspects of their lives, hiding the struggles and challenges they face. This can lead to the creation of unrealistic expectations and a distorted perception of reality, which can negatively affect one's mental health. While social media has its benefits, it is important to be mindful of its impact on our mental health. It is essential to use it in moderation and be aware of the negative effects it can have on our psychology. We should aim to maintain a balance between the virtual world and the real world, and strive to live a life that is authentic and true to ourselves, rather than one that is based on the illusions created on social media. Firstly, the impact of social media on mental health, including the issues of envy, comparison, and the creation of unrealistic expectations. Secondly, the potential revenue-generation aspect of social media through pay-per-click models, which can lead to the creation of mindless content and the exploitation of user attention. It is important to address both of these aspects and strive for a balance that promotes mental well-being while also utilizing the potential of social media for positive purposes. By being aware of the negative impacts and consciously working to mitigate them, we can create a healthier relationship with social media that benefits both individuals and society as a whole. This chapter analyses social media can provide a variety of benefits for individuals in the age bracket of 25 to 35, it is important to note that it should not be used as a replacement for professional mental health care. However, social media can be used as a tool to help individuals manage depression and improve their mental health in several ways.

Keywords: Social Media, mental health, depression controller, Psychometric self-report, pay-per-click, adjudicator

Introduction

We remember the cable TV revolution in India. It was the mid-nineties, and until then television was regarded as the idiot box. But that revolution and the money-spinning game brought a huge shift in the paradigm of media and the audience. "The magic bullet theory" or the "hypodermic needle theory" Finally, Lazarsfeld and Herta have a strong impact on Indian audiences. To define "In 1938, Lazarsfeld and Herta Herzog testified about the hypodermic needle theory in a radio broadcast of "The War of the Worlds" (a famous comic program) by inserting a news bulletin that caused a widespread reaction and panic among the American mass audience, through this investigation, he found the media messages "may affect or may not affect audiences"

*Corresponding Author's Email: reetuparna.bhattacharjee@mahindrauniversity.edu.in



In discussing the same media convergence, we must state that social media is breaking out of its shell by abandoning its concept as a leisure media. It's impressive to see how much ad spending on social media is projected to grow, with an expected spend of over \$173 million in 2022. The growth in social media video ad spending is also significant, with an expected increase of 20.1% to \$24.35 billion in 2022. It's also interesting to note that annual advertising spends on social media in 2022 are expected to top \$134 billion, showing the importance of social media as an advertising platform. The statistic about user privacy and data protection is also significant, with 52 percent of social media users saying that it impacts their decision to interact with ads or sponsored content on a platform. This highlights the importance of companies taking steps to protect user privacy and data to maintain trust with their audience. Overall, these statistics demonstrate the continued growth and importance of social media as an advertising platform, as well as the importance of user privacy and data protection in maintaining user trust and engagement. Based on the above-mentioned statistics, we can say that social media is the most effective and cost-friendly medium to explore any single need of the current generation. Now here comes another twist: media is not only confined to its aura among the current generation; any age group of any caste, creed, or gender can access this and grasp the nectar of the optimization spell. Apart from the business-oriented view, this chapter will mostly discuss why social media is reaching for success in a lightning-fast way. Though this new media and the behavioral ideology is having multiple relationship but still we can say it is bliss in disguise to a many that it is not only playing the role of an automated detector to the mental health but also it is giving company to many lonely souls.

Objective of the paper

The objective of the paper is to establish the fact that the social media works as the tool to reduce the depression. In spite of having a certain factor that can increase the internal jealousy but still the Social media is playing a significant role in case of decreasing depression.

The major objectives of the paper are to establish the fact that the social media can reduce the loneliness of the person who stays in the interior section of the city. The regular practicing, accessing and optimization of this virtual space helps a person to enlarge the boundary of his/her virtual connection and its boundary is quite large. Another objective is to focus upon the virtual space and analysing it as the coolest space. Initially, the paper stated about the significance of digitization and its intense effect in our day-to-day life. The impact of social media in depression control in the form establishing reel to real life. The illustration upon dramatization of news and its promotion via social media lessen the depression as because it will be adding the entertainment quotient and making the people aware as well. The paper also measures the social media challenges and popularity of show-on-demand concept. It stated the literature review and the future aspect of the study.

Methodology and research questions

This paper is having the objective to establish the social media as the tool of depression control instead of having the factor of social media jealousy. To establish the fact initially I went through some literary survey on Social media as a boon and in digitally crafted daily. Then I illustrated the role of media as an adjudicator by doing thin line analysis of some recent case studies. I also did depression detection in social media and analysed the process of prediction method, which will keep our mind free from the depression. I did a random survey on the basis of 10 closed-ended questionnaire within the age group

of 25-35 which were went through chi-square test. Due to this it has proved apart from filthy entertainment it is also inevitable medium for earning revenues and helps in reducing loneliness.

Here I did a basic random sampling based on some closed ended questions where the responses and feed it into goodness-of fit test by distributing the set of data and analysing them one after another.

2. Digital Applications in regular life

Digital technology relies on binary code, which is composed of only two digits, zero and one. These digits represent off and on states, respectively, and can be used to create complex sets of instructions that computers can execute. Digital media, such as images, videos, and audio files, can be created using digital technology. These files can be manipulated, stored, and transmitted easily and efficiently, making them a versatile and popular form of media.

