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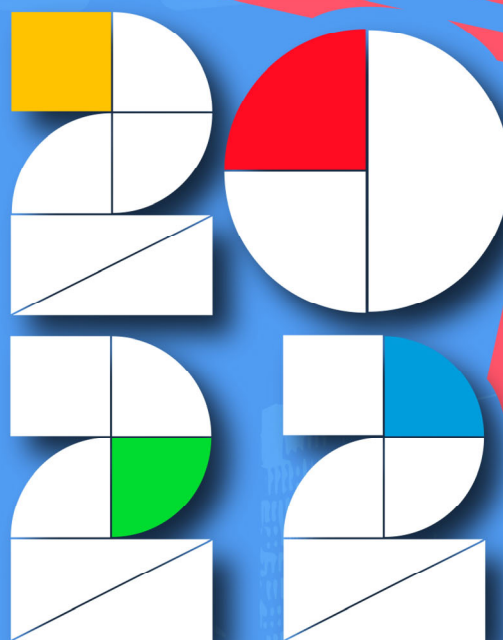
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Reengineering
Knowledge &
Creativity for
Global Excellence

30
June



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TECHNOLOGY, SCIENCE, SOCIAL SCIENCES AND
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TeSSH 2022***

**Reengineering Knowledge and Creativity
for Global Excellence**

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30 June 2022
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UNIVERSITI TEKNOLOGI MARA CAWANGAN KEDAH

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Foreword

The papers compiled in these e-proceedings are papers presented online at Technology, Science, Social Sciences and Humanities International Conference 2022 (TeSSH I 2022) held on 30 June 2022 at Universiti Teknologi MARA (UiTM) Cawangan Kedah, Kedah, Malaysia. With the theme, ***Reengineering Knowledge and Creativity for Global Excellence***, the conference has brought together presenters of diverse background who shared their conceptual and empirical papers in broad areas that are subsumed under the fields of Technology, Science, Social Sciences and Humanities. These e-proceedings comprise current researches that were undertaken with the rigorous endeavour of knowledge enhancement to ensure that the world of academia will continue to flourish. It is thus hoped that readers will significantly benefit from knowledge contained in these proceedings.

TeSSH I 2022 and these e-proceedings would not have been possible without the great efforts from the presenters, and the generous support from the TeSSH I 2022 committee members and the Rector of UiTM Cawangan Kedah, Prof. Dr. Mohamad Abdullah Hemdi. A heartfelt gratitude is extended to all involved. It is hoped that these e-proceedings will be an impetus to stimulate further studies and research that benefit the society at large.

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Factors That Lead to Poor Mental Health of Social Media User Among UiTM Kedah Degree Students

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ABSTRACT

With the increasing use of Internet applications such as social media, gaming, and gambling and the developments in mobile technologies, smartphones have become essential in individuals' everyday lives. By the increasing usage of smartphones through social media this will lead to poor mental health. These include the students of UiTM Kedah Degree students. However, the effects of social media are jeopardized by a range of factors and one of them includes poor mental health of the students. This study is conducted to determine how students' mental health in terms of security and privacy, social comparison, and social bonding components influence the factors that lead to poor mental health of social media users among UiTM Kedah Degree students. In order to better understand the mental health, security and privacy, social comparison, and social bonding of the students, an online survey was developed and distributed.

Keywords: mental health, security and privacy, social comparison, social bonding

INTRODUCTION

"Mental health is a condition of well-being in which an individual recognises his or her own abilities, can cope with the usual demands of life, can work productively, and can make a contribution to his or her community," according to the World Health Organization (WHO) (Galderisi et al., 2015). We know that mental health is important for persons to care for based on this knowledge. As a result, mental illness can have a significant influence on people's daily lives, relationships, and physical health, not only UiTM students. Social media is one of the key factors that can contribute to poor mental health. For a long time, social media has been blamed for aggravating mental health problems. Many studies have investigated the various ways that social media can harm one's mental health. Social media use was connected to sleep disruption, delay, and sorrow in a 2018 British study, all of which are associated with depression, memory loss, and poor academic performance (McLean Hospital, 2022).

