



Understanding Mediasysdic Disorder (Msd): a Media Paradigm in the Classification of Social Media-Induced Mental Health Illness

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Abstract: Social media has significantly altered how individuals engage and communicate over the last decade. Research has shown that social media use can have a positive impact by fostering interconnectedness and alleviating isolation. However, little evidence suggests it can profoundly affect people's mental health, including externalizing issues like aggression, bullying, opposition, and immaturity, as well as internalizing problems like depression, anxiety, social withdrawal, and low self-esteem. The symptoms mentioned above linked to social media have been termed Media Sysdic Disorder. With increasing exposure to the virtual world of social media, human mental health could be in grave danger if this disorder is not given the requisite attention it needs. The present research aims to prove the existence of Media sysdic disorder (MSD) and explore its effect on individuals. To achieve this purpose, we will explicate social media effects and review and synthesize available related literature. The summarized literature seeks to reveal this disorder's presence, symptoms, patterns, and possible complications.

Keywords: social media, Mental Health, Media Sysdic Disorder

1. INTRODUCTION

Today's media landscape is larger and more diverse than ever, with young people having unprecedented access to data through various devices such as smartphones, tablets, computers, laptops, and gaming consoles (Nesi, 2020). Social media plays an essential role in this landscape. It has become an everyday part of our lives as it has established new mediums for human interaction (Steers et al., 2014). According to Kepios, there will be 4.70 billion people using social media in July 2022, accounting for 59.0 percent of the worldwide population (DataReportal, 2022). Many advantages have been associated with this development, including the reality that online platforms such as Tiktok, Instagram, Facebook, and Snapchat have opened the door to interconnectedness, allowing people from all over the world, regardless of region, to connect 24/7 on social media platforms (Akram & Kumar, 2017). However, evidence suggests that addictive social media usage has hurt people's mental health in recent years. Many symptoms have been widely attributed to social media-related mental health problems, including externalizing disorders such as rule-breaking, aggression, impulsivity, and inattention, as well as internalizing disorders such as anxiety, depressive symptoms, and social withdrawal (Marengo et al., 2018; McCrory et al., 2022). A literature review of studies on various sample populations from 2000 to 2022 revealed that some major effects of social media on mental health are depression and anxiety. While theoretically explained in the literature, these issues have received less attention regarding experimental treatment. These issues are frequently found in tandem with a single patient, leading to increased suicide in our modern society. To provide better approaches to identify and mitigate these problems, I have termed the harmful social media use as media sysdic disorder (MSD).

2. DEPRESSION

Depression has emerged as a major public health issue in many regions over the last decade. According to the World Health Organization (WHO), approximately 280 million individuals were estimated to be depressed in 2021, accounting for 3.8% of the population% of the global population (WHO, 2021). With the emergence of social media, there have been even more research studies to deduce the effect of social media on mental health. Naturally, it would make sense to suppose that

spending more time perusing social media sites would improve one's feeling of belonging in a community since it would give one more opportunity to interact with others. However, according to the findings of a study conducted by Steers et al. (2014), Facebook users who were frequently exposed to the posts of others about their achievements in life (whether in their employment, relationships, or travels) were more likely to develop symptoms of depression on their own. The study showed that the more often people logged into their accounts, the more likely they were to show signs of depression. Researchers at the University of Pittsburgh School of Medicine also examined the emotional impact of social media usage. The incidence of depression among young adults is linked to the amount of time they spend on social media sites, according to the research (UPMC, 2016). Haand&Shuwang(2020) conducted a study that investigated the correlation between compulsive use of social media and clinical depression in the population of university students in the Khost region of Afghanistan. They employed stratified random sampling, and 384 students from Shaikh Zayed University, Ahmad Shah Abdali University, and Pamir University filled out a questionnaire comprising 46 questions to complete without assistance. According to the findings, a depressive state has a positive link with addiction to social media, and addiction to social media is a strong predictor of a depressive state. In the research published in 2019 by Alexandre Heeren, Sanne De Wit, and Eiko I. Fried, "passive social media use" (PSMU), such as quickly scrolling through social media news feeds, may be associated with symptoms of depression. In this study, 125 students reported their symptoms of PSMU, depression, and stress seven times each day for 14 days. According to the study's findings, there is a significant correlation between the amount of time spent on social media and an increased likelihood of experiencing feelings of depression. In 2014, Dr. Primack and his colleagues studied 1,787 adults living in the United States between the ages of 19 and 32 (UPMC, 2016). The researchers used questionnaires to assess the participants' social media usage and a validated depression assessment instrument. The questionnaires contained questions regarding the eleven social media platforms that were the most popular at the time, which were as follows: Facebook, YouTube, Twitter, Google Plus, Instagram, Snapchat, Reddit, Tumblr, Pinterest, Vine, and LinkedIn. The typical time spent by participants on social media was 61 minutes per day, and they logged into their various accounts 30 times each week. More than a quarter of the people who participated in the study were deemed to have "strong" depressive symptoms (Primack et al., 2017). Another study at the University of Pennsylvania discovered that frequent checking of social media accounts could induce "fear of missing out," often known as "FOMO," as well as feelings of isolation and loneliness. According to the study, this could be a factor in depression. But according to what the researchers found, users' happiness went up when they limited their time on social media to about 30 minutes a day. Other studies have suggested that the quantity of time spent on social media may be less important than the quality of the content consumed. All these studies, however, agree that there is a strong correlation between time spent on social media and depressive symptoms.

