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## Impact of Facebook and Personal Well Being Among Youth Graduates: Social Networking and Youth Transition

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### Abstract

*Social networking platforms, especially Face book, have become essential components of the everyday life of young graduates. Although these platforms promote communication, networking, and professional development, they also elicit worries about their effects on personal well-being. This study investigates the impact of Face book usage on young graduates, specifically addressing mental health, self-esteem, academic success, and career transition. The influence of Face book on adolescent transitions—specifically from academic to professional life and from adolescence to adulthood—constitutes a topic of considerable interest in current study. The platform affects users' self-esteem, social comparison behaviours, and mental health. For several young grads, face book functions as a digital identity platform for sharing successes, milestones, and personal experiences. Nevertheless, continuous exposure to curate content and idealized representations of success may result in unrealistic comparisons and feelings of inadequacy. Furthermore, prolonged engagement with social networking platforms frequently leads to distractions, undermining productivity, academic achievement, and face-to-face social connections. The study examines the good and negative aspects of social media activity, emphasizing its influence on personal identity, social connections, and emotional well-being. This study seeks to examine Face book use trends to ascertain the consequences of over reliance on social networking platforms and their impact on teenagers transitioning into professional and adult responsibilities. The research employs a mixed-method approach, integrating quantitative surveys to yield thorough insights into the issue. The results of this research will enhance the ongoing discussion on digital well-being and assist in formulating initiatives to encourage healthy social media practices.*

**Keywords:** Social networking, Face book, youth graduates, personal well-being, mental health, social media impact and career transition.

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### Introduction

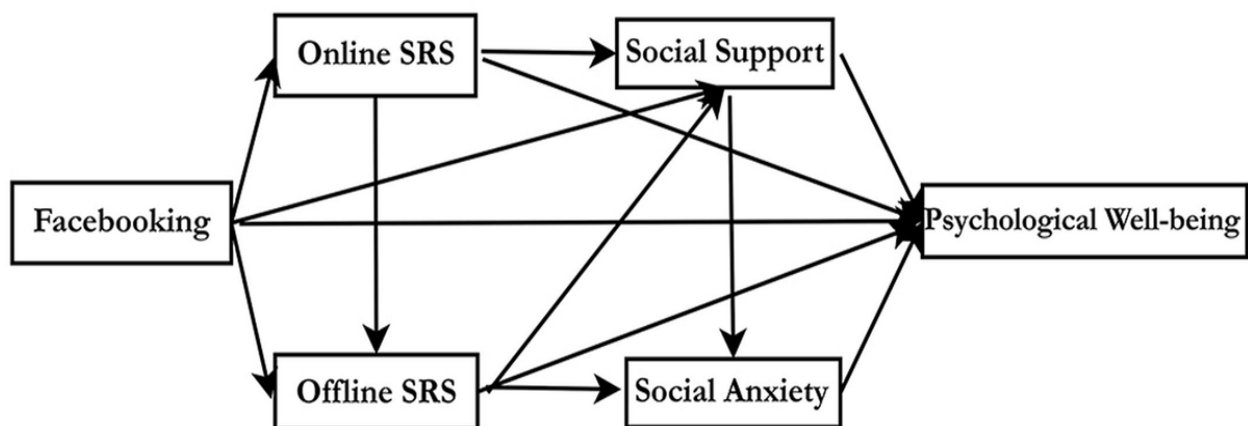
The rapid growth of digital networking systems together with social media platforms modified the ways individuals participate and distribute information while connecting professionally and personally. Face book stands among the most widely

used social media platforms while its main audience consists of young graduates who use it for social connections and personal contacts as well as academic teamwork and finding work opportunities. Social networking platforms offer various benefits to users yet simultaneously create problems that affect mental health and self-esteem and digital

addiction. Face book also serves as a platform through which young people can advance their careers by enabling them to access networking platforms and discover suitable jobs while accessing educational resources for skill building. The mixed impact of Face book on users requires detailed assessment of its specific influence on young well-being to help individuals collect benefits while minimizing risks. The research explores how young graduates experience personal well-being when using Face book. This study explores the dual impact of social networking during young transitions before providing methods to maintain digital health. The study explores the link between technology use and sustainable well-being approaches by analyzing psychological aspects and social and professional processes of Face book usage.. Muhamad et al. (2025) examine the role of Face book in assisting elderly entrepreneurs with business management and growth. The study emphasizes Face book's significance in marketing, consumer interaction, and information