Social comparison is one of the variables that contribute to the mental health of social media users, particularly young adults. Social media, which fosters compulsive thinking about body image and fame, appears to have hijacked this intense peer sensitivity. Teenagers and young adults may suffer from mental illness as a result of their lack of experience and information about how to use social media responsibly. It renders people oblivious to what could damage them. The lack of social bonding in the actual world is another element that can have a negative impact on users' mental health. The problem not only generates concern, but it also makes it more difficult for today's youngsters to cope with the hardships of future adolescence.

For instance, a knowledge gap between adults who can identify and manage their sharing activities through privacy settings may make it difficult for teenagers to differentiate between what is appropriate and inappropriate to post online, potentially resulting in mental illness. Another consideration is that having a fully detailed public profile on social media may expose users to targeted adverts, undesirable contacts, and content, as well as unintended and excessive disclosure (Al Saud et al., 2019). According to Ellison and Vitak (2015), the use of social media can foster a sense of connectedness and so serve as a source of bridging and bonding social capital. According to Moreton and Greenfield BMC Psychology (2022), the problem that affected the mental illness of undergraduate students is the visual nature of image centric through social media platforms, which allows greater opportunities for upward social comparisons, which may drive body dissatisfaction and lower self-esteem of its users.

Considering social media is a modern phenomenon, over 90% of teenagers or college-age folks utilize social media (Vornholt & De Choudhury, 2021). However, new research has raised major concerns about the negative impacts of social media use on health, particularly mental health. Its exact influence on users' mental health is unknown, and the data in this area is mixed. Thus, the purpose of this study was to find out how social media affects the mental health of young adults, especially university students. Data were obtained through a survey of young adults on UiTM Kedah with the purpose of enhancing our understanding of what factors lead to poor mental health among UiTM Kedah degree students.

BEHAVIORAL

The World Health Organization defines mental health as "a state of well-being in which the individual realizes his or her own abilities, can cope with normal stresses of life, can work productively and fruitfully, and is able to make contribution to his or her community" (Moreton & Greenfield, 2022). According to estimates, 20 percent to 47 percent of developing people had a mental illness in the previous year. Concerns over excessive social media use have led to an increase in the body of study findings suggesting that use of social media may be a risk factor for mental health problems in young adults. Some research suggests that using social media as a coping mechanism for difficult emotions might lead to stress, while other research suggests that using social media as a coping mechanism for difficult emotions can lead to difficulties with emotion regulation (Rasmussen et al., 2019). Referring to the article by Sadaghiani and Tatari (2020), the internet, particularly social media, has become so integrated into modern life that the new generation is dubbed "digital natives". As a result, new research has raised serious concerns about the negative effects of social media use on health, especially mental health. According to these studies, using social media causes concerns such as depression and anxiety, as well as a reduction in good mood, feelings of enjoyment, life satisfaction, and a tendency for addictive and destructive mental health behaviors.

According to Choi and Sung (2018), security and privacy issues were expressed concern about the population of underage users on social media regarding their low knowledge about self-regulation towards disclosing and sharing personal information on social media. Everyone is aware that disclosing too much personal information on social media can lead to a lack of security and privacy in daily life. If the students unintentionally publish something on Instagram that may provoke their personal life, they may face cyberbullying. According to Moreton and Greenfield's (2022) study, nine students perceived cyberbullying and "online trolls" on Instagram as leading to poor mental

wellness. According to Al-Samarraie et al. (2021), Platform features such as "comments and likes" help young users gain attention and support from their virtual followers. However, this will increase their self-esteem and satisfaction. Nevertheless, receiving negative comments may cause tension, depression, or anxiety. According to the findings, teenagers and young adults prefer social media sites with social capital to those with comprehensive privacy settings (Shane-Simpson et al., 2018).

According to Festinger's social comparison theory, social comparison involves considering others as sources for comparison to know who we are, how we perform, and to understand our abilities, social status, and performance. It affects thinking, emotions, and behaviors in a social context (Dinh & Lee, 2021). It is believed that passive social media use encourages adverse social comparisons, placing users at risk for feelings of envy and low self-esteem. Researchers have also begun to look at the mechanisms that lead social media to have such a strong influence. For example, viewing or seeing other people's status on social media has been related to depression through jealousy (Rasmussen et al., 2019). According to Moreton and Greenfield BMC Psychology (2022) most students live in their own fantasy, this is because the student believed that all people on instagram have a good life but, they only show their best life. Presentation of ideals also may lead to the student social comparison in social media. In line with the previous research, most students reported that having a perfect body can create an unrealistic ideal to live up to (Fardouly et al., 2020). Moreover, Dosemagen and Aase (2017) as cited in Sadaghiani and Tatari (2020) stated that body satisfaction is an issue, particularly among teens and young adults. According to studies, nine out of ten girls are unhappy with their bodies and have body image issues. We are also seeing an increase in the number of unnecessary cosmetic treatments performed on young people, which can have major health effects. People's mental health may suffer the consequences of their anxiousness. As a result, it is necessary to inform and educate the community, particularly adolescents and teenagers, about the length of time they should spend on social media and how to use it properly, as well as parental, school, and university supervision.

