

Awareness and Survey on Impact of Social Media on Youth

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CHAPTER-1

1.1 INTRODUCTION

People are social beings by nature. We require the company of others to survive, and the quality of our relationships has a significant influence on our happiness and mental well-being. Maintaining social connections with others can help you live a longer life, increase your self-esteem, prevent loneliness, and help you manage stress, worry, and sadness. Conversely, having poor social connections can be detrimental to your mental and emotional health. Social media platforms like Facebook, Instagram, Snapchat, YouTube, and Twitter are used by a large number of people these days to connect and communicate with one another. A social media platform is an online tool that people use to create social networks and engage in social interactions with people who have similar interests, hobbies, backgrounds, or in-person ties to their own or to others in their professional or personal lives. Social media has a big influence on youth. It's becoming more and more obvious that social media has ingrained itself into peoples' daily lives. The majority of individuals on the earth utilize social media. Over the past 20 years, social media has become more and more popular, and as a result, a lot of scholars are now keen to learn more about these platforms and how they affect communities. Advances in technology are forcing people to accept lives that are different from their own. Youth and teenagers are the most enthusiastic and engaged users of social media, even going so far as to interact with others while in class or church, despite the fact that practically everyone in the community has access to at least one of these platforms. Social media has both positive and bad effects on today's youngsters. Without a question, the use of social media and the internet has grown in significance for today's young.

1.2 OVERVIEW OF THE STUDY

It is evident that social media has a significant impact on today's youth's mental health. These platforms link people, but they can have negative consequences. Young individuals who use social media excessively sometimes compare their real lives to carefully constructed online personas, which can cause feelings of inadequacy, anxiety, and melancholy. Emotional anguish is caused by cyberbullying and online harassment, which intensify these problems. Problems with self-esteem might arise from an ongoing demand for approval from likes and remarks. Social media does have some positive aspects, though; it may help build support systems and raise awareness of mental health issues. To lessen its detrimental effects on young people's mental health, screen time must be balanced and digital literacy must be encouraged.

Social media platforms have completely changed the way people communicate by allowing people to connect with one other, share experiences, and express themselves. They are now effective instruments for political awareness, activism, and engagement. Additionally, companies use social media for market research, consumer interaction, and marketing. These advantageous features emphasize social media's transformational and advantageous significance in our globally interconnected society.

The study also addresses the negative consequences of social media. It reveals how the curated content on platforms like Instagram can lead to feelings of inadequacy, low self-esteem, and mental health issues. Cyberbullying and online harassment, along with the addictive nature of these platforms, raise significant concerns. Privacy, security, and the spread of misinformation pose additional challenges, emphasizing the need for responsible and ethical use of social media.

1.3 OBJECTIVE

- To identify the psychological factors that affect mental well-being of youth.
- To identify the demographic profile of the respondents.
- To identify what are the problems faced by youth while social media
- To create awareness about the social media usage restriction application.
- To identify solutions to the problems to the problem identified in the study.

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2.1 ABOUT THE SOCIAL ISSUE

The emergence of social media platforms has brought unparalleled connectivity to youth, but it has also brought with it a host of mental health issues. It's no secret that poor self-esteem and feelings of inadequacy can result from the carefully chosen and frequently romanticized information on social media sites like Instagram. Anxiety and sadness can be fueled by an unrelenting quest for likes, shares, and follows. Moreover, a byproduct of the internet age, cyberbullying has had a severe negative influence on the mental health of countless young people. The rising prevalence of mental health illnesses, particularly in teenagers who spend a significant amount of time online, is indicative of a societal problem.

Social media has revolutionary potential as an educational tool. It can, however, also be a major source of distraction. Young people are frequently seduced by endless scrolling, which results in decreased productivity and procrastination. A balance between the advantages of online learning and the risks of online distraction is required in light of this societal dilemma. Teachers and learners alike need to consider how best to use social media to further their education.

Adolescence has always been fundamentally shaped by the quest for identity. On the other hand, social media has increased the pressure to conform to preconceived notions. Images of what they should be whether it be in terms of lifestyle choices, job goals, or beauty standards are continuously thrown at young people. The battle to remain true to oneself in the face of pressure to fit in with online expectations and trends is a clear indication of this cultural problem.

The complex relationship between youth mental health and social media use is examined in this study. In a time when social media is pervasive, it is critical to comprehend how social media affects young people's mental health. The study looks at both the advantages and disadvantages of using social media in an effort to give a thorough knowledge of how these platforms affect young people's mental and emotional health.

CHAPTER-3

3. METHODOLOGY

3.1.1 SAMPLE SIZE

The sample size is 50 and convenience sampling method was adopted for the study.

3.1.2 TYPE OF SAMPLING

The type of sampling which is taken for this study is convenience sampling. Convenience sampling is a non-probability sampling technique where samples are selected from population only because they are conveniently available to the researcher. Ideally, in research, it is good to test a sample that represent the population. Convenience sampling is used because of its speed, cost effectiveness and easy availability of the sample.

3.1.3 SOURCES OF DATA

Primary data are those that are gathered straight from the data source, bypassing any pre- existing sources. It is typically gathered especially for research projects and may be made publicly available for use in other studies.

So far as it was gathered with the intention of solving a specific study issue, primary data is frequently trustworthy, real, and unbiased. In this research study the data are collected through primary data method.

3.1.4 DATA COLLECTION METHOD

The information gathered from a sample of survey respondents is known as survey data. This information is thorough data that was acquired from a target audience regarding a particular subject to perform research. The methods for gathering survey data and doing statistical analysis are numerous. With the advancement of technology, data collection techniques have changed. The field of survey data gathering has evolved throughout time, moving from in-person surveys to telephonic surveys to current online and email surveys. Every survey data collection technique has advantages and disadvantages, and every researcher prefers to get precise data from the target population. Since their reach and impact are constantly variable, the survey response rates for each of these data collection methods will be different. Survey questionnaire method is used in the study and 50 response of data is collected within the colleges in Madurai city.