3. ANXIETY

Tension, anxious thoughts, and physical changes like increased blood pressure characterize anxiety. It is also an unpleasant physiological state in which an overreaction to a situation occurs. Socially anxious individuals seem to be at a particularly elevated risk of engaging more frequently and passively on social media (O'Day& Heimberg, 2021). Over ninety percent of internet users are now involved on social media platforms such as Facebook, Twitter, Instagram, and Snapchat throughout the day and night. There is a rising possibility of developing a dependency on social media, and this addiction has severe consequences for users' mental health. People's mental reward system may be activated when they gain new followers, receive "likes," or read encouraging comments (PsychCentral, 2021). These benefits of using social media have been shown to stimulate the production of dopamine, also known as the "feel-good" hormone (Zarrindast&Khakpai, 2015). When a user feels rewarded, the subconscious mind may be motivated to check for new likes, comments, and followers. When they stop checking social media, you remove a potential source of positive feedback, which can make them anxious. Vannucci et al. (2017) examined the connection between social media use and anxiety. The study posits that higher daily social media use was associated with more significant dispositional anxiety symptoms and an increased likelihood of having a probable anxiety disorder in a nationally representative sample of U.S. emerging adults. Anxiety about losing out has been linked to social media use. According to a study published in 2018, the fear of missing

out (FOMO) might cause you to compare your life to that of others, leading to feelings of inferiority. Data from the study establishes the term "fear of missing out" (FOMO) and describes the uneasiness that comes from realizing you might be missing out on enjoyable experiences that other people are having. When people feel that they don't "fit in" social circumstances, they may develop social anxiety due to this inadequacy, Wolniewicz et al. (2018). Individuals who fear missing out (FOMO) are often glued to their phones and other social media sites to keep up with the lives of others around them (PsychCentral, 2021). Social media portrays a reality that can be false and unattainable. Photos are edited, bodies are altered, and blemishes are erased. The images posted online are as close to perfection as possible. Teens and young adults look up to these posts, comparing themselves to others and feeling anxiety and pressure when there is a lack of similarities. Social media should be used for pleasure and to make and keep connections. Social media anxiety makes it difficult to find how to have fun with social media.

4. WHAT IS SOCIAL MEDIA?

Social media has been defined in a different context from the inception of this technology. It is challenging to provide a single definition incorporating all the technology and practices related to social media, partly because the technology is open to more than any specific scope, format, topic, audience, or source (Treem et al., 2016). Appel et al. (2020), for example, described social media as a technology-centric ecosystem that is not entirely technological and in which a variety of interconnected actors, including individuals, businesses, organizations, and institutions, can engage in a variety of complex and varied behaviors, interactions, and exchanges. Kaplan and Haenlein (2010) defined Social media as "a group of Internet-based applications that builds on the ideological and technological foundations of Web 2.0 and allows the creation and exchange of user-generated content". In terms of marketing, Cheung et al. (2020) described social media as a web tool used to create content tailored for each social media platform to increase interaction and advance business.