According to Chou et al. (2019), social bonding is where teenagers and young adults who are naive in nature and having limited experience with the real world. Many young people spend more time with media than they do with anything else, averaging 9 to 12 hours a day. Around 88 to 90 percent of emerging adults use social media, and emerging adult college students spend nearly an hour every day on it. According to some estimates, 44 percent of Americans between the ages of 19 and 32 use social media in such a way that it becomes maladaptive or addictive to the point of interfering with normal living activities. Some experts feel that utilizing social media and other kinds of technology-based communication can lead to mental health issues because they fail to meet a need for social connection and isolate people from face-to-face interpersonal interactions (Rasmussen et al., 2019). According to Sadagheyani and Tatari (2020) keeping interpersonal interconnection is defined as the social benefit gained through developing and maintaining ties with others, such as friendships, social support, and intimacy. Furthermore, people who place a high priority on maintaining interpersonal connections are more likely to communicate using social media. People utilize social networking services to keep in touch with friends and family.

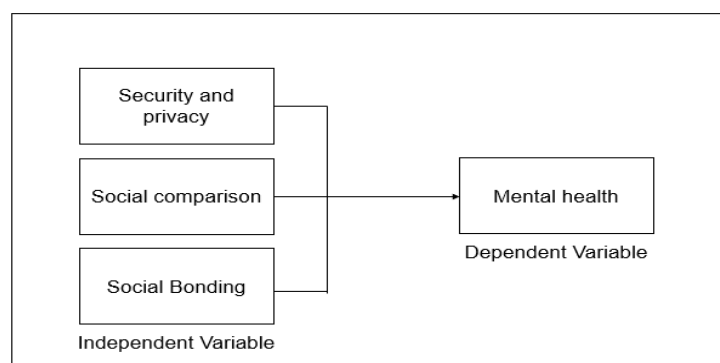


Diagram 1: Theoretical framework factors that lead to poor mental health of social media users among UiTM Kedah Degree Students

METHODOLOGY

Sample and Population

The participants in this study were degree students of UiTM Sungai Petani in Kedah. This research can be carried out in a non-contrived setting, which is done in the natural environment. This study's unit of analysis is the distribution of online questionnaires to 100-degree students at UiTM Sungai Petani in Kedah as the sample size. Probability sampling will be utilized in this study because every element in the population has an equal chance of being chosen as a subject, and it has the least bias. Simple random sampling is the type of probability sampling utilized.

Data Collection Method

The information gathered for this study will be considered primary data. This study will collect data through online surveys generated by academics using the Google Forms tool. The survey will be circulated via social media platforms such as WhatsApp, Telegram, or Facebook. The questionnaire will be divided into three parts, each of which must be completed. The demographics of the respondents will be discussed in the first section of the questionnaire. Age, frequency of social media use, gender, and forms of social media are all factors to consider. The independent variable, which includes security and privacy, social comparison, and social bonding, will be discussed in the second part. The dependent variable for the concluding section will be mental health. The questionnaire will include a total of xx questions.

Data Analysis Procedure

SPSS statistical software version 12.0 was used to analyze the data in this study. Frequency analysis, descriptive statistics, reliability analysis, Multiple Regression analysis, and correlation analysis were all used in this study.

FINDINGS

Data Frequency

A wide range of demographic attributes were evaluated from the 106 respondents who participated in this sample out of the 150 questionnaires that were given which is 71% response rate. Regarding the gender question, the sample had most females with 67% compared to males with 33%.

Examining the age factor revealed that the majority were in their 23 years old which is 51.9%, followed by 22 years old with 16%. There were only 12.3% for the age of 24 years old. 10.4% of the respondents were 21 years old, 4.7% were 25 years old, 2.8% were 26 years old and above, and lastly, 1.8% of the respondents from 21 years old. This was once more a result of the questionnaire being distributed at random, which may not have represented the entire population.

