

# THE FUTURE OF MENTAL HEALTH IN THE LIGHT OF SOCIAL MEDIA

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- number of social media users :

- ✓ **0.97** billion in 2010

- ✓ **3.40** billion in 2019

- Since the start of the Covid-19 pandemic in March 2020 :

- ✓ soared further by **23%** which reached **4.20** billion active social media users

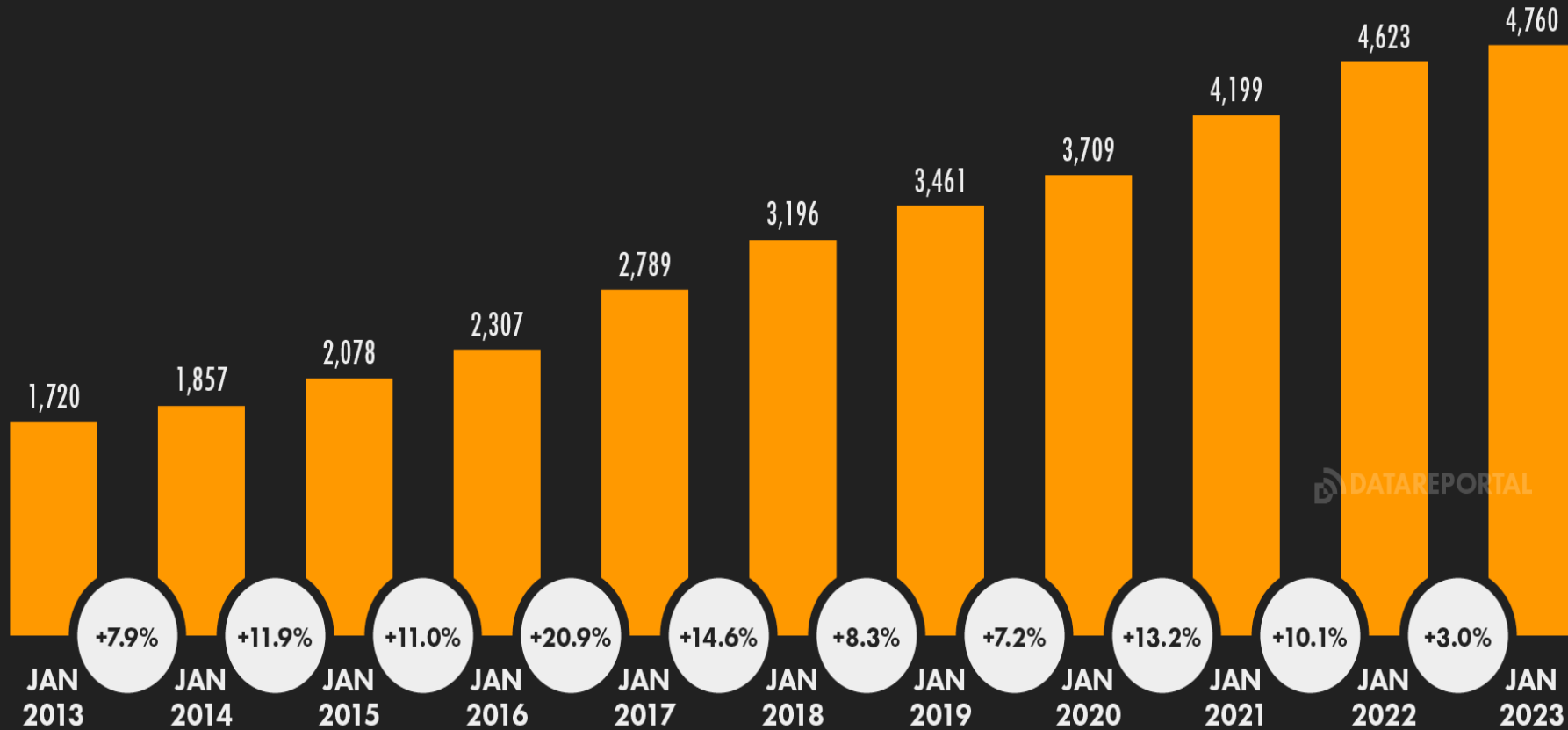
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2023

# SOCIAL MEDIA USERS OVER TIME (YOY)

NUMBER OF SOCIAL MEDIA USERS (IN MILLIONS) AND YEAR-ON-YEAR CHANGE (NOTE: USERS MAY NOT REPRESENT UNIQUE INDIVIDUALS)