Digital communication has revolutionized the way we connect with others, allowing for near-instantaneous transmission of messages across vast distances. Social media platforms, messaging apps, and video conferencing tools have made it easier than ever to stay in touch with friends, family, and colleagues. Digital technology has also transformed the entertainment industry, with streaming services providing on-demand access to a vast library of movies, TV shows, and music. Video games have become increasingly sophisticated, and virtual reality technology is opening up new possibilities for immersive gaming experiences.

2.1 Getting Digital

The concept of "new media" is still a useful term that includes:

- Computer Technology
- Computer games and their worlds of networking
- Digital arts
- Online work
- Mobile communications

Digital defines the conversion of all information—film, images, and data—into numbers. Transcoding is the process of converting digital media from one format to another. This is an important characteristic of new media because it allows for the efficient distribution and consumption of media across a variety of devices and platforms. In order to characterize new media, we must remember the following points:

- Simulation
- The conversion of all data into zeros and ones
- Transparency
- Total connectivity
- Mobility, change, and reinvention
- Fluidity
- Integration, convergence, or multimodality
- Dispersal.

2.2 Getting Digitally Cool

In his study of twentieth-century America, Peter Stearns argues that a style of emotional restraint that emerged in middle-class youth around the 1920s. He associates it with the shift in consumer expansion. The technically upgraded people are pretending to be cool as they can use technical jargon and flip things in a lightning-fast way.

However, in his study of twentieth-century America, Peter Stearns argues that the term "cool" refers to a style of emotional restraint that emerged in middle-class youth around the 1920s. He links it with the shift away from Victorian emotionalism and the simultaneous rapid expansion of consumer culture. Passion, as Stearns wrote, became suspect unless it was marked by an emphasis on personality rather than character. (Stearns 1994;4-6)

It is cool to be seen at the polling booth, and talking politics is back in style again. Youngsters known for late-night parties and flamboyant lifestyles are showing amazing enthusiasm this election. The Hindu. (Borah 2009; *The Hindu Election Day*)

The Hindu quoted this for the depiction of a proper cool generation. Being cool entails becoming relaxed in accordance with the standards of various forms of bodily expression but suppressed emotional expression. This is especially true for negative emotions like fear, anger, jealousy, and grief. The emergence of new media has crafted the lives of the young generation in such a way that they are becoming so geeky and so upgraded. But due to this, there must be a competitive disguise in terms of chasing something more and bigger. This can be a deadly problem for so many things. (BBC.26 July 2017)

Due to this "cool factor," the appearance of Modi Ji's cool avatar always gets high TRP on Facebook and Instagram. The celebrity status is already acquiring the virtual market, but just as Sourav Ganguli's Dancing Steps receives millions of likes, so do the exceptional talents of sand art. The factors mentioned below reached a higher range of popularity in terms of going viral and earning millions of likes and shares.

- The dancing pallbearers, also known as the coffin dancers, are a group of Ghanaian pallbearers who have gained internet fame for their unique approach to funeral processions. Rather than somberly carrying the casket, the pallbearers dance and perform choreographed routines as they accompany the casket to the burial site. In 2017, the BBC featured a video of the dancing pallbearers, which gained some initial internet popularity. (Amter, Charlie; 30 April 2020). However, it wasn't until the COVID-19 pandemic that the meme really took off. A popular TikTok video mashed up the BBC footage with the EDM song "Astronomia" by Russian artist Tony Igy, creating a morbidly humorous reminder about the dangers of COVID-19. The meme quickly went viral on social media, with people around the world sharing their own versions of the video and creating memes based on the dancing pallbearers. While some people found the meme to be in poor taste given the seriousness of the pandemic, others saw it as a lighthearted way to cope with the stress and anxiety of the situation. Overall, the dancing pallbearers meme is a unique example of how cultural practices can be adapted and transformed in the context of

digital media, and how humor can be used to cope with difficult situations.(Pquette, Danielle ;25 April 2020)(Ermann, Jeff ; 2006)

"Dab": A dance move where a person drops their head into a bent, slanted arm with the other arm out straight and parallel.

- The "Dancing Banana" is an internet meme that features an animated banana dancing to the song "Peanut Butter Jelly Time" by the Buckwheat Boyz. The meme originated in the early 2000s and quickly became popular on message boards and forums. (Deutsch, Lindsay;2014) (Wood, Molly;2005]
- The "Hamster Dance" (sometimes spelled as "Hamster Dance") is an early internet meme that first gained popularity in the late 1990s. The meme originated as a webpage created by Canadian art student Deidre LaCarte, featuring animated GIFs of hamsters dancing along to a looped clip of a sped-up version of the song "Whistle Stop" by Roger Miller.The webpage quickly went viral, and LaCarte updated it with links to other animated pages featuring dancing hamsters. The Hamster Dance craze even spawned a fictional band called "Hampton the Hamster", complete with its own CD album release. (Billboard ; 2018)
- The "Kiki Challenge" (also known as the "#DoTheShiggy" challenge) is a viral dance challenge that became popular in 2018. The challenge was inspired by the song "In My Feelings" by Drake and was started by comedian Shiggy on the night that Drake released his album Scorpion. [10]Shiggy posted a video of himself on his Instagram account dancing along to part of the lyrics of the song in the middle of a neighborhood street. He captioned the video with "Do the Shiggy," and the challenge quickly went viral. The challenge involves people dancing to the song "In My Feelings" while being filmed from the passenger side of a moving car. The most popular twist of the dance is filmed through the open driver door, where the would-be driver is dancing and moving along with the slowly moving car. (Phillips, Lior ;2018)