The respondents come from different studies backgrounds where most of them are students from the Faculty of Business and Management which consists of 64.2%, followed by the Faculty of Accountancy with 11.3%. 7.5% of the respondents come from the Faculty of Art and Design. Next is Faculty of Mathematical and Computer Sciences with 6.6%, 5.7% for Faculty of Administrative Sciences and Policies Studies. Lastly, the least respondent comes from the Faculty of Information and Management with 4.7%.

The respondents' semester status shows that most of them were in semester 5 with 36.8%, followed by semester 3 which is 23.6%. Semester 4 respondents consist of 12.3%, 9.4% for students of semester 7, 8.5% for students from semester 6, 7.5% for students from semester 2, and lastly 1.9 for semester 8.

Reliability Table

Variable	Total Items	Items Deleted	Cronbach's Alpha
Security and Privacy	5	None	0.596
Social Comparison	5	1	0.730
Social Bonding	5	None	0.780
Mental Health	5	None	0.812

Table 1: Results of Reliability Analysis

Cronbach Alpha was used to quantify the strength of the variable to test the reliability of the analysis's results. Security and privacy, social bonding, and social comparison are all variables that must be measured using Cronbach Alpha. The outcome of this analysis will assess a survey or questionnaire's internal consistency.

According to the SPSS reliability analysis results, an item from Social Comparison must be eliminated to enhance the Cronbach's Alpha value from 0.619 to 0.730. Cronbach's Alpha for Security and Privacy, on the other hand, has the maximum value even if an item is erased. As a result, every item for this variable is kept. Finally, the items included in the study were reliable, allowing the analysis to proceed as planned, as indicated by the remaining variables having considerably acceptable findings (above 0.6).

Multiple Regression Analysis

A multiple regression was run to find out whether there is a significant relationship of mental health to each of the independent variables.

From the result, which is shown in Table 2, R^2 value is 33% indicating the independent variables have low ability in explaining the variance in the dependent variable. Also, this research highlighted that, two independent variables have significant relationship with poor mental health of social media users and with this, hypotheses H_1 and H_2 are accepted.

Regression analysis

$R^2 = 33\%$

Model	Standardized Coefficients Beta	Sig.
SPP	.225	.017
SCC	.475	.000
SBB	-.024	.814

Table 2: Regression analysis result

The study's findings indicate a substantial association between two independent variables: Security and Privacy and Social Comparison between dependent variables. Additionally, it was revealed that Social Comparison is the most powerful factor. On the other hand, due to the value of the standard coefficient data being less than zero (0), Social Bonding demonstrates a negative link with users' mental health on social media. As a result, the association between this variable and its strength is the weakest. The results demonstrate that Hypotheses 1 and 2 were accepted.

DISCUSSION AND CONCLUSION

Discussion

According to the World Health Organization (WHO), "Mental health is a condition of well-being in which an individual recognises his or her own abilities, can manage with the normal demands of life, can work productively, and can make a contribution to his or her community" (Galderisi et al., 2015). Based on this research, we understand how crucial it is to take good care of people's mental health. The current study attempts to comprehend this to provide additional evidence and to produce new research in the context of Malaysia. The empirical findings from the current study revealed that two of three dimensions of poor mental health (security and privacy, social comparison, and social bonding) contributed to the factors that lead to poor mental health of social media users. It indicated that there was a strong relationship between mental health and all these independent variables.

Implication

The results of the present study also provide useful implications in terms of theoretical and self-awareness among UITM Kedah degree students. The theoretical implication requires important theory to be generated from the findings of this study with consideration to the relationship to poor mental health of social media users among UITM Kedah degree students. As for the self-awareness implication of the present study, it provides a sufficient perception into the aspects of how UITM Kedah degree students manage themselves from having a mental health problem while using social media. Self-awareness is the ability to focus on themselves and how their actions, thoughts, or emotions do or don't align with their internal standards. If they are highly self-aware, they can objectively evaluate themselves, manage their emotions, align their behavior with the values, and understand correctly how others perceive them. Thus, for UITM Kedah degree students to avoid having poor mental health while using social media, they need to have self-awareness when using social media platforms.

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