# LINKAGE OF SOCIAL MEDIA ENGAGEMENT WITH FOMO AND SUBJECTIVE WELL BEING

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#### **ABSTRACT**

This study is an attempt to examine interplay of fear of missing out (FOMO) between social engagement and subjective well-being in college going students. This fear of missing out (FoMO) is phenomenon of acting as a mediating role as in between social engagement and subjective well-being of college students. Data was collected from 324 undergraduate and post-graduate students of B.tech (IT, CS, CIVIL, ME, EN, EI) BBA, MBA, Pharmaceuticals courses. The research model develops for this study shows that the relationship between social engagement, FoMO, and SWB among the students. This study will lend credence to past researches done in this area by showing how robustly FoMO in the present age playing a mediating role in social engagement and affecting the subjective well-being of the student.

*Keywords*: Social media, engagement, college, students, subjective well-being, Fear of missing out, FoMO, social engagement, Social networking sites (SNS)

#### INTRODUCTION

The life of present college-going students starts and ends with checking their mobile phone's notification on social networking sites and messaging apps. Present-day youths are highly active on social media to establish as well grow their social connections. The fear of missing out (FOMO) have gain lot of attention in recent years. The term fear of missing out (FOMO) is defined as the gratification to stay connected with friends and groups through social network, which results frequently (and for some people, excessive) engagement on social media, and chatting applications (Przybylski et al. 2013).

FOMO, firstly introduced in the early 2010s in media (C., 2011; M., 2010), Social Networking Sites use had grown exponentially throughout the globe (P., 2018; Poushter J, 2018). This psychological tendency is increasing prominently and this is evident in number of studies which is exploring this phenomenon. Despite the increasing academic interest, no sincere attempts have been put to synthesize the extant knowledge on FoMO (Tandon, A.,et.al.; 2021)

The strong desire to check social network sites very frequently through smartphones is becoming accessible for everyone. With a smartphone in everyone's hand, it has become very easy for individuals to learn about his or her potential rewarding experiences (online and offline) that are missed by an individual in his life. In media, FOMO has been considered as an anxiety-provoking construct (C., 2011; M., 2010). A report says that one of the most popular networking applications among the youths of India is Facebook; Indian youths are leading the word in its usage. This popularity of Facebook among youth especially college-going students poses a question about what instigates and encourages them to use Facebook. One is social affiliation which has been considered as one of the foremost needs of a human being (Lai, 2013). To gratify their social needs individuals are becoming highly dependent on social network sites. The need to associate, the strong urge to develop and maintain significant interpersonal relationships, and to gain popularity among your network (Santor, 2000).

Many researchers have made attempts to study the relationship between social networking sites engagement and its effect on mental wellness arising out with social media engagement among college going students. The new term "Fear of Missing Out (FoMO)" reflects on extreme and frequent use of social media to feel connected socially. It is defined

as the strong urge to stay connected with people without any miss of event or activity on social media. Engagement with social media interface which that paves an individual social media engagement to constantly keep a watch and opportunity to compare ourselves with others (Przybylski et al. 2013).

Some research has stressed that (Alt, 2015) FoMO serves as a mediating link in fulfilling and gratifying the psychological needs of an individual via social media engagement (Przybylski et al. 2013).

Several pieces of research have shown the potential harm of using social networking sites like Facebook on youth's well-being (Przybylski, Murayama, DeHaan, & Gladwell, 2013).

The deficit in fulfilment of psychological needs triggers person's sensitivity to fear of missing out on things, which consequently engage a person towards social media that provide a platform and effective tool to gratify their psychological needs (Przybylski et al., 2013). The objective of this research is to analyse the role of FoMO as a mediator in SWB and Social Engagement among the youths.

Life of millennial revolves around social media from dawn to dusk.

Numbers of social networking site users are increasing manifold and it's growing day by day as mobile phones are becoming approachable to everyone. Researchers paying a lot of attention on how social engagement through social media affecting the subjective well-being of an individual. As India is leading the world in terms of usage of the social networking sites' audience size. Around 310 million users of Facebook are in India and if this figure is put into context, India can be ranked fourth population -wise in terms of its users throughout the world (J.Clement, 2020).

Few studies have shown the negative side of social media and its effect on individual's well-being (Zaremohzzabieh et al. 2014). This study analysed less effortful think leads to more engagement on social media. This involvement leads to addiction which is affecting their feelings and behavior. This addiction to social media is resulting in distress in student's life affecting their

academic result and work behavior also. To keep a check on student's behavior author suggested teaching self-regulating skills to counterbalance this addiction in student's life. This study has shown that excessive usage of internet behavioural addiction can result in high-level anxiety and depression among students (Alavi & Maracy, 2011).

