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## Abstract
This paper is a conceptual paper which presents the study on the effect of social media use towards human feelings. Social media has become a prevalent part of modern life, with users using various platforms to communicate and interact with others. The use of social media hasbeen widely permeated throughout all age groups in the past decade, becoming an integral aspect of people's lives. People also rely on social media as it has a significant impact on theirfeelings. The purpose of this concept paper is to understand (i) how social media influences human feelings, (ii) how social media develops positive feelings, and (iii) how social media develop negative feelings. This concept paper applied the uses and gratification theory, whichis related to the main purpose of this study since the theory discusses the effects of media on people and explains why and how people use specific media to satisfy their needs. The methodused for this concept paper is a Systematic Literature Review (SLR) which is based on previousjournal articles that focus on the influence of social media on positive and negative feelings. Astudy has found that age and stress are strong predictors of social media use, with the relationship being positive in young adults (25–34 years old) but negative in older people (35–54 years old). Moreover, some studies have shown that social media can be helpful in dealingwith emotions, whereas others suggest it may lead to increased anxiety and stress. However, all of these findings support the idea that social media has a powerful impact on human feelingsand emotions.
Keyword: Social Media, Uses & Gratification Theory, Human Feelings

## Introduction
What is social media? Social media is defined as a series of internet-based applicationsthat build on the theoretical and practical foundation of Web 2.0 and enable the creation and exchange of user-created content" (Kaplan & Haenlein, 2010). Nowadays, social media

platforms and current technologies enable a variety of interactions between people. It connectspeople all around the world. Additionally, social media have ingrained themselves intochildren, teenagers, and adults' lives during the past decade (Smith, 2018). A huge part of young people's social lives is now handled on social media and online forums, and almost everyone uses this medium to connect with friends, family, co-workers, and communities (Nielsen Wire, 2010).

Furthermore, there are a lot of social media types that are widely used today. For example, we have Twitter, which is the most recognised platform for the fastest information gathered. Younger generations are mainly using Twitter. It was discovered that social media use was strongly predicted by age and perceived stress, with the relationship between the two being positive in young adults (years 25–34) but negative in older persons (ages 35–54) (Xu, 2022). In addition, over 95% of young people use social media sites like Snapchat, Instagram, YouTube, TikTok, WeChat, or Twitter daily in Australia, the United States, and other developed countries (Tankovska, 2021). So, there is proof that age plays an important role in influencing social media use.

The technological revolution has played a significant role in the increase of social mediausage among people. The rapid adoption of new technologies has changed the world. As mobileand internet capabilities continue to improve, it becomes simpler for users to access their favorite sites and social media apps from anywhere with just a smartphone or computer. Socialmedia has been widely available since the early 2000s and as of 2021, it has reached half of theworld's population. In that same year, social network platforms grew their user base by nearlytriple digits from 970 million in 2010 to 4.48 billion people in July 2021 (Dean, 2021). This shows how much social media users have increased over the years. As for 2022, Statista (2022)shows that there are 4.59 billion social media users worldwide, which equates to about 57.5%of the current world population and this number is expected to grow further in the coming years (Mohsin, 2022).

In these modern days, other than using social media to seek information, people use it because it impacts their feelings. Social media sure does bring an impact on our life, especially in terms of our emotions and feelings. It can be either positive or negative. Many studies and research have shown results that can make us see how social media impacts different types ofpeople around the globe. Some of the studies show a positive result on how social media can be a tool to help humans with their feelings and emotions. While some results show the opposite.

There are some factors that need to be considered carefully when discussing how humans utilise social media as a platform and instrument for emotions, such as factor, which is the reason they are using it, and impact, which is what will happen after they use it. So in this paper, we will be discussing how social media influences positive and negative feelings.

