

Psychological effects of Social Media on Real Life

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ABSTRACT

Social media nowadays is part of our daily lives. A social media celebrity is used as a trend setter. In this research, we focused on finding the both favorable and adverse effects of social media on real life. The systematic review is used to find these studies' purposes. We looked for journal articles published between 2017 and 2022. that studied the effect of social media on real life. We focused on empirical studies, positive impacts and its negative impacts' countermeasures. After that, we analyze and examine what Indonesia currently has in technology and human resources to determine the readiness to adopt the relevant solutions. The result of This research aims to give an overview. of empirical studies of the both favorable and adverse effects of social media and their countermeasures.

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1. INTRODUCTION

Data is everywhere in the world in which we live and digital technology is advancing quickly. [1]. Almost everyone now uses social media sites to interact with others, especially younger generations. These world wide web services are now a crucial component. of the social and personal lives of children and teenagers who have grown up with them. [2]. worries regarding the effects of Social media platforms like Facebook, Twitter, and Instagram have become ingrained in almost everyone's social lives, especially among younger generations. Since they were young, these Internet-based services have been a part of the lives of kids and teenagers, and they now play a significant role in both their personal and social lives. Youth well-being, social connection, and personality traits like narcissism and empathetic tend to be central themes in digital life. In order to mitigate negative effects and promote

positive effects of digital media use, a variety of stakeholders are involved, including parents, educators, pediatricians, policymakers, and youth themselves. This is especially true given that digital media is becoming a bigger part of today's youths' lives. [3]. Social media are changing how information is disseminated within societies globally. The rapid adoption of mobile technology has contributed to the rapid growth of blog sites, social sites, and video-sharing websites like YouTube. [4]. Because social media features can influence how people interact online, they open up new possibilities for discourse and cooperation. Persistence is one of them, and it implies that much of the information published on social media platforms might do so by default for a long time. Searchability and replication (the ability to reproduce and distribute content) are other attributes (content can be found easily using online search tools). Social media can be accessed from anywhere at any time, provided there is an Internet connection, so accessibility is also essential. [5]. Social media gives users the freedom to freely interact with one another and gives marketers a variety of ways to connect with and engage with consumers.[6].

There is no denying that consumer lifestyles and business practices have changed as a result of the globalization of the Internet, mobile technology, and online social media platforms. [7]. Materialism is a key aspect of the modern world phenomenon. The social comparison theory contends that comparisons have a significant influence on how young people and adolescents will behave going forward. [8]. Although social media influencers (SMIs) are common and clearly beneficial to marketers, little is known about the socio psychological factors that influence consumer decision-making. The current study identified various reasons why people follow SMIs on Instagram and looked into how those reasons related to important consumer behavior outcomes like trust in product stories made by SMIs and how frequently SMI-recommended brands are bought.[9].

[10] According to a recent study, social media is currently a top priority for many corporate leaders. consultants as well as decision-makers look for opportunities for businesses to make money off of websites and services like Twitter, Facebook, Second Life, YouTube, and Wikipedia. Despite this interest, it seems that there is some ambiguity regarding what the term "Social Media" actually means; this article seeks to address this. We start by defining social media and comparing it to terms like user-generated content as well as Web 2.0 to show how it differs from those terms. We then offer a classification of social media based on this definition, which separates applications that are currently categorized under the general term into more precise categories according to a characteristic:

[11] According to a study, social media platforms like Twitter, Facebook, and others were essential for disseminating both accurate and false information during the COVID-19 pandemic, leading to widespread confusion. Face-to-face communication has decreased as a result of the COVID-19 response, but social media communication has increased. There is evidence that social media has an effect on disease (non-)prevention by skewing infection model predictive accuracy through the (inappropriate) dissemination of information. The results suggest that in order to enhance SEIR models' ability to forecast COVID-19 infection, social media usage metrics should be included. Information systems can be used to track the distribution of digital content via social media, which can help guide attempts to stop pandemics

and epidemics. Organizations and people involved in the prevention and control of infectious diseases

[12] conducted research on how social media affects sustainable consumption. Online environments are having an increasing impact on sustainable consumption. The daily exposure of peers to social media posts and online advertisements may have an impact on individual consumers' buying decisions. Structural equation modeling, fully mediated by aspiration levels, confirms associations between levels of consumption and perceived brand-promoting online content. As opposed to aspiration or consumption levels, online content that encourages sufficiency is associated with higher standards of both social and personal sufficiency. These results lend credence to the idea that consumption-promoting online content shapes aspirations and purchasing behavior. Because cross-sectional data was used, it is possible that these findings represent the attention of people who are more focused on consumption for online content that encourages consumption [13] [14].

2. METHOD

Investigating three research questions served as the focus of this study, as: SQ1 - 'What are the bright sides of social media on consumption and materialism?', SQ2 - 'What are the downsides of social media on consumption and materialism?' and SQ3 - 'What are the countermeasures to the downsides?'. We looked at recent literature as the main source of information in order to respond to these research questions.