dissemination for older entrepreneurs, who frequently have difficulties in adjusting to new technologies. Research demonstrates that Face book offers a user-friendly platform for product promotion, company networking, and customer relationship management, enabling senior entrepreneurs to sustain competitiveness in a digital market. Moreover, Face book groups and communities provide essential peer support, mentorship, and avenues for acquiring digital skills. Nevertheless, obstacles such as maneuvering platform algorithms, online security issues, and deficiencies in digital literacy persist as considerable impediments for many elderly entrepreneurs. The research underscores the necessity for specialized training programs and support measures to improve digital adoption among senior business proprietors. Face book serves as an essential instrument for enabling older entrepreneurs to maintain and grow their enterprises in a progressively digital marketplace.

Chart: 1



### Research background

Zhang et al. (2024) investigate the correlation between social media utilisation and students' academic achievement, highlighting the intermediary functions of familial connections and collaborative learning. The study indicates that although social media might facilitate collaborative learning and reinforce familial bonds, excessive usage may adversely affect academic performance.

Mental well-being influences this link, with students possessing more well-being deriving more advantages from the educational potential of social media. The results indicate that equitable social media use, bolstered by robust familial connections and peer education, can enhance academic achievement. The research highlights the significance of digital literacy and mental health awareness in schooling. Maaß et al.(2024) do an empirical assessment of the German Network

Enforcement Act (NetzDG) and its influence on Face book's adherence to regulations. The study assesses how successfully the law suppresses unlawful content, disinformation, and damaging speech on the site. The analysis underscores enforcement deficiencies, discrepancies in material removal, and apprehensions over platform self-regulation. The researchers investigate consumers' perceptions of content moderation, uncovering divergent views on whether the regulation sufficiently safeguards against online hazards or encroaches onto censorship. The study highlights the worldwide ramifications of Germany's regulatory paradigm, since analogous frameworks are being contemplated in other nations. The authors advocate for the enhancement of regulatory mechanisms to improve openness, accountability, and consistency in enforcement. The study offers significant insights into the intricacies of social media governance, highlighting the necessity for balanced and adaptable regulations to safeguard digital safety and uphold democratic freedoms in the changing online environment.

### **Role of Face book in youth transition to professional and social responsibilities.**

Marciano et al. (2024) do a meta-analysis examining the influence of social media use on positive well-being outcomes. The study consolidates information from many research publications to assess the impact of social media on happiness, life satisfaction, and emotional well-being. The findings indicate a nuanced link, wherein moderate and intentional social media usage may strengthen social relationships, offer emotional support, and cultivate a feeling of belonging, so enhancing overall well-being. Nonetheless, excessive usage or passive engagement, such as scrolling without interaction, is associated with diminished benefits and even adverse consequences. The research highlights that the nature of social media interaction significantly influences its effect on well-being. The beneficial impacts are more evident when users participate in significant interactions, content generation, and supportive networks. The authors propose that a balanced strategy, along with an understanding of digital consumption patterns, might enhance the

well-being advantages of social media while mitigating possible drawbacks.

### **Professional Transition**

Face book functions as a conduit for young individuals entering the workforce by providing networking possibilities, labor market information, and career development tools. Young folks may engage with mentors, employers, and like-minded peers through professional organisations, job advertisements, and industry-related forums. The platform promotes skill enhancement via online courses, webinars, and business sites that disseminate vital industry insights. Personal branding is a vital element in which individuals display their accomplishments, initiatives, and experience to entice prospective employers or clients. Nonetheless, although Face book offers access to work prospects, it is crucial to keep a professional online persona and mitigate distractions for sustained success.