CHAPTER-4

4.1 AGE

ANALYSIS AND INTERPRETATION

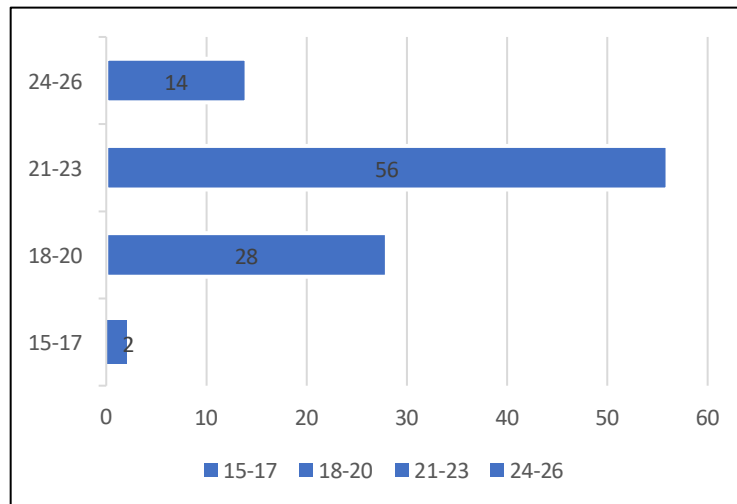


Figure 4.1 Age

Age	No of respondents	Percentage
15-17	1	2
18-20	14	28
21-23	28	56
24-26	7	14
TOTAL	50	100

Table 4.1 Age

SOURCE: Primary Data

INTERPRETATION

From the figure 4.1 and table 4.1, it can be inferred from the above data 2% of the respondents are of age between 15-17, 28% of the respondents between the age of 18-20, 56% of the respondents are of age between 21-23, 14% of the respondents are between the age of 24-26. Hence, it can be inferred that 56% of the respondents are of age between 21-23.

4.2 GENDER

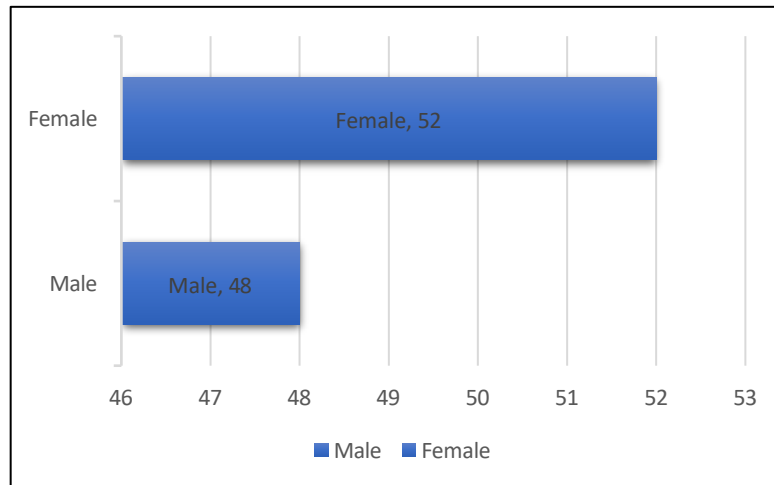


Figure 4. 2 Gender

Gender	No of respondents	Percentage
Male	24	48
Female	26	52
Total	50	100

Table 4.2 Gender

SOURCE: Primary Data

INTERPRETATION

From the above Figure 4.2 and Table 4.2, it can be inferred that the number of male respondents is 48% and female respondents are 52%. Hence, it can be inferred that majority of the respondents are female.

4.3 EDUCATIONAL QUALIFICATION

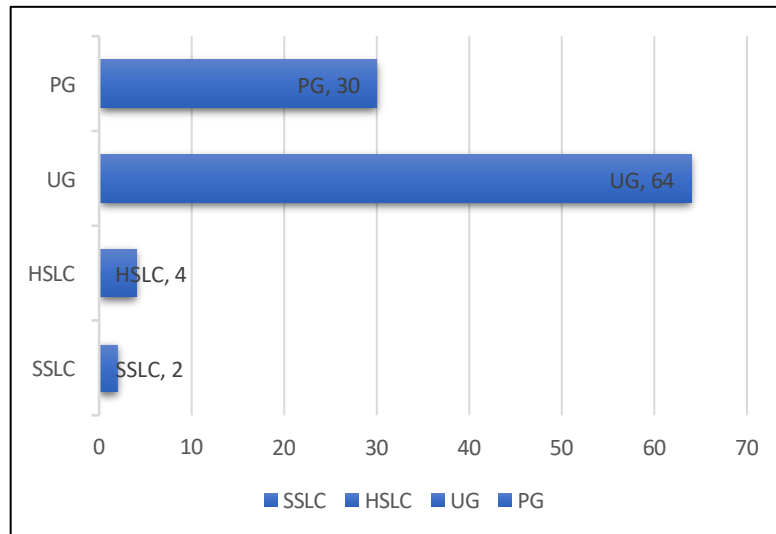


Figure 4.3 Educational qualification

Educational qualification	No of respondents	Percentage
SSLC	1	2
HSLC	2	4
UG	32	64
PG	15	30
Total	50	100

Table 4.3 Educational qualification

SOURCE: Primary data

INTERPRETATION

From the figure 4.3 and table 4.3, it can be inferred from the above data, 2% are studying SSLC, 4% are studying HSLC, 64% are studying UG, 30% are studying PG. Hence, it can be inferred that majority of the respondents are studying UG.

