

The coexisting effect of social media use on psychological wellbeing

Author: Luca Santangelo
University of Twente
P.O. Box 217, 7500AE Enschede
The Netherlands

ABSTRACT

Due to the rise of social media a lot of concern have risen up about the effects it has on consumers phycological well-being. The objective of the thesis is to show that positive and negative effects can coexist throughout a set of mediators including bonding and bridging social capital, smartphone addiction and social isolation, and therefore give a different view on this topic compared to existing literature. A quantitative study was done with a sample of 60 consumers mainly students, using Factors analysis and correlation. The results show Social media use has a favorable indirect influence on psychological well-being, primarily because it builds bonding and bridging social capital. In addition, the results show that social media use leads to a high risk of becoming smartphone addicted and so reduces psychological well-being. This thesis assists in solving the discrepancies thus far identified in the literature by providing data and statistical analysis demonstrating both positive and negative impacts may coexist.

Graduation Committee members:

Dr. Hatice Kizgin

Keywords

social media, social capital, smartphone addiction, social isolation, psychological wellbeing, coexistence

1. INTRODUCTION

1.1 Topic relevance

The use of social networking sites has grown to be a significant component of millions of people's everyday routines (Erfani & Abedin, 2018) and given the belief that regular use of these sites has an effect on psychological wellbeing (Doan, 2016), the topic "Does social media use impact consumer well-being" gained a significant importance in literature. After reviewing some literature, one could note that, as demonstrated by Erfani and Abedin(2018), the majority of the studies focused on either the good(Bano et al., 2019) or negative (Kalpidou et al., 2011) effects of social media use on psychological well-being, but as mentioned by Ostic et al. (2021) limited research was done on the coexistence of negative and positive effects. Therefore, the research question arises "To what extent does social media use have a coexisting positive and negative effect on consumers' psychological well-being?" To answer that question, one needs to start by taking into account additional factors that mediate and help to explain the effect of social media use on consumers psychological wellbeing. In the past, the social capital theory has been applied to research how using social media influences psychological wellbeing for (e.g., Li & Chen, 2014; Pang, 2018). Additionally, this research takes into account a number of factors mentioned in the research as influencing the connection between social media use and psychological well-being, including smartphone addiction (Gökçearslan et al., 2018) and social isolation (Rasmussen et al., 2020) and indirect relationship between social media use and psychological well-being (Choi & Noh, 2020).

Based on the constraints of the research by Ostic et al (2021) , one wants to consider expanding on their framework by using mediators' social isolation, smartphone addiction, bonding social capital, and bridging social capital. Their study was conducted in the midst of the COVID 19 pandemic, and as a result, the participants stayed at home and used social media extensively. In addition, a significant percentage of the sample was females, and the sample solely included students from Mexico. To examine further the coexistence of positive and negative impacts of social media use on psychological well-being, it is highly relevant to undertake a comparative study in non-covid periods with a higher variety of gender and nationality.

The research gap is that further research must be done, to determine the coexistence of positive and negative effects social media use has on consumers' psychological well-being. Emphasized by Erfani & Abedi, (2018) the majority of research shows: "conflicting results in regard to this question: some studies reported that the use of SNSs has positive impacts on users' psychological well-being, whereas some others reported negative impacts." (p. 17). Also, previous research was mostly concentrated on the direct impacts of social capital structures, social isolation, smartphone addiction, and social media use on psychological wellbeing (Ostic et al., 2021). Because of this, understanding how social capital forms, social isolation, and smartphone addiction moderate the indirect impact of social media use on psychological well-being is still underexplored, with a few studies done on it for example Pang, (2018) who figured that a positive indirect effect mechanism through which social

use of social media would affect psychological well-being through connections and preserved social capital and Bano et al. (2019) figured the PSW of students is significantly impacted positively by time spent on WhatsApp, and students social capital was improved by its use. The possibility for smartphone addiction to mediate the link between psychological well-being and media usage has also received little attention (Ostic et al., 2021)

2. LITERATURE REVIEW

A review of the literature on social media use, and the impact on consumers psychological well-being serves as the foundation for the conceptual framework. We first address the literature on the usage of SNSs, social capital, social isolation, smartphone addiction, and psychological well-being, before presenting the conceptual model created for this study, which includes a discussion of each of the hypotheses.

2.1 Social media

Social media has become an essential component of most people's daily lives Globally, more than 4.89 billion people use social media, and by 2027, that number is expected to rise to 5.85 billion (*Number of Worldwide Social Network Users 2027 | Statista*, 2023). Therefore, social media use provides consumers and peers with an effective and crucial tool for encouraging interactions, connections, and communications (Tang et al., 2015). The phrase "social media" typically refers to a broad range of user-generated and publicly available media content. According to Tang et al. (2015), social media is a collection of web-based programs that expand on the principles and innovations of Web 2.0 and enable users to produce and distribute user-generated content. Numerous studies have made a distinction between active and passive use of social media (Kross et al., 2021; Verduyn et al., 2017). Active social media use, in general, refers to actions that encourage direct communication with others (Verduyn et al., 2017). Through exchanging ideas, communicating with others, and maintaining their social images, people can create and maintain connections (Ellison et al., 2007). As a result, social media is frequently seen as an additional form of offline communication that satisfies a basic desire for social connection (Baumeister & Leary, 1995; Hall et al., 2019) The term "passive social media use" refers to online information consumption or surfing without having direct social interactions (Verduyn et al., 2017). Popular social networking sites that consumer use are, for example Facebook, Instagram, Snapchat and TikTok.

2.2 Bonding and Bridging social capital

Putnam (1995a) defined social capital as social organization characteristics that promote coordination and collaboration for mutual advantage include networks, norms, and social trust. Later on, he defined it more specific and referred to it as social networks and their associated norms of reciprocity (Putnam, 2000), indicating that it is both the network and the effect of the

network (Williams, 2006). According to this view, reciprocity is a crucial mechanism for describing how social capital among people works. The idea of reciprocity suggests that users gain from the network and offer something back (Steinfeld et al., 2009). Williams (2006) differentiated that different types and quantities of social capital will originate from different networks and interactions since they are fundamentally distinct from one another. Therefore Putnam's (2000) concepts of "bridging" and "bonding" social capital allows for the development of different types of social capital in the occurrence of different norms and networks. Connecting individuals with varying backgrounds through social networks is known as "bridging social capital," and it develops as a result of exposure to a heterogeneous network with a majority of weak relationships, furthermore "bridging social capital" may thereby widen perspectives or social horizons, or it may create new chances for learning or access to resources. (Steinfeld et al., 2013), (Williams, 2006). Strong links between people, such as those between family members and close friends, enable them to support one another emotionally or physically. This is known as bonding social capital (Steinfeld et al., 2008). The backgrounds of those with bonding social capital are less diverse, but their personal relationships are stronger.

2.3 Smartphone addiction

Now days more than 5.2 million people use a smartphone with an expectation that it will be 6.1 million users by 2028 (Statista, 2023). Because of these figures, and the expected rapid evolution and development of information and communication technology's concepts of internet, gaming, or smartphone addiction have emerged (Kwon et al., 2013). According to West (2001) addiction refers to negatively impacts a person's physical health, psychological wellbeing, and social life due to the removal of choice. This led to the Takao et al. (2009) to assume that "Such problematic mobile phone use can be considered to be an addiction-like behaviour" Smartphone addiction is generally characterized by a person's excessive smartphone use and the negative effects on their lives as a result of their inability to control this activity (Park & Lee, 2012). Moreover, in the past smartphone addiction has been evaluated using the four criteria of "tolerance," "withdrawal," "excessiveness," and "functional dysfunction" (Lin et al., 2014)

2.4 Social Isolation

"A deficit of personal relationships or being excluded from social networks" defines the term social isolation (Choi and Noh, 2019). Furthermore, literature divides the term social isolation into two constructs one objective social isolation and the other subjective isolation. According to Primack et al. (2017) both objective social isolation—the actual absence of social ties—and subjective social isolation—the perception of being disengaged from others—are included in the concept of social isolation. Several aspects of social isolation are similar but distinct: Even if one is objectively alone, they may not feel lonely (objective social isolation), and even

if they are objectively connected to people, they may still feel lonely (subjective social isolation) (Holt-Lunstad et al., 2015).

2.5 Psychological well-being

The idea of psychological well-being is also known as the eudemonism perspective, which refers to the capacity to cope with the challenges that a person often encounters in life (Balci, 2020). Psychological well-being assesses well-being based on the characteristic such like improvements in the face of existential challenges of life for example establishing quality bonds with others (Keyes et al., 2002), or as Ryan & Deci (2001) describes it "life meaning and self-realization". Moreover, not all desired outcomes regardless of how highly they are regarded would automatically result in happiness. Certain outcomes, despite being pleasurable, are bad for people and do not support wellbeing. As a result, from a eudaimonism standpoint, subjective happiness and wellbeing are not the same thing (Ryan & Deci, 2001). Thus, to distinct PSW from SWB, Ryff & Keyes (1995) proposed a multifaceted method for measuring PWB that takes into account six different facets of human actualization: autonomy, personal growth, self-acceptance, life purpose, mastery, and positive relatedness. These six dimensions outline what stimulates mental and physical health and serve as a theoretical and operational definition of PWB (Ryff & Singer 1998). Ryff and Singer (2008) further examined that eudaimonism well-being may benefit health by fostering efficient control of a number of psychological systems.

