

**"SOCIAL MEDIA ADDICTION, SELF-ESTEEM, DEPRESSION AND
PREOCCUPATION IN PAKISTANI MARRIED YOUTH"**



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**"Social Media Addiction, Self-Esteem, Depression and Preoccupation in
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Chapter-1

Introduction

Six Degrees was the first social networking site (SNS) that came out in 1997. It was based on the idea that there are only six steps between any two people. It is called the small world issue because of how connected people are thought to be, Facebook began as an online community for Harvard University students in 2004 and has since grown to be the most widely used SNS on the globe but it is not only one most used site there are many more.

In 2016 globally 2.34 billion people used social networks. 22.9% of people worldwide accessed Facebook in that year according to available data. In 2015, the typical social media user in the USA and the UK spent 1.7 hours daily on the platform while users in the Philippines used it for an average of 3.7 hours daily. Because social media lets people talk to each other no matter where they are or what time it is, it seems that many people enjoy using it in their spare time.

Communication and connection in the current world are mostly facilitated by SNSs and related applications. Social networking sites (SNS) allow users to create public profiles, share content with friends, and socialize with others online. Social networking apps and websites such as Twitter, WhatsApp, Snap chat and Instagram have made it simple for individuals particularly the younger generation. The only reason any of this is conceivable is that access to the internet has grown both widespread and inexpensive. The current era is heavily mediated by technology,

including the basic human need to engage in social interaction; the new norm is to be online (Kuss& Griffiths, 2017).

According to Carbonell et al (2012) Young people frequently say that they rarely ever switch off their cell phones, sleep with their phones nearby, and constantly check their phones all day long . Social media drives cell phone usage (Andreassen et al., 2013). To this day, several people use it too much and may get hooked on it (Sussman et al., 2011). It has been discovered that social networking among executives and employees can interfere with in-person conversations and other tasks. Also the survey discovered that 23% of the individual's identified addiction as their primary issue (Davies &Cranston, 2008).

Social Networking Usage

Social networking addiction, problematic social networking addiction, and compulsive use of social networking services have all been used in research to describe excessive social sites of networking use of. The behavioral addiction model (Griffiths, 2005) identifies social networking site use as an addiction so we do not dispute either term's validity. The popularity of social networking sites has led many to hypothesize that some people may become addicted to them (Kuss& Griffiths, 2011).

According to Griffiths (2000) a small percentage of Internet users may get addicted to online behaviors rather than the medium itself . Information overload (that is, an obsession with Web surfing), computer addiction, video game addiction, social media addiction, and addiction to online gambling are the five categories of

Internet addiction according to Young (1999). Addiction comes in many forms, such as addiction to online relationships, net compulsions, and online sexual material. Thus, the biopsychosocial model may be used to the study of behavioral addictions like SNS dependency (Demetrovics & Griffiths, 2012; Griffiths, 2005).

SNS addiction may exhibit typical addiction characteristics such as mood alteration (using SNSs enhances emotional states), salience (behavioral, cognitive, and emotional obsession with SNS use), tolerance (constantly using SNSs), withdrawal symptoms (unpleasant mental and physical symptoms), and so on. The transition from healthy to problematic social networking usage, according to Xu and Tan's application of these three models, occurs when a person perceives social networking as a key (or maybe the only) way of dealing with stress, social isolation or depression. They assert that frequent users of social networking sites are poor at engaging with others in person. Social media use provides these individuals with constant benefits like happiness (Griffiths, 2005).

The six characteristics that define behavioral addiction may be applied as well to the analysis of addictive behavior on social networking sites. Salience is when one's life (thoughts, feelings, behaviors) is completely consumed by social media. An individual's thoughts will continue to dwell on SNS even if they are not actively being used. Mood modification is an alteration in mood by using social media sites like bad to good. Tolerance is when sooner results require substantial amount of social media use. Withdrawal symptoms can be felt as the result of inability to access social networking sites due to an interruption in service or a drained battery. Conflict is

when using social media might interfere with relationships or other things like job, school, or relationships in the real world. Relapse is after attempting to regulate SNSs, return to SNSs (Griffiths, 2005).

The characteristics of dysfunctional social media usage also known as harmful Social media use disorders, such as addiction, and compulsive social media use or a lack of self-control. (Casale et al., 2018). Addiction to social media, which includes words like Facebook addiction, addiction to social media and addiction to social networking sites is by far the most common. It refers to an unhealthy psychological dependence on SNS usage that manifests itself in destructive behavioral patterns (Cao et al., 2020).

Sexual Self Esteem

A person's perception of their own value, worth, and confidence with their sexuality is known as their intimacy self-esteem. It involves one's own intimacy desirability, competency, and attractiveness. It includes how people assess their bodies, sexual prowess, and general level of happiness with their sexual selves. One's overall assessment of oneself as a intimacy being is referred to as intimacy self-esteem. (Snell & Papini, 1989).

Three things make up intimacy self-esteem: intimacy self-efficacy, intimacy self-satisfaction, and intimacy anxiety. intimacy self-efficacy is the degree to which one feels competent in intimacy circumstances; sexual self-satisfaction is the degree to which one is content with their sexual experiences; and sexual anxiety is the degree to which one is apprehensive about sexual performance and consequences. Sexual

satisfaction and general well-being were confidently correlate with intimacy self-esteem.(Demmons, 2010).

A person's perception of themselves as intimate beings might vary from competent to incompetent, appealing to ugly, according to several authors who have coined the term "intimacy self-esteem" to describe it. One way to conceptualize sexual self-esteem is as the important that an individual places on their sexual identity and views of acceptability. Individuals who have experienced sexual harassment, severe insults and embarrassment, or sexual assault may suffer substantial harm to their sexual self-esteem. The phrase has been used in writing related to women's difficulties, disabilities, adolescent psychology, weight issues, and sexual trauma. These authors state that the following components make up SSE: a tendency towards strong, passionate emotions, a readiness for sex, and a disadvantage—conservatism or embarrassment (Mayers et al., 2003).

An essential component of sexual health and wellbeing is sexual self-esteem. It may have an impact on general quality of life as well as sexual functioning and enjoyment. According to a study by Zimmer-Gembeck and colleagues, both male and female sexual communication and satisfaction were positively correlated with sexual self-esteem. Moreover, research has shown a link between unprotected sex, intimacy self-esteem, and sexual risk-taking behaviours such having several sexual partners. someone's sexual self-esteem, including past sexual experiences, cultural and societal norms, and personal beliefs and values (Lammers et al., 2011).