**Problem Statement**
For the past two decades, social media has been a double-edged blade as we scroll to pass the time, showcase polished versions of ourselves, and keep up with family and friends (Bureau, 2022). It may be a fantastic tool for interacting with individuals who are important

tous, getting information, and expressing ourselves. Social media has occasionally improved in quantity, quality, and utility over the past two decades (Bashir & Bhat, 2017). In the same way that a person's body is fed by the intake of essential minerals obtained through nutrition, so too is the human mind fed by the availability of food for thought. The development of technology has made information readily accessible today, providing a platform for discussion on the relationship between social media and human well-being. The excessive use of social internet sites is one of the most popular modern activities. Social media are websites that enable interaction through web 2.0 & 3.0 sites, including applications like Facebook, Twitter, MySpace, online gaming, virtual worlds like Second Life, Sims, YouTube, Blogs, and others. These sites, which are rapidly expanding, serve as accessible portals for communication and entertainment, especially for the younger generation.

Adolescents and young adults [12–18] use smartphones the most frequently (Grimaldi-Puyana et al., 2020). Over 90% of adults in the US over the age of 13 have access to a smartphone, and over 92% of teenagers and 88% of adults use social media (Anderson & Jiang, 2018; Fennell et al., 2019; Perrin, 2015). According to studies on college-aged people, this demographic uses these devices four to eight hours per day, with the highest number of users interacting with the gadget roughly nonstop (Barkley & Lepp, 2016; Lepp et., 2014). Besides that, an overview of Malaysia's Smartphone Market The percentage of people using smartphones worldwide increased from 20% in 2010 to 37% in 2014 (Al Koliby & Rahman, 2018). In 2015, there were 16.54 million smartphone users, and in 2022, there are projected to be 23.31 million. Furthermore, a 2011 report from Enterprise News on Malaysian usage of smartphones found that the majority of users were between the ages of 25 and 35 (International Data Corporation IDC, 2017). According to recent reports, Malaysia is expected to have 11 million smartphone users in 2017, with a 10% annual growth rate from 2013 to 2017. Consumers under the age of 30, who make up 64% of the country's smartphone users, are a major force behind the growth of the smartphone market in Malaysia (Koliby & Rahman, 2018).

Although the social media phenomenon is still relatively new, numerous empirical studies have assessed the overall impact of frequent use of social media on users' health and well-being. In many of these areas, social media clearly offers advantages. This ignorance is particularly concerning in the context of today's younger generation, as teenagers and young adults spend a significant amount of time engaging in online socialisation and may therefore be at a higher risk of negative consequences. So, what is the relation of social media use towards human feelings?

**Research Objectives**
- To identify the influence of social media towards human feelings
- To analyse the positive feelings developed by social media
- To examine the negative feelings developed by social media

**Literature Review**
What are human feelings? And what are the processes describing how they activate and function? What role do feelings play in science and in daily life? Is it necessary to research feelings? Regarding the nature and significance of emotions, there is a wide spectrum of

scientific opinions. According to Duffy (1962), the study of behaviour does not require emotional ideas. Duffy (1962) and Lindsley (1957) believed that the idea of activation or alert had more explanatory power and is simpler than the idea of emotion. Other scholars have argued that emotions are what drive people most of the time (Tomkins, 1962, 1963; Izard, 1971, 1972).

In addition, while some maintain that people always experience some form of emotion to some level or that there is no such thing as an activity without an accompanying effect, others maintain that emotions are simply temporary phenomena (Schachtel, 1959). While some researchers believe that emotions largely cause issues for people because they interrupt and disorganise behaviour (Arnold, 1960; Young, 1961). Others argue that emotions are crucial in directing, inspiring, and maintaining conduct (Rapaport, 1942; Leeper, 1948; Mowrer, 1960; et. al).

Moreover, emotions essentially relate to the actions of tissues that are usually affected by the autonomic nervous system, or visceral functions (Wenger, 1950). "Emotions and Visceral Functions" was the exclusive focus of the 1976th International Congress of Physiological Sciences, which was held in Baku, USSR, in 1974. (Gasanov, 1974). Other researchers have stressed the importance of the face's outside behaviour as well as the function of the somatic nervous system, the portion of the nervous system that is typically thought to be controlled voluntarily (Gellhorn, 1964, 1970; Tomkins, 1962, 1963; Ekman, Friesen, &Ellsworth,1972; et. al). Most clinical psychologists and psychiatrists refer to psychological disorders and adjustment issues as "emotional problems," or situations where emotions have led to a problem (e.g., Dunbar, 1954). However, according to Mowrer (1960, 1961), a person's beliefs, attitudes, and behaviours, rather than their emotions, are to blame for adjustment issues and psychopathology.