However, this challenge received a lot of controversy due to the fact that nobody was in control of the car. Some performers have received fines and suffered injuries while attempting the challenge. Despite this, the challenge was still performed by a number of professional athletes and celebrities, and it quickly spread from the United States to the rest of the world. Overall, the Kiki Challenge is an example of how a simple dance challenge can become a global phenomenon and spread through social media platforms like Instagram and Twitter. (Daily News Hungary;2018)

- Hide the Pain Harold— András Arató is a Hungarian electrical engineer who became an unintentional internet meme after posing for stock photos on the websites iWiW and Dreamstime. The photos depict him smiling, but viewers often interpret the smile as masking serious sorrow or pain, leading to the nickname "Hide the Pain Harold."Initially, Arató wasn't very happy about his newfound internet fame. However, he eventually came to accept it, realizing that he had done similar things in the past, such as drawing on portraits of Hungarian poet János Arany to make him look like a pirate.The "Hide the Pain Harold" meme has been used in a variety of contexts, often to convey a sense of hidden sadness or pain behind a smiling facade. Arató has even embraced his meme status, appearing in various internet videos and even

giving interviews about his experience. Overall, the "Hide the Pain Harold" meme is an example of how a simple photo can take on a life of its own on the internet and become a global phenomenon, spreading through social media and other online platforms. (Rajghatta, Chidanand, 2007).

- The term "Islamic Rage Boy" became a popular internet meme, with the images of Bhat's face being used to mock and caricature Muslim anger and activism. His image appeared on a variety of merchandise, including t-shirts, boxer shorts, and bumper stickers. Bhat himself was not happy about his meme status, stating in interviews that he felt his image had been used unfairly to stereotype and demonize Muslims. He argued that the media had taken his photos out of context and that he was not an angry person by nature. The Islamic Rage Boy meme is an example of how images and media narratives can be used to construct and perpetuate stereotypes and biases, particularly in the context of Islamophobia and anti-Muslim sentiment. The meme also highlights the potential dangers of using individuals' images and identities for commercial or political gain without their consent. (H. Lefevre ; 2000 and D Massey ; 2006)

3. Digital Space reducing the geographical boundaries: The Social Media boon

Spaces are not only defined by the physical structures of a closed or open nature. Spaces are constituted through social (human, non-human) interaction and activity. (Scifo Barbara; 2006) With the arrival of the mobile phone and with the arrival of the mobile phone and digital technologies, the nature of urban space has changed. The experience of the cityscape has altered through the use of GPS and other technologies. Cities have become more fluid in the sense we are not tied down to physical locations. Where bursts of activity marked particular city spots we see this being duplicated when masses of people in public spaces engage in furious texting and mobile phone conversations. The physical space of the mall or the roadside becomes the site where two kinds of spaces merge—the concrete-material and the electronic. We walk connected to the immaterial invisible but persistent Internet cloud as we traverse streets or buildings. You authenticate your physical pace by say sending an MMS that shows the receiver of the message your actual physical location or holding up the phone to record sounds from your immediate neighbourhood. (G. Sharath Chandra 1, Y. David B 1, K Margaret L 2, Ungar Lyle H 1, Eichstaedt Johannes C 1; 2017)

4. From Reel to Real media: The therapy to reduce depression

Concept of depression

Depression is known as digital epidemiology or info-demi ology. It is a growing field that seeks to use digital data sources to track and analyse health-related information in real-time, with the goal of improving public health outcomes. Social media data is particularly useful for info-demi ology because it is freely available, contains a large amount of data, and is often shared in real-time. However, there are also limitations to using social media data for understanding depression. One major limitation is that social media data is often biased

towards younger, more educated, and more affluent populations. Additionally, there are concerns around privacy and the ethics of using social media data for health-related research. Finally, it is important to remember that social media data only represents a subset of the population, and may not be fully representative of the general population.

Overall, while social media data shows promise as a tool for understanding depression and other health conditions, it is important to carefully consider its limitations and potential biases, and to use it in conjunction with other data sources and research methods. Now a days the social media are promoting reels which is itself a real time entertainment but the media especially social media now a days demonstrate some superfluous exaggerated facts that were not having proper authentications. There are certain factors and advantages of the social media that we are unable to deny. We are unable to forget “Ice-Bucket Challenge”, “Nandi-sisters” fever. People are earning millions by this social media with the help of relentless followers and their own 24*7 uploaded contents.

4.1.1 Dramatization of the News

Earlier we only had the concept of static websites but now a days the youtube, Instagram, Facebook all these webs are having their own domains to grab the followers and increase the business.