Technical advancement, social media has provided an online platform of engagement through a lot of sites and software applications like Facebook, WhatsApp, Instagram, Twitter, Snapchat, etc. The online medium has made social engagement easy, accessible to connect, communicate, and share, and to grow your network. Advancement in technology has overcome the barrier of distance up to an extent, one can share pictures, real-time information, their views, or action. This study shows that social engagement through social networking sites has to affect lower academic performance among students (Junco & Cotten, 2012).

In the modern information society, social networking sites (SNSs) are playing an important role as online applications through which an individual stays connected with the outer world. These online applications have been widely used throughout the world, to make, connect and establish social networks (Su & Chan, 2017).

Quantitative research studies have found FoMO is associated with stress enhancers among social network site users (Beyens, Frison, & Eggermont, 2016; Fox & Moreland, 2015). It results in the deterioration of physical as well as mental health of individuals (Buglass, Binder, Betts, & Underwood, 2017; Stead & Bibby, 2017).

Social network addiction harms individuals, FoMO influences it user's psychology in multiple manner. About cognitive mechanisms, people who are high in FoMO shows more tendency of attentional bias (Bradley, Mogg, White, Groom, & DeBono, 1999; Mogg & Bradley, 2002).

Folks who are on have high signs of FoMO are highly prone to threatening information available on the Social media. Secondly, in the context of motivational mechanisms, people with high in FoMO have more chances of trapping in maladaptive practices distorted gratify behavior to their psychological using needs by their smartphone and showing more inclination towards social network sites which directly affect their lives academically as well as socially (e.g., Elhai, Levine, Dvorak, & Hall, 2016; Wolniewicz, Tiamiyu, Weeks, & Elhai, 2018). It directly affects the metacognition mechanism of an individual, people who have high tendency of FoMO have more positive metacognitions towards social networking site usage. It affects the cognitive state by directly affecting the thoughts and its process and emotions of a person when his addiction to social media increases it affects, controls and regulates the cognition and emotions of an individual (Casale, Rugai, & Fioravanti, 2018). People who are active on social networking sites are ready to experiment and want to try new functions and applications of SNS which eventually vulnerable for their mental health. Individuals who have high tendency of FoMO have shown desperate behaviour and they have desire to stay in continual connected online through social networking (Przybylski et al., 2013).

People who have high tendency of FOMO have shown compulsive inclination towards social media engagement (Oberst, Wegmann, Stodt, Brand, & Chamarro, 2017; Wolniewicz et al., 2017), that effect their perception which have adverse effect on their cognitive states (Brand, Young, Laier, Wölfling, & Potenza, 2016; Lin, Tsai, Chen, &Koo, 2013), which directly affect the well-being of individual (Marino, Gini, Vieno, & Spada, 2018).

# Theoretical Background and Literature Review

Relationship between Social Engagement and Subjective well-being (SWB)

With advancement in technology and available social media platforms has changed the modus operandi of our social engagement especially the lives of millennial. The social engagement through social media has changed our live continually and emerge as important parts and parcel of our lives (Saha, K. et.al.; 2021). Social engagement in various forms is the foundation of social relationships in the present context. It gratifies and fulfils an individual's sense of belongingness and feeling of social identity. Studies says that activeness in social engagement is associated

with positive health behaviour in individuals as it provides the space of leakage emotions among busy lives of folks. The objective of social engagement is social support from society. When an individual is active socially, they get social support in many ways and due to social engagement human being gets a point of leakage which act as a stressbuster in human's life. Social support works as a foundation of psychological support to help the recipients to cope with stress in the present scenario (Cohen, 2004). This study asserts that social support enhances positivity which helps to strengthen the positivity in relations which eventually facilitates positive emotions, a feeling of self-acknowledgement, and to have someone who can give you shoulder when you need emotional support in life; work as stress buster by enhancing self-esteem and through positive attitude (Cohen & Wills, Stress, social support, and the buffering hypothesis., 1985).

Past studies evident that the benefits of stay connected, and social support are generous (for example, see Cohen & Wills, 1985; Schwarzer & Leppin, 1991; Uchino, Cacioppo, & Kiecolt-Glaser, 1997).