GLOBAL OVERVIEW



DATAREPORTAL

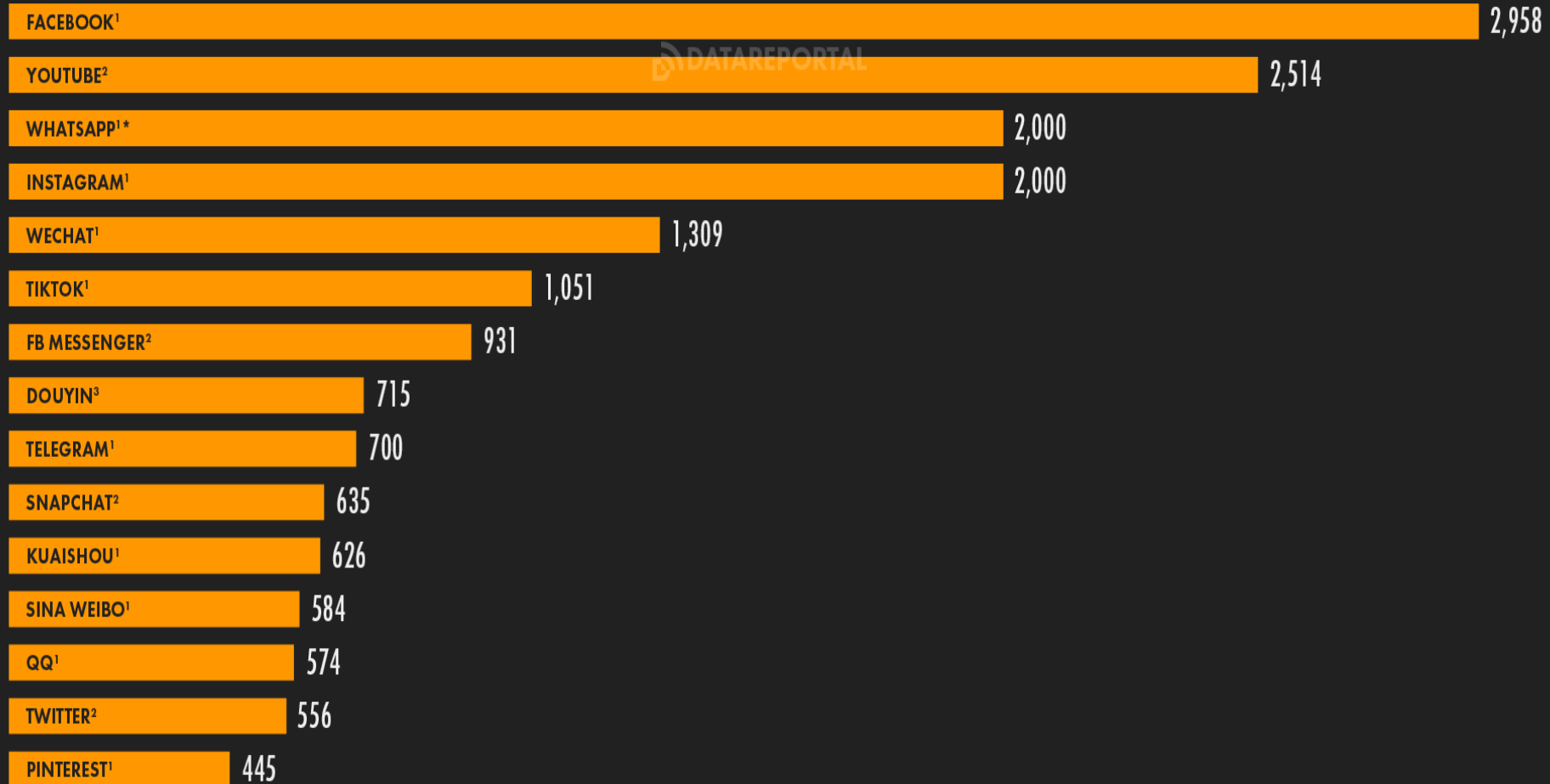
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# THE WORLD'S MOST USED SOCIAL PLATFORMS

RANKING OF SOCIAL MEDIA PLATFORMS BY GLOBAL ACTIVE USER FIGURES (IN MILLIONS)



GLOBAL OVERVIEW



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# OVERVIEW OF SOCIAL MEDIA USE

HEADLINES FOR SOCIAL MEDIA ADOPTION AND USE (NOTE: USERS MAY NOT REPRESENT UNIQUE INDIVIDUALS)



GLOBAL OVERVIEW

NUMBER OF SOCIAL  
MEDIA USERS



4.76  
BILLION



QUARTER-ON-QUARTER  
CHANGE IN SOCIAL MEDIA USERS



+0.5%  
+23 MILLION

we  
are  
social

YEAR-ON-YEAR CHANGE  
IN SOCIAL MEDIA USERS



+3.0%  
+137 MILLION



AVERAGE DAILY TIME SPENT  
USING SOCIAL MEDIA



2H 31M  
YOY: +2.0% (+3M)

GWJ.

