

Raising awareness of mental health issues caused by social media addiction

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Social media addiction could lead to various mental health problems.

People tend to post things that are beneficial to create a perfect image for themselves online, such as meals in high end restaurants, shopping luxury brands, having fun with lots of friends. And audiences tend to compare their life with these contents without knowing the authenticity and the other side of other people's life.

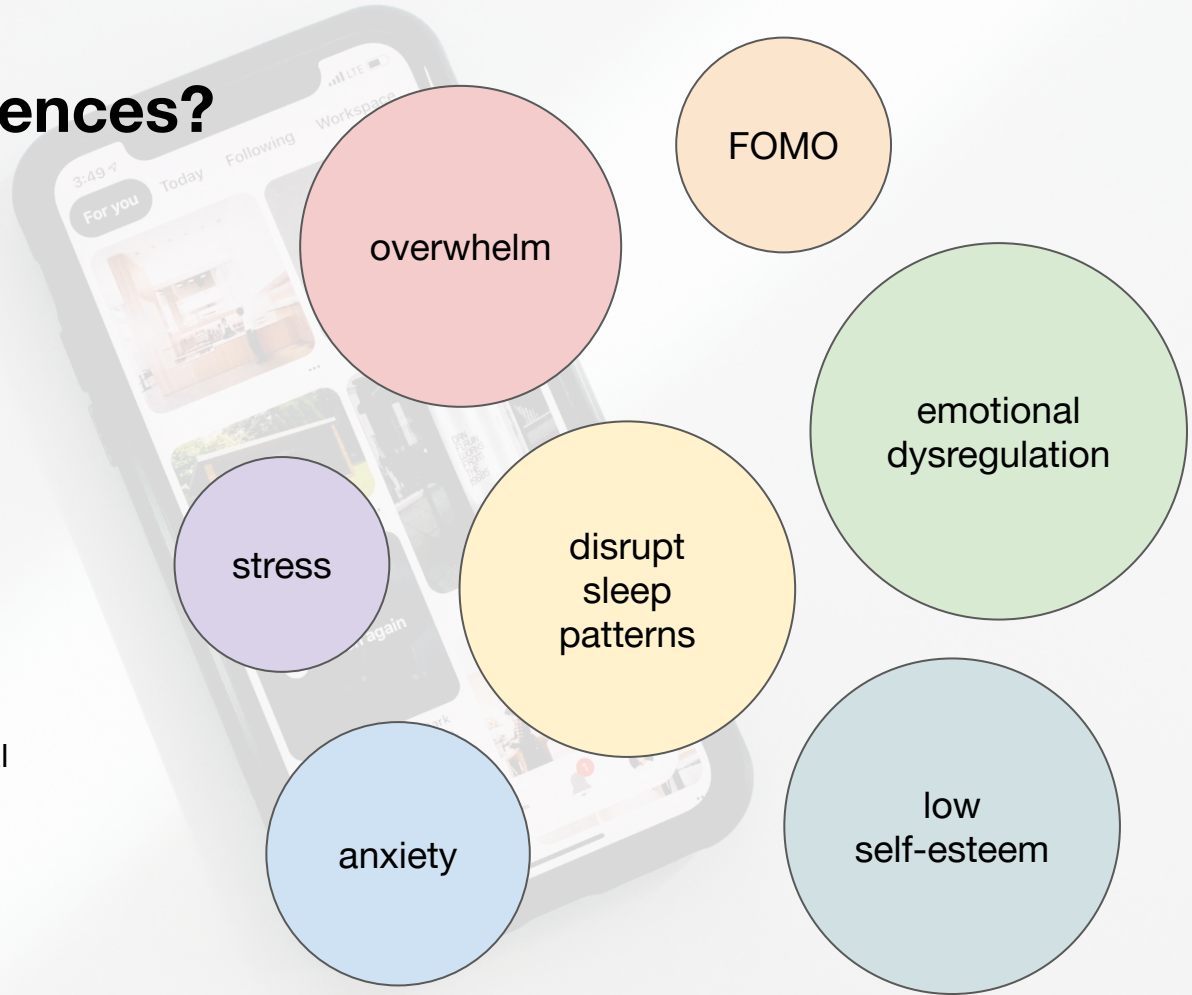
Algorithm will control what content appears on for you page. Usually they will be similar to content that we've interacted before and people with social media addiction will keep receiving content in specific categories and form a "Echo Chamber". If they can't acknowledge these content are not true and compare their real life with content posted online might lead to different mental health issue.

