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# SOCIAL MEDIA INFLUENCE ON PEOPLE'S SLEEP PATTERN AND MENTAL HEALTH

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**ABSTRACT**
*In recent years, the ubiquitous use of social media has sparked growing concerns about the impact on user health, particularly in the areas of sleep and mental health. This study investigates the influence of social media usage on sleep patterns and mental health among residents of Pollachi, a semi-urban region in Tamil Nadu, India. With the rapid rise in smartphone usage and internet accessibility, social media has become an integral part of daily life. However, this shift has also brought about significant changes in lifestyle and well-being. Using survey data conducted within the Pollachi community, this article explores how prolonged social media engagement especially during nighttime hours affects sleep quality, sleep duration, and mental health indicators such as anxiety, stress, and mood disorders. Through the latest literature and research overview, this paper shows how factors such as excessive screen time, nighttime scrolling, and constant online connections contribute to disruption in increased psychological stress. The findings reveal a strong correlation between excessive screen time and disturbed sleep patterns, along with increased signs of psychological distress, particularly among the youth.*
**KEYWORDS:** *Social Media Usage, Social Media Platforms, Influence Of Social Media, Sleep Patterns, Mental Health, Anxiety, Depression, Pollachi, Demographic Characteristics.*

## INTRODUCTION

These days, social media has emerged as a dominant force in shaping human behavior, communication, and lifestyle choices. Platforms like WhatsApp, Instagram, Facebook, and YouTube are no longer just tools for social interaction, and they have become integral to daily routines, especially among youth. While the digital revolution has brought with it numerous benefits such as easier access to information, and enhanced connectivity, it has also led to various challenges that affect physical and mental well-being. One of the most significant areas of concern is the impact of social media on sleep patterns and mental health.

Pollachi, a rapidly developing town in the Coimbatore district of Tamil Nadu, is no exception. With increasing internet penetration and affordable mobile devices, residents of Pollachi, especially students and young adults, are spending more time online than ever before. While this digital engagement has bridged gaps in communication and education, it has also introduced lifestyle disruptions that are beginning to reflect in people's sleep habits and mental health conditions.

The connection between social media usage and sleep patterns is largely influenced by the nature of digital platforms. The constant urge to check notifications, reply to messages, and scroll through often feeds late into the night, which leads to delayed bedtimes and poor sleep quality. In Pollachi, where traditional lifestyles were once guided by early rising and agricultural routines, the contrast brought about by digital dependency is becoming more evident, especially among the younger generation. Studies have shown that individuals who spend extended periods on social media are more likely to report symptoms of anxiety, depression, and low self-esteem.

This article aims to explore the growing influence of social media on sleep and mental health among the people of Pollachi. It draws upon survey data, interviews, and existing research to analyze how digital behavior is changing daily life in semi-urban settings. Special focus is given to the patterns of social media use among students and young working adults, who represent the most active online demographic.

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## RESEARCH OBJECTIVE

- To understand the demographic characteristics of people in Pollachi who use social media
- To identify the influence of social media platforms

## REVIEW OF LITERATURE

**Dr. Meera Shanker (2024)**"Impact of Social Media Usage & Social Engagement on Physical Mental Health of Young Employees" The purpose of this study was to investigate whether excessive use of social media and social engagement have an impact on the mental and physical health of employees, especially young ones. The statistical analysis, which included the Pearson Product coefficient correlation and Structure equation model, showed a positive correlation between social media use and increased mental and physical health problems among young employees. Although social media use is inevitable, it is crucial to raise awareness among young employees about its negative consequences.

**Rao P (2021)**, "Effects of Social Media Engagement on Sleep Patterns and Mental Well-being Among IT Professionals in Bangalore". This study explored the effects of social media engagement on sleep patterns and mental well-being among IT professionals in Bangalore. Data were collected from 350 IT professionals using questionnaires assessing social media usage, sleep patterns, and mental well-being. The study concluded that managing social media usage is crucial for maintaining sleep health and mental well-being among IT professionals.

**J. Nesi, 2020; P. U. Rani and Padmalosani (2019)**. It has a significant impact on online communication, connecting individuals and groups to exchange knowledge. The most commonly used social media platforms include Facebook, Wikipedia, Twitter, WhatsApp, Pinterest, LinkedIn, Instagram, and Reddit, and the use of social media has increased exponentially in recent years. Although it may seem like an exaggeration, social media has become an integral part of the lives of the younger generation, and its use continues even after they start their careers, with both positive and negative effects.

**Anand N, Thomas C, Jain PA, Bhat A, Thomas C, Prathyusha PV (2018)**,"Internet Use Behaviours, Internet Addiction, and Psychological Distress Among Medical College Students: A Multi-Centre Study from South India". This study aimed to assess internet use behaviors, prevalence of internet addiction, and associated psychological distress among medical students across South India. Data were collected using standardized questionnaires from multiple centers. The findings indicated a significant prevalence of internet addiction, which was associated with increased psychological distress, emphasizing the need for interventions targeting healthy internet use.

## RESEARCH METHODOLOGY

Research methodology refers to the structured approach used to systematically investigate a specific issue or phenomenon. This chapter outlines the methods used in the present study to explore the impact of social media usage on sleep patterns and mental health among the population of Pollachi. It includes the research design, sampling method, area and population of the study, and the tools used for data collection and analysis. This study adopts a descriptive research design, which is suitable for identifying the demographic characteristics of the respondents and summarize general trends in social media use, sleep behavior, and mental health indicators and explaining characteristics and behavioral patterns within a specific population and also chi-square test is used to examine associations between categorical variables such as age group and mental health status, or social media platform preference and sleep disturbance. The research aims to describe how age influence people's preferred social media platform outcomes among residents of Pollachi.