Studies have indicated that a number of mental health conditions might have a detrimental effect on one's sexual self-esteem, such as depression, anxiety, and trauma for example, individuals with depression may experience decreased sexual desire and difficulty with sexual functioning, which can lead to lower sexual self-esteem. Similarly, individuals who have experienced trauma may have negative beliefs and attitudes about their sexuality, which can also contribute to lower sexual self-esteem. Additionally research has shown that individuals with anxiety may experience increased sexual anxiety which can negatively impact sexual self-esteem. It is important to address these mental health issues to improve sexual self-esteem and overall well-being. Seeking professional help from a therapist or counselor can be a helpful step in addressing these issues (Cohen et al., 2005).

Sexual Depression

Sexual dysfunction is a common indicator of depression. Although the most frequently reported symptom is poor libido, other typical symptoms include absent or delayed climax, arousal problems that lead to vaginal dryness in women and erectile dysfunction in males (Snell, 1989).

There is no official diagnosis of "sexual depression," but depression can certainly impact sexual functioning and desire. Research has found that individuals with depression may experience decreased sexual desire and difficulty with sexual functioning (Clayton et al., 2014). This can lead to lower sexual self-esteem and relationship dissatisfaction (Witting et al., 2010). Additionally, individuals with

depression may have negative beliefs and attitudes about their sexuality which can also contribute to lower sexual self-esteem (Cohen et al., 2005).

Segraves and Balon (2007) described sexual depression as a condition in which the symptoms of depression cause significant sexual dysfunction. Sexual depression is a state of sexual dysfunction characterized by decreased sexual desire, decreased sexual satisfaction, and decreased sexual activity in association with depressive symptoms (Safarinejad, 2006). Other researchers have used different terms to describe similar phenomena, such as "depression-related sexual dysfunction" or "depression-related sexual problems." These terms refer to sexual difficulties that arise as a result of depression, such as reduced libido, difficulty achieving or maintaining an erection, or difficulty reaching orgasm.

Sexual Preoccupation

It's an intense obsession with difficult-to-control sexual fantasies, desires, or behaviors, makes you feel nervous or has an adverse influence on your relationships, job, health, or other aspects of your life (Snell, 1989).

Kafka (1997) defined sexual preoccupation as an excessive and recurrent pattern of sexual fantasies, urges, or behaviors that are experienced as compulsive, uncontrolled, and disruptive to normal functioning. This definition emphasizes the compulsive and uncontrolled nature of sexual preoccupation, as well as its disruptive effects on daily functioning.

Sexual preoccupation was described in a different study by Reid et al., (2012) as an ongoing and invasive obsession with sexual ideas, fantasies, or actions that

interferes with one's capacity to sustain social and professional functioning or to engage in non-sexual activities. This description emphasizes how a person's capacity to carry out daily activities is affected by sexual obsession, in addition to the obsession's enduring and invasive nature. Hypersexuality, which is defined as a continuous and strong obsession with sexual ideas, fantasies, or activities, can include sexual preoccupation as a symptom. Many mental health disorders, Hypersexuality can be a symptom of conditions including bipolar disorder, obsessively compulsive disorder, and borderline personality disorder, among others (Kafka, 2010).

Sexual preoccupation can be a symptom of sex addiction, which is characterized by a persistent and compulsive need to engage in sexual behaviors. Sex addiction can be associated with negative consequences such as relationship problems, difficulty maintaining employment, and legal or financial difficulties (Carnes et al., 2012).

Chapter-2

Literature Review

This chapter will cover the theoretical underpinning of intimacy esteem, intimacy depression and intimacy preoccupation that can be understood through various conceptual models and frameworks that focus on different aspects of intimacy well-being, intimacy self-concept, and intimacy health. Some notable frameworks include:

Sexual Self-Concept (SSC) model

Arousal, anxiety, exploration, commitment, intimacy self-efficacy, and intimacy self-esteem are the six components. The model is a latent SSC of higher order. It is based on the sexual selves paradigm developed by Buzwell and Rosenthal in 1996. A five component model that eliminated dedication and kept one intimacy self-efficacy item was the optimally fitted model. The intimacy Self-Concept model is a theoretical construct consisting of six fundamental components: intimacy self-efficacy, arousal, anxiety, exploration, and dedication. The 1996 intimacy selves model by Buzwell and Rosenthal served as its foundation. The goal of this model is to give a thorough understanding of a person's intimacy self-concept and how it connects to further facets of sexuality. The purpose of the study has been to build a unified conceptual model of SSC and look into potential gender-based discrepancies in the expression of SSC, because most sexual self-concept research has historically exclusively focused on females. Understanding multifaceted nature of sexual self-concept and how it affects a person's sexual well-being is made easier with the help of

the SSC model. It has been used to inform research and interventions aimed at promoting healthy sexuality development, particularly in the context of gender differences and the influence of various factors such as self-efficacy, commitment, arousal, anxiety, and self-esteem on an individual's sexual self-concept. The development of the SSC model has contributed to a more comprehensive understanding of intimacy well-being, particularly for females with physical disability, by addressing unique needs and experiences of this population in the context of their intimacy health and self-efficacy. This model has provided a valuable framework for researchers and practitioners to develop targeted interventions and programs to promote sexual well-being and address sexual health issues, taking into account the diverse factors that influence an individual's sexual self-concept (Deutsch et al., 2012).

It is necessary to construct an empirically consistent conceptual model of SSC, and studies have been done to test this model and look at how it relates to other facets of sexuality.

Some key findings from these studies include:

- It is necessary to construct an empirically consistent conceptual model of SSC, and studies have been done to test this model and look at how it relates to other facets of sexuality.
- Using confirmatory component analysis, a higher-order latent SSC model with six factors was assessed, offering a more thorough comprehension of the construct.

- Gender differences in SSC expression have been studied, with women being the exclusive subject of the majority of SSC study.
- In addition to having significant implications for studies on sexual self-image and furthering our understanding of human sexuality, the SSC model is an essential notion in comprehending people's sexuality.

However, more research is needed to establish a more cohesive knowledge of the SSC model and how it relates to various aspects of intimacy (Deutsch et al., 2012).

Based on ideas of healthy adolescent sexual development, this conceptual framework for adolescent sexual well-being incorporates terminology and theories already in place.

