



TikTok's Impact on Mental Health among Pakistani Youth

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Abstract: This research examines the influence of TikTok, a widely used social media site, on the mental health of young people in Pakistan. With the increasing global popularity of social media, platforms such as TikTok have become an integral aspect of the everyday routines of young people. TikTok has seen significant growth in popularity in Pakistan, particularly among teenagers and young adults. The objective of this study is to investigate the favorable and unfavorable impacts of TikTok use on the mental well-being of this specific group. The study adopted a primary data collecting method, using a structured questionnaire to capture pertinent information. The research used a simple and purposeful selection strategy, selecting a sample size of 200 participants from the target community of TikTok users. In order to get responses from the study participants, a questionnaire having 10 items was designed and distributed among participants. The quantitative survey collected data on the use patterns of TikTok, along with mental health indicators such as anxiety, sadness, and self-esteem, as well as demographic information. The results suggest an intricate correlation between the utilization of TikTok and the mental well-being of young individuals in Pakistan. On the one hand, TikTok offers a platform for artistic self-expression, social interaction, and amusement, all of which may have a good impact on mental well-being. Conversely, the excessive use of TikTok has been linked to heightened levels of anxiety, despair, and poor body perception as a result of exposure to unattainable beauty ideals and the act of comparing oneself to others. The study also emphasizes the cultural variables that shape the effect of TikTok on Pakistani adolescents. The platform may be influenced by the expectations of both family and society, as well as conservative beliefs, which might impact how young people view and engage with it. The cultural intricacies in Pakistan might influence the impact of TikTok use on mental well-being, setting it apart from other areas. The study's results provide tips to encourage healthy TikTok use among Pakistani adolescents. These initiatives include teaching young people about the need of conscious use, promoting active content production rather than passive consumption, and cultivating inclusive and supportive online communities. Furthermore, it is worth considering implementing regulatory measures to oversee and control the content and features on the platform, with the aim of safeguarding the psychological welfare of young users.

Keywords: Social media, Tiktok, Health, Youth

1. Introduction

In the age of technology and social media, platforms like as TikTok have grown in popularity among the younger population. TikTok, a short-form video-sharing software, has become a global sensation, with millions of users worldwide. It provides a unique platform for users to produce, share, and interact with creative material in the form of short films. However, as TikTok's popularity has grown exponentially, concerns have been raised about its possible influence on teenage mental health. This study proposal seeks to investigate and comprehend the

consequences of TikTok use on the mental well-being of young people in Pakistan, providing light on its impacts and adding to the current body of knowledge. TikTok may have a negative impact on users' mental health because to its addictive nature and frequent exposure to selected material that is often unrealistic. This introduction provides the framework for an analysis of the multifaceted link between TikTok and the mental health of Pakistani adolescents, investigating both its potential upsides and disadvantages.

Young people globally, especially those in Pakistan, have incorporated social media platforms into their everyday lives as an essential component. TikTok, a concise video-sharing application, has rapidly garnered popularity among the younger generation in Pakistan since its inception. TikTok's effect beyond just leisure, as it provides a platform for artistic expression, amusement, and social interaction. Social media has emerged as a prominent influence in creating young culture and exerting a significant effect on the mental well-being of its users.

Although TikTok is widely used, there is a scarcity of studies about its influence on the mental well-being of young people in Pakistan. Prior research on the relationship between social media and mental health has mostly concentrated on Western settings, neglecting the cultural and sociological intricacies present in other locations. This study seeks to address this disparity by examining the role of TikTok on the mental well-being of young individuals in Pakistan, where cultural and societal factors may shape the way TikTok is perceived and used. The correlation between the use of social media and the consequences on mental health is intricate and diverse. On the one hand, platforms such as TikTok provide avenues for artistic expression, self-actualization, and fostering social bonds. However, the excessive use and prolonged exposure to potentially detrimental material, such as unattainable beauty ideals and comparisons with others, may have an adverse impact on one's mental well-being.

Social media has fundamentally transformed the manner in which individuals access and remain informed about current events. Social media platforms have gained significant popularity as a medium for obtaining information and awareness. Users now have the ability to get immediate updates on their cellphones or other devices, removing the need of waiting for the next day's newspaper. This trend has resulted in alterations in the reading preferences of customers, particularly among the younger population that possess advanced technological skills and mainly depend on social media for staying updated with news. A significant number of individuals prefer the convenience of browsing news feeds and accessing curated material on social media platforms. This move has substantial ramifications for conventional print media establishments in the area (Chaudhary & Ghani, 2023).

This study is important because it has the potential to increase awareness about the influence of TikTok on the mental health of young people in Pakistan and provide guidance for creating a safer and healthier online environment. By comprehending the subtle impacts of TikTok, anyone with a vested interest—such as educators, parents, legislators, and mental health experts—can implement proactive strategies to bolster the psychological welfare of young people in Pakistan throughout the era of digital technology. Essentially, this research aims to address a significant lack of understanding on the influence of TikTok on the mental well-being of young people in Pakistan. The study seeks to enhance comprehension of the intricate correlation between social media use and mental health, providing valuable insights that might facilitate beneficial modifications in policy, practice, and awareness.