In case of discussing this point we must mention the Dramatization of the News this concept started from the second level evolution of 24*7 news channels. That was the time when the crime patrol and the Savdhan India were not telecasted, just to get a huge TRP the selection breaking news were dramatized and re-casted in the news channels to evaluate several angles of the crime. The second generation of this format is panel-discussion, Now these discussions and contents of the news media are generally promoted by the social media itself.

4.1.2 Reality Show concept in Social Engineering:

In the inception of this format it was authentic that the reality shows were really the fair competitions but finally it creates a context where all reality is a ‘mixed reality. That was the television concept that we witnessed. Initially it was reality competitions with the names of ‘Dance India Dance’, SA RE GA MA PA, Little champs, just dance etc. Then that revolutionized in the form of Indian Idol, Super singer, India’s got talent etc. Where the competitions were not only limited towards the dance also several stunts became the part of it. Now a days all the clipping the best performances etc are used twice thrice and multiple times. Which will increase the popularity of the show as a whole.

Gradually in terms of reality show the concept is becoming more stringent that the concept-based shows like ‘Khatron kekhiladi’, MTV Spiltsvilla, Big Boss were capturing the market.

Not only in national level but also in the regional level. The celebrity life, their thin-line hankydories were becoming crispy contents is the TV as well as in social media. Though we term it as a reality tv but the promotion, TRP, publication was sustaining by the pay-per-click game only.

4.2 Pay-per-click – revenue vs social media challenge

Now a days the digital sphere is becoming a money-spinning game. This multi-facet promotional platform is capturing all the contents that are uploaded. Content creators are having their own motivation of gaining 3 M to 10 M followers but just about the single lady in her room. After a tiring day when she had no one to speak with then scrolling down her phone reels are becoming he time-pass-pill. Though it is having a reverse effect.

4.2.1 Social Media Challenges

- Due to the rat race of content uploads the quality of the contents can be compromised. We heard about the first a second press commission who are restricting the limitations in case of the print media but the third press commission and the concept of ombudsman is still a myth. Eventually, none of the monitoring body can act upon the television content similarly none of the monitoring body are imposed in case of social media contents. Though in case of youtube there are certain restrictions for the viewers but the in the other media they are absolutely independent. As a result it can violate our social integrity. Very recently the enactment of a little girl enacting Gangubai Kathiawadi created an agitation the women and child development minister Smriti Irani, Kangana Ranaut strongly opposed against the culture of practising a prostitute by an infant girl.
- The overexposed contents are hurting the cultural parameters of the country but still as the boon of globalisation and the global cultures everything is becoming accepted. These are creating certain insecurities to the social-media sensations that they can face some kind of unconstitutional incidents which may hurt their public image or bring some consequences to their personal life. Aside due to this several awareness and thought-worthy videos are becoming submissive which are having the potentiality to uplift and enlarge the thought-process of the society. The worthy videos like the Plantation videos, healthy living, peace of mind, home decor short ideas, DYI s , Sports skills, recipes etc.
- In terms of looking presentable people are becoming so crazy that they are going for several artificial changes. That their on-screen presence will be mesmerizing. The

ultimate goal is to get as much followers as possible. Sometimes they are inviting uninvited issues to health.

4.2.2 Social media as a boon

- People can explore any unknown lands with the help of the social media. Facebook is running a tagline “Dil Kholo Duniya Khulegi” was a great success. It is really opening up a new unknown doors to explore, It is giving a chance to meet new people.
- Several success-stories, event pictures are improving the aesthetics of a personality. Though there are certain small-scale companies who are taking a reference of the social sites in terms of cross-checking the candidature of a new candidate
- People are starting business via this. The online space, the groups their admins are approving the lives that the online-sellers can showcase their products as a whole. We can say not only the lead-distribution as a broader aspect the small-scale selling is also patronne by the social media. Social media marketing and optimizations are becoming so important now a days.
- The sellers can sell rather promote the products also. Say one buyer tagged the seller and it will give the seller to get a platform of another unique 200-500 prospects, as each and every account are handling with minimum 500 friend lists.
- Home-stay hotels, with location tags and facilities everything are promoted and showcased in the social media that any domain can explore as whole.

Though after the pandemic the practice of social media are becoming so intense but still this is becoming the on-demand platform for all the users.

4.3 Media as an adjudicator: Primarily this concept was introduced by the news channels after the cases of Rizwanur Rehman Murder case, Arushi Talwar Murder case, Jessica Lal Murder case. The requirement of media to an adjudicator came because the influential convicts were suppressing the issue and becoming free from all guilts. Due to the intervention of media and the public pressure the justice system were forced to re-open the cases. Now a days due to the super-access of the social media we can viral any such news that must draw the attention of the mass rather the judicial system also. Now the judicial system and the social platform are working hand-on-hand by proving media as a fourth pillar of democracy. Though this is the new media still it is worthy.

5. Literature Review

A) Depression detection via Social Media

Recent studies about social media stated that the automated detection process helps to detect the mental status of a user. [19] social media can potentially help identify individuals who are experiencing mental health challenges and connect them with appropriate resources for support. By analysing the language and behavioural patterns in social media posts, researchers

and mental health professionals can identify individuals who may be experiencing symptoms of stress, anxiety, depression, suicidality, and other mental health challenges. This approach can be particularly valuable in identifying individuals who may not have been diagnosed with a mental illness and are not currently receiving treatment. By identifying these individuals early on, social media can help connect them with appropriate mental health resources and support, potentially improving their outcomes and reducing the negative impact of undiagnosed mental illness. However, it is important to ensure that any analysis of social media data is conducted ethically and with the individual's privacy and consent in mind.