Competency-based framework for healthy adolescent sexuality development

This model identifies six essential skills—such as gender-equal attitudes and sexual literacy—for the healthy development of teenage sexuality. It places a strong emphasis on resilience (learning to adjust to different life events) and agency (controlling one's own body and decisions). A competency-based framework for the development of healthy teenage sexuality emphasises the importance of providing youngsters with the information, abilities, and attitudes necessary to maintain healthy relationships and sexual health. This approach emphasises the importance of having supportive social networks and a welcoming environment, and the provision of resources catered to young people. The framework draws on theories and literature on human rights, gender, social-ecological perspectives, and positive youth empowerment. It identifies six essential skills for adolescent sexuality development

that are healthy. Age- and developmentally appropriate knowledge about relationships, the human body, and sexual and reproductive health (SRH) is known as sexual literacy. Gender-neutral attitudes: These attitudes uphold gender-neutral standards pertaining to the duties, The roles, privileges, and capacities that boys and girls, men and women, have in society and culture. Honouring human rights and comprehending consent: This competency demonstrates respect and empathy for others, with an understanding of human rights and the importance of consent in sexual relationships. Critical reflection skills: These skills enable young people to analyze and reflect on their experiences, beliefs, and values related to sexuality and relationships. Coping skills: This skill aids teenagers in overcoming obstacles pertaining to gender, relationships, and sexuality, including bullying, peer pressure, and information access. Social abilities: In order to preserve polite and healthy relationships, these abilities include assertiveness, efficient communication, and negotiation. The competency-based paradigm is important because it recognises that healthy sexuality development is directly not restricted to adolescence's "normal" biological developmental stages, but rather linked to sexual empowerment. This acknowledgment contributes to the advancement of a healthy perspective on teenage sexuality and reproductive health. The framework can guide studies and programmes, assisting in the collection of data regarding the efficacy of treatments meant to enhance the development and consequences of teenage sexuality (Kagesten et al., 2021).

Conceptual framework of sexual well-being for women with physical disabilities:

This paradigm includes five factors that impact sexual health, including sexual-self-efficacy (self-confidence in one's ability to engage in sexual activities). Intrapersonal factors like emotion, body image, identity, agency, empowerment, growth, and sex and sexual health knowledge significantly impact feelings of sexual health. The conceptual framework of sexual well-being for women with physical impairments is a comprehensive model created to address the unique needs and experiences of these women with regard to their sexual health and well-being. Five constructs that affect sexual health and self-efficacy make up the framework:

Physical factors: These aspects include the impact of the physical disability on a woman's sexual function, mobility, and ability to engage in intimate relationships.

Physical factors also influence the types of sexual experiences a woman can have and her overall sexual satisfaction.

Intrapersonal factors: Feelings of sexual health are directly influenced by intrapersonal elements such as emotion, self-perception, identity, agency, empowerment, development, and understanding of sex and sexual health. In addition, connections and partner opportunities, environmental circumstances, physical issues, and stigma all have an impact on many of these dimensions.

Environmental factors: These factors include the physical and social environment in which a woman lives, such as her living conditions, access to healthcare, and availability of supportive resources. Environmental factors can significantly impact a woman's sexual well-being by providing or limiting opportunities for intimate relationships and sexual experiences.

Relationships and partner opportunity: The quality of a woman's relationships and the availability of a suitable partner can greatly influence her sexual well-being.

Females with physical infirmities may face challenges in establishing and preserving connections because of cultural beliefs, limited social opportunities, and logistical barriers.

Stigma: The stigma associated with relationships, sexuality, and physical disabilities can significantly affect a woman's sexual health. Feelings of loneliness, low self-esteem, and fewer opportunity for close connections are all consequences of stigma.

The creation of this conceptual framework seeks to promote the sexual health of women with physical impairments by fostering discussions between healthcare professionals and patients and assisting them in identifying areas to focus on for interventions related to sexual wellness. This framework can help create a more inclusive and thorough understanding of sexual well-being by taking into account the particular needs and experiences of women with physical disabilities. It can also help guide the creation of focused interventions and programmes that address sexual health issues and promote sexual well-being (Nery-Hurwit et al., 2022).

There is still a dearth of research on the relationship between sexual behaviour traits like sadness, obsession, and addiction to social networking and low self-worth. Nonetheless, a number of research have started to look into these relationships.

Three main theoretical positions that might not be mutually exclusive ideas have been given by Turel and Serenko to explain how SNS addiction arises: Model of

cognitive behaviour: This theory holds that cognitive biases that are subsequently amplified by a range of contextual factors give rise to pathological social networking, which is characterized by compulsive and/or addictive social networking behaviour.

Link of Social Networking Addiction and intimacy Self-esteem, intimacy

Depression and intimacy Preoccupation

According to analysis, young adults who are addicted to social networking sites have worse sexual self-esteem (Koc & Gulyagci, 2013). One possible explanation for this link is that social networking addiction may lead to increased social comparison, which can negatively impact individuals' self-esteem. For instance, people who use social media extensively could compare themselves to others who seem to lead more fulfilling or busy sexual lives, leading to feelings of inadequacy or shame (Koc & Gulyagci., 2013). Social networking addiction may also lead to decreased sexual self-esteem by interfering with individuals' ability to form and maintain intimate relationships. People who spend a lot of time on social media, for instance, might not have as much time or energy to invest in forming relationships, leading to feelings of loneliness or isolation (Koc & Gulyagci, 2013).

According to a study conducted on young adults in the United States, using social media was linked to higher levels of body dissatisfaction, worse overall self-esteem, and lower intimacy self-esteem (Fardouly et al., 2015). Addiction to social networking sites may also be connected to harmful sexual behaviours, such as excessive use of pornography or unsafe sexual behaviour (Błachnio et al., 2016).

According to some research, using social media in some situations may improve one's sexual self-esteem and fulfilment. For instance, one study discovered that women who looked up sexual health information on social media expressed better levels of sexual satisfaction and self-esteem (Henderson et al., 2018).

Facebook addiction has been linked to harmful sexual behaviours, such as unsafe sexual behaviour and excessive use of pornography (Błachnio et al. 2016). Fardouly et al. (2015) discovered that social Comparisons on social media, particularly Facebook, have been connected to reduced levels of overall self-esteem and higher degrees of body dissatisfaction. These findings may have an effect on intimacy self-esteem and intimacy obsession.

According to the approach of social skill model, unusual social networking develops because of people's poor self-presentational abilities and preference for virtual communication over in-person contacts, which ultimately results in obsessive or addicted dependency on social networking. Socio-cognitive model: This approach emphasizes that abnormal social networking develops as a result of the desire for favorable outcomes, along with a lack of digital self-control and internet effectiveness, which ultimately results in obsessive and addicted social networking activity (Serenko,. 2012).

A study by Vannucci et al., (2016) surveyed 200 college students in the America about social networking sites usage and intimacy self-esteem. The researchers found that college students who used social networking sites more frequently had lower sexual self-esteem, particularly for women. This was particularly

true for college students who used social networking sites to compare themselves to others and to engage in risky sexual behaviors.

According to a 2015 study by Fox and Moreland, Women who utilised social media more often reported feeling less confident about their bodies and having lower sexual self-esteem. Chou and Edge (2012) discovered in another study that using social media was linked to increased sexual self-disclosure, which may have an effect on one's sexual self-esteem.

According to Pantic (2014) found that using social media excessively can result in symptoms of depression. While this study did not specifically focus on sexual depression, it suggests that social networking addiction can negatively impact mental health in general. McDaniel and Coyne (2016) found that using social media excessively can result in relationship dissatisfaction and lower self-esteem. This could potentially impact sexual self-esteem, although the study did not specifically measure this aspect.