4.4 USAGE OF SOCIAL MEDIA PLATFORMS

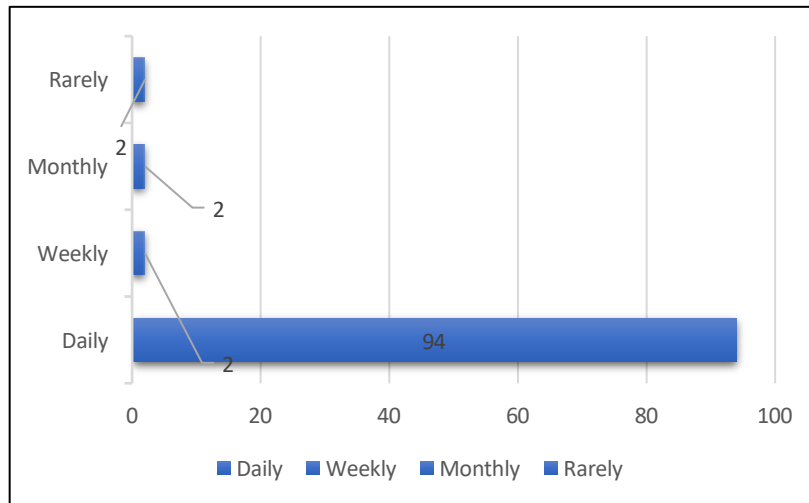


Figure 4.4 Usage of social media platforms

Usage of social media platforms	No of respondents	Percentage
Daily	47	94
Weekly	1	2
Monthly	1	2
Rarely	1	2
Total	50	100

Table 4.4 Usage of social media platforms

SOURCE: Primary Data

INTERPRETATION

From the figure 4.4 and table 4.4, it can be inferred from the above data, 94% of the respondents use social media on daily basis, 2% of the respondents use social media weekly basis, 2% of the respondents use social media on monthly basis, 2% of the respondents use social media rarely. Hence, it can be inferred that majority of the respondents are using social media daily basis.

4.5 AVERAGE HOURS SPEND ON SOCIAL MEDIA

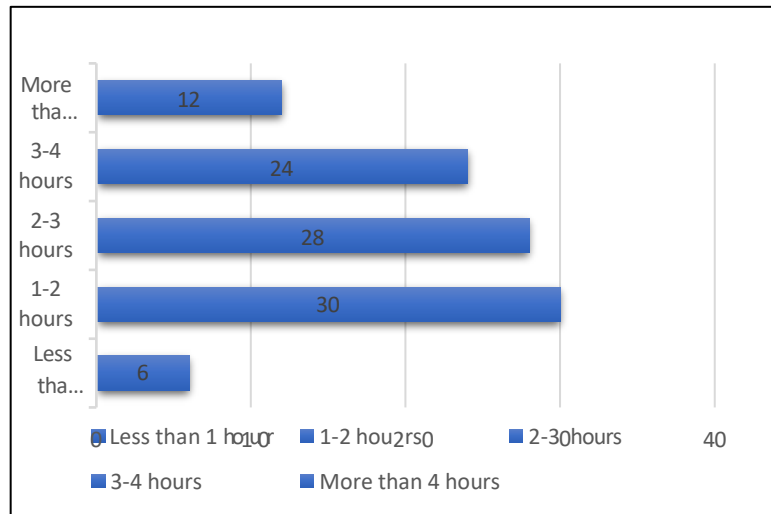


Figure 4.5 Average hours spend on social media

Average hours spend on social media	No of respondents	Percentage
Less than 1 hour	6	12
1-2 hours	30	30
2-3 hours	28	28
3-4 hours	24	24
More than 4 hours	12	12
Total	50	100

Table 4.5 Average hours spend on social media SOURCE: Primary

Data

INTERPRETATION

From the above figure 4.5 and table 4.5, it can be inferred from the above data, 6% of the respondents spend less than 1 hour on social media, 30% of the respondents spend 1-2 hours on social media, 28% of the respondents spent 2-3 hours on social media, 12% of the respondents spend more than 4 hours on social media. Hence majority of respondents use social media more than 4 hours.

4.6 SOCIAL MEDIA IMPACT ON LIFE

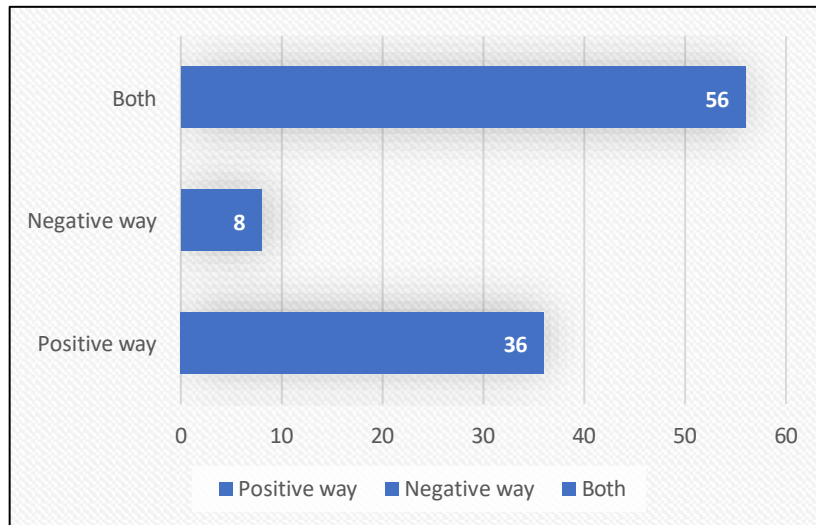


Figure 4.6 Social media impact on life

Social media impact on life	No of respondents	Percentage
Positive way	18	36
Negative way	4	8
Both	28	56
Total	50	100

Table 4.6 Social media impact on life

SOURCE: Primary Data

INTERPRETATION

From the above figure 4.6 and table 4.6, it can be inferred that 36% of the respondents think social media impact life on positive way, 8% of the respondents think social media impact on negative way, 56% of the respondents think social media impact on both ways.

