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The Dual Edge of Connectivity: Social Media's Role in Millennial Working Women's Mental Health and SDG 3

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Abstract

This study illustrates the impact of social media on the mental health of millennial working women. Working women face several challenges, including professional responsibility, personal commitments, and digital engagement. This study looks at social media as a support network and mental health resource. The followers and content on social media sites easily influenced a large number of millennial consumers. Users may experience both beneficial and detrimental effects on their mental health. Social media facilitates self-expression, social networking, anxiety, and elevated stress levels. Social media use among employees may cause psychological stress, which may affect their capacity to perform their duties. A large number of millennial consumers are readily swayed by the content and following on social networking sites. The millennial generation is using social media platform s like Facebook and Instagram at a higher rate now than they did when they were younger.

Key words: social media, millennial working women, anxiety

Introduction

This study examines the connection between millennial working women's use of social media and their behavior. For millennial working women, social media has become an essential aspect of daily life. Social media is a tool for both personal and professional development. For working women in millennial generation, those born between 1981 and 1996. Anxiety and depression are among the serious mental health effects of social media use. Additionally, social media can help employees network professionally and discovery other opportunities, which may lead to a greater turnover rate. Nowadays, the millennial generation is more likely to use social media platforms

like face and Instagram. The primary age group impacted by social media at the moment is millennials, who are currently between the age of 27 and 42.
They are the age group most Frequently found on social media platforms like Facebook and Instagram.

Review of Literature:

1.Nancy Worth:

Nancy Worth shared sense of fear about working women's and focusing on work and the working life stories of millennials women's in Canada, the market labors where unemployment and underemployment are the common experiences for the young workers. I argue that the one potential consequence of understanding the precariousness the recognition of social selves that the using millennial women stories and the connection with parents, partners and friends to contrast assumptions of the individualizing, over all I consider what a feminist theorizing of the interdependence and precariousness offers the subjectivity relationality.

2.**Michel Paulin, Ronald J Ferguson, Kaspar Schatten, Nina Jost:**

This is investigated for general differences of millennials online and the Offline prosocial intentional to support the charitable events for causes of cancer and the homeless youth After the exposure to Facebook appeals to self-benefit and the other benefit as well as respect to their empathy of identification in the cause of social oriented moral identity. The result agrees with the literature indicating that the women tend to be more empathetic, altruistic and moral than the men's. The finding that indicates within a social media context, emotions, empathy and socially oriented identity are factors closely to predictive of men's, women's are already more helping others nonprofit of marketers must emotionally prod to men's, women's help to others through specific emotional looks for prosocial behaviors.

3.Brooke Erin Duffy, Becca Schwartz:

This research recruitment ads and feminization of social media employment. In the wake of the profound transformation in the digital media markets and the economies, the structures, conditions of cultural production are being reconfigured. This is the study of explores nascent field of social media works, through an analysis of job recruitments, ads and texts, we contend that there provides insight into a key discursive imagining an ideal digital laborer. The drawing upon a qualitative textual of 150 adverts analysis

4.Alan Abitbol, Miglena Sterna Dori:

The (CSR) corporate social responsibility is indicates that the consumers are supports the company social causes unless they can determine that type of efforts are

legitimate and authentic. The companies can be demonstrating legitimacy in (CSR) corporate social responsibility strategy emetizing that the employs female talents, messages and women's and girls were imagery to empower. A survey of U.S adults was employed to consumers forwards to the attitude emetizing as well four emetizing message as they are related to respondent's company cause fit.

5.Reetta Oksa, Tiina Saari, Markus Kaakinen, Atte Oksanen:

The motivations and the wellbeing implications of social media use at work millennial and the members of framer's generations. The working life has digitalized consider in recent decade; organizations has taken into new forms of technologies such as social media platforms. This is the study of relationship between social media and the use at work and work for millennials and the member of formers generations in the Finland. The data of research contained in group interviews (N =52) expect organizations survey (N=563) and nationally representative (N=1817) Wellbeing measures included technostress, burnout, psychological distress, and a set of background variables. Linear regression models used in analysis. The result shows the millennials have various intrinsic and extrinsic motivations for social media use at work.