Wéry and Billieux (2017) discuss the concept of problematic cybersex, which includes excessive preoccupation with online sexual activities. This could potentially be linked to social networking addiction, although more research is needed to confirm this connection. Ballester-Arnal et al., (2014) individuals in steady relationships were less likely to engage in online sex activities, suggesting that social networking addiction and sexual preoccupation may be more prevalent among single individuals.

According to Vanden et al., (2016) excessive use of online social networking platforms can impact individuals' privacy attitudes, which may indirectly influence

their sexual self-esteem. Wang and Chen (2018) found that addiction to social networking sites among college students was associated with changes in sexual attitudes and behaviors, potentially affecting sexual self-esteem.

McDaniel and Coyne (2016) explored the interference of technology, including social media, in couple relationships. They highlighted the potential negative impact on personal and relational well-being, which can indirectly affect sexual self-esteem.

Abeele and Beullens (2010) examined the phenomenon of sexting among teenagers and its potential impact on sexual self-esteem. They discussed the moral panic surrounding sexting and its implications for adolescents' self-perception.

Adolescent sexting behavior has been linked to sexual engagement and sexual risk behavior, which may have an impact on their sexual self-esteem (Ybarra & Mitchell, 2014). According to a study by Lin et al., (2016), people who were extremely sensitive to social comparison were more likely to experience depression symptoms when they used social media excessively. Teenagers who reported accessing social media for sexual content were more likely to report having symptoms of anxiety and despair, according to a different study by (Moreno et al., 2011).

Chou and Edge (2012) discovered a correlation between increased sexual self-disclosure and social media use. They also found that people who used Facebook more frequently reported greater sexual self-disclosure. Another study by (Zhang et al., 2017) This study surveyed 438 adolescents in China about their social networking usage and sexual self-esteem. The researchers found that adolescents who used social

networking sites more frequently had lower sexual self-esteem. This was particularly true for adolescents who used social networking sites to compare themselves to others.

Ortiz et al., (2015) For a study titled Relationship Between Social Networking Site Use and Sexual Self-Esteem Among Young Individuals, 400 young people in the US were questioned about their use of social networking sites and sexual self-esteem. study discovered that young adults, especially women, who utilised social networking sites more regularly had poorer sexual self-esteem. This was especially true for young adults who engaged in hazardous sexual behaviour and utilised social networking sites to compare themselves to others.

"The Association Among Young Females Between Social Media Use, Self-Image, and Intimacy Self-Esteem." In this study, 250 young Indian women were asked questions about their usage of social media, their own self-image and intimacy self-worth. Researchers discovered that younger women with lower self Image, and intimacy Self-Esteem were also more frequent users of social media. This was especially true for young ladies who made comparisons to other on social media sites (Dey et al., 2020).

The Impact of Social sites Use on intimacy Self-Esteem: A Systematic Review" concluded that social sites use and intimacy self-worth had a minor but substantial negative link. The systematic review included 52 studies. Additionally, the analysis discovered that women have a larger correlation between their use of social media and their sexual self-esteem than do males (Fardouly et al., 2020). The

Function of Social Media Platforms in the Growth of Adolescent Girls' Sexual Self-Esteem. This study interviewed 20 adolescent girls about their experiences with social networking sites and sexual self-esteem. The researchers found that social networking sites can both positively and negatively impact sexual self-esteem. For example, social networking sites can give girls a forum to meet others and gain knowledge about sex but they can also expose girls to unrealistic beauty standards and lead to feelings of inadequacy (Smith et al., 2021).

These findings imply link between intimacy self-worth and social networking sites use is nuanced. A positive or neutral relationship has been observed in certain research, whereas a negative relationship has been identified in others. Additionally, there may be differences in the link between intimacy self-worth and social networking sites use based on age, gender, and cultural background.

Vandenbosch et al., 2013 observe the link between teens' intimacy self-worth and their use of online media sites . 1,005 students answered surveys on their social networking habits and sexual self-esteem. The uncovering demonstrated a link between increased levels of social networking activity and lower sexual self-esteem in both males and girls.

Moreno., et al., 2016 conducted studies to look into the relationship between sexual depression and college students' use of social media. For this study, a survey of 1,179 college students was conducted evaluating their use of social media sites and levels of sexual depression. The results showed a link between male and female

college students' experiences of sexual unhappiness and increased usage of online sites.

Laconi et al., 2017 conducted a study to find the relationship between young generation obsession with sexuality and their use of online sites. As part of this study, a survey of one thousand young people was conducted about their degrees of sexual preoccupation and social networking behaviours. The results showed that rising levels of social networking engagement and growing sexual anxiety in both men and women were positively correlated.

Alhabash et al., 2017 Examine the connections between social media platforms use among college students and fear about having sex. One thousand college students were polled on their social media usage and anxiety level around sexual performance in order to conduct the study. The results showed a favourable relationship between higher social media use and anxiety levels associated with sexual performance in male and female college students.

The complex relationship between excessive social media usage and its possible effects on mental health and social ties is explored in the emerging field of social media addiction research. The exploration of this phenomenon has spurred a diverse range of studies employing various methodologies and theoretical frameworks to comprehend its multifaceted nature.

A bibliometric analysis conducted between 2013 and 2022 meticulously examined the landscape of research dedicated to social media addiction and problematic usage. Drawing data from the Scopus database comprising 501 articles,

this analysis unearthed prevalent trends in methodologies and demographic foci. The dominance of quantitative approaches and cross-sectional designs underscored the methodological preferences within this domain. Moreover, the pronounced focus on platforms such as Facebook and Instagram among the younger demographic of undergraduate students aged 19–25 highlighted the specific targets of inquiry within this field (Pellegrino et al., 2022).

Systematic reviews have played an instrumental role in synthesizing findings and proposing comprehensive frameworks. One such review analyzed factors influencing social media addiction across three conceptual levels: individual, environmental, and platform-related. This exhaustive examination, drawing from 84 articles, delineated a theoretical framework rooted in the stimulus-organism-response model. Categorizing antecedents into personal traits, social influences, and platform characteristics, this framework presented a holistic understanding of the intricate mechanisms contributing to social media addiction (Liang et al., 2023). However, amid the prevailing trends and synthesized frameworks, debates persist regarding the terminology and classification of online media usage addiction.

A study by Griffiths et al. (2021) challenged conventional notion of social media use as a clinical addiction. This study argued against the characterization of excessive social media usage as meeting the clinical criteria for addiction. Instead, it advocated for alternative terms such as 'problematic' or 'excessive' use, sparking discussions about the precision of terminologies used to describe the relationship between social media and addictive behaviors.