4.7 SOCIAL MEDIA PLATFORMS ACTIVELY USE

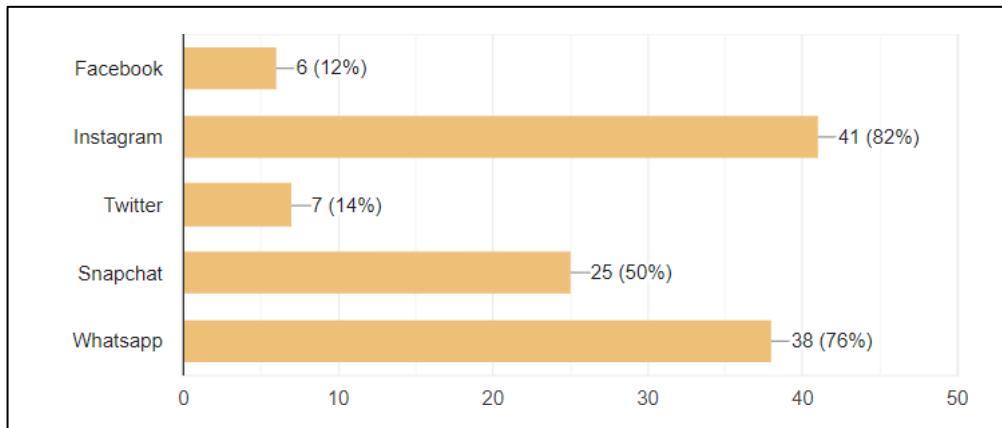


Figure 4.7 Social media platforms actively use

Social media platforms actively use	No of respondents	Percentage
Facebook	6	12
Instagram	41	82
Twitter	7	14
Snapchat	25	50
WhatsApp	38	76

Table 4.7 Social media platforms actively use SOURCE: Primary

Data

INTERPRETATION

From the figure 4.7 and table 4.7, it can be inferred that 12% of the respondents uses Facebook, 82% of the respondents uses Instagram, 14% of the respondents uses Twitter, 50% of the respondents uses snapchat, 76% of the respondents uses WhatsApp.

4.8 HOURS SPENT ON SLEEP IN A DAY

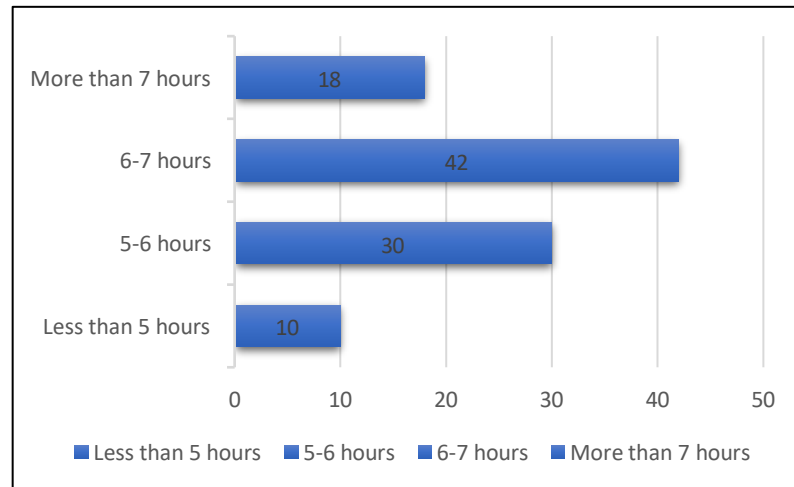


Figure 4.8 Hours spent on sleep in a day

Hours spent on sleep in a day	No of respondents	Percentage
Less than 5 hours	5	10
5-6 hours	15	30
6-7 hours	21	42
More than 7 hours	9	18
Total	50	100

Table 4.8 Hours spent on sleep in a day

SOURCE: Primary Data

INTERPRETATION

From the figure 4.8 and table 4.8, it can be inferred that 10% of the respondents sleep less than 5 hours, 30% of the respondents sleep between 5-6 hours, 42% of the respondents sleep 6-7 hours, 18% of the respondents sleep more than 7 hours. Hence, it can be inferred that majority of respondents sleep 6-7 hours.

4.9 PRESSURIZED TO PRESENT IN FRONT OF SOCIAL MEDIA

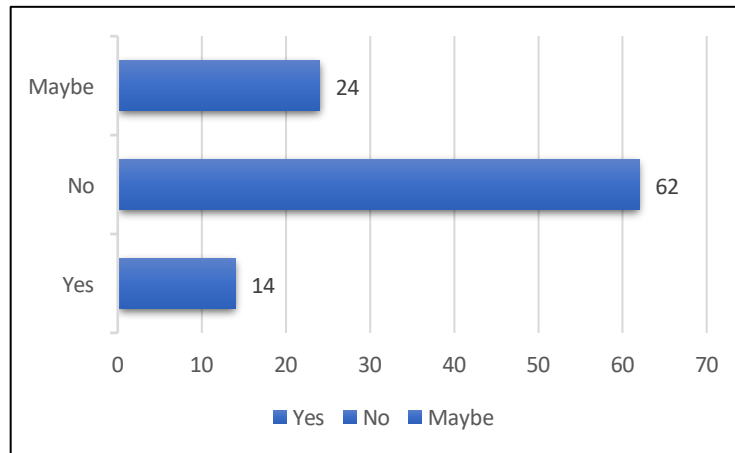


Figure 4.9 Pressurized to present in front of social media

Pressurized to present in front of social media	No of respondents	Percentage
Yes	14	14
No	62	62
Maybe	24	24
Total	100	100

Table 4.9 Pressurized to present in front of social media SOURCE:

Primary Data

INTERPRETATION

From the above figure 4.9 and table 4.9, it can be inferred that 14% of the respondents feel that they feel pressurized to present in front of social media, 62% of the respondents feel that they have not been felt pressurized to present in front of social media, 24% of the respondents felt neutral in statement of pressurized to present in front of social media.

