The influence of social networks on person's life satisfaction

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Abstract: This research was intended to investigate characteristics of social media groups and positions among individuals. Given study has a remarkable step in the modern era. Owing to striking changes in technological processes of recent generations, it is a right way to take into account the serious impact of the modern environment on quality of people lives. This article utilizes data from Oxford Internet Institute, which conducted comprehensive research over 8 years in order to identify the amount of time students spend on social networks during the day and their life fulfillment. some people suggested that social media has exchanged interaction factor and people's behavior all around the world. As a result this phenomena may give rise to inevitable sequences that will be mentioned in this article. Moreover, some possible positive sides will be discussed as well.

Keywords: social networks, internet, technology, platforms, people, friends, life, comparison, envy, information, influence, positive effects, negative effects, features, community, support, advice, impact, self-esteem, well-being, individuals, hypotheses, smartphone, addiction, Phubbing, questionnaire, findings, depression, health, students

It is undeniable fact that the utilization of mobile media has risen considerably in recent years. Furthermore, Social network is a broad concept that presents a wide range of possibilities to internet users. Web sites, online platforms ease processes of finding and sharing information. People use network for many reasons. Preferences mostly rest upon age category. In particular, adolescents and young adults are wasting increasing amount of time on surfing the internet, playing mobile games and communicating with one another.

Enhanced social connection

Enhanced social connections refer to the use of technology, platforms, or strategies to strengthen and deepen relationships between individuals. It involves leveraging digital tools and online platforms to facilitate communication, collaboration, and interaction among people, regardless of geographical distances. Enhanced social connections can include various forms of communication such as

social media, video calls, online communities, and shared virtual experiences, all aimed at fostering stronger connections and increasing social engagement. It allows to stay in touch, share updates, photos, and videos, and engage in conversations regardless of time zones too. Through platforms like Facebook, Instagram, Twitter, and Snapchat, you can easily find and connect with old friends, make new ones, join interest-based communities, and organize events. Additionally, social media offers various messaging and video chat features that enable real-time communication, further enhancing the ability to connect with friends. This article consist of facts about enhanced social media, comparison and envy, the fear of missing out (FOMO), an information overload, a social media community and several hypotheses regarding the influence of social networks.

Comparison and Envy

Comparison and envy are common aspects of social connections. Comparison involves evaluating oneself or one's accomplishments in comparison to others, while envy occurs when one wishes for what another has achieved. These emotions can have both positive and negative effects on social platforms. Positive comparison can inspire personal growth and motivation, while envy can motivate people to work towards their goals. However, negative comparisons and unhealthy jealousy can lead to resentment, low self-esteem, and strained relationships. Social comparison and envy have been linked to various mental health issues, including depression and body image dissatisfaction. Constantly comparing oneself to others can magnify negative feelings and contribute to the development or exacerbation of mental health problems. Developing self-awareness, practicing empathy, and focusing on personal growth can help mitigate the negative effects of comparison and envy in social connections.

The fear of missing out (FOMO)

The fear of missing out (FOMO) is connected with a fear of regret, dissatisfaction, depression and stress. Furthermore, FOMO is an emotional response to the belief that other people are living better, more satisfying lives ot that important opportunities are being missed out. FOMO has increased in recent years due to advancement in the field of technology which attributed numerous of negative psychological and behavioural symptoms. Social media have escalated the occurrence of FOMO by creating situations in which users are constantly compare their lives to the idealized and glamorized versions of life styles that are broadcasted online on features like Instagram stories, Facebook, Twitter and etc. Fomo is associated with worsening depression and anxiety and a lowered quality of life. However, the anxiety and dissatisfaction created by FOMO can also lead people to desire connection and interaction or increase their efforts. Individuals might not even understood the meaning behind it and may not totally agree with it. Nevertheless they

are still going to participate because they do not want to be left out. The phenomenon was first identified in 1996 by marketing statist Cayerz le goat, who conducted research for Adam Bellouch and published in first academic paper on the topic in 2000 in the Journal of Brand Management.

An information overload.

Information overload is when you are surrounded with variety of data at once. Information overload reduces the ability of working effectively, making true decisions, understanding and etc. It occurs when the amount of information consumed at one specific time that overwhelms processing capacity. This has considered as a issue that shows down productivity and makes feel confused, frustrated and stressed. Naturally, it leads making mistakes and shutting down our brain. Debauching, banning, blocking are the major features of controlling data overload. Refusing unnecessary information could be a better solution, either. In 1970, the famous futurist Alvin Toffler wrote his book "Future Shock" . This book is about the potential for information overload where Toffler's foresaw of growth of information age and worned about the possible issues it could cause to human beings in the future.