3. Research model development and Hypothesis formulation

3.1 Conceptual model

The proposed study will investigate how social media use effects consumers in both positive and negative ways and investigates its coexistence. The conceptual model of the impact of social media use on psychological well-being is shown in Figure 1. As the model shows, the relationship between social media use and psychological wellbeing can be explained by bonding social capital, bridging social capital, smartphone addiction and social isolation. The following sections will discuss the proposed relationships and hypotheses in detail.

Commented [SL(SB11)]: Indirect hypothesis also mention or leave it as it is

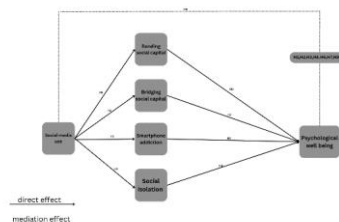


Figure 1 Conceptual Model

3.2 Social Media Use and Social Capital

Social networking sites (SNS) provide a platform for active dialogue between friends and more passive observation through aggregated streams of social news, thus completing the network of relationships present in the offline world (Burke et al., 2010). Greater levels of social capital, or advantages made possible by the existence of a social structure, have been linked to using these SNS (Coleman, 1988). These advantages include bonding social capital, the emotional support of close friends, and bridging social capital, access to fresh information through a diverse network of contacts (Putnam, 2000), and recent studies have shown a favorable connection between social media use and social capital (Pang, 2018; Tefertiller et al., 2020; Simons et al., 2021). Ellison et al. (2007) revealed that students who use Facebook frequently have higher amounts of both types of social capital. Furthermore, Burke et al. (2011) analyzed that receiving communications from friends is connected with improvements in bridging social capital, according to his conducted longitudinal survey that matched to server logs from 415 Facebook users. Burke et al. (2010) also discovered that directed communication is connected to stronger bonding social capital feelings. Moreover, data from 266 students were evaluated by Bano et al. (2019), who discovered that WhatsApp use had beneficial impacts on social capital forms. In addition, Li and Chen (2014) suggested that social capital forms were positively correlated with the intensity of Facebook use by Chinese international students in the United States. Overall, when they encourage communication, social support, and the sharing of interests, knowledge, and skills with other members, the manifest and social links between people from close social circles (bonded social capital) and from distant social circles (bridging social capital) are enhanced (Ostic et al., 2021).

Based on the literature mentioned above, this analysis suggests the following hypotheses.

H1: Using social media is associated positively with bonding social capital.

H2: Using social media is associated positively with bridging social capital.

3.3 Social Media Use and Smartphone Addiction

Smartphone addiction is characterized by a person's excessive smartphone use and the negative effects on their lives as a result of their inability to control this activity (Park & Lee, 2012). Smartphone addiction causes harm to people's social, physical, and mental health by restricting their capacity to make their own decisions. (Chotpitayasunondh & Douglas, 2016). Jeong et al. (2016) states that those who are addicted to smartphones tend to use their devices excessively for social media, entertainment (viewing videos and music), and playing online games, additional research by (Salehan & Negahban, 2013; Swar & Hameed, 2017) evidence the assumption as well. Jeong et al. (2016) highlighted how social media use and smartphone addiction are associated and evidenced that those who use smartphones for SNS, games, and amusement are more likely to become

addicted to them than those who use them for study-related objectives, according to a sample of 944 respondents who were chosen from 20 elementary schools in South Korea the researchers came to the conclusion that SNS use was a better predictor of smartphone addiction than game use, despite the fact that both SNS use, and game use were positive predictors of smartphone addiction. Moreover, (Salehan & Negahban, 2013) discovered that an important predictor of smartphone addiction is the use of SNS mobile applications. The outcome also demonstrates how the size of the SNS network and the user's SNS activity have an impact on how SNS mobile applications are used.

Based on the literature mentioned above, this analysis suggests the following hypotheses.

H3: Social media use is positively associated with Smartphone addiction.

3.3 Social Media Use and Social Isolation

"A deficit of personal relationships or being excluded from social networks" defines the term social isolation (Choi and Noh, 2019). Increased mortality and morbidity are associated with the condition in which a person lacks genuine social involvement, a sense of belonging, and a fulfilling relationship (Primack et al., 2017). According to recent studies, using social media lessens social isolation (Primack et al., 2017; Meshi et al., 2020; Al-Kandari & Al-Sejari, 2021)). Primack et al. (2017) concluded that young adults who use social media frequently appear to feel more socially isolated than their peers who use it less frequently based on a sample of 787 U.S. adults aged 19–32 years. Moreover, Meshi et al. (2020) showed a connection between problematic social media use and older people's sense of social isolation using a sample of 213 participants. According to Al-Kandari and Al-Sejari (2021) study, social isolation was more prevalent among males and young adults aged 22 and older who used WhatsApp and Facebook more frequently, The research revealed that users preferred to communicate and interact with others online rather than in person, which steadily increased their degree of social isolation as smartphones took the role of interpersonal interactions as the primary means of communication (Al-Kandari & Al-Sejari, 2021).

Based on the literature mentioned above, this analysis suggests the following hypotheses.

H4: Social media use is significantly associated with social isolation.

3.4 Indirect Relationship Between Social Media Use and Psychological Well-Being

Few researchers have examined and demonstrated the mediating roles of social capital structures, social isolation, and smartphone addiction resulting from social media use in enhancing psychological wellbeing (Chen and Li, 2017; Pang, 2018; Bano et al., 2019; Choi and Noh, 2019; (Ostic et al., 2021). According to Ostic et al. (2021) his results demonstrated that social media use had a considerable and positive impact on psychological wellbeing mainly through bonding and bridging social capital, despite the significant and negative impact on

psychological wellbeing caused by smartphone addiction and social isolation that was also observed. Social media use has a positive overall impact on psychological wellbeing, according to Ostic et al. (2021), who also found that both positive and negative impacts coexist. Moreover, Pang (2018)'s research revealed a favorable indirect effect mechanism through which social media use would affect psychological well-being through connections and preserved by social capital.

Based on the literature mentioned above, this analysis suggests the following hypotheses.

H5: Bonding social capital, bridging social capital, smartphone addiction and social isolation mediate the relationship between social media use and psychological well-being.

3.5 Social Capital, and Psychological Well-Being

Many angles have been used to extensively examine the psychological benefits of forming bonds and bridging social capital (Gong et al., 2021). Previous research has demonstrated the significance of the relationship between social capital and psychological well-being, which is supported by the social capital theory (Chen & Li, 2017; Yoo & Jeong, 2017; Lee et al., 2018) whereas the majority of academics have acknowledged the significance of bonding social capital for actors' psychological well-being, although most have also noted the necessity of bridging social capital for actors' upward mobility (Putnam, 2000). Bekalu et al. (2019) found out that bonding and bridging social capital have positive effects on interactions such as acceptance, trust, and reciprocity, which connected to people's psychological well-being. In addition, Pang (2018) study shows a beneficial indirect effect mechanism by which social media use would affect psychological well-being through connections and preserved social capital. Moreover, the research that has been conducted supports the idea that various forms of social capital are favorably related to psychological well-being. (Pang, 2018). Coleman (1988) states that social integration of family members (bonding social capital), is favorably correlated with psychological well-being. Using data from undergraduate students at a major Midwestern institution in the United States, (Lee et al., 2018) found a strong correlation between social capital and psychological well-being in both offline and online contexts.

Based on the literature mentioned above, this analysis suggests the following hypotheses.

H6: Bonding social capital is positively associated with psychological well-being.

H7: Bridging social capital is positively associated with psychological well-being.

3.6 Smartphone addiction and Psychological Well-Being

The considerable effects of compulsive smartphone use on users' physical symptoms, sense of social isolation, and psychological wellbeing were demonstrated by Al-Kandari and Al-Sejari in 2021. Furthermore, the results were consistent with earlier research (McDaniel & Coyne, 2016; Matar Boumosleh & Jaalouk, 2017), which shows

that smartphone overuse has a major detrimental impact on consumers' everyday lifestyle choices and can result in a number of physical and mental health issues. Moreover, Kumcağız and Gündüz (2016) study revealed that there seemed to be a significant link between smartphone addiction and psychological well-being among university students. Overall Lapiere et al. (2019) argued that there is a relationship between smartphone over use and psychological health.

Based on the literature mentioned above, this analysis suggests the following hypotheses.

H8: Smartphone addiction is negatively associated with psychological well-being.

3.7 Social isolation and Psychological Well-Being

According to Issa and Jaleel (2021) Social isolation is a strong predictor of psychological wellbeing. For instance, a sample of 244 nurses by Huyghebaert et al. (2019) discovered that occupational isolation was adversely and significantly connected to wellbeing. Hossain et al. (2020) examined eight hospital publications and discovered that they discussed a rise in mental health issues for participants who were subjected to isolation or quarantine. It was decided that PWB will be utilized to review and externally evaluate social isolation as a result. Furthermore, Lukács (2021) concluded based on his sample that social isolation measures negatively affected students' everyday life and well-being. Additionally, Dove et al. (2022) came to the conclusion base on his sample of 1,190 older adults that social isolation measures had a significant negative impact on students' wellbeing and daily lives.

Based on the literature mentioned above, this analysis suggests the following hypotheses.

H9: Social isolation is negatively associated with psychological well-being.

4. METHODOLOGY

4.1 Research design

An online survey that participants themselves self-administered was used for this quantitative study consisting of 28 items. The survey's objective is to gather information on students' use of social media. The sample of students was used to derive conclusions about the targeted consumers of social media users. Students are seen to be the most suitable sample for e-commerce studies, especially in the setting of social media (Oghazi et al., 2018; Shi et al., 2018). Using non-probability convenience sampling and snowball sampling, respondents were chosen (Dusek et al., 2015; Baker et al., 2013).