**Social Media As A Medium to Influence Positive Feeling**
How can social media influence human feelings to be more positive and better? First, let's look at the common social problems that humans face, like loneliness. When one's social relationships are deemed to be less than ideal, one experiences loneliness, a subjective feeling of suffering (Hawkley & Cacioppo, 2010).

Many scholars think of loneliness as having three main elements (Bekhet et al., 2008). First, loneliness is a sign that a person's social network is considered to be incomplete or lacking, implying that there are no ties, few relationships, or interactions that are insufficient in some other sense. Second, loneliness cannot be measured neutrally, for instance, by an outsider. By its very nature, loneliness is a subjective emotion because it depends on how an individual feels about themselves. Third, loneliness is an uncomfortable and upsetting experience. People usually do not want to be lonely, even though they may often wish to be left alone (for a while). So, at its core, loneliness is the lack of interactions with other person feels, and it emphasises the emotional pain that results from this separation from others.

According to a study by Lim et al (2016), lonely people frequently feel misunderstood, and their relationships are meaningless, despite the fact that loneliness may be related to both the quantity and quality of relationships with others. According to Weiss (1973), loneliness is a result of unfulfilled demands for attachment, social isolation, nurturing, a sense of

trusted alliance, and support during trying times. His approach distinguished between the emotional, relational, and collective elements of loneliness (which have since been further developed by others).
Other than that, the perception of not having a close friend or other people to lean on for emotional support is referred to as emotional or intimate loneliness (Dunbar, 2014; Weiss, 1973). Relational loneliness is the perception of not having close family or friends to turn to for practical help (such as guidance, project help, and loans; Buys & Larson, 1979; Dunbar, 2014). Last but not least, social loneliness is the absence of a sense of belonging to a group ofpeople who share similar interests or values (e.g., clubs, hobbies, or leisure activities; Granovetter, 1973; Hawkley et al., 2005).

It is proven that different types of people use social media for different reasons. In this context, how do they cope with social loneliness? Based on research by (Smith, 2021)among those who were younger in age, consuming more social media was linked to greater emotional loneliness. Such experiences like feeling empty and rejected, are easily associated with the emotional loneliness scale's topics. Therefore, a bigger desire for social comparison and perhaps for putting on a front among young individuals (Callan et al., 2015) may help to explain why greater usage of social media was linked to greater loneliness in younger age groups. Other than that, an explanation for using social media among middle-aged and elderlyparticipants could be stimulation; doing so encourages interaction, which has been shown to lessen loneliness over time (Teppers et al., 2014).

Other than that, people use social media to overcome their stress and depression. On the psychological aspects of stress, several types of research focused on a unique interaction between a person and their environment that they see as draining or above their resources andharming their well-being, for instance, is what Lazarus and Folkman (1984) characterised as psychological stress. For example, Grant et al. (2003) defined stress as environmental occurrences or permanent conditions that clearly harm people of a certain age in a certain society's health and/or psychological health or well-being. The experience that results from a transaction between a person and their environment is used by a lot of researchers to representstress and to operate as the mediating or moderating processes between stress and the first component, which are the biological, physical, or emotional effects. (Zhang 2013)

In addition, from that, positive associations between social media use and stress have consistently been shown by empirical studies. Such favourable relationships would suggest thatsocial media use contributes to stress or that stress influences social media use. Both directionshave been supported by research. However, scholars believe that it is insufficient to focus juston the relationship between social media use and stress (Wolfers 2022) Scholars contend that in order to completely comprehend the relationship between social media use andstress, it is important to concentrate on social media's roles throughout the many stages of the stress-coping process (Sonja Utz, 2022)

Furthermore, it is reported that women are more stressed than men overall. However, compared to women who don't use these technologies, those who use a variety of digital toolsfor communication tend to report feeling less stressed. The use of social media is linked

to evenhigher levels of awareness of the stressful happenings in their friends' life (Hampton et al., 2015). Three elements make up stress processes: internal body conditions called strain and stressors, as well as experiences brought on by interactions between people and their surroundings (Mason, 1975). The term "strain" describes cellular, emotional, and physiologicalresponses.