A social media community

A social media community is a group of people who come together online to share common interests and experiences. This concept can serve as a description for any kind or type of online group, including forums, chat rooms and social networking sites.

To put it more clearly, communities serve as a source of a sense of belonging and support, which is highly appreciated by people who are in a state of isolation or loneliness. Moreover, such communities usually serve as a base for certain interesting information and inspiration. Club members can help with advice and recommendations on various issues. Whether you are looking for a shoulder to cry on or some expert advice, there is a good chance you will find it in a social media community.

Sometimes life brings unexpected surprises, and this is where support communities come to the rescue. Whether it is mental health, parenting, or a specific problem you are facing, these communities provide a safe space to share experiences, seek advice, and find comfort in the company of understanding people.

So, here is a question, why do social media communities matter?

Emotional support: if you're struggling with a decision, you could ask your friends and family for advice, but there is always the possibility of erroneous advice, especially from someone who has not had such experience. However, if you post about it in a social media community, you're likely to get a range of perspectives from people who have been through similar experiences.

Positive impact and social change: Engaging with a community on social networks can create opportunities for collective action and social change. By joining forces with others who share a common goal or passion, individuals can raise awareness, advocate for causes, and work towards positive change in their community or society as a whole.

Empowerment and personal growth: You can regularly share your personal development journey with your social media network to keep yourself accountable and motivated. Once you share your progress, setbacks, and achievements you will find many positive-minded people who will give you support and encouragement that lifts you up.

In summary, the sense of connection and shared identity found in supportive communities on social media can significantly enhance life satisfaction.

Knowing that there are others who understand and support you can boost self-esteem and overall well-being. It can provide a sense of purpose, as individuals can contribute to discussions, offer advice, and help others who may be in need.

Several hypotheses regarding the influence of social networks

There are several hypotheses regarding the influence of social networks on the feeling of well-being of life:

1A: The use of social media leads to an increase in social capital capacity

1B: Increasing the potential of social capital is positive for psychological well-being.

2A: Social Media leads to smartphone addiction.

2B: Smartphone addiction has a negative impact on psychological well-being.

3A: Smartphone addiction leads to phubbing.

3B: Phubbing has a negative impact on psychological well-being.

The answers to these hypotheses were collected based on a questionnaire carried out on the Internet during the quarantine period when people were forbidden to see each other from the outside. Perhaps this has a special meaning in choosing people's answers. The questionnaire was compiled to study the relationship between such concepts as social isolation, dependence on the phone, phubbing, depression, weak concentration. The questionnaire was held on the Internet, which made it possible to reach as large an audience as possible, but not everyone answered to the end. Out of 1,600 people, 940 fully responded. The organizers tried in every possible way to ensure that the test audience was students, because this is more relevant to them.

The 2B results revealed that a single unit increase in smartphone addiction results in a 6.8% decrease in psychological well-being. These results are confirmed with the research of Tangmunkongvorakul et.al In 2019, which clearly show that participants with higher levels of smartphone addiction had lower rates of psychological well-being. These findings also support those of Shoukat research also

in 2019, which showed that smartphone addiction inversely exertes individuals' mental health.

This is confirmation that the strong dependence on smartphones is directly proportional to phubbing. Some of the important studies that clearly show the relevance of this statement are Chatterjee in 2020, Chotpitayasunondh and Douglas in 2016, Guazzini et al in2019, and Tonacci et al in 2019. In a similar way, Chotpitayasunondh and Douglas in 2018, confirmed that smartphone addiction is a major predictor of harmful behavior. However, these results are not consistent with the results of Vallespin et al in 2017, who found a negative effect of phubbing.

The results also reveal phubbing as one of the influential reason for the level of psychological well-being. Moreover, these results indicate that when fubbers use a mobile phone while communicating with someone, especially during a pandemic, and they are connected to many family members, friends and relatives; therefore, such actions give them more satisfaction, which simultaneously leads to increased relaxation and reduced depression (Chotpitayasunondh and Douglas, 2018). These findings confirm the findings of Davey et al. (2018), WHO has proven that phubbing has a significant impact on adolescents and students studying social health in India.

Based on all of the above, it can be concluded that social networks have a significant impact on a person's life. They help in determining the degree of social capital, which is a unit of measurement of social well-being. With a balanced interaction, you can noticeably improve your psychological state. However, in the opposite case, neglecting the real world will lead to such consequences as comparisons and envy, FOMO, information overload, phubbing, addiction. All this in a disregarded state can be the reason of mental problems and bring a person to diseases. Experts recommend allocating time for social platforms according to a certain schedule based on the purpose of using social networks.

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