4.2 Survey Instrument/Measures

There were nine parts in the survey. The opening page reminded respondents of their right to withdraw from the survey at any moment and explained the anonymity and confidentiality of the survey. The purpose of the first phase was to screen out those who don't use social media. The variables of the conceptual model were the

focus of the next six survey sections. The objective of the last section was to collect participants sociodemographic information. The items in this study are all drawn from the literature. Furthermore, all items were scored on a Likert scale of 1 (strongly disagree) to 5 (strongly agree). Table 1 shows the constructs examined in this study, their definitions, and the source of the items used to measure it.

Social media use

The four-item scale from (Ellison et al., 2007) was used to measure how often people use social media. The four questions were scored on a Likert scale of 1 (strongly disagree) to 5 (strongly agree). Example items will include, "I use social media on a daily basis," "social media is becoming a regular part of my life," "I feel out of touch when I haven't gone onto social media for a time," and "I would be sorry if social media shut down."

Bonding and bridging social capital

Respondents rated their degree of agreement with eight items modified from the Internet Social Capital Scales (1 = strongly disagree to 5 = strongly agree) .Williams, (2006) Four questions were averaged to form a scale of bonding social capital and another four questions were averaged to form a scale of bridging social capital.

Smartphone addiction

Four items obtained from Salehan and Negahban (2013) were used to test smartphone addiction. Examples of such Items include "I am always obsessed with my mobile," "Using my mobile keeps me comfortable," and "I am unable to prevent myself from regular usage of mobile phones." Again, the four questions were scored on a Likert scale of 1 (strongly disagree) to 5 (strongly agree).

Social Isolation

Three items of Choi and Noh (2019) scale were used to assess social isolation. The phrases "I have no one to hang out with," "I feel alone among others," and "I have no one I can trust" are examples. The three questions were scored on a Likert scale of 1 (strongly disagree) to 5 (strongly agree).

Psychological well-being

The four-item scale adapted from Diener et al. (2010) were used to measure the psychological well-being of the consumers. The four questions were scored on a Likert scale of 1 (strongly disagree) to 5 (strongly agree). Sample items will be "I lead a purposeful and meaningful life with the help of social media" and "My social relationships are supportive and rewarding in social media."

Table 1 Construct summary

Social media use	social media use provides consumers and peers with an effective and crucial tool for encouraging interactions, connections, and communications (Tang et al., 2015). The five-item scale from (Ellison et al., 2007) will be used
Bonding Social capital	Strong links between people, such as those between family members and close friends, enable them to support one another emotionally or physically. This is known as bonding social capital (Steinfield et al., 2008). Four questions obtained from Williams (2006) will be used to form a scale of bonding social capital
Bridging Social Capital	"bridging social capital," and it develops as a result of exposure to a heterogeneous network with a majority of weak relationships, furthermore "bridging social capital" may thereby widen perspectives or social horizons, or it may create new channels for learning or access to resources. (Steinfield et al., 2013), (Williams, 2006). Four questions obtained from Williams (2006) will be used to form a scale of bridging social capital
Smartphone addiction	" Smartphone addiction is generally characterized by a person's excessive smartphone use and the negative effects on their lives as a result of their inability to control this activity (Park & Lee, 2012). Five items obtained from Salehan and Negahban (2013)
Social isolation	"A deficit of personal relationships or being excluded from social networks" defines the term social isolation (Choi and Noh, 2019). Three items of Choi and Noh (2019) scale
Psychological wellbeing	Psychological well-being assesses well-being based on the characteristic such like improvements in the face of existential challenges of life for example establishing quality bonds with others (Keyes et al., 2002), or as Ryan & Deci (2001) describes it "life meaning and self-actualization." The five-item scale adapted from Diener et al. (2010)

5. DATA COLLECTION

Data collection is conducted via an online survey on Qualtrics. For analysis of this research, SPSS is used to draw a validated statistical conclusion. For each concept, several items are used to measure the effect on another variable. The study's data took individuals into account. Data was gathered in May 2023 over the course of one week. The mentioned social networking channels were utilized to disseminate the survey: WhatsApp, LinkedIn, and Instagram. To guarantee that there was no prejudice involved, the survey was first authorized by the University of Twente ethics committee. The survey's participation was entirely optional. Anytime somebody wanted to leave, they could.

5.1 Sampling

In total, 61 participants responded to the survey. However, the screening question "Do you use social media" has been altered to incorporate an exclusion criterion. The usage of social media was necessary for survey participation. Some of the replies had to be eliminated since the surveys were not complete and the responses were not relevant. Participants who answered that they do not use social media have been excluded. Out of 61 replies, 60 were included in the subsequent study, therefore 60 respondents were analyzed; 31 of them identified as males, and 29 as women. Consequently, the sample is made up of (48.3%) females, (51.7%) males (appendix 2.1). In addition, 26 respondents (43,3%) are between the ages of 18 and 21; 29 respondents (48,3%) are between the ages of 22 and 25; and 5 respondents (8,4%), are over 26 (appendix 2.2). Moreover from the total of 60 responses , 50 respondents (83,3%) were students. 1 respondent (1,7%) was unemployed, 6 respondents (8,4%) were employed full-time , 4 respondents (6,6%) were in an apprenticeship (appendix 2.3). Last but not least, we can see that the majority of respondents make use of WhatsApp (95%) and Instagram (86.67%).

5.2 Demographics

Table 2 Demographic characteristics of the respondents

variable	Value	Count	%
Gender	Male	31	51.7
	Female	29	48.3
	Non-binary	0	0
	Prefer not to say	0	0
Occupation	Student	50	83.3
	Employed full-time	5	8.4
	Employed part-time	0	0
	Apprenticeship	4	6.6
	Unemployed	1	1.7
	Prefer not to say	0	0
Age	Under 18	0	0
	18-21	26	43.3
	22-25	29	48.3
	26+	5	8.4
Social media platforms <small>Multiple answers could be selected Out of a total of 60 responses</small>	Instagram	53	86.67
	Facebook	22	36.67
	WhatsApp	57	95
	Twitter	16	26.67
	LinkedIn	27	45
	Tik Tok	21	35

6. Results

In order to test the hypothesis, the data was analyzed in SPSS using exploratory factor analysis, Cronbach's alpha, multi-regression models, and correlation analysis to give an answer to the research question.

6.1.1 Exploratory factor analysis

In factor analysis, the correlations between variables are broken down into their more basic components, called factors (Cudeck, 2000). Prior to this, the Kaiser-Meyer-Olkin test (KMO) was used to determine whether the items were suitable for factor analysis. KMO is used in SPSS to gauge how adequate a sample is. Kaiser (1974) recommends a minimum value of 0.5; 0.6 satisfies the most minor demands; 0.7 satisfies the medium standards; 0.8 satisfies the acceptable standards; and 0.9 surpasses the maximum criteria (Hutcheson & Sofroniou, 1999). The items used to gauge social media use received a score of 0.534. Bonding social capital received a score of 0.674. Items score for bridging social capital were 0.628. Smartphone addiction received a score of 0.805. Social isolation had a score of 0.671. Items scores for psychological well-being were 0.746. The KMO results are in Appendix 3. Thus, a factor analysis can be performed using the data. (Table 3) shows the findings of the factor loadings from the factor analysis of the various variables. Social media usage, bridging social capital, smartphone addiction, social isolation, and psychological well-being at first look seem to fit seamlessly into component 1. However item (BOSC4) from Bonding social media scored lower than 0.5 and therefore got dropped. All remaining items from Bonding social capital scored higher than 0.5. Table 2's final variables all have scores over 0.5, thus those will be utilized to determine Cronbach's alpha to perform regression analyses. Kline (2005) states that high factor loadings (i.e., >0.5) signify convergent validity; hence, the one item in Bonding Social Capital was eliminated since it scored below 0.5 (Table 2). Furthermore all constructs (Table 2)

show an acceptable CR and AVE. The construct of social media shows an AVE of less than 0.5 however, when AVE is less than 0.5 but the CR is more than the acceptable 0.6, it still can be used (Lam, 2012)

6.1.2 Reliability Analysis

Applying Cronbach Alpha coefficients, which rate each construct's consistency (Cronbach, 1951), one evaluated the constructs' reliability. Cronbach's alpha should be greater than 0.6 for the results of the measurements to be considered reliable (Pallant, 2021). Social media usage scored an alpha of 0.642 (appendix 4.1). The alpha was 0.738 (appendix 4.2) after one eliminated the item for bonding social capital, which is higher than 0.614 (appendix 4.3) when all items were taken into account. Bridging social capital alpha is 0.698 (appendix 4.4). Alpha for smartphone addiction is 0.876 (appendix 4.5). Social isolation alpha is 0.750. Psychological well-beings' alpha is 0.762 (appendix 4.6).