## Negative Feeling Occurred Because of Social Media

Everything is not perfect, the same goes for social media. Social media platforms can also give a negative impact on human emotions and feelings. One of them is the increase in anxiety. According to research by Kessler et al (2012), adults in the United States experience anxiety frequently, with adolescence and early adulthood having high-risk years for the emergence of a number of anxiety disorders. A load of anxiety disorders peaks in the teen yearsand is the second most common cause of disability among all psychiatric diseases (Whitefordet al., 2013). Individual anxiety disorders are linked to major mental and medical comorbidities,as well as role deficits in the social and occupational worlds (Costello et al., 2005).

In addition, another research also stated that a growing number of people are concernedthat as social media use increases, individuals may develop social anxiety (Jelenchick et al., 2013). According to Schlenker and Leary (1982), social anxiety is the state of avoiding social interactions and appearing limited when engaging in them. Researchers suggested that managing a huge social media friend network, feeling jealous of their lifestyles, and having a "fear of losing out" on online interactions could all contribute to social anxiety (Hampton et al., 2015).

Moreover, a nationally representative sample of U.S. emerging adults who used socialmedia more frequently had more dispositional anxiety symptoms and were more likely to havea probable anxiety disorder. The current findings are in line with earlier studies showing a positive relationship between social media use and anxiety/stress (Campisi et al., 2012; Morin-Major et al., 2016; Andreassen et al., 2016). This is true even though some studies have found no connection between online use and worry, perceived stress or social evaluative fears(Kross et al., 2013; Hampton et al., 2014; Muench). Other research findings reinforced the hypothesis that social comparison raised social anxiety. Social media users frequently contrast their appearance, abilities, status, and social skills with others (Feinstein et al., 2013). Such comparisons elicit potent psychologicalreactions, especially when others choose to convey information that is more positive (Yang &Robinson, 2018). Instagram offers a variety of filters to modify and enhance photos, and viewing these idealised representations of others might trigger unpleasant feelings that can increase mental conditions like social anxiety (Sherlock & Wagstaff, 2018).

## Research Theory
### Uses and Gratifications Theory
The uses and gratifications theory (UGT) was designed to analyse user motivations and gratifications for a particular medium (Katz et al., 1973). UGT is based on four fundamental assumptions: (i) media usage is goal-directed or motivated, (ii) people use media to satisfy theirneeds and preferences, (iii) social and psychological aspects influence media use, and

(iv) media use and interpersonal communication are related (Rubin, 1993). UGT emphasises that two different kinds of gratifications; gratifications sought and obtained are what motivate media users. Gratifications obtained refer to the demands met by media use, whereas gratifications sought refers to consumers' expectations of the types of gratifications they wouldget from consuming media (Katz et al., 1973; Rubin, 1993). Social media platforms are regarded as crucial tools for keeping up with current contacts, discovering recent activities, andbuilding a massive network with little effort.

Furthermore, people utilise social media to get gratifications like passing time, sociability, and social information (Quan-Haase and Young, 2010). Both the gratifications sought and obtained from a specific medium (i.e., use motivations) determine the medium's selection, frequency, and intensity. Numerous individual-level, social, economic, cultural, andpolitical aspects influence motivations and expectations for the gratifications gained from media use. While individuals' interest in accessing the Internet is related to lowering life happiness and higher interpersonal utility, higher Internet satisfaction is related to informationseeking and feeling appreciated by friends and family (Papacharissi and Rubin, 2000).