OBJECTIVES OF THE STUDY

1.Explore the relationship between social media use and mental health conditions like anxiety and depression.
2.Identify the potential benefits and risks of social media for mental health Optimize the use of social media to promote mental health.
3.positive effects of social media can provide opportunities for connection, awareness, reliability, personal expression, and social support.
4. Negative effects of social media can expose users to harm, increase social, and lead to depressive symptoms and bullying.
5.Understand the complex impact of social media on millennials women's mental health.

METHODOLOGY

RESEARCH DESIGN

Sample design	Convenience sample
Sample size	200 responses
Period of study	3 months

Data source	Primary data

DATA COLLECTION METHOD

1.Data were collected using well-structured questionnaire
2. Secondary data source: books, journals, web sources, research articles.

DATA ANALYSIS AND INTERPRETATION

Table 1: Gender

Particulars	No. Of respondents	Percentage
Male	25	12.5
Female	175	87.5
Total	200	100

Inference: The above-mentioned table represent the gender of the respondent which was categorized as male 12.5 % and female 87.5 %

Table 2: Age

Particulars	No.of respondents	Percentage
Below 20	157	78.5
20-30	26	13
30-40	11	5.5
Above 40	6	3
total	200	100

Inference: The above-mentioned table represent the age group of respondents which was categorized as below 20 78.5%, 20-30 13 %,30-40 5.5 % and above 40 3 %.

Table 3: Qualifications

Particulars	No. Of respondents	Percentage

School	22	11.2
UG	160	81.7
PG	13	7.1
total	200	100

Inference: The above-mentioned table represent the Qualification of the respondent. Which is categorized as School, UG and PG. The number of the respondent for each category are 22(11.2%),160(81.7%), and 13(7.1%).

Table:4 How often do you use social media during work hours

Particulars	No.of respondents	Percentage
Occasionally	28	14
Sometimes	110	55
Often	46	23
Always	16	8
total	200	100

Inference: The above-mentioned table represent the respondent used social media during work hours. Which is categorized as Occasionally, sometimes, often, always. The number of respondents for each category 28(14%), 110(55%), 46(23%), 16(8%) respectively.

Table: 5 How important is social media in our daily life.

Particulars	No.of respondents	Percentage
Not important	36	18
Slightly important	80	40
Important	67	33.5
Extremely important	17	8.5
total	200	100

Inference: The above-mentioned table represent the importance of social media in our daily life. Which is categorized as not important, slightly important, important and extremely important. The number of respondents for each category are 36(18%), 80(40%), 67(33.5%),17 (8.5%).

Table :6 How often do you use social media to connect with colleagues or professional networks

Particulars	No.of respondents	Percentage
Occasionally	25	12.5
Sometimes	89	44.5
Often	67	33.5
Always	19	9.5
total	200	100

Inference: The above-mentioned table represent the connectivity of social media with colleagues or professional networks.

Table: 7 when do you typically check social media

Particulars	No.of respondents	Percentage
Free time	58	29
Before or after work	46	23
During break	61	30.5
Continuously throughout the day	35	17.5
total	200	100

Inference: The above-mentioned table represent the responded typically check social media platform. which is categorized as free time, before or after work, during break, continuously throughout the day. The number of respondents for each category 58(29%), 46 (23%), 61 (30.5%) and 35(17.5 %).

Table :8 How often do you feel stressed after using social media

Particulars	No.of respondents	Percentage

Always	24	12
Sometimes	96	48
Rarely	58	29
Never	22	11
total	200	100

Inference: The above-mentioned table represent the stressed of the after using social media which was categorized as always, sometimes, rarely and never. The number of respondents for each category are 24(12%), 96 (48%), 58(29%), 22(11%) respectively.