Table 3 Item loadings

Construct	Item code	Loading	α	CR	AVE
Social media use	SMU1	0.74	0.624	0.788	0.483
	SMU2	0.7			
	SMU3	0.684			
	SMU4	0.652			
Bonding social Capital	BOSC1	0.839	0.614	0.785	0.505
	BOSC2	0.766			
	BOSC3	0.808			
	BOSC4	0.227			
Bridging social capital	BRSC1	0.803	0.698	0.817	0.531
	BRSC2	0.575			
	BRSC3	0.721			
	BRSC4	0.704			
Smartphone addiction	SPA1	0.912	0.876	0.915	0.731
	SPA2	0.758			
	SPA3	0.916			
	SPA4	0.824			
Social Isolation	SI1	0.86	0.75	0.859	0.67
	SI2	0.811			
	SI3	0.782			
Psychological well-being	PWB1	0.821	0.762	0.852	0.59
	PWB2	0.740			
	PWB3	0.692			
	PWB4	0.805			

6.2 Correlation

The correlation matrix (table 3) below demonstrates a number of noteworthy relationships. Pearson's correlation coefficient is used to assess how strongly two variables are related. There is no correlation if the correlation is 0, and there is a perfect connection if the correlation is one (Akoglu, 2018). Social media use shows a positive relation to bonding (0.416) and bridging (0.408) social capital. Moreover, Smartphone addiction (0.600) and psychological well-being (0.611) strongly correlate with social media use. Furthermore, Bonding social capital correlates strongly with bridging social capital (0.647). In addition Psychological well-being and Smartphone addiction have a positive relation to bonding social capital. Bridging social capital strongly relates to

Smartphone addiction (0.478) and Psychological well-being (0.662). Lastly Smartphone addiction has a positive relation to psychological well-being (0.551).

	SMU	M	1	2	3	4	5	6
SMU	2.582	15.2	1					
BOSC	2.139	11.116	0.416**	1				
BRSC	2.619	14.016	0.408**	0.647**	1			
SPA	3.916	11.48	0.600**	0.307*	0.478**	1		
SI	2.069	5.083	0.127	0.113	0.103	0.051	1	
PWB	3.091	11.5	0.611**	0.539**	0.662**	0.591	0.176	1

**Correlation is significant at the 0.01 level (2-tailed)
*Correlation is significant at the 0.05 level (2-tailed)

Table 4 Correlation matrix

6.3 Regression Analysis

HYPOTHESIS 1

The findings (appendix 5.1) indicate a $(\beta= 0.416, p= <0.001)$ for the relationship between social media use and bonding social capital. H1 is supported by analysis since there is a strong correlation between using social media and bonding social capital. It will be understood that heavy social media use has a positive relationship with Bonding social capital.

HYPOTHESIS 2

The findings (appendix 5.2) indicate a $(\beta= 0.408, p= 0.001)$ for the relationship between social media usage and Bridging social capital. H2 is supported by data since there is a strong link between using social media and bridging social capital. It will be understood that frequent use of social media has a beneficial relationship with bridging social capital.

HYPOTHESIS 3

According to the findings (appendix 5.3), $(\beta= 0.600, p= <0.001)$ for the relationship between social media usage and Smartphone addiction. H3 is supported by data due to a significant relationship between social media use and Smartphone addiction. The claim that frequent usage of social media has a negative relationship with Smartphone addiction will be accepted.

HYPOTHESIS 4

According to the findings (appendix 5.4), there is a $(\beta= 0.127, p=0.334)$ between social media usage and Social isolation. H4 is not supported by data due to an insignificant relationship between social media use and Social Isolation. The claim that frequent usage of social media is associated with Social isolation will be rejected.

HYPOTHESIS 5

According to the table (appendix 5.5, 5.6, 5.7) there is an indirect relation between social media use and psychological well-being mediated by Bonding $(P= 0.008)$ and Bridging social capital $(P= <0.001)$, and Smartphone addiction $(P= 0.03)$. Furthermore Social isolation doesn't have an indirect relation and has a corresponding $(P=0.346)$. This means that we can accept

the hypothesis for an mediation affect for Bonding, Bridging social capital and smartphone addiction.

HYPOTHESIS 6

The findings (appendix 5.8) indicate a $(\beta= 0.539, p= <0.001)$ for the relationship between psychological well-being and bonding social capital. H6 is supported by analysis since there is a strong correlation between psychological well-being and bonding social capital. It will be understood that Bonding social capital has a positive relationship with social psychological well-being.

HYPOTHESIS 7

The findings (appendix 5.9) indicate a $(\beta= 0.662, p= <0.001)$ for the relationship between psychological well-being and bridging social capital. H7 is supported by data since there is a strong correlation between psychological well-being and bridging social capital. It will be understood that Bridging social capital has a positive relationship with psychological well-being.

HYPOTHESIS 8

According to the findings (appendix 5.10), there is a $(\beta= 0.591, p= <0.001)$ between the relation of Smartphone addiction and psychological well-being. H8 is supported by data due to a significant relationship between psychological well-being and Smartphone addiction. The claim that Smartphone addiction negatively affects psychological well-being will be accepted.

HYPOTHESIS 9

According to the findings (appendix 5.11), there is a $(\beta= 0.126, p=0.178)$ between Social isolation and psychological well-being. H9 is not supported by data due to an insignificant relationship between Social Isolation and psychological well-being. The claim that Social isolation negatively affects psychological well-being will be rejected.

Table 5 Summary of Hypothesis testing

Hypothesis	St. Estimator	t-value	P-value	Decision
H1. Social media use -> Bonding social capital	0.416	3.482	<.001	Accepted
H2. Social media use -> Bridging social capital	0.408	3.401	<.001	Accepted
H3. Social media use -> Smartphone addiction	0.6	5.714	<.001	Accepted
H4. Social media use -> Social isolation	1.27	0.974	0.334	Rejected
H5. Social media use -> Bonding social capital -> Psychological well-being	0.106	2.618	0.008	Accepted
H5. Social media use -> Bridging social capital -> Psychological well-being	0.085	3.348	<.001	Accepted
H5. Social media use -> Smartphone addiction -> Psychological well-being	0.0618	2.149	0.03	Accepted
H6. Bonding social capital -> Psychological well-being	0.539	4.87	<.001	Accepted
H7. Bridging social capital -> Psychological well-being	0.662	6.72	<.001	Accepted
H8. Smartphone addiction -> Psychological well-being	0.591	5.578	<.001	Accepted
H9. Social isolation -> Psychological well-being	0.176	1.362	0.178	Rejected

7. DISCUSSION

The aim of this study was to determine the extent to which social media use has an effect on the psychological well-being of the consumer, by measuring the effect through Bonding and Bridging social capital, Smartphone

Commented [SL(SB12)]: Should i write also write a part for the indirect affect

Commented [SL(SB13R2)]: Mediating analysis

Commented [SL(SB15)]: Table machen für hypothesen mit p value und allem

Commented [SL(SB14)]: Ask Haticc

addiction and Social Isolation. As well, this study measured the indirect effects the mediators Bonding and Bridging social capital, Smartphone addiction and Social Isolation have on the relation between Social media use and psychological well-being. The results of the current study show that as technology continues to improve and a variety of accessible connection possibilities become available, the psychological effects of social media use among people are growing and are getting more complicated. Based on the sixty valid responses seven hypothesis got accepted and two rejected. To assure the reliability and statistical validity of the measurements, a conceptual model was developed using literature investigations into the key academic works on the field. Reliability analysis and regression analysis have proven the measurements' accuracy.

H1 findings suggest that social media use is significantly affecting bonding social capital. This suggests that social media use assists people to maintain tight relationships with family, friends, and other people they have close links to during situations like a pandemic or being in a different country. This result is consistent with previous studies conducted by Ellison et al. (2007) and Bano et al. (2019), who demonstrated that the use of Facebook and WhatsApp as well as owning a mobile phone predict Bonding social capital. H2 findings suggest that, using social media can increase trust, foster the formation of social bonds, and boost psychological well-being when users feel that social communication over Social media can remove barriers to connection and allow greater virtual self-disclosure. Consistent with a study by Li and Chen (2014) who suggested that Bridging social capital was positively correlated with the intensity of Facebook use by Chinese international students in the United States. H3 findings show a positive correlation to the use of social media and smartphone addiction. The Results suggest that the level of social media use can be related to the level of smartphone use of a consumer and therefore can increase the likelihood of an addiction to a smartphone. Previous studies conducted by (Salehan & Negahban, 2013; Jeong et al., 2016; Swar & Hameed, 2017) highlighted how social media use and smartphone addiction are associated. Jeong et al. (2016) evidenced that those who use smartphones for SNS, games, and amusement are more likely to become addicted to them. H4 findings suggest that there is no correlation between social media use and social isolation. This implies that the use of social media does not affect a person level of social isolation.

H5 findings evidenced that there is positive indirect effect of Bonding and Bridging social capital and Smartphone addiction. According to Matthews et al. (2018) if both the direct and the indirect effects are significant, partial mediation has occurred. The study's results suggest that the indirect effects of Bonding and Bridging social capital and Smartphone addiction partially mediate for the relation between Social media use and psychological well-being. In line with the findings of Ostic et al. (2021) who demonstrated that social media use had a considerable and positive impact on psychological well-being mainly through bonding and bridging social capital, despite the significant and negative impact on psychological wellbeing caused by smartphone addiction.

H6 findings implies that there is a significant positive effect between Bonding social capital and psychological well-being. Bonding's positive effects on interactions such as acceptance, trust are connected to people's psychological well-being. Alling with the findings of Coleman (1988) who states that bonding social capital, is favorably correlated with psychological well-being, using data from undergraduate students at a major Midwestern institution in the United States, Lee et al (2018) evidenced a strong correlation between bonding social capital and psychological well-being in both offline and online contexts. H7 findings suggest a significant positive effect of bridging social capital on psychological well-being. As mentioned in H6 these positive effects are accentuated by acceptance, trust, and reciprocity which relate to people's psychological well-being. A study conducted by Bekalu et al. (2019) highlights the positive effects Bridging social capital accentuates by acceptance, trust, and reciprocity on consumers psychological well-being as well. H8 findings display a significant negative effect of Smartphone addiction on psychological well-being. This suggest that smartphone addiction negatively impacts psychological well-being by limiting consumers lifestyle choices and more. Furthermore, the results were consistent with earlier research (McDaniel & Coyne, 2016; Matar Boumosleh & Jaalouk, 2017), which showed that smartphone overuse has is a major determinant on the impact of consumers' everyday lifestyle choices and can result in a number of physical and mental health issues. H9 shows that there is no significant negative impact of social isolation on psychological well-being, meaning social isolation is not significant determinate for a consumers psychological well-being and is potentially only one mediator of it but this lays out of the scope of this research.