### **Social Responsibilities**

Face book significantly influences the social obligations of adolescents by promoting civic engagement, social action, and community involvement. It offers a forum for promoting awareness of global and local concerns, ranging from climate change to human rights. Young individuals utilise Face book to promote social issues, coordinate fundraising efforts, and engage in dialogues that shape public opinion. It fosters inclusion and cultural interchange, enabling young individuals to cultivate empathy and a feeling of societal responsibility. Nonetheless, addressing disinformation and fostering substantive involvement instead than per formative action are significant issues. The platform's ability to engage youth positions it as a pivotal catalyst for social transformation.

### **Challenges**

Despite its advantages, Face book poses obstacles for teenagers transitioning to career and societal duties. Misinformation and echo chambers can skew perceptions, resulting in biased decision-making. Privacy issues emerge when young professionals navigate the equilibrium between personal and

professional identities while safeguarding their digital presence. The platform's compulsive characteristics may result in diminished productivity and mental health concerns, including anxiety and self-comparison. Moreover, cyber bullying and online abuse can adversely affect self-esteem and participation. Although Face book provides professional and social prospects, young individuals must cultivate important digital literacy skills to adeptly handle its hurdles, so assuring a balanced and responsible approach to online interactions.

### Gender and Factors in Social Networking and Youth Transition

Gender plays a significant role in how youth engage with social networking platforms like Face book during their transition to professional and social responsibilities. Various factors influence this engagement, shaping career opportunities, social interactions, and personal identity development.

#### 1. Gender Differences in Social Networking Use

- **Networking Styles:** Men often use social networking sites (SNS) for career-building and professional networking, while women may engage more in social interactions, support networks, and advocacy.
- **Privacy Concerns:** Women tend to be more cautious about online privacy due to safety concerns, while men are generally more open in public discussions.
- **Content Consumption & Engagement:** Women are more likely to engage with

emotional and relationship-oriented content, whereas men tend to follow industry trends and entrepreneurial discussions.

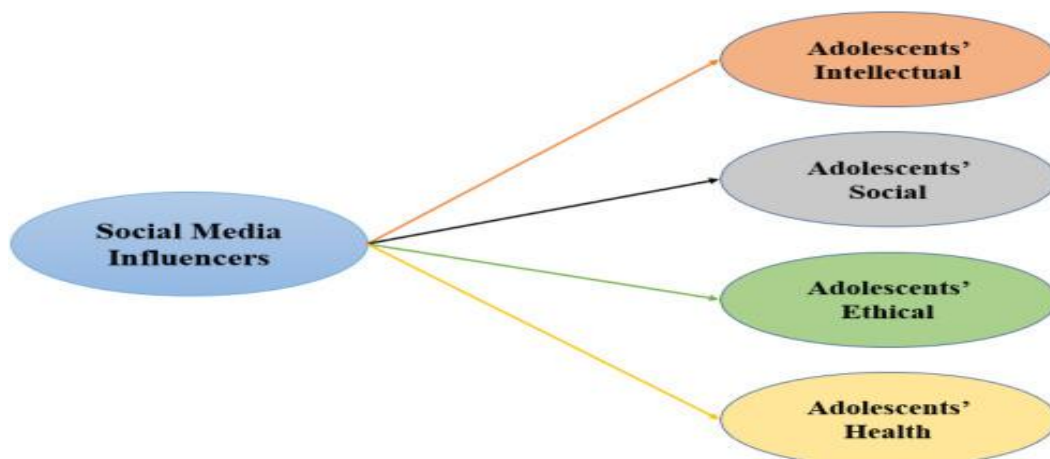
#### 2. Factors Influencing Youth Transition via Social Networking

- **Career Development:** Face book and LinkedIn groups provide job opportunities, mentorship, and industry insights, but gender biases may influence networking effectiveness.
- **Social Identity Formation:** Gender norms impact self-presentation online, with societal expectations shaping how young men and women express themselves on social media.
- **Digital Literacy & Safety:** Women face higher risks of online harassment, affecting their confidence and willingness to engage professionally.

#### 3. Challenges and Opportunities

- **Gender Stereotypes:** Traditional gender roles may limit how young people use social media for career and social engagement.
- **Empowerment & Advocacy:** Despite challenges, social networking platforms offer spaces for gender equality discussions, women's empowerment initiatives, and leadership opportunities.
- **Bridging the Gap:** Encouraging equal digital access, promoting gender-sensitive online policies, and fostering inclusive networking opportunities can create a more balanced transition for youth.