Table:9 How often do you feel pressured by the "ideal lives" portrayed on social media

Particulars	No.of respondents	Percentage
Always	25	12.5
Sometimes	94	47
Rarely	64	32
Never	17	8.5
total	200	100

Inference: The above-mentioned table represent the feel pressured by the ideal lives portrayed on social media. Which is categorized as always, sometimes, rarely, and never. The number of respondents for each category are 25 (12.5%), 94 (47%), 64(32%), 17(8.5%) respectively.

Table:10 How often do you feel emotionally drained after using social media

Particulars	No.of respondents	Percentage
Always	22	11
Sometimes	93	46.5
Rarely	62	31

Never	23	11.5
total	200	100

Inference: The above-mentioned table represent the emotionally connected drained after using social media. Which is categorized as always, sometimes, rarely, and never. The number of respondents for each category are 22(11%), 93(46.5%), 62(31%), 23(11.5%) respectively.

Table:11 How much does view negative news or posts on social media impact your mental well-being

Particulars	no.of respondents	Percentage
Always	26	13
Sometimes	91	45.5
Rarely	60	30
Never	23	11.5
total	200	100

Inference: The above-mentioned table represent the respondent viewing negative news or posts on social media instead of engaging in other activities impact your mental well-being. Which is categorized as always, sometimes, rarely and never. The number of respondents for each category are 26(13%), 9(45.5%), 60(30%), 23(11.5%) respectively.

Table:12 How often do you choose social media over other relaxing activities (e.g., reading, exercise)

Particulars	No.of respondent	Percentage
Always	40	20
Sometimes	85	42.5
Rarely	63	31.5
Never	12	6
total	200	100

Inference: The above-mentioned table represent the respondent choose social media over other relaxing activities. Which is categorized as always, sometimes, rarely and never. The number of respondents for each category are 40(20%), 85(42.5%), 63(31.5%), 12(6%) respectively.

Table: 13 How often do you use social media to unwind after work

Particulars	No.of respondents	Percentage
Always	23	11.5
Sometimes	91	45.5
Rarely	65	32.5
Never	21	10.5
total	200	100

Inference: The above-mentioned table represent the respondent used social media to un wind after work. Which is categorized as always, sometimes, rarely and never. The number of respondents for each category are 23(11.5%), 91 (45.5 %), 65 (32.5%),21(10.5%) respectively.

Kruskal-Wallis Test

	N	**Std. Deviation**	**Minimum**	**Maximum**
Usage	**200**	**.79414**	**1.00**	**4.00**
Importance	**200**	**.86784**	**1.00**	**4.00**
Connection	**200**	**.82669**	**1.00**	**4.00**
Checking	**200**	**1.08056**	**1.00**	**4.00**
Stress	**200**	**.83750**	**1.00**	**4.00**
Pressure	**200**	**.80935**	**1.00**	**4.00**
Emotion	**200**	**.83582**	**1.00**	**4.00**
Impact	**200**	**.85654**	**1.00**	**4.00**
Relaxation	**200**	**.83862**	**1.00**	**4.00**
Social media	**200**	**.82888**	**1.00**	**4.00**

1. **Sample Size (N)**:
   For each variable (e.g., Usage, Importance, Connection, etc.), the sample size is 200, meaning data from 200 observations or respondents were analyzed for each variable.

2. **Mean**:
   The mean (average) value indicates the central tendency or typical value for each variable. Here's the breakdown for each:
   - **Usage**: Mean = 0.79414
   - **Importance**: Mean = 0.86784
   - **Connection**: Mean = 0.82669
   - **Checking**: Mean = 1.08056
   - **Stress**: Mean = 0.83750
   - **Pressure**: Mean = 0.80935
   - **Emotion**: Mean = 0.83582
   - **Impact**: Mean = 0.85654
   - **Relaxation**: Mean = 0.83862
   - **Social media**: Mean = 0.82888

Interpretation: The variables have relatively similar mean values, all hovering around 0.8 to 1.0, suggesting that respondents generally rated these variables moderately high on the scale. This indicates moderate importance or experience related to these variables (except for "Checking," which has a higher mean, suggesting more emphasis or occurrence in the sample).