7.1 THEORITICAL IMPLICATIONS

The results of this study will add to the body of knowledge in two ways: first, by offering additional empirical support for the relationships suggested by the existing literature; second, by highlighting the need for a more sophisticated strategy that takes into account, among other things, social media's indirect impact on psychological health. The goal of the study was also to comprehend the effects of social media use and identify strategies for minimizing any potential drawbacks. Furthermore, it will contribute to literature by showing that positive and negative effects of social media use on psychological well-being coexist and therefore the fill the gap between the contradictory views that exist in literature regarding negative effects e.g. (Choi & Noh, 2020) and positive effects e.g. (Chen & Li, 2017). The results confirm previous studies done on this topic that Bonding and Bridging social capital are positive influencing psychological well-being and that they will be gained from using social media to stay in contact with family, friends and peers. However, the results also prove the assumption that social media use can lead to smartphone addiction and therefore can lead to a consumer's negative psychological well-being. Furthermore, it evidenced the mediating effect bonding, bridging and smartphone addiction have on the relationship between social media use and psychological well-being. Another contribution this study made is that social isolation does not have a significant relation to social media use and psychological well-being.

Commented [SL(SB16): Question:should i mention here that social isolation was not significant with SMU and PWB

7.2 PRACTICAL IMPLICATIONS

Practitioners should take note of the findings, especially those who are concerned about the potential harm that social media use may do to psychological well-being. Although smartphone addiction is an issue that negatively affect psychological well-being when using social media, this issue can be potentially mitigated by the relationships with bonding and bridging social capital that social media promotes and facilitates by connecting family, friends, and peers. The partially mediating effects of these variable give and idea on what to consider if companies want to improve social media effect on consumers well-being. In addition, the results show that social media use can be used to enhance well-being by bonding and bridging social capital and practitioners showed focus more on optimizing these effects in social networks in order to enhance the well-being of the consumer. As the majority of the sample are students, universities could encourage the use of social media more, to keep an active contact with their alumni through the help of social medias bonding and bridging capabilities. For example, alumni's who recently graduated and are no longer close to the location of the university could be actively reached throughout the social media channels of the university to join an anniversary party of a program they actively participated in. Moreover, through the active engaging of the university with their alumni's they not only enhance the bonding and bridging experience of their graduates but also increase their psychological well-being in terms of that alumni's feel valued by the university from who they recently graduated from. As for the negative effect of smartphone addiction has on consumers psychological well-being the findings further set a reminder that to the smartphone users that a long screen time can have negative effects on consumers well-being especially to due the increased screen time consumers have while using SNS applications. A way to tackle these problems is that Technology companies can think about including time limits in mobile applications or devices to reduce screen time or include settings in the application that make the app less visually applying like app icons without colors and a reduced number of notifications in order to reduce the screen time and therefore the addiction factors, this will help in the end, to increase the consumers psychological well-being.

8. LIMITATIONS AND RECOMMENDATIONS FOR FUTURE SEARCH

8.1 Limitations

Every time we undertake research, limitations must be taken into account. Due to the study's sample's disproportionately having a high percentage of educated respondents, the finding may also be viewed as a limitation. Furthermore, Although social media users may be reached most effectively through Internet approaches (Instagram, Facebook, etc.), a representative sample of the population cannot be assured because this study used an online survey. So, it's important to use caution when interpreting the results, and research replication is advised. Moreover, this sample consisted of young, healthy students and teenagers as data gathering

samples while disregarding or undervaluing other user groups, notably the most disadvantaged members of society.

8.2 Recommendations for future research

Children and those with mobility issues are increasingly using SNSs to access emotional support and health-related information (Erfani et al., 2017), that's why future research is also urged to take into account SNS usage by different demographics, including children, the elderly, persons with decreased mobility, people with major health concerns, people with chronic diseases, and those who live in distant locations (Erfani & Abedin, 2018). In addition the study was cross-sectional one, hence it was impossible to demonstrate the long-term effects of SNS use on users' psychological well-being. Future Research are urged to utilize longitudinal methods to show how using SNSs over time has long-term consequences. Lastly future research is required to understand how SNS use may affect users' psychological well-being in developing countries due to their distinct online environments, especially given the increasing uptake of SNSs in these nations. Also, Future research should again investigate the indirect effect of social isolation on the relation between Social media use and psychological well-being. Lastly also the direct effect of Social isolation on Social media use and psychological well-being should be investigated again.

9. CONCLUSION

The goal of this research was to look at the extent on which *social media use have a coexisting positive and negative effect on consumers' psychological well-being*. In order to solve the research question, a total of nine hypotheses were investigated. All of the hypotheses and their conclusions can be found in Appendix (6). By testing the hypothesis, it became clear that social media use has a significant effect on Bonding social capital, Bridging social capital and Smartphone addiction. However social media use had an insignificant effect on Social isolation. Besides that, Bonding social capital, Bridging social capital and Smartphone addiction showed a significant effect on Psychological well-being. Again, Social isolation had an insignificant effect on psychological well-being. Moreover, the study showed that Bonding social capital, Bridging social capital and Smartphone addiction have a mediating effect and can explain the relationship between Social media use and psychological well-being. Once more Social isolation showed no mediating effect in this relation.

10. ACKNOWLEDGEMENT

I want to start by expressing my gratitude to Hatice Kizgin for supervising my thesis-writing efforts. Receiving responses to my questions and timely feedback has been a delight. Additionally, I want to thank the students in my circle for our engaging yet informative workplaces. This was a challenging and enjoyable experience because of your involvement. I must thank my parents for supporting and encouraging me in my academic endeavors. I want to thank my friends one more time for helping to make my time at university even more joyful.

11. REFERENCES

- Akoglu, H. (2018). User's guide to correlation coefficients. *Turkish Journal of Emergency Medicine, 18*(3), 91–93. <https://doi.org/10.1016/j.tjem.2018.08.001>
- Al-Kandari, Y. Y., & Al-Sejari, M. M. (2021). Social isolation, social support and their relationship with smartphone addiction. *Information, Communication & Society, 24*(13), 1925–1943. <https://doi.org/10.1080/1369118x.2020.1749698>
- Baker, R., Brick, J. M., Bates, N., Battaglia, M., Couper, M. P., Dever, J. A., Gile, K. J., & Tourangeau, R. (2013). Summary Report of the AAPOR Task Force on Non-probability Sampling. *Journal of Survey Statistics and Methodology, 1*(2), 90–143. <https://doi.org/10.1093/jssam/smt008>
- Balci, Ş. (2020, June 30). *Psychological Well-Being as a Predictor of Social Media Addiction: A Survey on Health Workers*. <https://dergipark.org.tr/en/pub/ojtac/issue/55990/690795>
- Bano, S., Cisheng, W., Khan, A. R., & Khan, N. M. (2019). WhatsApp use and student's psychological well-being: Role of social capital and social integration. *Children and Youth Services Review, 103*, 200–208. <https://doi.org/10.1016/j.chilyouth.2019.06.002>
- Baumeister, R. F., & Leary, M. R. (1995). The need to belong: Desire for interpersonal attachments as a fundamental human motivation. *Psychological Bulletin, 117*(3), 497–529. <https://doi.org/10.1037/0033-2909.117.3.497>
- Bekalu, M. A., McCloud, R. F., & Viswanath, K. (2019). Association of Social Media Use With Social Well-Being, Positive Mental Health, and Self-Rated Health: Disentangling Routine Use From Emotional Connection to Use. *Health Education & Behavior, 46*(2_suppl), 69S–80S. <https://doi.org/10.1177/1090198119863768>
- Burke, M., Kraut, R. E., & Marlow, C. (2011). Social capital on facebook. *Human Factors in Computing Systems*. <https://doi.org/10.1145/1978942.1979023>
- Burke, M., Marlow, C., & Lento, T. V. (2010). Social network activity and social well-being. *Human Factors in Computing Systems*. <https://doi.org/10.1145/1753326.1753613>
- Chen, H., & Li, X. (2017). The contribution of mobile social media to social capital and psychological well-being: Examining the role of communicative use, friending and self-disclosure. *Computers in Human Behavior, 75*, 958–965. <https://doi.org/10.1016/j.chb.2017.06.011>
- Choi, D., & Noh, G. (2020). The influence of social media use on attitude toward suicide through psychological well-being, social isolation, and social support. *Information, Communication & Society, 23*(10), 1427–1443. <https://doi.org/10.1080/1369118x.2019.1574860>
- Chotpitayasunondh, V., & Douglas, K. M. (2016). How “phubbing” becomes the norm: The antecedents and consequences of snubbing via smartphone. *Computers in Human Behavior, 63*, 9–18. <https://doi.org/10.1016/j.chb.2016.05.018>
- Coleman, J. S. (1988). Social Capital in the Creation of Human Capital. *American Journal of Sociology, 94*, S95–S120. <https://doi.org/10.1086/228943>
- Cronbach, L. J. (1951). Coefficient alpha and the internal structure of tests. *Psychometrika, 16*(3), 297–334. <https://doi.org/10.1007/bf02310555>