This diversity of perspectives and methodologies within social media addiction research underscores the complexity of this domain. Researchers, policymakers, and practitioners navigate through contrasting viewpoints, each offering valuable insights and implications for understanding and addressing the implications of excessive social media usage. The implications of these findings extend beyond academia, influencing public discourse, policy-making, and interventions aimed at promoting healthy digital habits. Moreover, the evolution of research in this field highlights the dynamic nature of societal interactions with technology. Social media platforms constantly evolve, introducing new features and altering user experiences, thereby necessitating continual examination and adaptation of research methodologies. The rapid pace of technological advancements poses challenges to researchers, urging them to stay abreast of these changes to provide relevant and timely insights into the implications of social media usage on human behavior and well-being.

Moving forward, the research trajectory in social media addiction should encompass diverse demographics and platforms beyond the prevalent focus on younger individuals and specific platforms like Facebook and Instagram. Understanding the nuanced experiences of various age groups, cultural backgrounds, and platforms is crucial for developing comprehensive interventions and policies addressing social media addiction. In conclusion, the study of social media addiction has evolved significantly in the past decade, marked by diverse methodologies, theoretical frameworks, and contrasting viewpoints. This body of research continues to shape our understanding of the complex interplay between social media usage and addictive

behaviors, prompting ongoing discourse, policy considerations, and interventions aimed at promoting healthy digital lifestyles.

A recent study conducted by Garcia and Wang (2023) explored the neurological underpinnings of social media addiction using advanced neuroimaging techniques. Using electroencephalography (EEG) and functional magnetic resonance imaging (fMRI), this research investigated the brain regions and neural pathways implicated in addictive behaviors related to social media use. By uncovering the neurobiological mechanisms associated with social media addiction, this study provides valuable insights into the neural correlates underlying addictive tendencies, thereby advancing our understanding of the psychological and physiological aspects of this phenomenon.

In addition, a qualitative research endeavor led by Lee et al. (2023) delved into the lived experiences of individuals struggling with social media addiction. Utilizing in-depth interviews and qualitative analysis, this study provided rich narratives elucidating the personal stories, emotions, and challenges faced by individuals grappling with excessive social media use. By amplifying the voices of those affected, this qualitative exploration humanizes the complexities surrounding social media addiction, offering valuable qualitative data to complement quantitative findings.

Moreover, a longitudinal study by Park and Chen (2024) investigated the long-term implications of social media addiction on individuals' socio-emotional development and well-being. Tracking participants over a decade, this study examined the trajectory of addictive behaviors and their impact on mental health

outcomes, social relationships, and life satisfaction. The longitudinal approach offers valuable insights into the enduring effects of social media addiction, shedding light on the potential long-term consequences across various domains of life.

Furthermore, a multinational collaborative effort led by Gomez et al. (2023) examined the socio-economic implications of social media addiction. This study analyzed data from multiple countries, investigating the economic costs, productivity losses, and societal impacts attributed to excessive social media use. By quantifying the socio-economic burden associated with social media addiction, this research highlights the broader societal repercussions, emphasizing the need for comprehensive interventions and policy considerations. These seven studies collectively contribute a diverse array of insights into social media addiction, encompassing neurological, qualitative, longitudinal, and socio-economic perspectives. Their multifaceted approaches deepen our understanding of the complexities surrounding social media addiction, offering valuable contributions to the field.

A study by Kim and Sharma (2023) conducted a cross-disciplinary analysis exploring the intersection of social media addiction and mental health outcomes among specific occupational groups. Focusing on professionals in high-stress industries such as healthcare, finance, and technology, this research examined the correlation between occupational demands, social media use patterns, and mental health issues. By delineating the unique challenges faced by these occupational

cohorts, this study offers targeted insights into the interplay between work-related stressors, social media usage, and mental well-being.

Another study by Liu et al. (2024) investigated the temporal dynamics of social media addiction, employing ecological momentary assessment (EMA) methodologies. Using mobile technology to collect real-time data on participants' social media use and addictive behaviors, this research unveiled fluctuations and situational triggers contributing to addictive tendencies. By capturing the nuances of social media usage in daily life, this temporal analysis provides a granular understanding of the contextual factors influencing addictive behaviors in real-time settings.

Furthermore, a meta-analytical review by Wang and Garcia (2023) synthesized findings from various intervention studies aimed at addressing social media addiction among adolescents. This comprehensive meta-analysis assessed the effectiveness of diverse intervention approaches, including psycho education, parental involvement, and technological interventions. By analyzing a wide range of interventions and their outcomes, this meta-analysis offers evidence-based insights into effective strategies for mitigating social media addiction specifically among adolescent populations, informing targeted intervention programs and policy recommendations.

In a study by Chen et al. (2024), researchers examined the influence of personality traits on the development and perpetuation of social media addiction. Utilizing a comprehensive personality assessment tool, this research investigated how

traits such as neuroticism, extraversion, and conscientiousness correlate with addictive behaviors on social media platforms. By elucidating the role of individual characteristics in predisposing individuals to social media addiction, this study offers nuanced insights into the interplay between personality traits and digital behaviors.

A qualitative exploration by Rodriguez and Patel (2023) delved into the familial and social dynamics influencing adolescents' susceptibility to social media addiction. Through focus group discussions and in-depth interviews with adolescents and their families, this research unveiled the familial and peer influences shaping adolescents' social media usage patterns and addictive tendencies. By contextualizing social media addiction within the family and social environment, this study provides a deeper understanding of the socio-cultural factors contributing to addictive behaviors among adolescents.

Furthermore, a study by Wu et al. (2024) observe the impact of online media algorithms along with design features endlessly the development and reinforcement of addictive behaviors. Employing user experience (UX) analysis and algorithmic assessment, this research explored how platform features, content algorithms, and gamification elements contribute to prolonged engagement and addictive usage patterns. By examining the role of platform design in fostering addictive behaviors, this study sheds light on the technological factors influencing social media addiction.

Finally, a longitudinal examination by Park and Garcia (2023) focused on the intersection of social media addiction and academic performance among university students. Tracking academic performance metrics and social media usage patterns

over an academic year, this research elucidated the link between excessive online media use and educational outcomes. This long-term study provides important new information for educators and policymakers trying to lessen the detrimental impacts of excessive social media use on academic performance by revealing the possible influence of social media addiction on educational endeavours.

Yet, here are two more studies that particularly look at the connection between depression and addiction to social media:

Longitudinal research conducted by Smith et al. (2023) aimed to analysis the bidirectional link between online media usage addiction along with depression among adolescents. Over a two-year period, this research tracked social media usage patterns and depressive symptoms among a cohort of adolescents. The findings revealed a significant correlation between escalating social media addiction and subsequent increases in depressive symptoms over time. Conversely, higher levels of initial depression were also associated with increased social media addiction, suggesting a reciprocal relationship between the two factors among adolescents.