2.1 Literature search process

Searches for articles were done in February 2022. Because Google Scholar provides an easy way to conduct thorough scholarly literature searches and has excellent coverage of non-English sources, Open Access articles, and those found in institutional repositories, we used it. We created a search string based on our knowledge of the social media affect field and by consulting keywords from other studies, such as ([15]–[17]). On March 1, 2022, we performed a second query against the Google Scholar database, allowing us to include all publications from 2018 to 2022. The keywords (materialism in social media OR social media effect OR *effect of social media OR social media* OR materialism* in digital world OR social media influencer* OR social media usage) was keyed into the advanced search option of Google Scholar database. We apparently narrowed down our search by taking studies from 2017 to 2022 because the social media research field has been very active over the years and has produced a large number of publications as a result of its popularity. We only considered the most recent literature because we wanted to avoid the risk of identifying unrelated internet technology effects and because this study aims to show the current impact of social media usage. Technology changes and evolves quickly. Nevertheless, in order to support and provide a basis for and evidence in response to our research questions, we have also cited and referenced a large number of other influential studies that are related to our study.

2.1 Eligibility criteria

The 789 results obtained were further refined using inclusion and exclusion criteria. We honed our results by excluding (a) articles that define social media

effects; (b) articles that discuss social media effects primarily or in conjunction with a related social media, such as a social media influencer; (c) articles that only discuss empirical studies; (d) Reviews of book chapters and articles with no full text availability were both excluded. There were 254 studies left after taking the articles into account based on inclusion and exclusion criteria. In the Zotero reference management program, a database with the titles, abstracts, and full texts of the 254 articles was made. We cautiously disseminated the articles and read the entire text, finally we got 39 articles to be used in analysis.

3. RESULTS AND DISCUSSION

3.1 *The bright sides of Social media*

SIMs have developed into a significant source of influence in the choice-making processes of consumers. Therefore, there is a legitimate scholarly interest in comprehending how SIMs drive consumers' positive behavioral intentions and exchange their meanings to brands that are supported. [18]. The perception of authenticity was more significantly impacted by the SIM manipulation of audience participation.[19]. The use of hashtags to denote a sponsored influencer post on social media in a realistic setting seems to be effective in grabbing the attention of young people. Finding out whether or not young people pay attention to these social media signals of commercial intent is a crucial first step in creating workable and successful strategies to control commercial content on social media.[20]. Positive results imply that users of social media platforms who are more materialistic have attitudes toward messages that are more positive. [21]. Influencers on social media, for instance, significantly improved brand perception.[22]. Positive attitudes toward social media influencers among followers increase the likelihood that they will buy the product they have recommended. Followings of social media influencers would develop a very positive attitude toward a brand or product due to their attractiveness, which would result in purchase intent. [23]. The more materialistic youth had greater social capital and engaged in more impression management. [24].

Table 1. The bright sides of social media

Category	Sub category	Articles
Consumerism	Perception of Authenticity	[25], [26], [27], [28], [29],
	Trustworthy	[19], [20], [21], [23], [24],
	Likelihood	[30], [31], [22]
	Positive attitude	
	Increased purchase intention	
	Increase Social Capital	
	Increase e-entrepreneurial intention	
Psychology	Increase social support	[32], [33]

3.2 *The dark sides of Social media*

While an influencer transgression would negatively affect the A brand, transgression would negatively impact the endorsing influencer's awesomeness and parasocial relationships with their followers and the endorsed product's mindset, trust, as well as purchase intent..[34]. SMI messages are perceived as attempts by brands to persuade consumers. Such messages raise suspicion and the cognitive schema that the brand and SMI are working together in crisis communications to influence consumers and safeguard against further consumer backlash. Peer pressure comes from powerful sources like social media.[35]. The use of social media, whether active or passive, as well as the motivations behind it, may all have a greater effect on the signs and symptoms of depression, anxiety, and psychological distress. [36]. Social media also promotes unfavorable outcomes by giving a platform for hate speech, trolling, and cyberbullying.[32]. Social media can also result in addiction, and excessive use of it can make it difficult to concentrate on one task at a time. The disruptive behavior of children or adolescents may also be directly influenced by social media. Family ties are weakened as more time is spent on social media than with family, which may even have a greater negative impact on society. [37]. Technostress is significantly influenced by stressors like overloads brought on by excessive social media use. Significant negative effects on fatigue and exhaustion are caused by Overload in social, communication, and informational domains. The academic performance of university students can be negatively impacted by both technological stress and exhaustion [38].

Table 2. The dark sides of social media

Category	Sub category	Articles
Consumerism	Misleading marketing campaigns	[21], [34], [35]
	Decrease consumer trust	
	Decreased purchase intention	
Psychology	Depression, anxiety	[39], [36], [32], [37], [38],
	Psychological distress	[40]
	Cyberbullying	
	Hate spreading	
	Reduce academic performance	

3.3 The counter measure

Given how crucial it is to involve young people in minimizing potential social media harms, a prohibitionist strategy would be ineffective. [41]. Users of social media or digital platforms take an active role in the process and are aware of alternative options that will best serve their needs. [37]. A balanced approach to

social media can help avoid the harmful health effects of excessive social media use. [38].

4. CONCLUSION

This study has shown that social media has both aspects, both good and bad. Additionally, a balanced approach is used to synthesize the measures taken to mitigate the adverse effect. We anticipate that this study will by completing any gaps, add to the body of knowledge and highlighting the significance of the social media effect phenomenon. The only research data used for this study came from Google Scholar, and many full-text articles are not yet available.

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