Consequently, social media can be defined from different aspects of present digital life apart from online communication, from marketing to politics to education to health to essential human interaction (Bashir & Bhat, 2016). Building on these preexisting definitions and the concept to which this literature is tilted, social media can be defined as software-based digital technologies that typically take the shape of applications and websites and provide users the ability to communicate and receive digital content, including images, texts, videos, and other types of media content for entertainment, informational and instructional purpose. A few examples of these social media apps are Facebook, Instagram, Twitter, Snapchat, and Tiktok (Olola, 2022). Snapchat social media app is one of the most popular online activities, with approximately 4.6 billion people using the various platforms in 2022 and a worldwide consumption time of 147 min per day with nearly 2 million Snapchat messages sent per minute (Statista, 2022). Invariably, with this massive amount of usage, it becomes mandatory to understand the links between social media and people's health, with an emphasis on the mental aspect of it.

4.1. Social Media and its Links to Mental Health

Studies have revealed that although young people use social media as a networking tool, a way to stay in touch with friends, exchange information, get support and advice, and learn a lot, an addictive reliance on doing this might be harmful to their mental health. It may lead to stress, despair, concerns with one's body image, self-harm, substance abuse, and even death (suicide).

5. MEDIA SYSDIC DISORDER (MSD)

Although much research has been done regarding mental health issues arising from social media and different names for this illness, like social media addiction, social media anxiety disorder, and Snapchat dysmorphia disorder, a general psychological term that addresses its effect and possible management mechanism for the adolescent does not exist for the many symptoms synthesized in literature. After reviewing and synthesizing available literature, I have explicated the mental health issues arising from continuous overdependence on social media as mediasysdic disorder (MSD). Hence Media sysdic disorder is a form of psychological disorder, which explains that heavy dependence on social media leads to heightened levels of anxiety and depression and triggers other

latent mental disorders or leads to suicide. It is trite that the increase in adolescent depressive symptoms has plausibly been attributed to the rapid rise in exposure to social media. The prevalence of major depressive disorder and depressive symptoms has increased in the United States, especially among adolescents, in recent years, and suicidal attempts and death have also increased because of the influence of social media abuse.

Without proper health approaches to reduce the adverse effect of MSD on young populations, unhealthy internet and social media usage can influence suicide-related behavior and mental health breakdown. Such abuse poses a significant risk to the public. As such, public health approaches and effective communication might be used to address the issue. MSD explores the patterns of social media use, the impact of social media use on mental health and well-being, and the potential to leverage social media's popularity and interactive features to enhance the delivery of interventions to mitigate its harmful effects. Social media has positively changed the world since its inception. The adverse effect is not a salient ground for its eradication or boycotting. Instead, health communications research is vital in developing mechanisms for managing the debilitating effects of social media abuse on mental health crises and suicide risk. As synthesized from the literature, the symptoms are Internalizing problems such as significant mental illness symptoms, which include depression, anxiety, body dysphoria disorder, and low self-esteem. To identify media sysdic disorder, these symptoms explained herein form its crucible.

6. SYMPTOMS/PATTERNS OF MSD

Several complications can arise from mediasysdic disorder, which includes the following:

6.1. Sudden Change in Mood

A person or individual has a depressed mood (feels sad, irritable, or empty) or loses interest in activities for most of the day, nearly every day, for at least two weeks during a media sysdic disorder episode. Some people may express their mood swings more readily through physical symptoms in specific cultural contexts, e.g., pain and weakness. However, these symptoms are not due to any medical condition. It serves as the individual's means of expressing their unstable mental state.

6.2. Weight Gain Or Loss

People with media sysdic disorder may experience appetite changes which may cause them to gain or lose weight. Without a doubt, excessive weight gain has been associated with heart disease, diabetes, strokes, and cancer, while continuous weight loss can lead to gallstones, muscle loss, and fatigue. Either way, the life expectancy of the patient is reduced. The body needs the right amount of food to function properly. However, the triggers of the continuous flow of information and online relational attachment that is fulfilled through the overdependence of scrolling through social media may hinder addictive users from a healthy diet. The pendulum swings to the extreme ends. They either consume too much or less food which can affect their diet.