Past research find a positive relationship between well-being and social support, but few studies contradictory it and find negative relationship between social support and well-being. This study suggests that friendships among children and adolescents can lead to negativity in different forms such as conflicts, jealousy, competition in a negative sense at an very early age which is needed to be take care in special way (Berndt, 1989).

Various research shows that the higher the social engagement less is the depressive symptoms, better health conditions and leads an individual towards a better quality of life. This research says that (Lei P, BI, & Long Q, 2016) that social contacts are good, and it results in positively which can be associate with better quality of life. This research (SB, A, & A, 2015) says that size of your social network and its frequency of contact have positive impacts on the subjective well-being of an individual. A study analysed and affirms that wide range in social ties fosters positive emotions, irrespective of demographic factor and health conditions (Litwin & Shiovitz, 2011).

When a person is socially active, this often leads to his /her better connection in society, which in turn eventually results in good bonding, better self-esteem, belongingness, self-identity in society, and amalgamation of all this increased access to social support. Social activeness and networking provide access to emotional and functional support from your friends, family, neighbours, etc (Takagi, 2013). Thus, it has been hypothesized as:

H1: Students who experience better **Social Engagement d**evelop higher Subjective Well Being.

Relationship between FOMO and Subjective Well Being (SWB)

People with high engagement on social media has prompted a flurry of correlational studies between social media engagement and its effect on mental health. Studies have reported that social media and other networking application like Facebook, Twitter, Instagram have profound effects and results in symptoms like anxiety, sadness, depression and stress (Donnelly & Kuss, 2016; Lup, Trub, & Rosenthal, 2015; Rosen, Whaling, Rab, Carrier, & Cheever, 2013; Tandoc, Ferrucci, & Duffy, 2015). Near to 10% of each day on social media and other social media engagement many also now appear to be worried to limit the interruption of social media into their day to day lives (Bowden-Green, T., et.al., 2021).

A study with data collected from large population (Twenge, Joiner, Rogers, & Martin, 2017) shows that the time a person spent on online social media were significantly correlated with symptoms like anxiety, dissatisfaction, depressive and high chance of suicidal risk outcomes, though the correlations shows that the SNS usage were specifically quite small it significantly affects an individual's behaviour.

Excessive usage of ICT can detrimentally effect well-being and an individual's psychology specially it affects youth, adolescents, and children (Brooks, 2015; Fox & Moreland, 2015; Kross et al., 2013; Rosen, Whaling, Rab, Carrier, & Cheever, 2013; Sampasa-Kanyinga & Lewis, 2015). Excessive and continuous use of social networking sites has identified as an infectious effect on mental wellbeing and often arises several mental issues and other related

problems (Kuss & Griffiths, 2011). Parents are worried about the mental health of children by being "hooked on social networking sites" on their smartphones, which coherently affect their less involvement in a real-life environment. Thus, it has been hypothesized as:

H<sub>2</sub>: Students who perceive FOMO develop lower Subjective Well Being.

Relationship between Social Engagement and FOMO

This research analysed the affect FOMO, adverse and detrimental effects technological usage in adolescents. Past research evident that deviant behaviour of students in classroom due to the psychological fear or feeling of disconnected or missing out (FoMO) (Alt, 2015). FoMO is described as the continual urge to stay connected on social media. Social networking sites gives them a window to peek into and provide a constant opportunity to compare one with other (Przybylski et al. 2013). This research study has observed student's high involvement and increased interest in social networking sites and it's detrimental consequences on students' academic achievements (Juncoa and Cotten 2012; Kraushaar and Novak 2010; Wood et al. 2012; Wurst et al. 2008).

The special attribute of millennial students is their information technology-oriented mindset and a multitasking temperament (McMahon & Pospisil, 2005). IT-orientation is also very important in cascading better relations with friends to boost their relations with new acquaintances (Acquisti and Gross 2006; Ellison et al. 2007). ). Millennials are commonly known as "digital natives" (Alam, T., 2021).

In the present scenario the role of social media is significant in staying connected with friends (Gemmill and Peterson 2006) some teacher see this engagement as a distractor for students in terms of studies and behaviour (Galagan 2010). Thus, it has been hypothesized as:

H3: Students who experience Social Engagement leads to perceive FOMO.

FOMO mediating the relationship between the SWB and Social Engagement

This study acknowledge that FOMO works as mediator in between the well-being and social

media engagement (Przybylski et al., 2013). FoMO works as mediator between motivational factors and media social engagement (Alt, 2015). The result of this study go beyond the past findings which depicts that FOMO works as mediator in the relationship of SWB and Social Engagement through social network sites.