4.10 INFORMATION PROVIDED ON SOCIAL MEDIA ISN'T TRUSTWORTHY

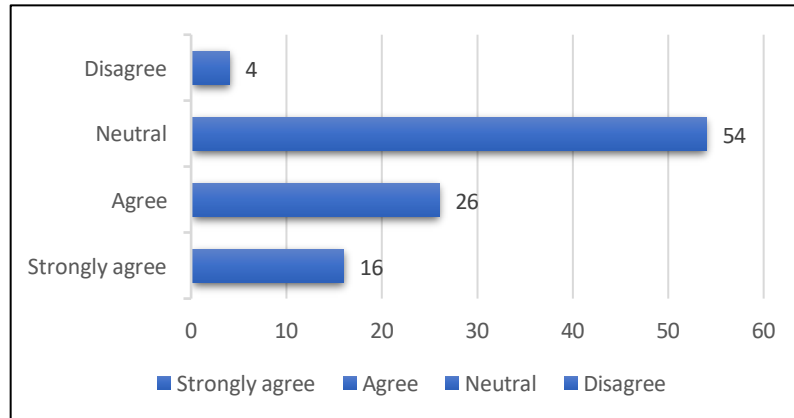


Figure 4.10 Information provided on social media isn't trustworthy

Information provided on social media isn't trustworthy	No of respondents	Percentage
Strongly agree	8	16
Agree	13	26
Neutral	27	54
Disagree	2	4
Total	50	100

Table 4.10 Information provided on social media isn't trustworthy SOURCE: Primary Data

INTERPRETATION

From the above figure 4.10 and table 4.10, it can be inferred that 16% of the respondents strongly agree information provided on social media isn't trustworthy, 26% of the respondents agree that information provided on social media isn't trustworthy, 54% of the respondents felt neutral on statement information provided on social media isn't trustworthy. 4% of the respondents disagree that information provided on social media isn't trustworthy. Hence it can be inferred that majority of respondents felt neutral.

4.11 SOCIAL MEDIA INFLUENCE IN A WRONG WAY

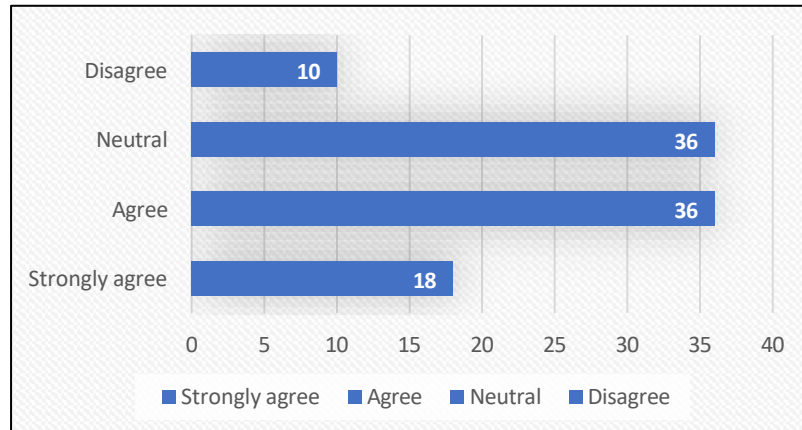


Figure 4.11 Social media influence in a wrong way

Social media influence in a wrong way	No of respondents	Percentage
Strongly agree	9	18
Agree	18	36
Neutral	18	36
Disagree	5	10
Total	50	100

Table 4.11 Social media influence in a wrong way SOURCE: Primary

Data

INTERPRETATION

From the figure 4.11 and table 4.11, it can be inferred that 18% of the respondents strongly agree that social media influence in a wrong way, 36% of the respondents agree that social media influence in a wrong way, 36% of the respondents felt neutral on social media influence in a wrong way, 10% of the respondents disagree that social media influence in a wrong way. Hence, it can be inferred that majority of respondents agree and felt neutral.

4.12 SOCIAL MEDIA REDUCES SELF ESTEEM AND CONNECTIVITY WITH PEOPLE IN PERSON

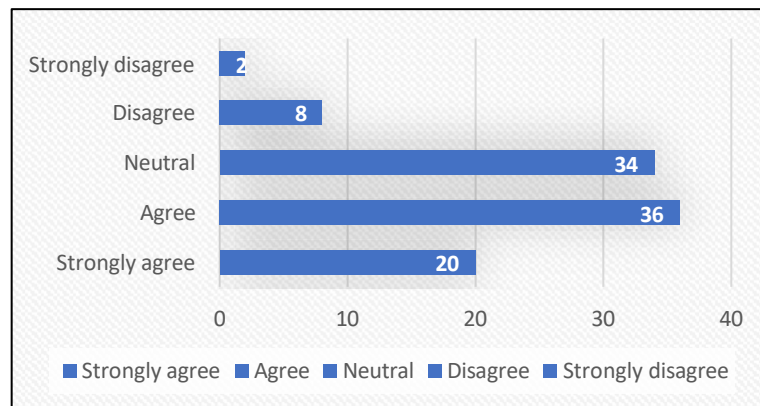


Figure 4.12 Social Media reduces self-esteem and connectivity with people in person

Social media reduces self-esteem and connectivity with people in person	No of respondents	Percentage
Strongly agree	10	20
Agree	18	36
Neutral	17	34
Disagree	4	8
Strongly disagree	1	2
Total	50	100

Table 4.12 Social Media reduces self-esteem and connectivity with people in person SOURCE: Primary Data

INTERPRETATION

From the above figure 4.12 and table 4.12, it can be inferred that 20% of the respondents strongly agree, 36% of the respondents agree, 34% of the respondents felt neutral, 8% of the respondents disagree and 2% of the respondents strongly agree that social media reduces self esteem and connectivity with people in person. Hence, it can be inferred that majority of respondents agree that social media reduces self esteem and connectivity with people in person.