The uses and gratifications theory examines media based on a variety of criteria, including "people's communication needs and motivations, the psychological and social environment, the mass media, functional alternatives to media usage, communication behaviour, and the implications of such activity" (Rubin, 1993). Kayahara and Wellman (2007)distinguish two types of media gratification: process and content. The term process refers to the pleasures acquired by people when engaging in activities such as browsing or creating content. In contrast, content relates to the satisfaction that people get from learning new things. Starkman (2007) generalised the motivations for utilising the Internet largely as "relaxation, fun, encouragement, and status". Similar thinking was expressed by Cho (2007), who describedthe motivations as "interpersonal connections, information, and enjoyment."

Social media interaction can gratify people's desire to fit in with a group (McKenna & Bargh, 1999). Leary and Cox (2008) described the need to belong as they want to engage with,be valued by, and be accepted by others. By examining virtual worlds made especially for kids, Reich et al. (2014) demonstrated how access to online communities affects a person's sense ofbelonging. Besides that, several types of research demonstrated that SNS connection strengthens bonds between people and their sense of group membership (Amichai-Hamburger& Ben-Artzi, 2003; Burke et al., 2010; Koh & Kim, 2004; LaRose et al., 2001; Wolfradt & Doll, 2001). Moreover, in the instance of the Tuenti SNS, teenagers stated that belonging to a group or community is one of the primary motivations for using this SNS (Apaolaza et al., 2013; Monge-Benito & Olabarri-Fernandez, 2011). Users of Tuenti have also been observed to engage in community activities and have a sense of identity and belonging with other users (Sánchez-Franco et al., 2012). Tuenti is viewed by Spanish teenagers as a more private SNS, that is, a place to communicate online with close friends, as opposed to Facebook, which is perceived as a channel for communicating with wider acquaintances (Monge-Benito & Olabarri-Fernandez, 2011). Tuenti is used by Spanish teenagers to preserve and develop previously formed social relationships (Sádaba & Bringué, 2011).

Cicognani et al (2014) discovered a negative relationship between teenagers' sense of community and their feelings of loneliness. Lonely people, in particular, have a strong need tojoin a group (Leung, 2007; Pretty et al., 1994; Rubin et al., 1988). Teenagers who are lonely may be more attracted to social media because they feel the urge to fit in. Therefore, while theadolescent's loneliness appears to have an impact on the motivation for using social media, thedegree of loneliness should also influence the results of social media use, or the gratifications gained. Teenagers will have a stronger or lesser degree of belonging to a group depending on how lonely they are. Teenagers who are intensely lonely may not experience these social gratifications to the same amount as less lonely people. Social media's potential to foster a sense of community is incredibly significant for educational methods that make use of these kinds of interactive communication platforms. Virtual communities, as Gee and Hayes (2012)stated in relation to educational computer games, can establish "nurturing affinity spaces" thatare highly conducive to learning.

Meeting new people or utilising social media to form new friendships or initiate new connections, is another significant benefit of online social networking (Ellison et al., 2006). SNSs enable youngsters to manage existing social interactions as well as form new ones (Kim et al., 2011; Wolfradt & Doll, 2001). Users can use the SNS to view other people's profiles and make new relationships by sending messages or gossiping. Loneliness appears to reduce the value of meeting new people as a motivator for social media involvement. McKenna and colleagues conducted a series of research and discovered that lonely people were more inclinedto use internet interactions to form personal relationships with strangers (McKenna & Bargh, 1999; McKenna et al., 2002). Gross et al (2002) discovered that lonely teenagers in school were more likely to communicate with strangers online as opposed to in person. As a result, the degree of loneliness influences the level of satisfaction derived from social media use in terms of meeting new people. Lonely people may gain more from social media in terms of meeting new people than less lonely ones.

Entertainment is another gratification sought and offered by social media use, which enables occupying downtime, taking a break, and having a good time (Ellison et al., 2006). Teenagers use SNSs for entertainment and to communicate with their peers and exchange knowledge, stories, music, and videos. In contrast to those who are less lonely, those who are lonelier may have stronger needs to relax, sleep, or feel less tense, which may explain why theymay have a stronger motivation to communicate with others online for enjoyment (Rubin et al., 1988). Leung (2007) pointed out that children and adolescents utilize social media in particular to find entertainment online in an attempt to overcome loneliness. Therefore, the amount of loneliness that adolescents feel when using social media may also affect the entertainment value of utilising it.