Chart: 2



Zhang et al. (2024) investigated the impact of social media on students' academic performance, focusing on the mediating effects of familial connections and collaborative learning, while considering mental well-being as a moderating variable. The research indicates that social media can improve academic performance when utilized for educational objectives, including peer cooperation, resource sharing, and interaction with academic groups. Robust familial connections, enhanced by social media engagement, bolster students' motivation and academic achievement. Nonetheless, excessive engagement with social media for non-educational goals may result in distractions, therefore diminishing academic performance. The study indicates that students with elevated mental well-being derive greater advantages from the good academic impacts of social media, whereas those with diminished well-being encounter more adverse effects, including stress and decreased concentration.

#### Objectives:

1. To analyze the impact of Face book on the personal well-being of youth graduates.

2. To explore the role of Face book in youth transition to professional and social responsibilities.
3. To identify positive and negative effects of social networking on mental health and self-esteem.
4. To suggest strategies for balancing social media usage and well-being.

#### Findings and Results

Face book influences the personal well-being of youth graduates in both positive and bad ways. It improves networking, employment prospects, and social relationships, however may also result in worry, comparison, and digital addiction. Overuse adversely impacts mental health, productivity, and self-worth. A balanced approach is crucial for sustaining well-being while maximizing its advantages. 120 sample respondents are taken using simple random sampling technique. The results indicate that fostering good social media practices, enhancing digital literacy, and implementing mental well-being programs can maximize the advantages of social media while reducing its hazards to students' academic achievement.

**Table 1: Perception towards face book and personal well being among youth graduates**

Perception		Very low	Low	Average	High	Very high	Mean	SD
Social Comparison and Self-Esteem	N	8	31	18	47	16	2.56	0.921
	%	6.7	25.8	15.0	39.2	13.3		
Digital Identity and Self-Presentation	N	27	12	16	30	35	3.32	1.215
	%	22.5	10.0	13.3	25.0	29.2		
Fear of Missing Out (FOMO) and Anxiety	N	18	12	17	48	25	3.41	1.107
	%	15.0	10.0	14.2	40.0	20.8		
Online Social Support and Mental Health	N	39	42	15	13	11	4.53	1.171
	%	32.5	35.0	12.5	10.8	9.2		
Privacy Concerns and Digital Boundaries	N	33	10	12	42	23	3.20	1.122
	%	27.5	8.3	10.0	35.0	19.2		
Addiction and Screen Time Management	N	25	38	11	22	24	3.45	1.149
	%	20.8	31.7	9.2	18.3	20.0		
Content Consumption and Psychological Impact	N	34	22	21	23	20	3.33	1.127
	%	28.3	18.3	17.5	19.2	16.7		

□ **Social Comparison and Self-Esteem** (Mean = 2.56, SD = 0.921): A significant portion of respondents reported high to very high levels (52.5%), suggesting that social comparison influences self-esteem considerably. However, the

relatively low mean indicates that some also experience lower impacts.

□ **Digital Identity and Self-Presentation** (Mean = 3.32, SD = 1.215): There is a diverse range of responses, with a higher proportion (54.2%)



indicating high to very high engagement in managing their digital identity and self-presentation.

□ **Fear of Missing Out (FOMO) and Anxiety** (Mean = 3.41, SD = 1.107): A large proportion (60.8%) experience high to very high FOMO-related anxiety, indicating that social media contributes to emotional distress.

□ **Online Social Support and Mental Health** (Mean = 4.53, SD = 1.171): This factor shows a skew towards very low to low perception (67.5%), implying that many do not feel strong mental health support from online interactions.

□ **Privacy Concerns and Digital Boundaries** (Mean = 3.20, SD = 1.122): Privacy concerns are moderate, with mixed responses but a noticeable high proportion (54.2%) expressing strong concerns.

□ **Addiction and Screen Time Management** (Mean = 3.45, SD = 1.149): Responses are spread out, but nearly 39.2% report high to very high difficulties in managing screen time, suggesting a growing dependency on digital devices.