- Cudeck, R. (2000). Exploratory Factor Analysis. In *Elsevier eBooks* (pp. 265–296). <https://doi.org/10.1016/b978-012691360-6/50011-2>
- Diener, E., Wirtz, D., Tov, W., Kim-Prieto, C., Choi, D., Oishi, S., & Biswas-Diener, R. (2010). New Well-being Measures: Short Scales to Assess Flourishing and Positive and Negative Feelings. *Social Indicators Research*, *97*(2), 143–156. <https://doi.org/10.1007/s11205-009-9493-y>
- Doğan, U. (2016). Effects of Social Network Use on Happiness, Psychological Well-being, and Life Satisfaction of High School Students: Case of Facebook and Twitter. *Eğitim Ve Bilim*, *41*(183). <https://doi.org/10.15390/eb.2016.4616>
- Dove, A. E., Guo, J., Calderón-Larrañaga, A., Vetrano, D. L., Fratiglioni, L., & Xu, W. (2022). Association between social isolation and reduced mental well-being in Swedish older adults during the first wave of the COVID-19 pandemic: the role of cardiometabolic diseases. *Aging*, *14*(6), 2462–2474. <https://doi.org/10.18632/aging.203956>
- Dusek, G., Yurova, Y. V., & Ruppel, C. P. (2015). Using Social Media and Targeted Snowball Sampling to Survey a Hard-to-reach Population: A Case Study. *International Journal of Doctoral Studies*, *10*, 279–299. <https://doi.org/10.28945/2296>
- Ellison, N. B., Steinfield, C., & Lampe, C. (2007). The Benefits of Facebook “Friends:” Social Capital and College Students’ Use of Online Social Network Sites. *Journal of Computer-Mediated Communication*, *12*(4), 1143–1168. <https://doi.org/10.1111/j.1083-6101.2007.00367.x>
- Erfani, S. S., & Abedin, B. (2018). Impacts of the use of social network sites on users’ psychological well-being: A systematic review. *Journal of the Association for Information Science and Technology*, *69*(7), 900–912. <https://doi.org/10.1002/asi.24015>
- Erfani, S. S., Abedin, B., & Blount, Y. (2017). The effect of social network site use on the psychological well-being of cancer patients. *Journal of the Association for Information Science and Technology*, *68*(5), 1308–1322. <https://doi.org/10.1002/asi.23702>
- Gökçearsan, Ş., Uluyol, Ç., & Şahin, S. (2018). Smartphone addiction, cyberloafing, stress and social support among university students: A path analysis. *Children and Youth Services Review*, *91*, 47–54. <https://doi.org/10.1016/j.childyouth.2018.05.036>
- Gong, S., Xu, P., & Wang, S. (2021). Social Capital and Psychological Well-Being of Chinese Immigrants in Japan. *International Journal of Environmental Research and Public Health*, *18*(2), 547. <https://doi.org/10.3390/ijerph18020547>
- Hall, J. A., Xing, C., Ross, E. M., & Johnson, R. M. (2017). Experimentally manipulating social media abstinence: results of a four-week diary study. *Media Psychology*, *24*(2), 259–275. <https://doi.org/10.1080/15213269.2019.1688171>
- Holt-Lunstad, J., Smith, T. W., Baker, M., Harris, T. L., & Stephenson, D. B. (2015). Loneliness and Social Isolation as Risk Factors for Mortality. *Perspectives on Psychological Science*, *10*(2), 227–237. <https://doi.org/10.1177/1745691614568352>
- Hossain, M., Sultana, A., & Purohit, N. (2020). Mental health outcomes of quarantine and isolation for infection prevention: A systematic umbrella review of the global evidence. *Epidemiology and Health*, e2020038. <https://doi.org/10.4178/epih.e2020038>

- Hutcheson, G. D., & Sofroniou, N. (1999). *The Multivariate Social Scientist: Introductory Statistics Using Generalized Linear Models*. SAGE.
- Huyghebaert, T., Gillet, N., Audusseau, O., & Fouquereau, E. (2019). Perceived career opportunities, commitment to the supervisor, social isolation: Their effects on nurses' well-being and turnover. *Journal of Nursing Management*, 27(1), 207–214. <https://doi.org/10.1111/jonm.12666>
- Issa, H. A., & Jaleel, E. M. (2021). Social isolation and psychological wellbeing: lessons from Covid-19. *Management Science Letters*, 609–618. <https://doi.org/10.5267/j.msl.2020.9.006>
- Jeong, S., Kim, H., Yum, J., & Hwang, Y. (2016). What type of content are smartphone users addicted to?: SNS vs. games. *Computers in Human Behavior*, 54, 10–17. <https://doi.org/10.1016/j.chb.2015.07.035>
- Kaiser, H. F. (1974). An index of factorial simplicity. *Psychometrika*, 39(1), 31–36. <https://doi.org/10.1007/bf02291575>
- Kalpidou, M., Costin, D., & Morris, J. L. (2011). The Relationship Between Facebook and the Well-Being of Undergraduate College Students. *Cyberpsychology, Behavior, and Social Networking*, 14(4), 183–189. <https://doi.org/10.1089/cyber.2010.0061>
- Keyes, C. L. M., Shmotkin, D., & Ryff, C. D. (2002). Optimizing well-being: The empirical encounter of two traditions. *Journal of Personality and Social Psychology*, 82(6), 1007–1022. <https://doi.org/10.1037/0022-3514.82.6.1007>
- Kim, B., & Kim, Y. (2017). College students' social media use and communication network heterogeneity: Implications for social capital and subjective well-being. *Computers in Human Behavior*, 73, 620–628. <https://doi.org/10.1016/j.chb.2017.03.033>
- Kline, R. B. (2005). Principles and practice of structural equation modeling, 2nd ed. *New York: The Guilford Press*. <https://psycnet.apa.org/record/2005-03476-000>
- Kross, E., Verduyn, P., Sheppes, G., Costello, C., Jonides, J., & Ybarra, O. (2021). Social Media and Well-Being: Pitfalls, Progress, and Next Steps. *Trends in Cognitive Sciences*, 25(1), 55–66. <https://doi.org/10.1016/j.tics.2020.10.005>
- Kumcağız, H., & Gündüz, Y. (2016). Relationship between Psychological Well-Being and Smartphone Addiction of University Students. *International Journal of Higher Education*, 5(4). <https://doi.org/10.5430/ijhe.v5n4p144>
- Kwon, M. S., Kim, D., Cho, H., & Yang, S. Y. (2013). The Smartphone Addiction Scale: Development and Validation of a Short Version for Adolescents. *PLOS ONE*, 8(12), e83558. <https://doi.org/10.1371/journal.pone.0083558>
- Lam, L. W. (2012). Impact of competitiveness on salespeople's commitment and performance. *Journal of Business Research*, 65(9), 1328–1334. <https://doi.org/10.1016/j.jbusres.2011.10.026>
- Lapierre, M. A., Zhao, P., & Custer, B. E. (2019). Short-Term Longitudinal Relationships Between Smartphone Use/Dependency and Psychological Well-Being Among Late Adolescents. *Journal of Adolescent Health*, 65(5), 607–612. <https://doi.org/10.1016/j.jadohealth.2019.06.001>
- Lee, S., Chung, J. H., & Park, N. (2018). Network Environments and Well-Being: An Examination of Personal Network Structure, Social Capital, and

- Perceived Social Support. *Health Communication*, 33(1), 22–31.
<https://doi.org/10.1080/10410236.2016.1242032>
- Li, X., & Chen, W. (2014). Facebook or Renren? A comparative study of social networking site use and social capital among Chinese international students in the United States. *Computers in Human Behavior*, 35, 116–123.
<https://doi.org/10.1016/j.chb.2014.02.012>
- Lin, Y., Chang, L., Lee, Y. W., Tseng, H. C., Kuo, T. B., & Chen, S. (2014). Development and Validation of the Smartphone Addiction Inventory (SPAI). *PLOS ONE*, 9(6), e98312.
<https://doi.org/10.1371/journal.pone.0098312>
- Lukács, A. (2021). Mental Well-Being of University Students in Social Isolation. *European Journal of Health Psychology*, 28(1), 22–29.
<https://doi.org/10.1027/2512-8442/a000065>
- Matthews, L., Hair, J. O. E., & Matthews, R. (2018). PLS-SEM: THE HOLY GRAIL FOR ADVANCED ANALYSIS. *Marketing Management Journal*, 28(1).
- Meshi, D., Cotten, S. R., & Bender, A. R. (2020). Problematic Social Media Use and Perceived Social Isolation in Older Adults: A Cross-Sectional Study. *Gerontology*, 66(2), 160–168.
<https://doi.org/10.1159/000502577>
- Number of worldwide social network users 2027 | Statista. (2023, February 13). Statista.
<https://www.statista.com/statistics/278414/number-of-worldwide-social-network-users/>
- Oghazi, P., Karlsson, S., Hellström, D., & Hjort, K. (2018). Online purchase return policy leniency and purchase decision: Mediating role of consumer trust. *Journal of Retailing and Consumer Services*, 41, 190–200.
<https://doi.org/10.1016/j.jretconser.2017.12.007>
- Ostic, D., Qalati, S. A., Barbosa, B., Shah, S. a. A., Vela, E. G., Herzallah, A., & Liu, F. (2021). Effects of Social Media Use on Psychological Well-Being: A Mediated Model. *Frontiers in Psychology*, 12.
<https://doi.org/10.3389/fpsyg.2021.678766>
- Pallant, J. (2021). *SPSS Survival Manual: A Step by Step Guide to Data Analysis Using IBM SPSS*. Routledge.
- Pang, H. (2018). Exploring the beneficial effects of social networking site use on Chinese students' perceptions of social capital and psychological well-being in Germany. *International Journal of Intercultural Relations*, 67, 1–11.
<https://doi.org/10.1016/j.ijintrel.2018.08.002>
- Park, N., & Lee, H. (2012). Social Implications of Smartphone Use: Korean College Students' Smartphone Use and Psychological Well-Being. *Cyberpsychology, Behavior, and Social Networking*, 15(9), 491–497.
<https://doi.org/10.1089/cyber.2011.0580>
- Primack, B. A., Shensa, A., Sidani, J. E., Whaite, E. O., Lin, L., Rosen, D. G., Colditz, J. B., Radovic, A., & Miller, E. (2017). Social Media Use and Perceived Social Isolation Among Young Adults in the U.S. *American Journal of Preventive Medicine*, 53(1), 1–8. <https://doi.org/10.1016/j.amepre.2017.01.010>
- Putnam, R. D. (1995). Bowling Alone: America's Declining Social Capital. *Journal of Democracy*, 6(1), 65–78.
<https://doi.org/10.1353/jod.1995.0002>
- Putnam, R. D. (2000). *Bowling Alone: The Collapse and Revival of American Community*. Simon and Schuster.