Author examines a user's depression score using numerous methods due to his or her early detection abilities. The prediction approach is based on the timing for accessing social media, analysis of word and language frequency, etc. The author then uses Linear Regression (Irwin; 1996) and SVM (Support Vector Machines) (Tibshirani R 1966:267-288) to fit all the variables in an algorithm.

The journal stated that there are four categories to predict the depression detection via social media

- Self-reported survey
- Forum memberships
- Self-declaration
- Post level annotation.

On the basis of the Twitter activity examination the data has been studied in the following methods Reece (Reagan AJ, Lix KLM, Dodds PS, Danforth CM, Langer; 2016) prediction of data in Post-traumatic stress-order stage. Tsugawa (Kikuchi Y, Kishino F, Nakajima K, Itoh Y, Tsugawa S, ACM; 2015) predicted the Japanese sample using CES-D as their assessment criterion. The future recommendations stated that it may rise the questions of authenticity of non-psychiatric physicians and analyzing the self-declaration reports may eradicate the gaps.

B) Social Media in reducing depression:

Social media is inevitably becoming a part of youth culture. A prospective naturalistic design was adopted in this investigation. Only experimental studies can determine the direction of causality; the more time spent on social media, the more passively users will interact with it. (Hunt.G, Marx R, Lipson C and Young J no. 10, 2018)

According to the study, there is a direct correlation between fewer social media use and reductions in loneliness and sadness. It is ironic but perhaps not surprising, that using social

media which promised to connect us with others, actually helps people feel less lonely and depressed.

5.3 Data Analysis

Here a basic random sampling has been done based on some closed ended questions where the responses and feed it into goodness-of fit test by distributing the set of data and analysing them one after another. This Research demands two cluster sampling which was compared in chi-square test and in both of the sets the value of P is ≥ 0.05 . I have done a random sampling that attributes the comparative output of the set of data. On the basis of 10 questionnaire I have received the feedback. The responses were analysed that proves that apart from being a medium of entertainment Social media inform and it is becoming one of the most inevitable medium of earnings.

In the below mentioned coloured charts I have pictographically represent the data that I have received from the data sampling.

The contingency table below provides the following information: the observed cell totals, (the expected cell totals) and [the chi-square statistic for each cell]. The chi-square statistic, p-value and statement of significance appear beneath the table. Blue means you're dealing with dependent variables; red, independent.