□ **Content Consumption and Psychological Impact** (Mean = 3.33, SD = 1.127): The impact of content consumption appears balanced across respondents, but 35.9% indicate high to very high psychological effects.

## Discussion

### Social Comparison and Self-Esteem

Social media cultivates a milieu in which individuals perpetually compare themselves to others, impacting self-esteem. Individuals frequently present idealized representations of their life, establishing unattainable benchmarks. This comparison may result in reduced self-esteem, jealousy, and discontent. Research indicates that upward social comparisons—evaluating one against people deemed superior—are associated with diminished self-esteem, although downward comparisons may yield transient enhancements. Nonetheless, both can foster detrimental self-perceptions. Promoting mindful engagement with social media and fostering self-acceptance can alleviate adverse effects. Advocating for genuine

representation and self-compassion is essential in cultivating a healthier digital landscape that bolsters rather than diminishes self-esteem.

### Digital Identity and Self-Presentation

Digital identity is the meticulously crafted character that individuals construct online, shaped by tactics of self-presentation. Social media users strategically disclose facets of their lives to influence public opinion, navigating the tension between authenticity and social desirability. This may result in identity fragmentation, when an individual's online persona diverges from their real-life identity. Certain individuals encounter pressure to uphold a uniform digital persona, leading to stress and self-doubt. Research indicates that favorable self-presentation might bolster confidence; nevertheless, excessive duration may result in authenticity and worry. Comprehending the psychological ramifications of digital identity can assist individuals in cultivating more constructive online connections while preserving personal integrity.

### Fear of Missing Out (FOMO) and Anxiety

FOMO, a widespread anxiety in the digital era, stems from the apprehension that others are partaking in gratifying experiences while one is excluded. Social media exacerbates this tendency by offering continuous updates on peers' activities, resulting in feelings of alienation, inadequacy, and worry. Research indicates that elevated levels of FOMO are associated with obsessive social media usage, sleep disruptions, and worse mental health. Individuals may choose virtual interactions over tangible realities, intensifying stress. Conscious social media engagement, digital detoxification, and prioritizing internal fulfillment above external validation can alleviate FOMO-induced anxiety and enhance emotional well-being.

### Online Social Support and Mental Health

Virtual communities provide significant emotional and informational assistance, enhancing mental well-being. Social media platforms enable interactions beyond geographical borders, offering solace to individuals facing loneliness or hardship. Research suggests that participating in supportive online conversations might improve well-being,

elevate self-esteem, and diminish depression symptoms. Excessive dependence on virtual support may impede in-person relationships and foster dependency. The anonymity of internet communications may result in misunderstandings or cyber bullying. Achieving equilibrium between online and offline social contacts is crucial for sustaining robust, meaningful connections and promoting enduring mental health advantages.

### Privacy Concerns and Digital Boundaries

Privacy concerns have grown as social media platforms collect vast amounts of personal data. Individuals frequently provide personal information without contemplating the long-term consequences, hence heightening the dangers of identity theft, spying, and data exploitation. Research indicates that numerous individuals experience difficulty in establishing digital boundaries, resulting in stress and susceptibility. Excessive sharing can lead to cyber stalking or manipulation, while ignorance of privacy settings may compromise important information. Setting explicit digital boundaries, employing robust privacy measures, and exercising caution over online exposures are essential for protecting personal security and mental health. Digital literacy is crucial for successfully navigating the contemporary linked environment.

### Addiction and Screen Time Management

Prolonged screen usage, especially on social media, is associated with addiction-like behaviours that interfere with everyday functioning and overall well-being. Research indicates that excessive social media usage modifies brain reward circuits, resulting in reliance and diminished impulse regulation. This may adversely affect sleep, productivity, and interpersonal social connections. Digital addiction frequently presents as an inability to disengage, increased stress levels, and diminished attention span. Effective ways for managing screen

time encompass establishing use limits, arranging offline activities, and engaging in mindfulness practices. Promoting digital well-being via self-regulation and intentional interaction might assist individuals in reclaiming control over their screen habits.