AVERAGE NUMBER OF SOCIAL  
PLATFORMS USED EACH MONTH



7.2  
YOY: -4.6%

SOCIAL MEDIA USERS  
vs. TOTAL POPULATION



59.4%



SOCIAL MEDIA USERS AGE 18+  
vs. POPULATION AGE 18+



77.8%

Meltwater

SOCIAL MEDIA USERS  
vs. TOTAL INTERNET USERS



92.3%



FEMALE SOCIAL MEDIA USERS:  
SHARE OF TOTAL USERS



46.3%

we  
are  
social

MALE SOCIAL MEDIA USERS:  
SHARE OF TOTAL USERS



53.7%



# THE EFFECT ON MENTAL HEALTH

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- Primary delight
- Afterward Fear....

# SIDE EFFECTS...(2010 TILL 2018)

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✓ Cyberbullying

✓ Cybercrime

✓ Gaming Addiction

✓ Misleading Information



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✓ Feeling more Uncertain about Health

✓ Negative or Hostile comments

✓ Reducing Working Memory

✓ ADHD Worsening





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✓ Unrealistic Expectations

✓ Body Dysmorphia

✓ Proteus Effect

✓ Eating Disorder



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✓ Anxiety

✓ Depression

✓ Loss of Real Social Connectedness

✓ Suicidal Behavior



# COVID\_19 PANDEMI

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## Social Media

- ✓ New Reality that changes expectations
- ✓ The one ( and sometimes the only ) tool that fulfills needs for connectedness

# LOTS OF STUDIES BENEFITS OF SOCIAL MEDIA

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**New York (2022):**

- ✓ Adolescents and Young adults
- ✓ Selfie videos ( Instagram and TikTok )
- ✓ Reduce Stigma
- ✓ Increase treatment seeking





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## UK (2023):

- ✓ 10 to 15 y/o
- ✓ 0 to 7 hours/ d using Social Media
- ✓ 2 years follow up
- ✓ Little evidence between use of Social Media and Mental Health Issues





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## New Hampshire (2022):

- ✓ Peer to Peer support
- ✓ Social Connectedness
- ✓ Feeling of Group Belonging
- ✓ Sharing Personal Stories and Coping Strategies

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- ✓ Living with a Mental Illness
  - ✓ Challenge Stigma
  - ✓ Providing Hope
  - ✓ Gain Insight
  - ✓ Care Seeking



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## Pakistan, India, Russian Federation ( 2023 ):

- ✓ VR, AR, MR
- ✓ ADHD
- ✓ Eating Disorder
- ✓ Phobia
- ✓ Anxiety
- ✓ Alzheimer
- ✓ Autism
- ✓ Psychosis





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## California ( 2022, Review ) :

- ✓ 18380
- ✓ 2017 to 2021
- ✓ only 15 met full inclusion criteria

# BEAUTY AND THE BEAST OF SOCIAL MEDIA

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- **Till 2018** : mostly Negative Effects
- **Since 2022** : Both Negative and Positive Effects



# NEGATIVE EFFECTS

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✓ Cyberbully

✓ Negative Social Comparison

✓ Fear of Missing

✓ Addiction

✓ Negative Content

# POSITIVE EFFECTS

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- ✓ Connection and Communication
- ✓ Exposure to Positive Contents
- ✓ Learning from Others
- ✓ Encouraging Open Conversation about Difficulties
- ✓ Positive Social Comparison
- ✓ Sense of Belonging
- ✓ Online Social Support
- ✓ Resilience to Stress



# STRATEGIES

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1. Encouraging Adolescents to Interact with Social Media Accounts/Pages that Support them, Have Fun, Motivate and Help them to Learn
2. Educating about Harms of Social Media even at School
3. Educating about Social Media Algorithms, Bots, Misinformation, Fake News, Unrealistic Images...and How they can impacts on their Mental Health

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3. Friendly, Open and Non Judgmental Manner of Parents

4. Blaming is NOT a Solution

5. Encouraging them to Talk about their Experiences

6. Managing Time of Using Social Media and Encouraging them to Offline Activities

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7. NOT Having a Reverse Role Model

8. Closely Observation By Teachers....



THANKS FOR YOUR ATTENTION