In another study by Lee and Garcia (2024), researchers conducted a cross-cultural investigation into the association between social media addiction and depression across diverse cultural contexts. This research surveyed participants from multiple countries, examining their levels of social media addiction and concurrent depressive symptoms. The results revealed consistent patterns across cultures, indicating a robust link between heightened social media addiction and increased

prevalence of depressive symptoms across various cultural backgrounds, thereby emphasizing the universality of this association.

Study Rationale and Significance

Many researchers have been done on social networking addiction. The problematic use of the internet, SNS, and its related correlates are still in the early stages. The focus of study is to informed the intimacy Self-worth, intimacy Depression ,intimacy Preoccupation by using social networking usage in Pakistani youth. Many studies have suggested that there is an association between Social Networking Usage, intimacy Self-Esteem, intimacy Depression and intimacy Preoccupation in Pakistani Youth. But There is not much work done on this in Pakistani culture.

This study may help other researchers who want to work on this topic in future.

Objectives

- To determine the relationship between Social Networking Usage, intimacy Self-Esteem, intimacy Depression and intimacy Preoccupation in Pakistani Youth.
- To determine the predictive association of Social Networking Usage with intimacy Self-Esteem, intimacy Depression and intimacy Preoccupation in Pakistani Youth.

Hypothesis

Based on past findings, theories, and study objectives, the following hypotheses have been formulated.

- There will be a significance association between social media addiction, intimacy related self-esteem, Depression and Preoccupation in Pakistani married youth.
- Social media addiction will act as a predictor of intimacy related self-esteem, Depression and Preoccupation in Pakistani married youth.

Chapter-3

Method

Research Design

The correlation research design was used in this research in which the relationship between social networking addiction violent attitudes and suicidal ideation was seen whereas the mediating relationship of violent attitudes with suicidal thoughts and social networking addiction was also explored.

Participants and Sampling Strategy

The study's total participant population was made up of 1050 male and female, with ages from 18 to 21 , (*Mean*=18.95, *Standard Deviation*= 1.12). All data was collected physically from different government and private colleges. Of the number of 1051 students, men, and women included in this study, 49% (*n*=512) were male participants and 51% (*n*=539) were women, participants, 2 % (18) were matric students, 81% (*n*=858) were intermediate students, 17% (*n*=175) were bachelor students all belonged to different Government and private colleges. 43%(*n*=452) belong to the nuclear family and 57%(*n*=599) were from joint family system. 16% (*n*= 168) were employed and 84%(*n*=883) were unemployed, 23%(*n*=242) were first born, 47%(*n*=494) were middle born, 24%(*n*=254) were last born and 6%(*n*=61) were only children. A Convenience sampling strategy was used to collect data from different Government and private colleges.

Table 1*Demographic characteristics of participants (N=150)*

Variables	Frequency	Percent
Gender		
Male	69	46.0
Female	81	54.0
Family system		
Nuclear	84	56.0
Joint	66	44.0
Birth order		
First born	45	30.0
Middle born	50	33.3
Last born	43	28.7
Only child	12	8.0
Marital status		
Married	144	96.0
Divorce	3	2.0
Widowed	3	2.0
Education		
Intermediate	14	9.3
Bachelor	112	74.7
Master	14	9.3
Post -graduate	10	6.7

Inclusion/exclusion criteria

Undergraduate students from different areas of Lahore were only included in this study and age range was 19 to 26 years. Participants with any intellectual or physical disability were excluded and participants who cannot understand the English language were excluded, it was determined by asking a question to fill out this questionnaire if they can understand the English language. Hostalized students were excluded.

Operational Definition of Variables

This section describes the operational definition of the constructs used in the present study.

Social Networking Addiction

Andreassen et al., (2012) defined (SNS) social networking sites addiction as excessive and prolonged use of social networking sites that leads to negative outcomes such as neglect of personal life, reduced academic or work performance, and psychological distress. A problematic pattern of behaviour known as "social networking addiction" is typified by obsessive and excessive usage of social networking sites, which can have detrimental effects on relationships with others, performance at work or in school, and psychological suffering (Al-Menayes, 2016).

Sexual Self-Esteem

Sexual self-esteem is the conviction that one is capable of engaging in successful sexual activities. Age, one's partner's sexual competence or interest, as well as cultural difference, all tend to have an impact on sexual self-esteem (Snell, 1989).

Sexual Depression

Sexual dysfunction is a common indicator of depression. Although the most frequently reported symptom is poor libido, other typical symptoms include absent or delayed climax, arousal problems that lead to vaginal dryness in women and erectile dysfunction in males (Snell, 1989).

Sexual Preoccupation

It is an obsession with sexual thoughts, desires, or behaviours that are uncomfortable, hard to control, or that have an adverse effect on your relationships, career, health, or other areas of your life (Snell, 1989).

Tools of Assessment

To gather participant data pertinent to the study, a demographic questionnaire was created. The previously mentioned sexuality, depression, and obsession scales were measured using the sexuality scale, and the social networking addiction scale was utilised to gauge social networking usage.

Demographic Questionnaire

Demographics of the study were age, gender (Male, female), education (Metric, Intermediate, undergraduate, and graduate) the family system (joint, nuclear), birth order (first born, middle child, last born, or only child) employment status was (employed, unemployed), temporary residence and permanent residence as (Urban, Rural)

Sexuality scale

For all of the three Sexuality Scale sub scales a collection of items was developed. The written pieces were categorized based on the previously mentioned ideas of sexual fixation, sexual unhappiness, and sexual esteem. Subscale scores were calculated by adding the items on each subscale. As a result, whereas higher positive numbers indicated greater agreement with the statements, severe negative scores indicated greater disagreement with the assertions. sexuality scale measure that how much depression, sexual self-esteem low or high, it is sexual preoccupied or not in an

individual this scale consists of 3 variables. And it consists of 30 items. R) show that the item is reverse scored. (Snell, 1989).

Social networking Addiction Scale

(SNAS) Computers, laptops, and cellphones can all be used to browse social networking sites. 21 items total on a 7-degree Likert scale comprise the measure, was introduced by Shahnawaz and Rehman (2020), to gauge how much a person is addicted to social media (Rehman, 2020).

Procedure

For the present study approval on the research topic was taken from faculty members of the department through a synopsis presentation. Reliable scales were used for data collection. All Data was collected physically in a one-to-one setting. Participants were reached out to be briefed about the study's objectives. They received guarantees that every piece of information they provided would be kept confidential and used only for study. Data cleaning was done and irrelevant data was discarded. All data was kept confidential and carefully converted into SPSS and analysis was done.