4.13 EXPERIENCED CYBER BULLYING

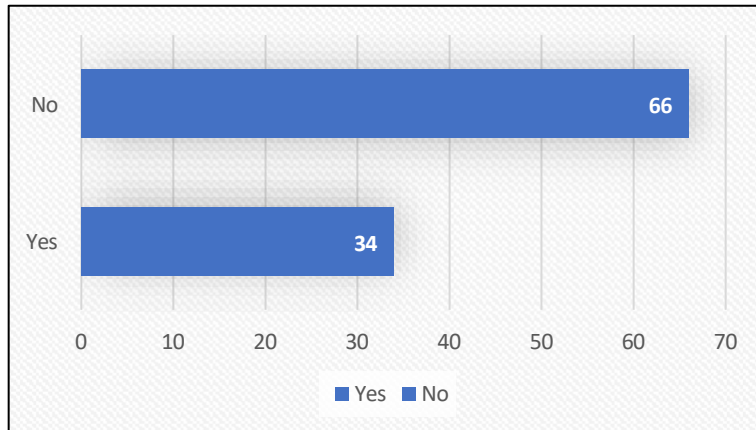


Figure 4.13 Experienced cyber bullying

Experienced cyber bullying	No of respondents	Percentage
No	33	66
Yes	17	34
Total	50	100

Table 4.13 Experienced cyber bullying

SOURCE: Primary Data

INTERPRETATION

From the above figure 4.13 and table 4.13, it can be inferred that 34% of the respondents answered yes, 66% of the respondents answered no. Hence it can be inferred that majority of the respondents experienced cyber bullying or witnessed someone else being bullied online.

4.14 OVER DEPENDENT ON SOCIAL MEDIA

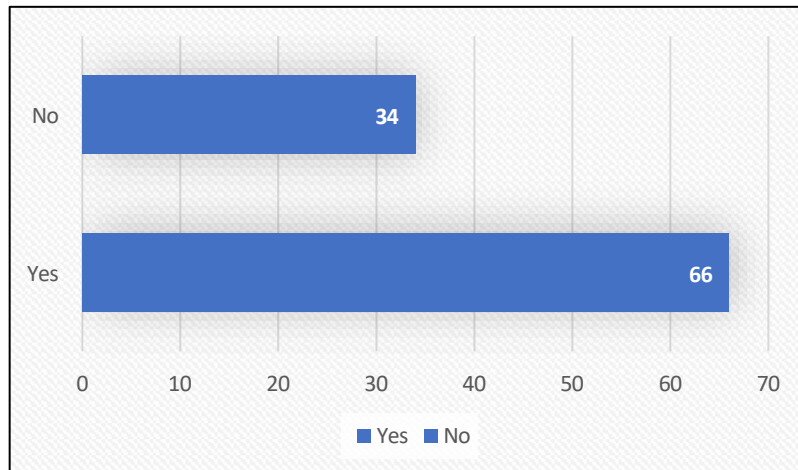


Figure 4.14 Social Media reduces self-esteem and connectivity with people in person

Over Dependent on Social Media	No of respondents	Percentage
No	17	34
Yes	33	66
Total	50	100

Table 4.14 Social media reduces self-esteem and connectivity with people in person SOURCE: Primary Data

INTERPRETATION

From the above figure 4.14 and table 4.14, it can be inferred that 66% of the respondents answered yes, 34% of the respondents answered no. Hence it can be inferred that majority of the respondents felt that they are over dependent on social media.

4.15 REDUCED USAGE OF SOCIAL MEDIA AND FOUND IT DIFFICULT

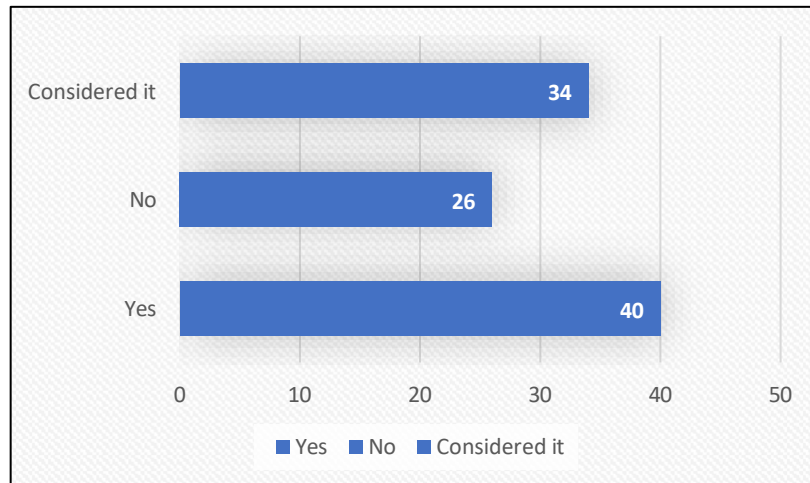


Figure 4.15 Reduced usage of social media and found it difficult

Reduced usage of social media and found it difficult	No of respondents	Percentage
Considered it	17	34
No	13	26
Yes	20	40
Total	50	100

Table 4.15 Reduced usage of social media and found it difficult SOURCE:

Primary Data

INTERPRETATION

From the above figure 4.15 and table 4.15, it can be inferred that 40% of the respondents answered yes, 26% of the respondents answered no, 34% of the respondents answered considered it. Hence it can be inferred that majority of respondents said that they want to reduce usage of social media and found difficult.