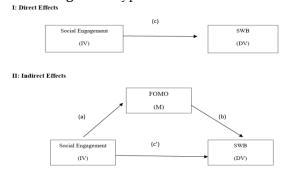
Przybylski et al. (2013) has connected FoMO with the deficits and in order to fulfil the psychological needs. The results of this study says that people who have shown high level of FoMO have higher engagement on social media as they have less satisfaction in terms of fulfilment of psychological needs (efficacy), autonomy, and relatedness. A recent study (Alt 2015) analysed people who have low levels of basic need satisfaction can correlated highly to FoMO and SME.

FOMO can be described as an anxiety develop where an individual has continuous urge to stay connected or rewarding experience, profitable investment, or other satisfying events. Abel et al. (2016) state FoMO as an irresistible desire to stay connected, to be at two or more places at one time, which has been gear up by the feeling of fear of missing out on some important event which leads to dissatisfaction or it can put a dent in one's positive emotion or life satisfaction.

Thus, theoretical, and empirical evidence allows hypothesizing as below and Figure 1 presents the hypothesized model:

H<sub>4</sub>: FOMO mediates the association between the SWB and Social Engagement

Figure 1: Hypothesized Model



**Note:** SWB= Subjective well-being; SE= Social Engagement.

### **METHODS**

Sample and Procedure

The sample for the research is students enrolled in B.tech (IT, CS, CIVIL, ME, EN,EI) BBA, MBA, Pharmaceuticals who currently pursue their courses. A convenient sampling method (easy to reach) was applied to collect a sample of **554 students**. Along with the questionnaires, there will be a Performa that will be completed by the employees regarding demographic variables as Name; Age; Gender; Educational Qualification and time spent on social media (Facebook, Messenger, Twitter, and WhatsApp etc).

Table 1: Demographical details

Demographic	No. of	Percentage
(n = 324)	respondents	(%)
Age (in years)		
Young (18-21)	429	77.43
Middle age (22-26)	125	22.57
Gender		
Male	313	56.49
Female	241	43.51
Education		
Graduate	471	85.02
Postgraduate and	83	14.98
above		
Time Spent on		
social media		
Less Than 2 hours	75	13.53
2-5 hours	381	68.79
More than 5 hours	98	17.68

#### Measures

Social Media Engagement (SME): A Scale was developed with 9- items ranging from 1 = never to 5 = always to determine the amount to which students make use of social media during lectures in the classroom (Alt 2015a). The scale has three dimensions: 1. Social engagement - refers to sharing information via social media sites such as Facebook, Twitter, WhatsApp, and Instagram. News information engagement - comprises events related to news, for example, responding to alerts or getting updates via social media sites(Gupta et al, 2020). 3. Commercial information engagement - refer to activities, such as getting or sharing updates (e.g. current discounts/sales, available coupons). reliability of the scale for the present study was reported as 0.84.

Fear of Missing out Scale (FoMO): FOMO was measured on a 10-item scale developed by Przybylski et al. (2013), scored on a five-point Likert scale from 1 = not at all true of me to 5 = extremely true of me. The reliability of the scale for the present study was reported as 0.89.

**Subjective Well-Being**: The Well-Being of students was calculated via two scales, which claim to recognize the three dimensions of Subjective Well-Being as Life satisfaction, Positive Affect, and Negative Affect.

**a.** Life satisfaction was calculated with The Satisfaction with Life Scale (SWLS), developed by Diener et.al, (1985). This 5- item scale assesses an individuals' conscious evaluative judgment of his or her life by using the person's criteria. This is a 7-point scale and the scores on the scale range from 1=Strongly Disagree to 7= Strongly Agree. The reported reliability co-efficient of the scale is 0.78.

### b. Positive Affect and Negative Affect

Affective disposition was calculated utilizing the Positive Affect and Negative Affect Scale (PANAS; Watson, Clark & Tellegen, 1988). Participants have to choose on a 5-point which was ranged from (1) Very slightly or Not at All to Extremely (5). The reported reliability coefficient of the scale is 0.78 and 0.77respectively.

#### **RESULTS**

For analysing the data, first, all the preconditions of regression analysis were found true. Further, Mean, standard deviation, correlations are displayed in diagonal of correlation matrix with Alpha Coefficient in bold parentheses. Further, hierarchical regression analysis was applied to assess the hypothesis of direct effects such as SE on SWB (H1), SE on FOMO(H2), FOMO on SWB (H3), and indirect effects on SE on SWB via FOMO (H4) were computed.