On the other hand, influencer who create content online are very likely to receive hate and criticism, and they might be judging themselves more critically under social standard. It will lead to various mental health issues, including developing depression, anxiety, loneliness, and low self-esteem.

What's the consequences?


Excessive use of social media can lead to different mental health issues, such as: stress, overwhelm, and emotional dysregulation, the fear of missing out (FOMO), social withdrawal and isolation in real life, negative impact on self-esteem and body image, disrupt sleep patterns.

Serious mental health issues might lead to suicide. Public should be more aware of their mental health status and how social media algorithm and content creator works to avoid getting negative impact from social media.



Who's affected?

**Mostly
Teenagers &
Young adults**



- People at the age of 15-22 are most likely to have depression due to social media addiction.
- Compared to male user, female user are more likely to be struggling with mental health issue.
 - Women feeling pressure to present themselves in a certain way on social media.
- 40% of people on social media report feeling anxious or depressed after using it.
- People feeling more insecure about their appearance after using social media.
- Parents believe that social media has a negative impact on their children's mental health.

Persona #1 : Creative Content Creator - Caitlin

Caitlin is a 15-year-old high school student with a passion for creativity and self-expression. She spends hours each day curating her Instagram feed, where she shares her artwork, photography, and DIY projects. She's also active on platforms like TikTok and YouTube, where she posts entertaining videos showcasing her unique personality and interests. She sees social media as a tool for self-expression and connection

However, what started as a hobby has evolved into an insatiable need for likes, comments, and followers. Caitlin constantly compares herself to other influencers, feeling inadequate if her posts don't receive enough engagement. She's become hyper-focused on curating the perfect image online, spending hours obsessing over filters, captions, and hashtags. Her addiction to validation and attention has begun to take a toll on her mental health.



Persona #2 : Sports Enthusiast - Sam

Sam is a 16-year-old high school athlete who lives and breathes sports. He uses social media primarily to stay updated on the latest news, highlights, and discussions surrounding his favorite teams and athletes. Sam follows sports accounts on platforms like Twitter and Reddit, where he engages in lively debates and shares his predictions for upcoming games.

Sam's addiction to social media has begun to interfere with his athletic performance and academic responsibilities. What started as innocent updates on scores and highlights has morphed into a compulsive need to constantly check his feeds, respond to notifications, and engage in online debates. His sleep patterns have also been disrupted since he is staying up late into the night immersed in online discussions.



Persona #3 : Social Justice Advocate - Maya

Maya is a 17-year-old activist who is passionate about making a difference in her community and beyond. She uses social media as a platform to raise awareness about social issues such as climate change, racial justice, and LGBTQ+ rights. Maya is actively involved in online campaigns, petitions, and fundraisers on platforms like Instagram, Twitter, and TikTok. She's part of various online activist groups and follows influential activists and organizations to stay informed and inspired.

Maya's dedication has taken a toll on her mental health. Maya spends hours each day scrolling through her feeds, absorbing distressing news stories and engaging in heated debates with online trolls. Her relentless pursuit of justice has left her feeling emotionally drained and overwhelmed, exacerbating feelings of anxiety and depression.



