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**CERTIFICATE NO : ICRESTMH /2024/C0824874****Impact of Social Media on Public Psychological Factors****Kayanat Zafer**

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**ABSTRACT**

Social media has a significant influence on public psychological factors, shaping how individuals think, feel, and behave in everyday life. Constant exposure to curated content affects self-perception, often leading to social comparison, reduced self-esteem, and feelings of inadequacy, especially among young users. Psychological factors such as attention, motivation, emotions, and attitudes are strongly influenced by likes, comments, and online validation, which can create dependency and anxiety. Social media also plays a role in shaping public opinion by reinforcing beliefs through echo chambers and algorithm-driven content, limiting exposure to diverse perspectives. Emotional contagion on these platforms allows moods such as fear, anger, or happiness to spread rapidly, influencing collective behavior and reactions to social issues. Additionally, excessive use of social media has been linked to stress, sleep disturbances, and reduced concentration, impacting overall mental well-being. At the same time, social media can positively affect psychological health by providing social support, self-expression, and access to information and communities.