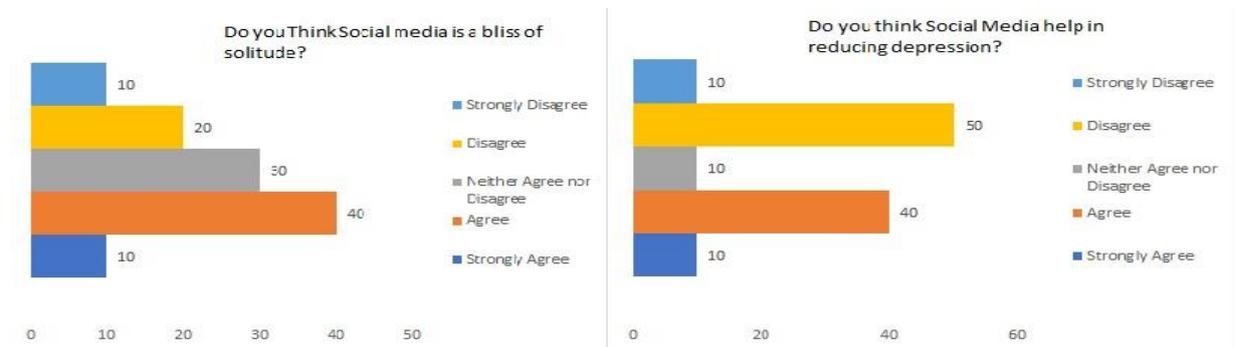


Fig:1

Fig:2

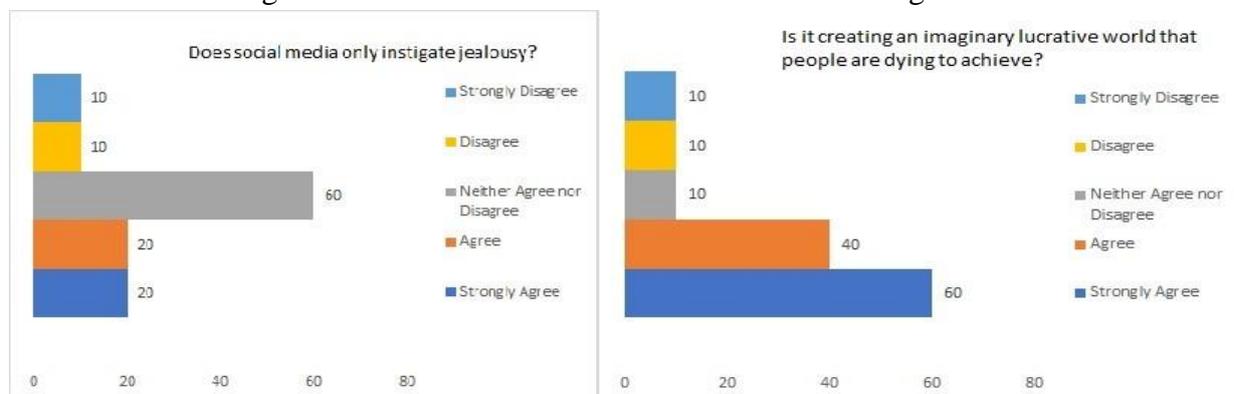


Fig:3

Fig:4

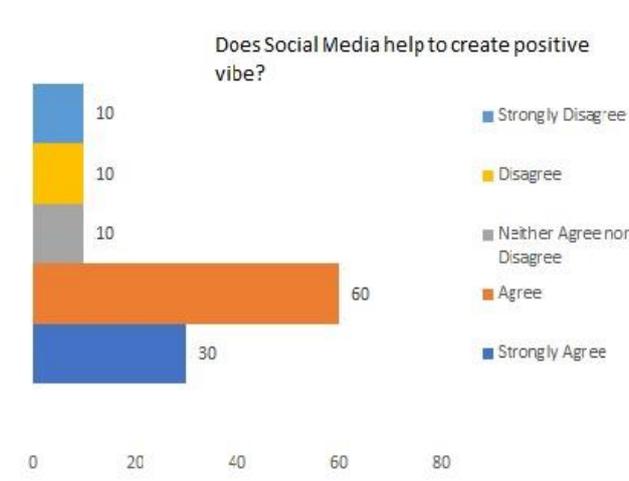


Fig:5

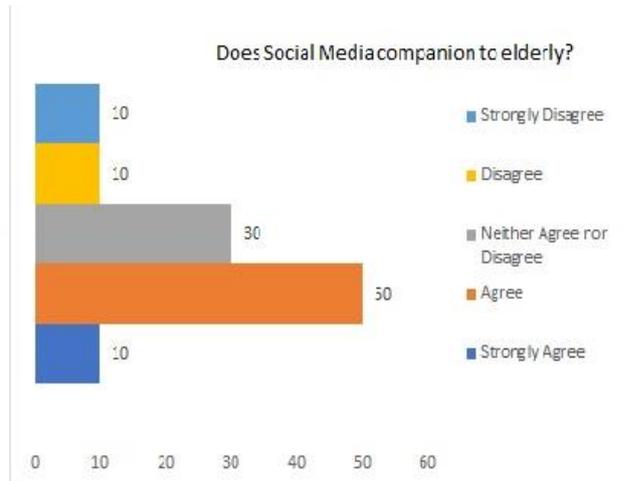


Fig:6

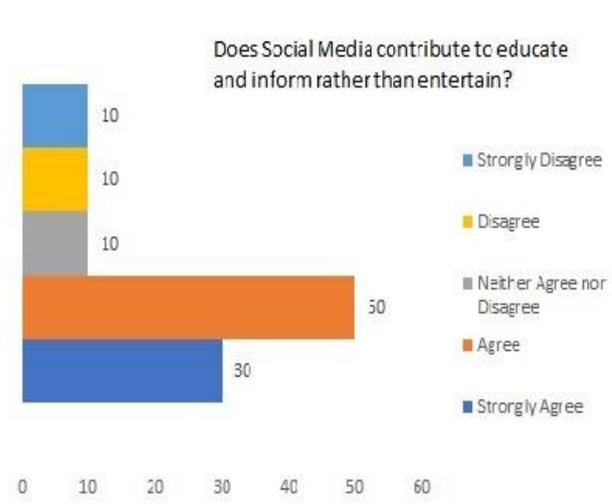


Fig:7

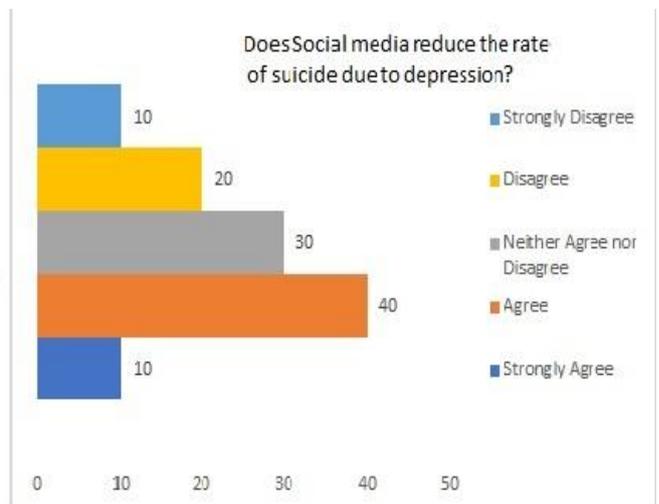


Fig:8

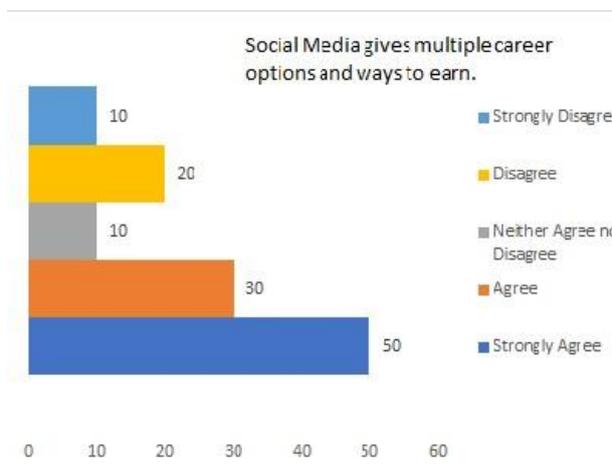


Fig:9

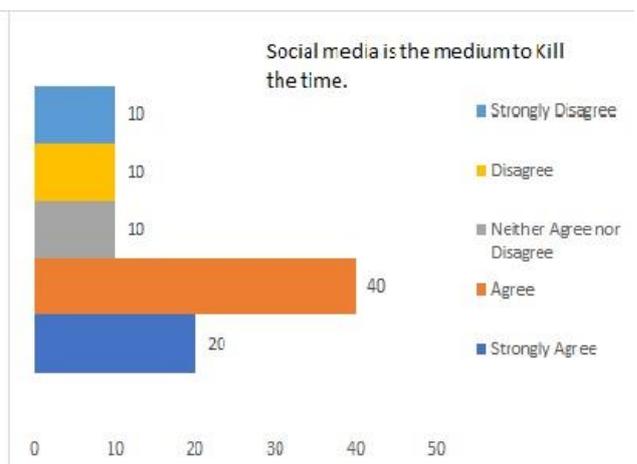


Fig:10

Results – After Analysis of Fig 1 & 2						
	Strongly agree	Agree	Neither agree or nor agree	Disagree	Strongly Disagree	Row Totals
Does Social Media help to create positive vibe?	30 (20.87) [3.99]	60 (57.39) [0.12]	10 (20.87) [5.66]	10 (10.43) [0.02]	10 (10.43) [0.02]	120
Does Social Media companion to elderly?	10 (19.13) [4.36]	50 (52.61) [0.13]	30 (19.13) [6.18]	10 (9.57) [0.02]	10 (9.57) [0.02]	110
Column Totals	40	110	40	20	20	230 (Grand Total)

The chi-square statistic is 22.4648. The p-value is .000162. The result is significant at $p < .05$.

Results – After Analysis of Fig 3 & 4						
	Strongly agree	Agree	Neither agree or nor agree	Disagree	Strongly Disagree	Row Totals
Do you Think Social media is a bliss of solitude?	10 (9.57) [0.02]	40 (38.26) [0.08]	30 (19.13) [6.18]	20 (33.48) [5.43]	10 (9.57) [0.02]	110
Do you think Social Media help in reducing depression?	10 (10.43) [0.02]	40 (41.74) [0.07]	10 (20.87) [5.66]	50 (36.52) [4.97]	10 (10.43) [0.02]	120
Column Totals	20	80	40	70	20	230 (Grand Total)

The chi-square statistic is 62.0803. The p-value is < 0.00001 . The result is significant at $p < .05$.

Results – After Analysis of Fig 5 & 6						