Target Audience

Demographics:

- All genders
- All ages
- People who use social media frequently and started developing mental health issue

Anyone who is “Chronically online”

Psychographics:

- People who's aware of their mental health issue and seeking solution to solve the problem.
- People who's not aware of the consequences of spending too much time online

Strategy

To mitigate the mental health challenges associated with social media addiction, I will be creating a social media account to promote mental health awareness in order to empower users to regain control of their digital habits and prioritize their mental well-being by getting more people educated about social media by researching how Algorithms and Echo Chambers works on these platform, and also promote mental health awareness. educate people about what is mental health issues is important to raise public awareness, for example:

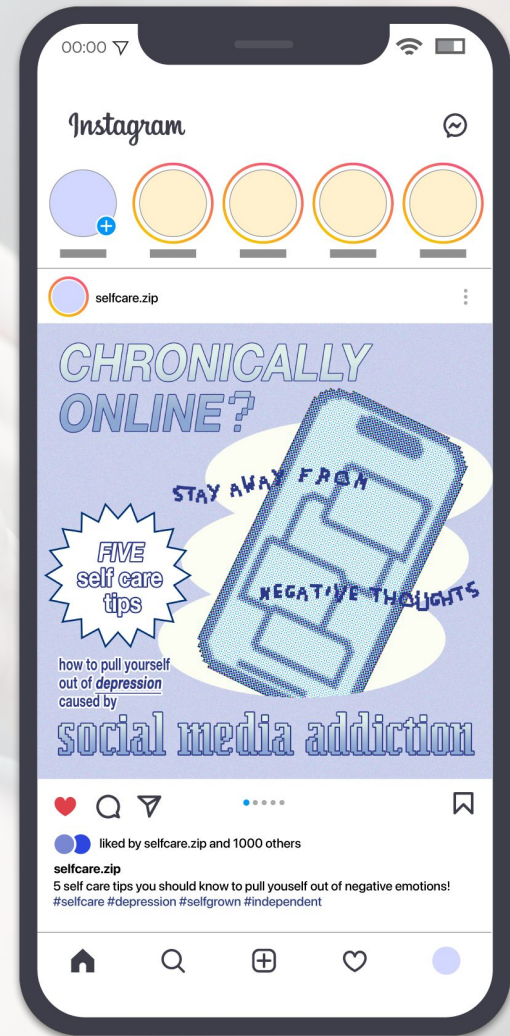
- How to solve it if we are developing mental health issue.
- The psychology behind social media,
- Why is mental health related to social media while we're just simply scrolling,

The current trend between “Generation Z” is sending relatable posts and videos to friends as daily communication, social media itself will be the best platform to spread information and reach out to the target audiences since they have the large user base and we can utilize it. (Instagram, twitter, tiktok, facebook etc.) Social media platform tend to boost content that have high interaction engagement. The more people share and comment, the post will be recommended to more audiences.

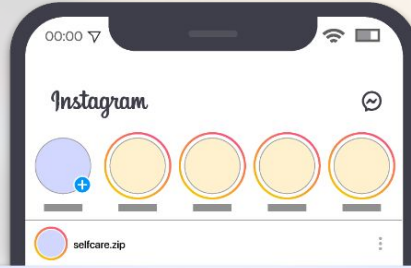
Visualize concepts

@selfcare.zip is a social media account dedicated to educate people about how algorithms/Echo Chambers affect us, raising awareness on taking care of our mental health, and provide a space to spread positive energy to support each other. It will be active on Instagram, Tiktok, X, Facebook and more platforms.

Most of the mainstream social media platforms are visual-centric platforms that prioritize engaging and visually appealing content. Designs that are “professional”, “formal” and “simple” might not gain enough attention from the younger generation. Therefore, trendy and playful design will work better on these platform.



IG carousel design



Practice Self-Compassion

1

I always feel like people are prettier than me, richer than me, everyone is out there living a better life than me, what can I do?

Be kind to yourself and recognize that it's okay to take breaks from social media. Don't compare yourself to others online and focus on your own well-being.