3. **Standard Deviation**:
   The standard deviation shows how spread out the data is around the mean. A higher standard deviation means more variability in responses.
   - All variables have a **standard deviation of 1.00**, which suggests that there is some variability around the mean score. The data points are spread across the 1 to 4 scale, with the majority of responses deviating from the mean to some degree.
4. **Minimum**:
   The minimum value for all variables is **1.00**, meaning no respondent gave a score lower than 1. This implies that, for all variables, respondents rated them at least "1" (which could be the lowest level of agreement or frequency in a given context).
5. **Maximum**:
   The maximum value for all variables is **4.00**, meaning no respondent gave a score higher than 4. This suggests that the highest rating on the scale (perhaps representing the highest level of agreement or experience) was not exceeded.

Ranks				**Mean**
	Gender	**N**	**Mean Rank**	
Usage	**Male**	**25**	**94.90**	**2.2500**
	Female	**175**	**101.30**	
	Total	**200**		

Importance	**Male**	**25**	**98.70**	**2.3250**
	Female	**175**	**100.76**	
	Total	**200**		
Connection	**Male**	**25**	**97.52**	**2.4000**
	Female	**175**	**100.93**	
	Total	**200**		
Checking	**Male**	**25**	**110.28**	**2.3650**
	Female	**175**	**99.10**	
	Total	**200**		
Stress	**Male**	**25**	**101.58**	**2.3900**
	Female	**175**	**100.35**	
	Total	**200**		
Pressure	**Male**	**25**	**77.26**	**2.3650**
	Female	**175**	**103.82**	
	Total	**200**		
Emotion	**Male**	**25**	**82.00**	**2.4300**
	Female	**175**	**103.14**	
	Total	**200**		
Impact	**Male**	**25**	**72.68**	**2.4000**
	Female	**175**	**104.47**	
	Total	**200**		
Relaxation	**Male**	**25**	**80.22**	**2.2350**
	Female	**175**	**103.40**	
	Total	**200**		
Social media	**Male**	**25**	**100.20**	**2.4200**
	Female	**175**	**100.54**	
	Total	**200**		

1. Mean Rank:

- **Mean Rank** refers to the average rank assigned to each gender for each variable in the sample. The higher the rank, the more a particular gender's responses are ranked relative to the other group.
- The **higher the rank**, the higher the tendency of that group (either male or female) to have a higher value on the respective variable compared to the other group. Conversely, a **lower rank** means that group tends to have lower values on the variable.

2. Interpretation by Variable:

Usage:

- **Male**: Mean Rank = **94.90**
- **Female**: Mean Rank = **101.30**
- **Interpretation**: Females tend to have slightly higher ranks compared to males in terms of "Usage," meaning that, in this sample, females are more likely to have higher ratings on "Usage" compared to males.

Importance:

- **Male**: Mean Rank = **98.70**
- **Female**: Mean Rank = **100.76**
- **Interpretation**: There is a slight tendency for females to rate the "Importance" variable higher than males, as their mean rank is slightly higher.

Connection:

- **Male**: Mean Rank = **97.52**
- **Female**: Mean Rank = **100.93**
- **Interpretation**: Females have a higher mean rank than males in "Connection," suggesting that females tend to place more emphasis on or experience higher levels of "Connection."

Checking:

- **Male**: Mean Rank = **110.28**
- **Female**: Mean Rank = **99.10**
- **Interpretation**: Males have a significantly higher rank in "Checking" compared to females. This indicates that males tend to rate the "Checking" variable higher, potentially indicating more frequent or significant engagement with "Checking" activities.

Stress:

- **Male**: Mean Rank = **101.58**
- **Female**: Mean Rank = **100.35**
- **Interpretation**: Males have a slightly higher mean rank in terms of stress, suggesting that, on average, males in this sample report a bit more stress compared to females.