Social anxiety has been identified as "a collection of negative self-schemata involvingsocial interactions and dysfunctional beliefs in social settings, such as a lack of self- presentational confidence and perfectionistic social performance standards" (Hong et al., 2019). Social anxiety is defined by an intense dread of being negatively judged by others in social situations (Lin et al., 2019). Some researchers have found that SNS use can have an impact on users' mental health, particularly social anxiety (Frost & Rickwood, 2017). Shaw et al (2015) discovered that Facebook increased anxiety symptoms, especially among students

who spent too much time on the SNS. Moreover, Grieve et al (2013) identified a link betweensocial media addiction and anxiety, while Frost and Rickwood (2017) revealed that people whospent a lot of time on Facebook were more likely to acquire anxiety.

On the other perspective, individuals who suffer from social anxiety experience functional limitations in their career, academic, and/or social lives, which lowers their qualityof life (Dryman et al., 2016). Previous research has found that people with social anxiety facea variety of obstacles, including poor work performance, greater rates of unemployment, and higher divorce rates (Wittchen et al., 2000), being unmarried and living alone (Rapaport et al.,2005), and dropping out of high school (Simon et al., 2002). According to Jazaieri et al (2012),these overwhelming obstacles can have a negative impact on numerous elements of people's lives, including their ability to enjoy life. Jazaieri et al (2016) stated that social anxiety has a harmful impact on well-being and quality of life.

**Research Methodology**

This concept paper is based on a Systematic Literature Review (SLR). SLR is classifiedas a "systematic, explicit, and repeatable approach for finding, analysing, and synthesising the current body of finished and recorded work created by researchers, academics, and practitioners" (Amo et al., 2018).

Moreover, a Systematic Literature Review (SLR) is a method that allows for the collection of relevant information on a certain issue that meets the pre-specified eligibility criteria and provides an answer to the research questions (Mengist et al., 2020). The purpose of a systematic review is to create a broad picture of a specific subject and provide a fair overview of the literature (Nightingale, 2009).

SLRs differ from standard narrative reviews because they use reproducible, scientific, and transparent producers. It aids in gathering all relevant papers and materials that meet our pre-defined inclusion criteria to answer a specific research topic (Antman et al., 1992). Hence,the Systematic Literature Review design is qualitative, containing all types of relevant studies.SLR restricts the collection of literature information, allowing for a more thorough methodological study with less bias than traditional reviews. It employs explicit and methodicalmethods to reduce bias throughout study searching, identification, evaluation, synthesis,analysis, and summary (Oxman & Guyatt, 1993).

Besides, a well-executed protocol for the SLR process is critical, as it guarantees that the work is meticulously prepared before the actual review work begins. This is because following the outlined methical processes may help ensure the study's reproducibility. Thereare five steps to conducting SLR: developing a review question, identifying relevant works, evaluating the studies collected, summarising and data synthesis, and interpreting the findings(Khan et al., 2003). Thus, when the technique is followed correctly and with minimal error, thestudy can give reliable data and conclusions that can assist decision-makers and scientific practitioners in acting appropriately (Tranfield et al., 2003).

Therefore, SLRs include domain-based reviews, theory-based reviews, and method- based reviews (Paul & Barari, 2022). Domain-based reviews synthesise papers in the same study

domain in order to expand the body of knowledge in this domain (Paul & Barari, 2022).Plus, authors can present current state-of-the-art knowledge on the research topic and recommend useful research avenues by synthesising multiple perspectives (Paul & Barari, 2022). There are numerous forms of domain-based reviews, including structured reviews, framework-based reviews, bibliometric reviews, hybrid reviews, and conceptual reviews. Overall, this conceptual paper is based on 15 past or previous articles that scholars have found, do research and analysis on the issue of how social media generate happy and bad sentiments.