- Rasmussen, E., Punyanunt-Carter, N. M., LaFreniere, J. R., Norman, M. S., & Kimball, T. R. (2020). The serially mediated relationship between emerging adults' social media use and mental well-being. *Computers in Human Behavior, 102*, 206–213. <https://doi.org/10.1016/j.chb.2019.08.019>
- Ryan, R. M., & Deci, E. L. (2001). On Happiness and Human Potentials: A Review of Research on Hedonic and Eudaimonic Well-Being. *Annual Review of Psychology, 52*(1), 141–166. <https://doi.org/10.1146/annurev.psych.52.1.141>
- Ryff, C. D., & Singer, B. H. (2008). Know Thyself and Become What You Are: A Eudaimonic Approach to Psychological Well-Being. *Journal of Happiness Studies, 9*(1), 13–39. <https://doi.org/10.1007/s10902-006-9019-0>
- Salehan, M., & Negahban, A. (2013). Social networking on smartphones: When mobile phones become addictive. *Computers in Human Behavior, 29*(6), 2632–2639. <https://doi.org/10.1016/j.chb.2013.07.003>
- Shi, S., Mu, R., Lin, L., Chen, Y., Kou, G., & Chen, X. (2018). The impact of perceived online service quality on swift *guanxi*. *Internet Research, 28*(2), 432–455. <https://doi.org/10.1108/intr-12-2016-0389>
- Simons, M., Reijnders, J., Peeters, S., Janssens, M., Lataster, J., & Jacobs, N. (2021). Social network sites as a means to support personal social capital and well-being in older age: An association study. *Computers in Human Behavior Reports, 3*, 100067. <https://doi.org/10.1016/j.chbr.2021.100067>
- Statista. (2023, March 21). *Number of smartphone users worldwide 2013-2028*. <https://www.statista.com/forecasts/1143723/smartphone-users-in-the-world>
- Steinfeld, C., DiMicco, J. M., Ellison, N. B., & Lampe, C. (2009). Bowling online. *Communities and Technologies*. <https://doi.org/10.1145/1556460.1556496>
- Steinfeld, C., Ellison, N. B., & Lampe, C. (2008). Social capital, self-esteem, and use of online social network sites: A longitudinal analysis. *Journal of Applied Developmental Psychology, 29*(6), 434–445. <https://doi.org/10.1016/j.appdev.2008.07.002>
- Steinfeld, C., Ellison, N. B., Lampe, C., & Vitak, J. (2013). Online Social Network Sites and the Concept of Social Capital. *Routledge eBooks*, 122–138. <https://doi.org/10.4324/9780203113417-16>
- Swar, B., & Hameed, T. (2017). Fear of Missing out, Social Media Engagement, Smartphone Addiction and Distraction: Moderating Role of Self-Help Mobile Apps-based Interventions in the Youth. *International Conference on Health Informatics*. <https://doi.org/10.5220/0006166501390146>
- Takao, M., Takahashi, S., & Kitamura, M. (2009). Addictive Personality and Problematic Mobile Phone Use. *Cyberpsychology & Behavior, 12*(5), 501–507. <https://doi.org/10.1089/cpb.2009.0022>
- Tang, J., Zhang, P., & Wu, P. F. (2015). Categorizing consumer behavioral responses and artifact design features: The case of online advertising. *Information Systems Frontiers, 17*(3), 513–532. <https://doi.org/10.1007/s10796-014-9508-3>
- Tefertiller, A., Maxwell, L. C., & Morris, D. L. (2020). Social Media Goes to the Movies: Fear of Missing Out, Social Capital, and Social Motivations of Cinema Attendance. *Mass Communication and Society*,

23(3), 378–399.

<https://doi.org/10.1080/15205436.2019.1653468>

Twenge, J. M., & Campbell, W. K. (2019). Media Use Is Linked to Lower Psychological Well-Being: Evidence from Three Datasets. *Psychiatric Quarterly*, 90(2), 311–331.

<https://doi.org/10.1007/s11126-019-09630-7>

Verduyn, P., Ybarra, O., Résibois, M., Jonides, J., & Kross, E. (2017). Do Social Network Sites Enhance or Undermine Subjective Well-Being? A Critical Review. *Social Issues and Policy Review*, 11(1), 274–302. <https://doi.org/10.1111/sipr.12033>

West, R. (2001). Theories of addiction. *Addiction*, 96(1), 3–13. <https://doi.org/10.1046/j.1360-0443.2001.96131.x>

Williams, D. (2006). On and Off the 'Net: Scales for Social Capital in an Online Era. *Journal of Computer-Mediated Communication*, 11(2), 593–628. <https://doi.org/10.1111/j.1083-6101.2006.00029.x>

Yoo, J. Y., & Jeong, E. M. (2017). Psychosocial effects of SNS use: A longitudinal study focused on the moderation effect of social capital. *Computers in Human Behavior*, 69, 108–119. <https://doi.org/10.1016/j.chb.2016.12.011>

12 Appendix

1.1 Survey

Dear [Participant], I hope this message finds you well. I am writing to request a few minutes of your time to participate in a survey about the impact of social media use on consumers' well-being. I am a Bachelor student in my final year. Your participation is incredibly valuable to our research, and we greatly appreciate your willingness to share your thoughts and experiences. The survey is divided into five sections and is designed to gather information on various aspects of social media use and its effects on well-being. Your responses will be completely anonymous and confidential, the data collected will only be used for research purposes, and will not be stored after the research. Your participation is entirely voluntary, and you may withdraw from the survey at any time without any penalty. Thank you in advance for your time and participation. We appreciate your contribution to our research and hope that the results will help to shed light on this important topic. Best regards, Luca Santangelo

Do you use Social media

- No (1)
- Yes (2)

Select all that apply to you. Social Media platforms I use are:

- Instagram (1)
- Facebook (2)
- What's app (3)
- Twitter (4)
- LinkedIn (5)
- TikTok (6)

SMU_IN The following statements aim to assess social media use. Please read each statement carefully and select the option that best represents your opinion on a scale between 1-"Strongly disagree" and 5-"Strongly agree".

strongly disagree (1)	disagree (2)	neutral (3)	agree (4)	strongly agree (5)
-----------------------	--------------	-------------	-----------	--------------------

- SMU1 I use social media on a daily basis
- SMU2 social media is becoming a regular part of my life
- SMU3 I feel out of touch when I haven't gone onto social media for a time
- SMU4 I would be sorry if social media shut down

BOSC_IN The following statements aim to assess Bonding social capital. Please read each statement carefully and select the option that best represents your opinion on a scale between 1-"Strongly disagree" and 5-"Strongly agree".

strongly disagree (1)	disagree (2)	neutral (3)	agree (4)	strongly agree (5)
-----------------------	--------------	-------------	-----------	--------------------

- BOSC1 Based on the people I interact with; it is easy for me to hear about the latest news and trends
- BOSC2 Interacting with people makes me curious about things and places outside my daily life
- BOSC3 I am willing to spend time to support general community activities
- BOSC4 I interact with people that are quite different from me

BRSC_IN The following statements aim to assess Bridging social capital. Please read each statement carefully and select the option that best represents your opinion on a scale between 1-"Strongly disagree" and 5-"Strongly agree".

strongly disagree (1)	disagree (2)	neutral (3)	agree (4)	strongly agree (5)
-----------------------	--------------	-------------	-----------	--------------------

- BRSC1 I am interested in what goes on in my social community
- BRSC2 My social community is a good place to be
- BRSC3 Interacting with people on social media makes me want to try new things
- BRSC4 Interacting with people on social media makes me feel like part of a large SPA_IN The following statements aim to assess smartphone usage. Please read each statement carefully and select the option that best represents your opinion on a scale between 1-"Strongly disagree" and 5-"Strongly agree".

strongly disagree (1)	disagree (2)	neutral (3)	agree (4)	strongly agree (5)
-----------------------	--------------	-------------	-----------	--------------------

- SPA1 I am always obsessed with my mobile phone
- SPA2 Using my mobile phone keeps me comfortable
- SPA3 I am unable to prevent myself from regular usage of mobile phones
- SPA4 I can't even stay a moment without my mobile phone

SI_IN The following statements aim to assess Solitary life. Please read each statement carefully and select the option that best represents your opinion on a scale between 1-"Strongly disagree" and 5-"Strongly agree".

strongly disagree (1)	disagree (2)	neutral (3)	agree (4)	strongly agree (5)
-----------------------	--------------	-------------	-----------	--------------------

- SI1 I have no one to hang out with
- SI2 I feel alone among others
- SI3 I have no one I can trust

PWB_IN The following statements aim to assess well-being. Please read each statement carefully and select the option that best represents your opinion on a scale between 1-“Strongly disagree” and 5-“Strongly agree”.

strongly disagree (1)	disagree (2)	neutral (3)	agree (4)	strongly agree (5)
-----------------------	--------------	-------------	-----------	--------------------

- PWB1 I lead a purposeful and meaningful life with the help of social media
- PWB2 My social relationships are supportive and rewarding in social media
- PWB3 I am engaged and interested in my daily activities on social media
- PWB4 I am optimistic about my future with the help of social media

DG_IN This is the last section of this questionnaire. Please provide some information about yourself. All your information will be stored anonymously and kept securely.