4.16 TAKING CONTROL OVER USAGE OF SOCIAL MEDIA AND AUTHORIZATION CAN SOLVE PROBLEMS

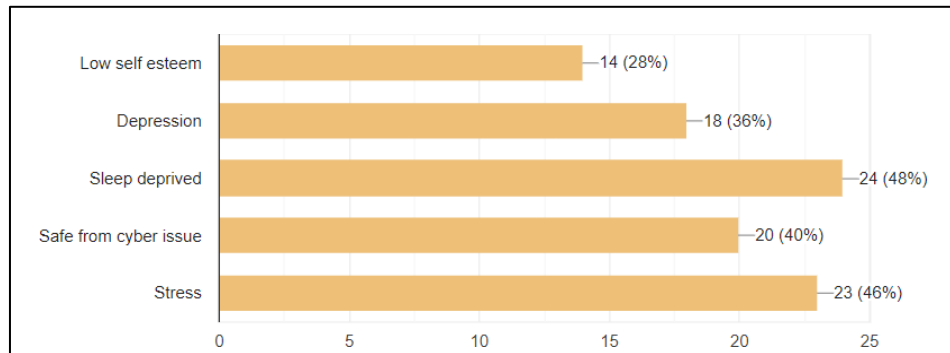


Figure 4.16 Taking control over usage of social media and authorization can solve problems

Taking control over usage of social media and authorization can solve problems	No of respondents	Percentage
Low self esteem	14	28
Depression	18	36
Sleep deprived	24	48
Safe from cyber issue	20	40
Stress	23	46

Table 4.16 Taking control over usage of social media and authorization can solve problems **SOURCE:** Primary Data

INTERPRETATION

From the above figure 4.16 and table 4.16, it can be inferred that 28% of the respondents felt taking control over social media can solve problem of low self-esteem, 36% of the respondents felt it can solve problem of depression, 48% of the respondents felt it can solve the problem of sleep deprived, 40% of the respondents felt it can solve the problem cyber issue, 46% of the respondents felt it can solve the problem of stress. Hence it can be inferred that majority of the respondents considered the problem sleep deprived can be solved.

4.17 AWARENESS ABOUT SOCIAL MEDIA USAGE RESTRICTIONS

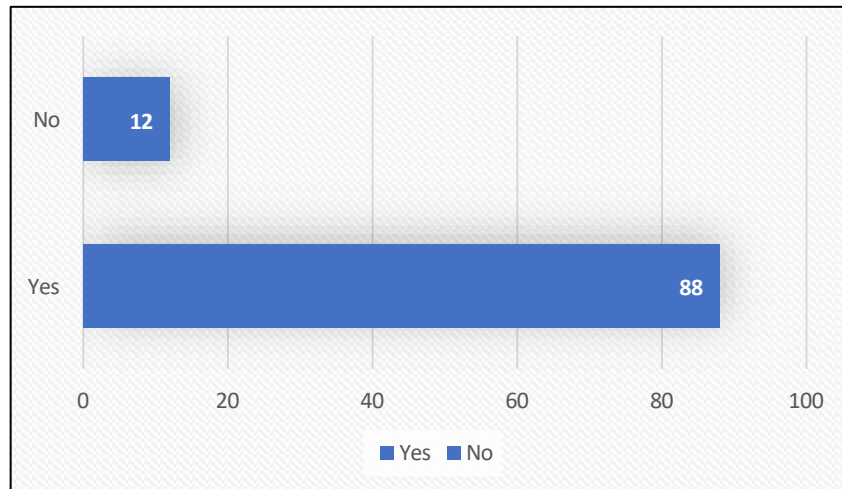


Figure 4.17 Taking control over usage of social media and authorization can solve problems

Awareness about social media usage restrictions	No of respondents	Percentage
No	6	12
Yes	44	88
Total	50	100

Table 4. 17 Taking control over usage of social media and authorization can solve problems SOURCE: Primary Data

INTERPRETATION

From the above figure 4.17 and table 4.17, it can be inferred that 88% of the respondents answered yes, 12% of the respondents answered no. Hence, it can be inferred that majority of respondents they were aware about social media usage restrictions.

4.18 APPLICATION USED TO CONTROL SOCIAL MEDIA USAGE

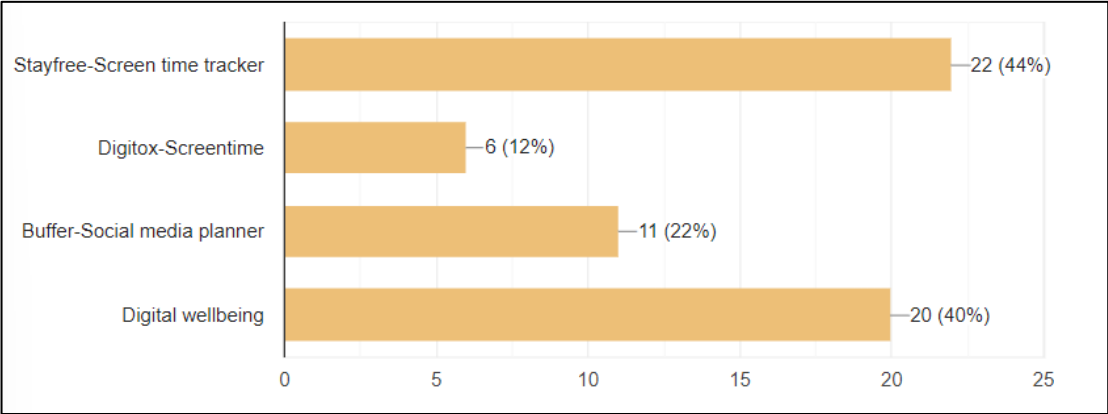


Figure 4.18 Taking control over usage of social media and authorization can solve problems

Application used to control social media usage	No of respondents	Percentage
Stayfree-screen time tracker	22	44
Digitox-Screentime	6	12
Buffer-Social media planner	11	22
Digital Wellbeing	20	40

Table 4.18 Taking control over usage of social media and authorization can solve problems SOURCE: Primary Data

INTERPRETATION

From the above figure 4.18 and table 4.18, it can be inferred that 44% of the respondents uses stayfree screen time tracker application, 12% of the respondents uses digitox screentime application, 22% of the respondents uses buffer social media planner, 40% of the respondents uses digital wellbeing application.