**Conclusion**

A huge part of people's social style lives is now handled on social media and online forums, and almost everyone uses this medium to connect with friends, family, co-workers, and communities (Nielsen Wire, 2010; Smith, 2018). We could even bypass or refuse to usesocial media nowadays since it is crucial to our capability to maintain connections with peopleas well as information all around the world. Social media are interactive media technologies that make it easier to create and share information, ideas, and other forms of expression throughvirtual communities and networks. It is discovered that social media use was strongly predictedby age and perceived stress, with the relationship between the two being positive in young adults (years 25–34) but negative in older persons (ages 35–54) (Zhengnan Xu, 2022).

Some of the studies show a positive result on how social media can be a tool to help humans with their feelings and emotions. Social media helps us to stay connected with people worldwide and somehow it can be the nearest friend, family member, or someone that we don'teven know about their existence. Staying connected with people worldwide gives huge benefitsas it can build relationships, gain support, and improve someone's life in a lot of terms. As to reduce loneliness we can find friends through social media messaging and start conversations that may help to avoid loneliness. Not only that, but people who are stressed or depressed utilisesocial media to assist them in developing happy feelings through the same network on social media platforms. This is because they will develop happy emotions since their feelings have been affirmed by being in the same community.

Furthermore, the mental health campaign alsohelps a lot to disseminate awareness on social media, and resulting people will not take depression lightly or judge them negatively. Besides, social media use is not only a function tofind new friends, but it is most popular with entertainment. There are a lot of kinds of videos and images that can lessen the burden of feelings. The biggest impact is someone might smilewider when watching funny videos or feel relieved watching the motivational videos that havebeen shared on social media pages. The current findings are in line with earlier studies showinga positive relationship between social media use and anxiety stress (Campisi et al., 2012; Morin-Major et al., 2016; Schou Andreassen et al., 2016).

Social media benefits users in a lot of terms but it can also have a bad and negative impact on our emotions and feelings. Another research also stated that a growing number of people are concerned that as social media use increases, individuals may develop social anxiety (Jelenchick et al., 2013). Researchers suggested that managing a huge social media friend network, feeling jealous of their lifestyles, and having a fear of losing out on online

interactionscould all contribute to social anxiety (Hampton et al., 2015). Spending too much time on socialmedia can influence someone to be addicted to social media and sometimes when having real interaction with people, they feel awkward and just try to run away from having that kind of interaction.

In conclusion, it doesn't matter how far social media has evolved and helps humans insolving their problems with emotions and feelings, eventually, the bad and dark side of social media will appear as not everyone knows how to use social media properly. As a social mediauser, the responsibility to use it needs to be considered as it might impact the feelings and emotions towards the good and the bad ones. Not only that, but it is also the user's responsibilityto guide people, including youngsters, adults, and old folks, in using social media correctly bysharing good information and content on social media.

## Contribution

Humans are social creatures who desire both pleasure and happiness. Pleasure is a fleeting, fleetingly happy feeling that is always experienced externally, such as the satisfaction of enjoying a unique ice cream flavour or making money on the stock market. Because pain cannot continue for very long, pleasure also includes positivity. Happiness is the ultimate objective in life and can only be attained through an internal, independent experience. Happiness is the absence of conflict and the condition of peace, and it is primarily the result of close, committed relationships.

Social media communication can have both beneficial and negative effects on one's emotional health. Good associations promote more online relationships, whereas negative associations reduce self-esteem due to social comparison. While personalised and intimate dialogue within users in relationships predicts the difference in well-being standards, text communication followed by causal talk has no effect on an individual's well-being.

Social media platforms have positive value for fostering healthy relationships that are consistent with a pursuit of happiness and enjoyment without suffering. Any person's search of happiness is a natural occurrence in their life. An individual becomes more sociable and active when they are happy. Long-term subjective and emotional well-being can result from happiness levels that are not just based on momentary pleasures. Social media interactions that promote positive recommendation and balanced involvement constantly aim for harmony in timing. It contributes to a person's ideal emotional health, resulting in enjoyment and pleasure without suffering. Social media communication's impact on a person's emotional health totally depends on the user. a sense of community and higher degrees of intimacy.

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