Table 2: Mean, SD and Inter-correlations

Variables	Mean	SD	QWL	Trust	EB
SE	5.04	1.81	(.87)		
FOMO	6.07	1.92	.534*	(.78)	
SWB	5.57	1.92	.734**	.337**	(.89)

**Notes:** SD = Standard Deviation; SE = Social Media Engagement; FOMO= Fear of Missing Out; SWB=Subjective Well-Being significance at \*\*p < . 01, \*p < . 05.

Table 3: Results of hierarchical regression for direct effects

	Predictors	SWB (DV) B		FOMO (DV) B	
		Step 1	Step 2	Step 1	Step 2
Step 1:	Control Variables				
	Age	.412*	.154	.363*	.121
	Gender	.391*	.143	.221**	.108
	Education level	.291*	.108	.211**	.170
	Time Spent on Social Media	.309*	.170	.217**	.181
Step 2:	Predictor (IV)				
	SE		.531**		.445**
	$\Delta F$	16.451**	48.211**	14.113**	46.623**
	R <sup>2</sup>	.199	.351	.104	.222
	Adjusted R <sup>2</sup>	.139	.352	.103	.237
	$\Delta R^2$		.124**	_	.119**

**Notes:** N = 554; DV = dependent variables; IV = independent variables;  $\beta$  = standardized beta coefficients; SE= Social Media Engagement; FOMO= Fear of Missing Out; SWB=Subjective Well-Being; \*\*p< .01; \*p< .05.

*Hypotheses Testing* 

In addition to this, diverse approaches {causal steps strategy approach through ordinary least square proposed and popularized by Barron and Kenny (1986) were followed} in testing the mediating effect of variables.

For computing the direct effect, the process involved three steps, firstly control variables were inserted in block 1, and step 2 was followed by inserting independent variable (SE) in block 2. Similar steps were followed for testing the direct effect of SE on FOMO. Table 3 reveals the findings of hierarchical regression for direct effects.

In table 3, the findings of results showed that SE explained for 35.1% variance ( $\Delta F$  (1, 554) = 48.211; adjusted  $R^2$  = .352;  $\Delta R^2$  = .124, p < .01) in the perceptions of SWB. Also, the standardized coefficient beta ( $\beta$  = .531, t = 4.471, p < .01) revealed significant direct effect on FOMO. Further, direct effect of SE on 'FOMO' was checked and results explained that 'SE' accounts for 22.2% variance ( $\Delta F$  (1, 554) = 42.623; adjusted  $R^2$  = .237;  $\Delta R^2$  = .119, p < .01) in FOMO. Also, the standardized coefficient beta ( $\beta$  = .445, t = 4.201, p < .01) revealed significant direct effect on FOMO.

Above mentioned results in table recommended that SE is a significant influence on SWB and FOMO which support hypothesis H1 and hypothesis H3.

Further, the indirect effect of SE on SWB via FOMO was examined by conducting

hierarchical multiple regression. In Table 4, indicated that SE and results FOMO collectively account for 43.1% variance (ΔF (2, 554) = 73.221; adjusted  $R^2$  = .420;  $\Delta R^2$  = .421, p< .01) in perceptions of SWB. Also, the standardized coefficient beta for SE on SWB was reduced with the presence of FOMO in the regression model but remained significant  $(\beta = .411, t = 4.182, p < .01)$ . Additionally, standardized coefficient beta for FOMO on SWB was significant ( $\beta$  = .381, t = 3.583, p < .01). Therefore, supporting hypothesis H2 that employees who developed loyalty towards organization develop higher SWB while hypothesis H4 was partially accepted for the mediating effect of FOMO on the association between SE and perceptions of SWB.

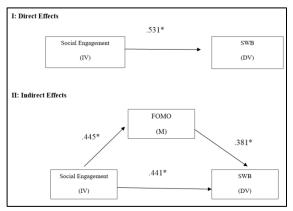


Figure 2: Results of the hypothesized model

**Note:** SE= Social Media Engagement; FOMO= Fear of Missing Out; SWB=Subjective Well-Being;  $\beta$  = standardized beta coefficients are reported; \*\*p< .01.