CHAPTER-5

FINDINGS, SUGGESTIONS AND CONCLUSION

5.1 FINDINGS

- Majority 56% of the respondents are in age group between 21-23.
- Majority 52% of the respondents are female
- Majority 64% of the respondents are ug graduates
- Majority 94% of the respondents are using social media platforms daily.
- Majority 30% of the respondents are spending 1-2 hours average in social media.
- Majority 56% of the respondents have both negative and positive impact in life.
- Majority 82% of the respondent use social media platforms like Instagram actively.
- Majority 42% of the respondents sleep 6-7 hours a day
- Majority 62% of the respondents responded yes to feeling pressure to present yourself in a certain way on social media
- Social media reduces self-esteem with people in person 27 of the respondents agreed Information provided on social media isn't trustworthy, 18 of the respondents responded both neutral and agree to social media also influence in a wrong way, 18 of the respondents agreed social media reduces self-esteem and connectivity with people in person.
- Majority 66% of the respondents are victim of cyberbullying or witnessed someone else being bullied online
- Majority 66% of the respondents responded yes that they addicted to or overly dependent on social media
- Majority 34% of the respondents considered to reduce your social media usage and found it difficult
- Majority 48% of the respondents responded Taking control over usage of social media and authorization can solve sleep deprived

- Majority 88% of the respondents responded yes that they are aware about the apps that helps to strict the over usage of social media's.
- Majority 44% of the respondents responded used Stayfree-Screen time tracker to control social media usage

5.2 SUGGESTIONS

- To collect information on psychological aspects, conduct surveys, organized interviews, or psychological evaluations.
- To create awareness about social media usage restrictions application
- This survey can help me to analysis the Higher levels of social media use were associated with poorer mental health outcomes, but this relationship was small and may be due to other factors.
- Greater social media use was associated with an increased risk of internalizing and externalizing problems among adolescents, particularly among females.
- Research has found that taking several days off can lead to significant improvements in well-being, depression and anxiety.
- You can also cut back without going cold turkey: limiting yourself to using Facebook, Instagram and Snapchat just 10 minutes a day can result in less loneliness and depression.
- Set limits on how you use social media. It's essential to prevent social media from taking focus away from important parts of your life.

5.2CONCLUSION

In general, the findings indicate that social media-related psychological pressures should be addressed, services for handling cyberbullying should be made available, and social media usage should be encouraged in a healthy way. Social media may be a risk factor for alcohol use and associated harms among adolescents and young adults. Cyberbullying victimization is associated with poorer mental health outcomes among adolescents, including increased risk of depression and anxiety. Children and adolescents who spend more than 3 hours a day on social media face double the risk of mental health problems including experiencing symptoms of depression and anxiety. This is concerning as a recent survey showed that teenagers spend an average of 3.5 hours a day on social media. These programs can be customized to meet the unique demographic needs of young people, especially those between the ages of 21 and 23, who frequently utilize social media sites like Instagram. The effects of social media on young people's wellbeing are complex. For communication, education, and self-expression, it can be an incredibly useful instrument. However, if used carelessly and without moderation, it can also be dangerous to one's privacy, mental health, and general wellbeing. It's critical that young people use social media properly and are informed about the risks associated with it. The promotion of digital literacy and healthy online conduct by parents, educators, and society at large can help to lessen the detrimental impacts of social media on the wellbeing of young people.

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QUESTIONNAIRE

A survey on impact of social media on mental health of youth

1) Name_____

2) Age

☐ 15-17

☐ 18-20

☐ 21-23

☐ 24-26

3) Gender

☐ Male

☐ Female

4) Educational qualification

☐ SSLC

☐ HSLC

☐ UG

☐ PG

5) How often do you use social media platforms?

☐ Daily

☐ Weekly

☐ Monthly

☐ Rarely

☐ Never

6) How many hours do you spend on average in social media?

- ☐ Less than 1 hour
- ☐ 1-2 hours
- ☐ 2-3 hours
- ☐ 3-4 hours
- ☐ More than 4 hours

7) How do you take social media impact your life?

- ☐ Positive way
- ☐ Negative way
- ☐ Both

8) Which of the following social media platforms do you actively use?

- ☐ Facebook
- ☐ Instagram
- ☐ Twitter
- ☐ Snapchat
- ☐ WhatsApp

9) How many hours do you sleep in a day

- ☐ Less than 6 hours
- ☐ 6hours
- ☐ 7hours
- ☐ More than 7 hours

10) Do you feel pressure to present yourself in a certain way on social media?

☐ Yes

☐ No

☐ Maybe

11) Rate the following with preference to usage of social media

Statement	Highly satisfied	Satisfied	Neutral	Dissatisfied	Highly dissatisfied
Information provided on social media isn't trustworthy	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Social media also influence in a wrong way	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Social media reduces self esteem	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

12) Have you ever been a victim of cyberbullying or witnessed someone else being bullied online?

☐ Yes

☐ No

13) Do you feel you might be addicted to or overly dependent on social media?

☐ Yes

☐ No

14) Have you ever tried to reduce your social media usage and found it difficult?

- ☐ Yes
- ☐ No
- ☐ Considered it

15) Answer the statement below (Can select more than one)

Taking control over usage of social media and Authorization can solve like

- ☐ Low self esteem
- ☐ Depression
- ☐ Sleep deprived
- ☐ Safe from cyber issues
- ☐ Stress

16) Are you aware about the apps that help to restrict the over usage of social media's

- ☐ Yes
- ☐ No

17) What are applications that have been used by you to control social media usage

- ☐ Stayfree-screen time tracker
- ☐ Digitox-screentime
- ☐ Buffer-social media planner
- ☐ Social
- ☐ Digital wellbeing