### Content Consumption and Psychological Impact

The nature of information engaged with on social media profoundly affects psychological well-being. Exposure to uplifting, instructive, or inspiring material can improve mood and foster personal development. In contrast, extended exposure to unpleasant, sensationalized, or detrimental content may exacerbate anxiety, tension, and depressive symptoms. Research indicates that dooms scrolling—compulsive engagement with terrible news—exacerbates anxiety and powerlessness. Algorithmic content suggestions can establish echo chambers, perpetuating biased viewpoints. Engaging in deliberate content intake, broadening knowledge sources, and interacting with positive media might alleviate adverse psychological impacts. Developing media literacy and self-awareness is crucial for promoting a balanced and healthy digital experience.

### Gender and Factors in Social Networking and Youth Transition

Social media plays a complex role in psychological well-being, with notable impacts on self-esteem, anxiety, and digital identity. FOMO and social comparison emerge as major concerns.

While digital spaces offer engagement, online social support appears weak, indicating a possible gap in meaningful online connections. Privacy concerns and screen time management remain key challenges, highlighting the need for better digital well-being strategies.

**Table 2: Gender and Factors in Social Networking and Youth Transition**

Perception	Gender	N	Mean Rank	Z
Influence on Social Skills and Communication	Boys	57	57.96	-3.10
	Girls	63	63.04	
Peer Influence and Decision-Making	Boys	57	60.96	-3.521
	Girls	63	60.04	
Exposure to Global Perspectives	Boys	57	66.56	-1.862

	Girls	63	54.44	
Online Activism and Social Awareness	Boys	57	61.65	-3.633
	Girls	63	59.35	
Mental Health and Emotional Resilience	Boys	57	63.84	-0.320
	Girls	63	57.16	
Financial Literacy and Consumer Behavior	Boys	57	63.95	-1.341
	Girls	63	57.05	
	Total	120		

## 1. Influence on Social Skills and Communication

- Girls (Mean Rank: 63.04) report higher influence than boys (Mean Rank: 57.96).
- The significant difference suggests that social media affects communication skills differently across genders, possibly due to different interaction styles online.

## 2. Peer Influence and Decision-Making

- Boys (Mean Rank: 60.96) report higher susceptibility to peer influence than girls (Mean Rank: 60.04).
- This finding suggests that boys may be more influenced by peers in decision-making, potentially in areas like trends, fashion, or online challenges.

## 3. Exposure to Global Perspectives

- Boys (Mean Rank: 66.56) report slightly higher exposure than girls (Mean Rank: 54.44), but the difference is not statistically significant.
- This suggests that both genders experience comparable levels of global awareness through social media.

## 4. Online Activism and Social Awareness

- Boys (Mean Rank: 61.65) and Girls (Mean Rank: 59.35) show a statistically significant difference, with boys reporting slightly higher engagement.
- This suggests that boys may be more active in online social movements or discussions, though the effect size may not be large.

## 5. Mental Health and Emotional Resilience

- Boys (Mean Rank: 63.84) and girls (Mean Rank: 57.16) show no significant difference in perceptions of mental health impacts.

- This suggests that both genders experience similar emotional effects from social media usage.

## 6. Financial Literacy and Consumer Behavior

- Boys (Mean Rank: 63.95) report slightly higher financial awareness than girls (Mean Rank: 57.05), but the difference is not statistically significant.
- This suggests that social media plays a role in financial learning for both genders, but no major gender-based disparity is observed.

## Overall Insights:

- Significant gender differences exist in social skills, peer influence, and online activism, with boys showing greater peer influence and activism, while girls report higher communication impact.
- Exposure to global perspectives, mental health effects, and financial literacy do not show significant gender disparities.
- Findings indicate gendered online behaviors in certain areas, which may be useful for designing targeted digital literacy and intervention programs.

## Discussion

### Influence on Social Skills and Communication

Social media profoundly impacts contemporary communication, affecting interpersonal skills in both beneficial and detrimental ways. Digital platforms facilitate connectedness, enabling individuals to sustain relationships over distances and articulate themselves in novel manners. Excessive dependence on online contacts may diminish face-to-face communication skills, impairing empathy and the detection of nonverbal cues. Research indicates that extended internet



participation may result in shallow connections, undermining profound and meaningful exchanges. Achieving equilibrium between online and offline interactions is essential for cultivating robust social skills, active listening, and emotional intelligence. Promoting real-world social interaction can facilitate the preservation of good communication dynamics.