	Strongly agree	Agree	Neither agree or nor agree	Disagree	Strongly Disagree	Row Totals
Does social media only instigate jealousy?	20 (38.40) [8.82]	20 (28.80) [2.69]	60 (33.60) [20.74]	10 (9.60) [0.02]	10 (9.60) [0.02]	120
Is it creating an imaginary lucrative world that people are dying to achieve?	60 (41.60) [8.14]	40 (31.20) [2.48]	10 (36.40) [19.15]	10 (10.40) [0.02]	10 (10.40) [0.02]	130
Column Totals	80	60	70	20	20	250 (Grand Total)

The chi-square statistic is 20.5131. The p-value is .000395. The result is significant at $p < .05$.

Results						
	Strongly agree	Agree	Neither agree or nor agree	Disagree	Strongly Disagree	Row Totals
Does Social Media contribute to educate and inform rather than entertain?	30 (20.00) [5.00]	50 (45.00) [0.56]	10 (20.00) [5.00]	10 (15.00) [1.67]	10 (10.00) [0.00]	110
Does Social media reduce the rate of suicide due to depression?	10 (20.00) [5.00]	40 (45.00) [0.56]	30 (20.00) [5.00]	20 (15.00) [1.67]	10 (10.00) [0.00]	110
Column Totals	40	90	40	30	20	220 (Grand Total)

The chi-square statistic is 24.4444. The p-value is .000065. The result is significant at $p < .05$.

Results						
	Strongly agree	Agree	Neither agree or nor agree	Disagree	Strongly Disagree	Row Totals
Social Media gives multiple career options and ways to earn.	50 (40.00) [2.50]	30 (40.00) [2.50]	10 (11.43) [0.18]	20 (17.14) [0.48]	10 (11.43) [0.18]	120
Social media is the medium to Kill the time.	20 (30.00) [3.33]	40 (30.00) [3.33]	10 (8.57) [0.24]	10 (12.86) [0.63]	10 (8.57) [0.24]	90
Column Totals	70	70	20	30	20	210 (Grand Total)

The chi-square statistic is 13.6111. The p-value is .008645. The result is significant at $p < .05$.