**Table 4: Results of Mediation Analysis** 

		SWB (DV) B		
	Predictors			
		Step 1	Step 2	
Step 1:	Control Variables			
	Age	.324*	.187	
	Gender	.291*	.143	
	Education level	.211*	.121	
	Time Spent on Social Media	.144**	.101	
Step 2:	Predictor (IV)			
	SE		.411**	
	FOMO		.381**	
	Δ F-Value	38.118**	73.221**	
	R <sup>2</sup>	.221	.431	
	Adjusted R <sup>2</sup>	.220	.420	
	$\Delta R^2$	_	.421**	

**Notes:** N = 554; IV = independent variables; DV = dependent variables;  $\beta$  = standardized beta coefficient; \*\*p< .01; \*p< .05

Further, Table 5 reported the findings of regression analysis. All the study variables are related to each other significantly (p<.01). SE is noticed to be a significant influencer of FOMO (.445). Similarly, SE is found to be a significant influencer of SWB (.531). Also, FOMO is found to be significantly predicting SWB (.381). Thus, all the preconditions for mediation as suggested were met. In the present study, SE is independent variable, SWB act as dependent variable and mediating variable is FOMO. Based on Table 5, it can be deduced that the conditions for mediation are met as the relationship of SE and SWB when controlled for FOMO is reduced to .531 from .441, however, it remained significant (p<.01). Thus, the results support partial mediation, and hypothesis H4 is also partially supported.

media like Facebook, Instagram and others have found to correlate with strong symptoms of anxiety and depression (Donnelly & Kuss, 2016; Lup, Trub, & Rosenthal, 2015; Rosen, Whaling, Rab, Carrier, & Cheever, 2013; Tandoc, Ferrucci, & Duffy, 2015).

In addition to the above discussion, the study also investigates the relationship between FOMO and SWB which is consistent to the research studies which have found similar results that FoMO can be correlated with higher levels of stress among the user of social network site (Beyens, Frison, & Eggermont, 2016; Fox & Moreland, 2015). It results in the deterioration of the physical as well as mental health of an individual (Buglass, Binder, Betts, & Underwood, 2017; Stead & Bibby, 2017).

Table 5.	Mediation	Regults of SE on	SWB via FOMO
Table 5.	viedialion	RESULTS OF SECON	SVVD VIA FUNVIU

Detles	CrJ	CE	CI for In diment	D
Paths	Std	SE	CI for Indirect	Р
	Coefficient		Effect	
Direct Effect SE –SWB	.531	0.069		***
{c <sup>i</sup> }				
Direct effect SE-FOMO	.445	0.039		***
{a}				
			Lower Bound=	
Direct Effect FOMO -SWB	.381	0.053	0.121	***
			Upper Bound=	
{b}			0.199	
T . 1 F(f CF CMTD ( )	441			***
Total Effect SE-SWB {c}	.441			^^^
Indirect Effect SE-SWB	0.169	0.034		***
{a×b}				

# DISCUSSION, CONCLUSION, AND IMPLICATIONS

The central aim was to study the connection between Social engagement to subjective wellbeing which is consistent with the study (Przybylski, Murayama, DeHaan, & Gladwell, 2013). It has been seen in several pieces of research that engagement on social media (Facebook, WhatsApp, Instagram etc) is increasing in the last decade which leads to social recognition and finally responsible for the wellbeing of youth. Further, the study deals with the social media engagement is related to the Fomo which signifies that incase, social recognition lacks in the life of humans than they have the fear of missing out from the society. Excessive and regular usage of social

FoMO serve as a mediating linking in the fulfilment of psychological needs of an individual through social media engagement (Przybylski et al. 2013).

Above discussion proves that SE is directly related to FoMO and FoMO is related to SWB. Further, SE is significantly related to SWB and FoMO acts as a mediator of SE and SWB.

The study is relevant for all the academicians as the study related to the millennials, how to deal with the psychological health of students is a major concern nowadays. The students are the future of a nation. The study is also important for corporates houses the reason as well behind is mental health is of prime

importance in the present scenario. So, they know the engagement of social networking sites and its impact on the organization and frame the policies accordingly(Gupta & Kumar,2017).

The parents, teachers and corporate managers should deal with the social media engagement policies carefully for the better mental health of the future of our country.

# LIMITATIONS AND FUTURE RESEARCH DIRECTIONS

This study has some limitations, but it paves the way for future researchers. The study was carried out in a single area and its domain is very specifically limited to students of few institutions located in two major cities; so, we can't generalize the overall results. Crosscultural validation of result is needed to substantiate these findings. In future course of time study can be carried forward in different sectors also like manufacturing, IT, IB, medical practitioners, and Police, etc.

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