## DATA ANALYSIS & INTERPRETATION

The data collected from 412 student respondents in Pollachi was analyzed using the latest version of SPSS. This software facilitated the transformation of raw data into meaningful insights through descriptive statistics and Chi-square tests, thereby providing a clear understanding of how age group influence people's preferred social media platforms.

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**Table 1: Demographic Profile of the Respondents**

| Particulars | | Frequency | Percent |
|---|---|---|---|
| **Age** | Below 25 | 263 | 63.8 |
| | 26-30 | 80 | 19.4 |
| | 31-40 | 52 | 12.6 |
| | Above 41 | 17 | 4.1 |
| **Gender** | Male | 151 | 36.7 |
| | Female | 261 | 63.3 |
| **Education** | Schooling | 21 | 5.1 |
| | Diploma | 18 | 4.4 |
| | Undergraduate | 193 | 46.8 |
| | Postgraduate | 165 | 40.0 |
| | PhD | 15 | 3.6 |
| **Employment Status** | Student | 199 | 48.3 |
| | Employee | 98 | 23.8 |
| | Self-employed / Professional | 51 | 12.4 |
| | Business | 41 | 10 |
| | Home maker | 23 | 5.6 |
| **Marital Status** | Married | 101 | 24.5 |
| | Single | 311 | 75.5 |
| **Place of Residence** | Urban | 105 | 25.5 |
| | Semi-urban | 137 | 33.3 |
| | Rural | 170 | 41.3 |
| **Family Income (per month)** | Below 10000 | 39 | 9.5 |
| | 11000-25000 | 58 | 14.1 |
| | 26000-35000 | 73 | 17.7 |
| | 36000-50000 | 123 | 29.9 |
| | Above 50000 | 119 | 28.9 |
| | Total | 412 | 100.0% |

The data provides a demographic breakdown of 412 respondents across various categories. The majority of respondents (63.8%) are below 25 years of age, indicating a predominantly young sample. Females constitute a larger share of the population (63.3%) compared to males (36.7%). In terms of education, most respondents hold undergraduate (46.8%) or postgraduate (40%) degrees, showing a well-educated group overall. Nearly half of the respondents (48.3%) are students, followed by employees (23.8%) and self-employed professionals (12.4%). A significant portion of the respondents are single (75.5%), which correlates with the youthful age group. When it comes to residence, rural areas account for the largest share (41.3%), followed by semi-urban (33.3%) and urban areas (25.5%). Regarding family income, most respondents fall within the ₹36,000–₹50,000 range (29.9%) or earn above ₹50,000 (28.9%), suggesting a middle to upper-middle-income distribution. Overall, the data reflects a predominantly young, female, well-educated, and single demographic with a rural-leaning residential background and moderate-to-high family income levels.

**Table 2: Age and Preferred social media platform**

| Age and Preferred social media platform | Value | df | Asymptotic Significance (2-sided) |
|---|---|---|---|
| **Instagram** | 54.161 | 3 | 0 |
| **LinkedIn** | 34.683 | 3 | 0 |
| **Twitter** | 8.292 | 3 | 0.04 |
| **Snapchat** | 75.801 | 3 | 0 |
| **YouTube** | 4.906 | 3 | 0.179 |
| **WhatsApp** | 6.095 | 3 | 0.107 |
| **Facebook** | 29.343 | 3 | 0 |
| **Telegram** | 22.729 | 3 | 0 |

The table presents the relationship between age and preferred social media platform using chi-square test results. A significance level (p-value) below 0.05 typically indicates a statistically significant association. Based on the data, Instagram, LinkedIn, Snapchat, Facebook, and Telegram all show significant associations with age ($p = 0.000$), meaning age has a strong influence on preference for these platforms. Twitter also shows a statistically significant association ($p = 0.04$), although to a lesser extent. In contrast, YouTube ($p = 0.179$) and WhatsApp ($p = 0.107$) do not exhibit statistically significant relationships with age, suggesting that age may not be a strong factor in the preference for these two platforms. Overall, the results suggest that age significantly influences social media preference for most platforms, with the exception of YouTube and WhatsApp.

## SUGGESTIONS

1. **Targeted Platform Strategies:** Businesses or organizations aiming to reach younger demographics in Pollachi should focus on Instagram, Snapchat, and LinkedIn. Platforms like YouTube and WhatsApp can be used for mass outreach, as they are preferred across all age groups.
2. **Youth-Focused Campaigns:** Since most users are students and single, social media initiatives can focus on career guidance, entertainment, skill development, and relationship-based content.

## CONCLUSION

The study reveals that social media usage in Pollachi is predominantly driven by a young, well-educated, and largely female demographic. Age plays a significant role in shaping platform preferences, with Instagram, Snapchat, LinkedIn, and Facebook being more popular among younger users, while platforms like YouTube and WhatsApp show universal appeal. These insights suggest the need for age-specific. The pervasive nature of social media, available 24/7 on multiple devices has led to disruptions in sleep schedules, particularly among younger age groups. Prolonged use, especially late into the night, results in delayed bedtimes, and poorer sleep quality, which in turn affects overall well-being. The constant exposure to notifications, and the blue light emitted from screens all contribute to difficulty falling asleep and maintaining restful sleep.

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