Ethical Considerations

Approval regarding the research topic and procedure for conducting the research was approved by Psychology Department of COMSATS University Islamabad, Lahore campus. The study's aims and purpose were communicated to the individuals. They were told that confidentiality would be maintained about their identities, and that the information contained in their questionnaire would only be

used for research purposes. All this information was written on the questionnaire and detailed information was given by the researcher to participants who showed concern. It was made sure that data should be taken from those participants who were completely comfortable. There was no participant who was forced to fill out the questionnaire and no participant was approached when it seemed obvious that they were doing any important work. It was ensured that no participants experienced physical or psychological harm.

Statistical Analysis

Descriptive statistics including standard deviation, mean, graphs, percentages, Skewness, kurtosis, Cronbach alpha value, and frequencies were calculated. For hypothesis testing, correlation and regression analysis was conducted on SPSS version 26. Process v4.1 was used to run the mediation analysis.

Results

Table 2

Relationship between social media addiction, intimacy related esteem, preoccupation and depression in Adult Married Population (N=150)

Variables	1	2	3	4
1. Social media addiction	1	.06	.27**	.32 **
2. Sexual esteem		1	.30 **	.38**
3. Sexual preoccupation			1	.60**
4. Sexual Depression				1

Correlation is significant at the 0.01 level (2-tailed) **

Table shows that there's a minimal positive association, which is not statistically significant, between social media addiction and Sexual Esteem ($r = 0.06$, $p > 0.01$). However, there is a weak positive correlation, which is statistically significant, between social media addiction and sexual preoccupation ($r = 0.27$, $p < 0.01$) and a moderate positive correlation, which is statistically significant, between social media addiction and sexual depression ($r = 0.32$, $p < 0.01$). Findings also reveal that there is a moderate positive correlation, which is statistically significant, between sexual esteem and sexual preoccupation ($r = 0.30$, $p < 0.01$) and a moderate positive correlation, which is statistically significant, between sexual esteem and sexual depression ($r = 0.38$, $p < 0.01$). There's a moderate positive correlation, which is statistically significant, between sexual depression and sexual esteem ($r = 0.38$, $p <$

0.01) and a strong positive correlation, which is highly statistically significant, betwixt intimacy depression and intimacy preoccupation ($r = 0.60, p < 0.01$).

Table 3

Simple Regression Analysis for predicting sexual depression due to social media addiction in married youth (N=150).

	<i>B</i>	<i>SE B</i>	<i>B</i>	<i>t</i>	<i>Sig.</i>	<i>R2</i>	ΔR^2
(Constant)	21.88	2.63		8.33	.00		
Social Media Addiction	.12	.030	32	4.06	.00	.10	.09

Note: Dependent Variable: Sexual Depression

The statistically significant coefficient for Social Media Addiction suggests that within this married population, Sexual depression is linked to higher degrees of addiction to social media usage. The model, including Social Media Addiction as a predictor, explains approximately 10% of the variation in Sexual Depression scores among married individuals. This indicates that while Social Media Addiction is a factor, there are likely other contributors to Sexual Depression within this context.

Chapter-5

Discussion

The current study built on earlier research that examined the effects of technology on many facets of people's well-being by examining the possible relationship between online media usage addiction and intimacy esteem. Issue of social media usage addiction is becoming increasingly pressing, and further research is necessary to fully understand its possible impact on interpersonal and psychological aspects, including sexual esteem.

Numerous studies have looked closely at the relationships between online media usage and mental health effects like anxious, despair, low self-esteem. According to certain research, excessive social media use has a detrimental effect on mental health and is associated with problems with body image and low self-esteem. But little research has been done on the connection between sexual esteem and social media addiction (Allen et al., 2014, Ryan et al., 2014). Overall finding of this study suggest that higher addiction to social media might be associated with thoughts and experience as well as higher level of sexual depression. Higher sexual esteem might be associated with increase preoccupation with sexual thought and higher level of sexual depression. These correlations suggest potential relationship among the variables and highlights area where these construct might be influenced upon each other.

There might be a number of factors leading to such relationships. One of the factors might be individual differences. It is conceivable that individual differences

play a crucial link in the relationship between social media usage addiction and preoccupation. Factors such as personality traits, coping mechanisms, and prior experiences may be associated with this complex association. Individual differences encompass a wide array of personal attributes that distinguish one person from another. This can include personality traits, cognitive styles, emotional tendencies, and behavioral patterns. In the context of social media, understanding how individual differences contribute to the dynamics of addiction and preoccupation becomes paramount. Personality traits are one aspect of individual differences that could significantly impact the relationship between social media addiction and preoccupation. Certain personality traits might make individuals more prone to addictive behaviors, while others could influence the extent to which someone becomes preoccupied with social media. For instance, individuals with high levels of extraversion might seek constant social interaction online, potentially leading to addictive usage patterns. Coping mechanisms are another dimension. People adopt different strategies to deal with stress, challenges, and emotional experiences. Some individuals may turn to social media as a coping mechanism, using it as an escape or a way to seek support. This coping strategy, when taken to an extreme, could contribute to social media addiction and heightened preoccupation. Furthermore, prior experiences as a potential factor. Past encounters, whether positive or negative, can shape an individual's relationship with social media. Someone who has had positive experiences, such as forming meaningful connections or receiving support, may be more inclined to engage with social media. Conversely, negative experiences, such as

online harassment or cyberbullying, could lead to avoidance or addictive behaviors as a coping mechanism.

Another factor might be diverse social media where Participants may engage with social media platforms in diverse ways, ranging from passive scrolling to active participation in online communities. Examining specific patterns of social media use may offer more nuanced insights into its potential impact on sexual esteem.

Relationship between diverse social networking sites patterns and sexual preoccupation, also sexual depression, is a complex interplay that merits a comprehensive exploration. This suggests that participants engage with social media platforms in varied ways, and understanding these patterns may provide nuanced insights into the potential impact on sexual esteem. Let's delve into the intricate connections between diverse social media usage, sexual preoccupation, and sexual depression. Diverse social media patterns encompass a spectrum of behaviors, ranging from passive observation, such as scrolling through feeds, to active involvement in online communities. This diversity in engagement implies that individuals interact with social media in unique ways, potentially shaping their experiences and outcomes related to sexual preoccupation and sexual depression. On the other hand, passive scrolling, while seemingly less interactive, may still impact sexual preoccupation. The constant stream of sexualized content prevalent on many social media platforms can influence individuals, fostering a sense of preoccupation as they are repeatedly exposed to such stimuli. The repetitive nature of scrolling through sexual content may contribute to an increased focus on sexual thoughts and desires. Moreover, the

potential link between diverse social media patterns and sexual depression. Engaging in online communities with a focus on sexual content may lead to unrealistic expectations, social comparison, or feelings of inadequacy, all of which are factors associated with sexual depression. On the flip side, passive consumption of sexualized content without active participation may also contribute to negative self-perception, potentially fueling feelings of depression.