Pressure:

- **Male**: Mean Rank = **77.26**
- **Female**: Mean Rank = **103.82**
- **Interpretation**: Females have a significantly higher mean rank in "Pressure," indicating that females in this sample are more likely to feel or report pressure compared to males.

Emotion:

- **Male**: Mean Rank = **82.00**
- **Female**: Mean Rank = **103.14**
- **Interpretation**: Females have a much higher mean rank in terms of "Emotion," suggesting that females report or experience more emotion compared to males in this sample.

Impact:

- **Male**: Mean Rank = **72.68**
- **Female**: Mean Rank = **104.47**
- **Interpretation**: Females have a significantly higher mean rank in "Impact," indicating that females tend to feel more impact or have stronger responses related to this variable compared to males.

Relaxation:

- **Male**: Mean Rank = **80.22**
- **Female**: Mean Rank = **103.40**
- **Interpretation**: Females have a higher mean rank for "Relaxation," suggesting that females tend to experience or rate relaxation more positively than males.

Social Media:

- **Male**: Mean Rank = **100.20**
- **Female**: Mean Rank = **100.54**
- **Interpretation**: The mean ranks for males and females are very close, indicating that both genders are similarly engaged with or rate social media in a comparable way.

FINDINGS

From the above research Undertaking the findings were:

1. 87.5% of the respondents were female and 12.5 % male.
2. 78.5% of the respondents below 20.
3. 81.5% of the respondents belongs to UG.
4. 55% of the respondents preferred sometimes to use social media.
5. 33.3 % of the respondents Strongly agreed that the important is social media in our daily life.
6. 45% of the respondents mostly connected with colleagues or professional networks.
7. 31% of the respondents agreed that they check social media a during break time.
8. 48% of the respondents are feel stressed after using social media.
9. 46.5% of the respondents feel emotionally drained after using social media.
10. 45.5% of the respondents Strongly agreed that viewing negative news or posts on social media impact your mental well-being.
11. 42.5% of the respondents use social media unwind after work.

- **Low variation**: Since the mean values are all relatively close to 1 (and close to the center of the scale), and the standard deviations are consistent (all at 1.00), the responses appear to be somewhat uniform across the sample.
- **Range of responses**: The minimum and maximum values indicate that the scale has captured a full range of responses (from 1 to 4).
- **General Trends**: The mean values show that respondents rated variables such as "Usage," "Importance," "Connection," etc., somewhat similarly, with only "Checking" having a noticeably higher mean. This might suggest that the respondents are generally in agreement about these factors, but "Checking" might be perceived as more significant or frequent than the others.
- **Males** tend to have higher ranks for "Checking" and "Stress," suggesting they experience these variables more strongly or frequently than females.
- **Females** tend to have higher ranks across most other variables, including "Pressure," "Emotion," "Impact," "Relaxation," and "Connection," which suggests that females may experience or report these factors more strongly than males.

- **Social Media** does not show a significant gender difference, with very similar ranks for males and females.

CONCLUSION

In conclusion, social media has emerged as a double-edged sword in shaping the mental health of millennial working women. On one hand, it has provided platforms for empowerment, community building, and access to support systems that enhance mental well-being. Through online networks, women have been able to access resources, share experiences, and find solidarity, which has contributed positively to their mental health by reducing feelings of isolation and providing emotional support. Moreover, social media has become a tool for advocating gender equality, work-life balance, and mental health awareness, aligning with the targets of SDG 3 to promote well-being for all. However, the dark side of social media cannot be overlooked. Furthermore, continued research is needed to further understand the complexities of social media's influence on mental health and to develop interventions that support the well-being of millennial working women in this digital age. Ultimately, the dual nature of social media presents both opportunities and challenges, and navigating this balance is key to promoting mental health, well-being, and gender equality for millennial working women in alignment with the broader goals of SDG 3.

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