DG1 Identify as

- Male (1)
- Female (2)
- Non-binary / third gender (3)
- Prefer not to say (4)

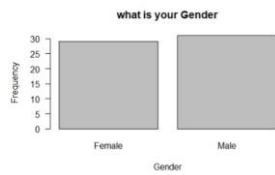
DG2 My Age is between

- Under 18 (1)
- 18 - 21 (2)
- 22 - 25 (3)
- 26+ (4)

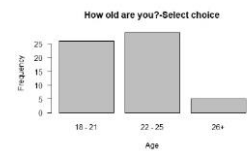
DG3 What is your employment status?

- Student (1)
- Unemployed (2)
- Employed part-time (3)
- Employed full-time (4)
- Apprenticeship (Ausbildung) (5)
- Prefer not to say (6)

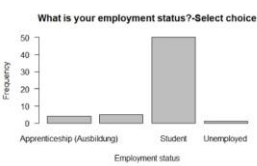
2.1 Gender distribution



2.2 Age distribution



2.3 Employment status



3. KMO results

KMO and Bartlett's Test			
Kaiser-Meyer-Olkin Measure of Sampling Adequacy		.834	
Bartlett's Test of Sphericity	Approx. Chi-Square	58.548	
	df	6	
	Sig.		<.001

Component Matrix ^a	
Component	
1	
I use social media on a daily basis	.743
Social media is becoming an integral part of my life	.720
I know and of how when I haven't gone into social media for a time	.684
I need the psychological health that social media (SMS) gives me	.652

Extraction Method: Principal Component Analysis.
a. 1 components extracted.

3.1 KMO social media use

KMO and Bartlett's Test			
Kaiser-Meyer-Olkin Measure of Sampling Adequacy		.871	
Bartlett's Test of Sphericity	Approx. Chi-Square	38.255	
	df	6	
	Sig.		<.001

Component Matrix ^a	
Component	
1	
Based on this person I would wish to work for me to hear about the latest news and events	.839
Interacting with people makes me feel about things and places outside the city	.746
I am willing to spend time to support people's community activities	.689
I connect with people that are quite different from me	.321

Extraction Method: Principal Component Analysis.
a. 1 components extracted.

3.2 KMO Bonding social capital

KMO and Bartlett's Test			
Kaiser-Meyer-Olkin Measure of Sampling Adequacy		.628	
Bartlett's Test of Sphericity	Approx. Chi-Square	52.636	
	df	6	
	Sig.		<.001

Component Matrix ^a	
Component	
1	
I am interested in what goes on in my social community	.803
My social community is a good place to be	.575
Interacting with people on social media makes me want to try new things	.721
Interacting with people on social media makes me feel like part of a group	.704

Extraction Method: Principal Component Analysis.
a. 1 components extracted.

3.3 KMO bridging social capital

KMO and Bartlett's Test			
Kaiser-Meyer-Olkin Measure of Sampling Adequacy		.805	
Bartlett's Test of Sphericity	Approx. Chi-Square	131.812	
	df	6	
	Sig.		<.001

Component Matrix ^a	
Component	
1	
I am always obsessed with my mobile phone	.912
Using my mobile phone keeps me comfortable	.759
I am unable to prevent myself from regular usage of mobile phones	.918
I feel each time a moment without my mobile phone	.824

Extraction Method: Principal Component Analysis.
a. 1 components extracted.

3.4 KMO Smartphone addiction

KMO and Bartlett's Test

Kaiser-Meyer-Olkin Measure of Sampling Adequacy	.871
Bartlett's Test of Sphericity	42.257
df	3
Sig.	<.001

Component Matrix^a

	Component 1
I have no one to hang out with - I	.860
I feel alone among others - I	.811
I have no one I can trust - I	.782

Extraction Method: Principal Component Analysis
a. 1 components extracted.

3.5 KMO Social Isolation

KMO and Bartlett's Test

Kaiser-Meyer-Olkin Measure of Sampling Adequacy	.746
Bartlett's Test of Sphericity	58.853
df	6
Sig.	<.001

Component Matrix^a

	Component 1
I lead a purposeful and meaningful life with the help of social media - I	.821
My social relationships are supportive and rewarding in social media - I	.749
I am engaged and interested in my daily activities on social media - I	.692
I am optimistic about my future with the help of social media - I	.805

Extraction Method: Principal Component Analysis
a. 1 components extracted.

3.6 KMO Psychological well-being

4. Reliability analysis

4.1 Social media use

Reliability Statistics

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.624	.642	4

4.2 Bonding social capital excluding on Item

Reliability Statistics

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.738	.738	3

4.3 Bridging social capital

Reliability Statistics

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.698	.700	4

4.4 Smartphone addiction

Reliability Statistics

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.876	.875	4

4.6 Social isolation

Reliability Statistics

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.750	.753	3

4.6 Psychological well-being

Reliability Statistics

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.762	.767	4

5. Regression analysis

5.1 SMU and BOSC

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	5.860	1.625		3.608	<.001
	SMU	.345	.099	.416	3.482	<.001

a. Dependent Variable: BOSC

5.2 SMU and BRSC

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	7.730	1.675		4.613	<.001
	SMU	.414	.122	.408	3.401	.001

a. Dependent Variable: BRSC

5.3 SMU and SPA

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	2.390	1.445		.887	.382
	SMU	.910	.169	.600	5.714	<.001

a. Dependent Variable: SPA

5.4 SMU and SI

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	3.539	1.608		2.200	.032
	SMU	.102	.104	.127	.974	.334

a. Dependent Variable: SI

5.5 Sobel Test BOSC

Model	Path	Non-Statistic	Std. Error	p-value
a) C_100	Slow Med	2.41872213	0.1061665	0.00052916
	Fast Med	2.27019464	0.10552205	0.00059552
b) C_127	Slow Med	2.86343334	0.1049107	0.0077316
	Fast Med			

5.6 Sobel Test BRSC

Input:	Test statistic:	Std. Error:	p-value:
$\beta = 0.490$	Sobel test: 3.34503002	0.08700457	0.0008124
$\beta = 0.590$	Akaike test: 3.31319	0.0851081	0.0002480
$\beta = 0.113$	Goodman test: 3.3820098	0.0868057	0.0007118
$\beta = 0.114$	Reset all	Calculate	

5.7 Sobel Test SPA

Input:	Test statistic:	Std. Error:	p-value:
$\beta = 0.48$	Sobel test: 2.4280117	0.0578032	0.0015873
$\beta = 0.277$	Akaike test: 2.3948531	0.0934769	0.0002042
$\beta = 0.141$	Goodman test: 2.206978	0.0670781	0.0010807
$\beta = 0.267$	Reset all	Calculate	

5.8 BOSC and PWB

Coefficients ^a						
Model	Unstandardized Coefficients			Standardized Coefficients		
	B	Std. Error	Beta	t	Sig.	
1 (Constant)	2.839	1.810		1.568	.122	
BOSC	.779	.180	.539	4.810	<.001	

a. Dependent Variable: PWB

5.9 BRSC and PWB

Coefficients ^a						
Model	Unstandardized Coefficients			Standardized Coefficients		
	B	Std. Error	Beta	t	Sig.	
1 (Constant)	2.465	1.808		1.379	.171	
BRSC	.782	.116	.882	6.728	<.001	

a. Dependent Variable: PWB

5.10 SPA and PWB

Coefficients ^a						
Model	Unstandardized Coefficients			Standardized Coefficients		
	B	Std. Error	Beta	t	Sig.	
1 (Constant)	8.139	1.015		8.000	<.001	
SPA	.687	.084	.801	8.178	<.001	

a. Dependent Variable: PWB

5.11 SI and PWB

Coefficients ^a						
Model	Unstandardized Coefficients			Standardized Coefficients		
	B	Std. Error	Beta	t	Sig.	
1 (Constant)	10.182	1.082		9.399	<.001	
SI	-.263	.183	-.176	-1.362	.178	

a. Dependent Variable: PWB

6. Hypothesis Decisions

Hypothesis	Outcome
H1: Using social media is associated positively with bonding social capital.	Accepted
H2: Using social media is associated positively with bridging social capital.	Accepted
H3: Social media use is positively associated with Smartphone addiction.	Accepted
H4: Social media use is significantly associated with social isolation.	Rejected
H5: Bonding social capital, bridging social capital, smartphone addiction and social isolation mediate the relationship between social media use and psychological well-being.	Accepted
H6: Bonding social capital is positively associated with psychological well-being.	Accepted
H7: Bridging social capital is positively associated with psychological well-being.	Accepted
H8: Smartphone addiction is negatively associated with psychological well-being.	Accepted
H9: Social isolation is negatively associated with psychological well-being.	Rejected