Curate Your Feed

2

I am surrounded by negative things, everytime I go on Instagram, Tiktok and Twitter I only receive negative energy. What should I do?

Unfollow accounts or mute keywords that trigger negative emotions. Follow accounts that inspire you or share uplifting content. Curating your feed can create a more positive online environment.

Digital Detox

3

I can't stop scrolling Instagram and TikTok. Every time I turn on my phone I just go on these social media and start scrolling.

Take a break from social media altogether for a period of time. Use this time to focus on yourself, reconnect with offline activities, and reassess your relationship with social media.

Seek Help

4

Why did I get attacked by leaving commentonline? Did I do something wrong that deserve all these hate and threats?

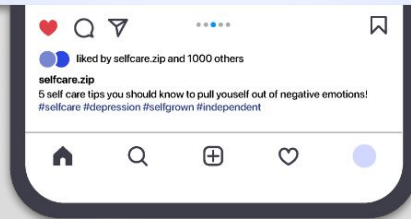
Honestly stranger's opinion doesn't matter in your real life. If you're struggling to cope with depression, consider seeking support from a mental health professional. Therapy can provide you with tools and strategies to manage your symptoms effectively.

Focus on Real-Life Connections

5

I spent a lot of time online, chatting with my long distance friends, sometimes argue with people that have different opinion. I do have social interaction online but why do I still feel lonely?

Spend time with friends and family in person rather than relying solely on online interactions. Foster meaningful relationships offline to counterbalance the effects of social media.

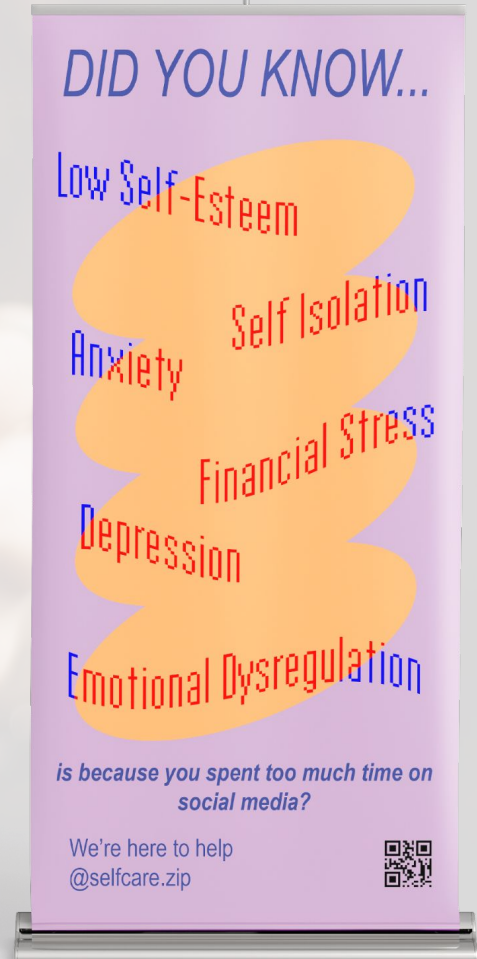


This design simulated a conversation to help audiences put themselves in the role of seeking help.

Offline promotion

Other than managing online account, pull up banners will also be set up in college campus as offline promotion. The visibility of an eye-catching pull up banner are higher because online post might be submerged in thousand of different other posts.

Since most people will just walk pass the banner, the content will be more straightforward in conveying the key information, so that people don't have to spend too much time standing there and reading the banner. It helps create a memorable impression on potential audiences. There will be an QR code at the corner of the banner to promote the actual online account



Source link

<https://www.tandfonline.com/doi/full/10.1080/02673843.2019.1590851>

<https://mental.jmir.org/2016/4/e50>

<https://journals.plos.org/plosone/article?id=10.1371/journal.pone.0226248>

<https://www.brightfuturesny.com/post/social-media-and-mental-health-statistics>