### **Peer Influence and Decision-Making**

Social media enhances peer influence, impacting decision-making in lifestyle choices, purchasing patterns, and personal convictions. Individuals, especially teenagers, are more vulnerable to trends, frequently adhering to societal standards for approval. Research indicates that peer recommendations on social media affect behaviours concerning health, finance, and self-perception. Positive peer influence can foster advantageous habits, such as physical fitness or academic motivation, but it may also result in risk-taking behaviours or impulsive choices. Awareness of digital peer pressure and critical thinking abilities are vital for making educated, autonomous decisions free from excessive external influence.

### **Exposure to Global Perspectives**

Social media offers unmatched access to a variety of cultures, ideas, and perspectives, expanding users' horizons. Exposure to global viewpoints increases cultural knowledge, tolerance, and empathy, allowing individuals participate in meaningful cross-cultural interactions. Research indicates that engaging with global internet networks fosters adaptation and open-mindedness. Nonetheless, algorithmically generated information may also foster echo chambers, restricting access to varied viewpoints. Proactively pursuing diverse knowledge sources and participating in constructive dialogue helps mitigate prejudices and misinformation. Fostering inquiry and courteous discourse in digital environments can enhance personal development and global comprehension.

### **Online Activism and Social Awareness**

Digital platforms have transformed activism, allowing individuals to garner support for social problems, disseminate awareness, and champion

change. Hashtag campaigns, petitions, and online dialogues enhance the visibility of marginalized voices and draw international focus to pressing concerns. Research demonstrates that internet activism may empower individuals and generate significant societal influence. Maintaining continuous offline participation and meaningful interaction with digital activism enhances its efficacy. Promoting educated engagement and appropriate advocacy may convert internet awareness into tangible social advancement.

### **Mental Health and Emotional Resilience**

Social media may both facilitate and hinder mental wellness. Although pleasant relationships and access to mental health resources offer emotional support, excessive online activity may exacerbate stress, anxiety, and depression. Research indicates that crafted online identities generate unreasonable expectations, adversely affecting self-esteem and mental health. Enhancing emotional resilience by mindfulness, self-awareness, and digital detox techniques can alleviate adverse consequences. Participating in helpful online networks while preserving IRL interactions promotes a balanced approach to mental health. Emphasizing self-care and acknowledging the necessity to disengage is essential for sustaining emotional equilibrium in the digital era.

### **Financial Literacy and Consumer Behavior**

Social media impacts financial decision-making by influencing expenditure patterns, investing behaviours, and consumer actions. Influencer marketing, targeted advertisements and viral shopping trends frequently stimulate impulsive buying behaviour. Research demonstrates that financial behaviours influenced by social media affect budgeting, saving, and debt management, particularly among younger individuals. Digital platforms also furnish financial education, including materials on budgeting, investing, and prudent spending. Enhancing financial knowledge, scrutinizing marketing strategies, and engaging in mindful consumption can foster improved financial practices. Promoting critical assessment of online financial guidance facilitates educated and sustainable economic choices.

## Conclusion

The impact of Face book on the personal well-being of youth graduates is multifaceted, influencing their mental health, social interactions, and career transitions. While social networking platforms like Face book provide opportunities for self-expression, social capital, and professional networking, they also pose risks such as digital addiction, decreased face-to-face interactions, and potential mental health concerns like anxiety and low self-esteem. In the context of youth transitions, Face book plays a crucial role in shaping identity, relationships, and career aspirations. It facilitates access to information, peer support, and job opportunities, but excessive dependence on virtual interactions may hinder real-world social skills. The curated nature of social media content can also contribute to unrealistic expectations, leading to feelings of inadequacy and stress. To maximize the benefits of social networking while mitigating its negative effects, youth graduates should adopt a balanced approach, integrating online engagement with offline interactions. Educational institutions and policymakers must also promote digital literacy and mental health awareness to equip young individuals with the skills to navigate the digital landscape effectively. Future research should explore the long-term implications of social media usage on youth transitions, focusing on sustainable digital habits that enhance personal well-being and career development.

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