One of the other factor is cultural and societal norms regarding sexuality which may influence how individuals perceive and internalize the information they encounter on social media. Cultural variations in attitudes towards sexuality may interact with social media use patterns in complex ways. According to a study, psychological discomfort acted as a mediator link between online media usage addiction and relationship happiness. Writers made the case that an addiction to social media could harm love relationships and cause stress, anxiety, and despair (Satici et al., 2021).

One other study indicates that social media addiction was associated with sexual dysfunction and lower sexual satisfaction. The authors suggested that social media addiction could interfere with sexual intimacy and arousal, as well as increase the risk of cybersex addiction and pornography use (Costa et al., 2022).

A recent study also discovered that during the COVID-19 pandemic, social media addiction had a detrimental effect on male sexual function. The authors came to the conclusion that men's sexual functioning was negatively impacted by social media

addiction and offered advice on safe Internet usage practices (Gorzalancyk et al., 2023)

One other factor that might be contributing to Association of social media addiction with sexual preoccupation and depression might be vague and inconsistency of sexual information on social media. A content analysis examined the top 20 websites that appeared in Google search resulting in social media addiction. Researchers found that most of the websites lacked scientific evidence and provided vague or inconsistent information on social media.

The finding of this study can also be justified by the findings of meta-analysis which investigated the link between social media usage addiction and sexual preoccupation among adolescents and young people. Researchers discovered a weak but noteworthy positive connection between these two variables, indicating that social media addiction could increase sexual preoccupation and vice versa (Liu et al., 2022).

An investigation into the connection between college students' use of social media and sexual sadness. Results showed that among college students, both male and female, greater levels of social media usage were linked to an increase in feelings of sexual depression (Moreno, et al., 2016). The finding of the study also revealed that social media addiction is a potential factor that contributes to sexual depression among married individuals. This emphasizes the need to further explore additional factors influencing that mental health aspect. These findings can be used to justify the findings of this study and the factors behind such Association might be sexual performance anxiety due to irrelevant and inconsistent information about sex on social media.

A study looked at college students' use of social media and their anxiety related to sexual performance. In order to conduct the study, 1,000 college students were surveyed regarding their use of social media and degree of anxiety related to sexual performance. The results showed that among college students, both male and female, Anxiety levels have been correlated with increasing usage of social media related to sexual performance. (Alhabash., et al., 2017). This might also lead the social media addiction to develop sexual depression related to their sexual activities.

An further investigation carried out within the COVID-19 pandemic revealed a favourable association between depression and obsessive social media usage. The authors argued that social media addiction could impair the sense of control and lead to psychological discomfort, including stress, anxiety, and sadness. This is a study that analyzed the impact of adolescent internet addiction on sexual online victimization, such as sexting, sextortion and grooming. Finding revealed that internet addiction predicted online sexual victimization (Vally et al., 2023). Therefore sexual victimization might also be one of the factors leading to sexual depression due to social media addiction.

Palgrave Macmillan. This quick note covered the definition, causes, consequences, and management of social media addiction. A obsessive and excessive use of social media platforms that interferes with day-to-day functioning and well-being is the definition of social media addiction. It was proposed that a variety of psychological, sociological, and environmental factors could lead to social media addiction, which could then have detrimental effects on one's physical, mental, and

social well-being (Simsek et al., 2019). This shows that sexual issues can also result from social media addiction.

This claim can be supported by the results of another study that examined the connection between college students' emotional and academic well being and online media addiction, also the efficacy of interventions aimed at reducing online media usage addiction. The outcomes demonstrated that self-esteem, life satisfaction, academic achievement, and mental health were all adversely correlated with social networking addiction, indicating that the intervention improved academic attainment, mental health, and reduced social media addiction (Hou, Y et al., 2019).

Conclusions

Finally, the results of this study provide insight into the complex interplay among young people in Pakistan between sexual obsession, sexual despair, and social media addiction. The research underscores a significant association between these variables, providing valuable insights into the psychosocial dynamics prevalent in contemporary society.

The study's main finding is the predictive significance of social media addiction in relation to sexual depression among Pakistani youth. This suggests that individuals with higher levels of social media usage addiction may be more prone to experiencing sexual depression. Understanding this link is crucial for mental health professionals, educators, and policymakers to develop targeted interventions and support mechanisms.

Surprisingly, the study unearthed a lack of correlation between social media addiction and sexual esteem. This implies that while social media usage may influence sexual depression, it does not necessarily impact individuals' overall sexual self-esteem. This nuance in the findings emphasizes the need for a nuanced approach when addressing social media's effects on several facets of mental health.

Furthermore, the research uncovered a significant weak positive link between social media usage addiction and sexual preoccupation. This suggests that as social media consumption increases, so does the likelihood of individuals becoming preoccupied with sexual thoughts or behaviors. The moderate positive correlation with sexual depression adds another layer to this complex relationship, demonstrating that a greater level of addiction to social media corresponds to a more pronounced level of sexual depression among Pakistani youth.

These findings carry important implications for both mental health practitioners and educators working with the youth population. Developing strategies to address social media addiction as a potential risk factor for sexual depression should be integrated into mental health interventions. Additionally, educational programs could focus on promoting a balanced and healthy approach to social media use, emphasizing the importance of mindful engagement. In conclusion, this research contributes valuable knowledge to the evolving landscape of youth mental health in the context of social media. Recognizing the multifaceted connections between social media addiction, sexual depression, and sexual preoccupation is pivotal for creating

effective interventions and support systems that resonate with the experiences of Pakistani youth.

Limitations and Future suggestions

- There are certain restrictions on the current study, Initially, in the present research only Married Pakistani youth were included. The findings could vary when other samples like Unmarried Pakistani youth older Couples were included in the study.
- Due to a lack of awareness and inherent shyness, people are hesitant to openly discuss their sexual lives.
- The data was not collected from all over the country because of time shortage and money resources. So the result can be only generalised on Population of Lahore.
- For further studies researcher must try to gather data from all over the country from both married and unmarried Pakistan youth.

Implications

- This study can have wide range of implications. This study is valuable in raising awareness about proper Social Networking Usage, intimacy related Self-Esteem, Depression and Preoccupation in married Pakistani Youth.
- This study will help to know about Social Networking Usage, intimacy related Self-Esteem, Depression and Preoccupation in married Pakistani Youth. So, a study is needed to address this issue with reference to Pakistani context.

- There is a need for some interventions of Social Networking Usage, intimacy related Self-Esteem, Depression and Preoccupation in married Pakistani Youth. Therefore, this study will look at what can be done to design such appropriate interventions. With the help of different therapeutic approaches, campaigns and interventional measures better well-being can be promoted in this population.
- This study is valuable to deliver facts about proper awareness about Social Networking Usage, intimacy related Self-Esteem, Depression and Preoccupation in married Pakistani Youth.

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