6.3. Social Withdrawal

Exposure to the idea of perfection in social media can lead to social withdrawal. Social withdrawal is the lack of social relations with family and friends. Excessive dependence on socialization through social media can be a vital precursor to this problem. Social media feeds are filled with beautiful models with perfect bodies and lives. Most of these photos and videos have been filtered and altered. However, when people scroll through these feeds, they are exposed to their imperfections and feel lonely and depressed. Eventually, these people become socially withdrawn due to their perceived mindset about themselves.

6.4. Escape from reality

Adolescence is an ideal time in our lives. It is the bridge between childhood and adulthood. With body changes, self-awareness, education, and core issues that adolescents have to navigate to the full awareness of their adult lives, the impact of social media in synthesizing this core developmental period cannot be undermined. A healthy or unhealthy dependence on social media could determine the trajectory of the adolescent. Adolescents tend to rely on social media to escape from reality. Social

media is configured for the positive presentation of the self. The non-correlation to reality for adolescents makes it challenging to build life skills to navigate difficulty when something negative happens to them. It may lead to depression and, ultimately, suicide.

7. COMPLICATIONS FROM MSD

7.1. Risk of Disfigurements due to Repeated Surgical Intervention

Researchers have found out that the more a person uses social media applications, the more the chances of engaging in cosmetic surgeries or considering undergoing a cosmetic procedure in the future. The goal of undergoing this intervention for most people is to improve their appearance and boost their self-esteem. However, cosmetic surgery sometimes requires the removal of a lot of skin and tissues, eventually leading to wound healing and even death of tissues.

7.2. Effect of social media on Mental Health

Social media have significantly impacted our daily lives during the last decade (Bekalu et al., 2019). Its usage among adolescents has increased enormously in recent years, even as they now have a more significant online presence than ever (Olola, 2022). In the US, 70 percent of adolescents now use social media daily, up from a third in 2012 (Abi-Jaoude et al., 2020). According to a study by Valkenburg (2021), on average, teenagers and adults use five social media sites in complementary ways to communicate privately with close friends and family members and publicly with larger audiences of friends, colleagues, and employers. Most teenagers and educators see this as good news because technology enables them to share ideas and pursue their interests while developing communication skills (Ansari & Khan, 2020). However, concurrent with this rising social media use (SMU), the harm caused by excessive SMU has been a significant issue for society, researchers, and parents concerning people's mental health (Bashir & Bhat, 2016). The prevalence of major depressive disorder and depressive symptoms has increased in the United States, especially among adolescents, in recent years, and suicidal attempts and death have also increased dramatically. Some authors have postulated that the increase in these depressive symptoms may be attributed to the rapid rise in exposure to social media (Reihm et al., 2019). In an investigation on the psychological effect of social media on Minnesota students, Olola et al. (2022) explicated that there is a significant effect of the use of social media on the psychological well-being of the students as depression, stress, anxiety, emotional isolation, low self-esteem, memory loss, and self-harm are the common psychological symptoms of such over-dependence. Social media platforms such as Instagram, Facebook, and Snapchat are the most used platforms; recently, TikTok has gained prominence. Studies have shown that much of the information consumers discover on social media does not correspond to reality. Instead, these websites are packed with friends, and family highlights reels that only present their lives' positive aspects. This may negatively affect a user's sense of self-worth, raising the risk of mental health problems termed Media sysdic disorder. Examples of these problems include reliance on social media, feelings of apprehension, Isolation, lousy sense of oneself, Stress, and suicide

8. CONCLUSION

The number of people who connect through the internet and use social media has risen drastically in recent years. Social networks, which provide users with various information, have become vital to daily life and are transforming how people connect globally. All ages use such platforms for business, socializing, dating, politics, and communication. Early social networking was thought to be mainly for teens and adolescents. As social media use rises, so do mental health issues. Research suggests that social media use is linked to anxiety, unhappiness, and disengagement. This paper introduces the possible aftereffects of addictive social media usage and determines if social media use and media disorders are linked. Literature summed so far shows a positive correlation between social media and media sysdic disorder. In conclusion, more research must be done to ascertain the variability and provide empirical evidence on this paradigm. As a health communication research paper, there needs to be collaborative work done with psychologists and psychiatrists to further this research to explore the psychological and communicative manifestations of social media abuse in mental health symptoms earlier than the traditional clinical prognosis.

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