5.3 Conclusion

The studies reviewed suggest that depression and other mental illnesses can be detected in various online environments, but it is important to note that these findings may not be generalizable to larger populations or to clinical settings with established gold standard criteria for diagnosis. Advancements in natural language processing and machine learning are promising for the development of large-scale screening tools to identify individuals who may be at risk for mental illness based on their online behaviour. However, ethical and legal concerns surrounding data ownership, privacy, and protection must be addressed before these tools can be integrated into systems of care. Additionally, there are clinical and operational questions that need to be addressed, such as how to effectively integrate these screening tools into existing healthcare systems and how to ensure that individuals who are identified as at-risk receive appropriate and timely care.

Overall, while the potential benefits of using social media and other online data for mental health screening are significant, it is important to proceed with caution and address these ethical, legal, clinical, and operational concerns in a thoughtful and comprehensive manner. Finally, to conclude we can say that the new media or the social media mediates a technology that instantiates. There are distributive cognitive systems with real time streaming data flows involving both human and nonhuman actors. This distributed cognitive system strength is what we live in every day. It attributes in different layers rather than only by a time-killer but a productive medium to earn, entertain and inform.

5.4 Limitations, Suggestions and scope for future research:

- The independent variables were analysed using the goodness-of-fit method, and that the data was collected mainly from individuals within the age bracket of 25-35. The study did not report any gender division. Regarding the potential impact of culture on the findings, it is possible that the prevalence of depression and loneliness may vary across different societies and cultures. Therefore, it is important to consider the generalizability of the findings to other populations and to replicate the study in different contexts to confirm the results.
- Random sampling may indeed yield more representative results and increase the external validity of the study. However, it is important to note that the study design and sampling method may have been influenced by various practical and ethical considerations.

Finally, I can suggest that a regression model may be useful if the data can be collected using medically approved psychometric tests. It is true that using standardized and validated measures of depression and loneliness can improve the reliability and validity of the data. However, it is important to balance the need for accurate measurement with the feasibility and practicality of data collection in real-world settings

References

1. Stearns 1994: 4-6
2. Borah 16th April 2009 (2009), The Hindu Election Day.
3. BBC. 26 July 2017. Retrieved 20 April 2020. "Ghana's dancing pallbearers bring funeral joy".
4. Amter, Charlie (30 April 2020). Retrieved 19 May 2020. "Tracing the 'Coffin Dance' Meme Music's Path from Russia to Ghana to the World". Variety.
5. Pquette, Danielle (25 April 2020). Retrieved 19 May 2020. "The sudden rise of the coronavirus grim reaper: Ghana's dancing pallbearers". The Washington Post.
6. Ermann, Jeff (11 May 2006). Retrieved 12 May 2016. "New Chorus Lines". The Washington Post.
7. Deutsch, Lindsay (2 April 2014). "National PB&J Day: Dance, sing with banana meme". USA TODAY.
8. Wood, Molly (15 July 2005). "Top 10 Web Fads". CNET.
9. 19 July 2018. Retrieved 30 April 2019. "Shiggy on Starting a Viral Dance Challenge for Drake, and His Favourite Celebrity Versions". Billboard.
10. Hassan, Jennifer. The Washington Post. Retrieved 29 April 2019. "Arrests, fines and injuries: The 'In My Feelings' challenge has gone global, with dangerous results".

11. Phillips, Lior (10 August 2018). Retrieved 30 April 2019. "Everybody get up! The dance crazes changing the world". The Guardian. ISSN 0261-3077.
12. 20 January 2018. Retrieved 16 November 2019. "Hide the pain Harold, the Hungarian internet sensation". Daily News Hungary.
13. Rajghatta, Chidanand (1 July 2007). Archived from the original on 27 January 2012. Retrieved 16 February 2010. "Kashmir's 'Rage Boy' invites humour, mirth". The Times of India.
14. H.Lefevre ; 2000 and D Massey ; 2006; For the views of space as lived place, produced by the social interactions.
15. Scifo Barbara (2006) On the MMS and communication.
16. G.Sharath Chandra 1,Y. David B 1,K Margaret L 2, Ungar Lyle H 1, Eichstaedt Johannes C 1;2017; Detecting depression and mental illness on social media: an integrative review.
17. Neter J, Kutner MH, Nachtsheim CJ, Wasserman Chicago: Irwin; 1996 W: Applied Linear Statistical Models.
18. Tibshirani R 1966:267-288 Regression shrinkage and selection via the lasso : J R Stat Soc.
19. Reagan AJ, Lix KLM, Dodds PS, Danforth CM, Langer2016 arXiv:1608.07740.Reece, EJ: Forecasting the Onset and Course of Mental Illness with Twitter Data, AG,
20. Kikuchi Y, Kishino F, Nakajima K, Itoh Y, Tsugawa S, ACM; 2015:3187-3196. Recognizing depression from twitter activity. Ohsaki HIn Proceedings of the 33rd Annual ACM Conference on Human Factors in Computing Systems.
21. Hunt.G, Marx R, Lipson C and Young J no. 10, 2018.No more : limiting social media decreases loneliness and depression melissa