Social media serves as a forum for exchanging ideas, thinking, and raising awareness, including the interchange of political ideas and political awareness. The general populace in Pakistan routinely utilizes several social media platforms, including Facebook, WhatsApp, Twitter, YouTube, Instagram, and IMO, for social contact. These social media platforms have a significant impact on behaviors of the users particularly the youth in Pakistan (Chaudhary et al 2021). Over the last several years, there has been an increase in research on the relationship between TikTok usage and adolescent mental health. Several studies have investigated the association between TikTok usage and sadness, anxiety, and body image issues (McCrae et al., 2017). Research has revealed instances when mental illness is manifested on social media platforms, raising worries about the potential harm that some viewers may experience when exposed to potentially distressing and "triggering" TikTok videos (Harness & Getzen, 2021).

The excessive amount of screen time that teens often engage in raises significant issues. The bulk of TikTok users are young people, and excessive and prolonged exposure to the platform might potentially have detrimental effects on mental well-being, especially if the videos depict distressing situations (Sha, & Dong, 2021). TikTok has introduced more resources to enhance user safety, promote well-being, and support mental health, after their recognition of the significant adverse impact their platform has on users' psychological well-being (Basch et al., 2022).

TikTok has collaborated with worldwide mental health groups to provide targeted well-being recommendations for

addressing mental health challenges. These recommendations aim to enhance and endorse the highest quality message on the TikTok platform (Canady, 2021). There is a lack of study on the impact of traumatic or "triggering" events shared on websites, the use and consequences of mental health services on TikTok, and the potential health benefits of positive and uplifting messages for young individuals who engage with social media (Ullah, A., 2024; Nesi, 2020; Zenone et al., 2021; Keene, 2022). Our findings are consistent with these studies. While there is inconsistency across various investigations, numerous have shown that the utilization of social media has a little however noteworthy adverse impact on an individual's psychological well-being. It is vital to comprehend the individual traits that may predispose some children to engage with and react to TikTok in positive or risky manners. It is crucial to accurately identify the specific social media use habits or events that expose youngsters to danger.

1.1 Research Objectives

- a) To investigate the correlation between TikTok use and mental health, specifically focusing on the positive and negative effects experienced by young people in Pakistan.
- b) To explore in-depth insights into the experiences and perceptions of Pakistani youth regarding TikTok's impact on their mental health.

1.2 Research Questions

- a) What is the correlation between the use of TikTok and the psychological well-being consequences among young individuals?
- b) What is the impact of TikTok on the mental health of young individuals?

1.3 Significance of the Research

The study provides valuable insights into how a rapidly growing and highly popular social media platform like TikTok affects the mental health of young people in Pakistan. It sheds light on the ways social media usage can shape young individuals' emotional and psychological well-being.

2. Literature Review

TikTok is the most popular social media platform among young people globally. Conversely, psychology and psychiatry have devoted surprisingly little attention to it. Although there are inconsistent findings in the scientific literature, both specialists and the general public remain apprehensive about the potential impact of social media on the mental well-being of young individuals. The impact of social media on mental health has been a subject of growing fascination and investigation in recent years. With the increasing popularity of TikTok among young people, there is a rising need to comprehend its impact on mental health. This literature review is to provide a thorough and inclusive examination of pertinent research articles and publications that investigate the correlation between the use of TikTok and mental health outcomes among young persons. Gazzaley & Rosen (2016) examines the influence of technology on cognitive abilities and psychological well. The book explores the possible detrimental impacts of excessive digital interaction on attention, productivity, and general mental well-being, however it does not focus just on TikTok. The knowledge gained from this book offers a wider perspective for comprehending the possible hazards linked to the use of TikTok.

Primack et al. (2017) did a research that looked at how the usage of numerous social media platforms is related to symptoms of sadness and anxiety in young people. The study was done on a sample that represents the whole country. The results indicated a direct relationship between the use of numerous platforms and increased levels of sadness and anxiety symptoms. This research emphasizes the need of taking into account the combined effect of several social media platforms on mental well-being. According to Anderson (2020), users of TikTok engage in the consumption and production of short videos that range from 15 to 60 seconds in length. These films may be enhanced with various filters, music, and lip-syncing templates. TikTok is distinctive because the material that viewers see is determined by an algorithm and tailored to their expressed interests and previously favored content.

Chang et al. (2020) examined the significance of parental mediation in the context of teenagers' problematic use of TikTok. The results indicated that the extent to which parents watch and communicate with their children was linked to reduced levels of problematic TikTok use in teenagers. This research highlights the significance of parental engagement and direction in fostering appropriate use of TikTok among young users. Zhu et al. (2020) established a correlation between the use of TikTok by adolescent girls and the presence of body image concerns.

The findings indicated a correlation between exposure to idealized body images on TikTok and increased levels of body dissatisfaction and a desire to have a lean physique. This research provides valuable insight into the possible adverse impacts of TikTok on the body image beliefs of adolescent female users. Zulli & Zulli (2020) described TikTok as a unique video-based social networking application that stands out from other platforms because to its specific technological features and unparalleled user uptake. As a result, it has evolved into a unique online community where imitation and memetic components contribute to the rapid and diverse user engagement.

Chaudhary (2021) examined and assess the effects of social media applications, including Instagram as a tool for marketing. The study's findings show that Instagram is generally a major component of social media marketing. Marketers are required to stay current with market developments due to the shift in customer behavior towards online purchasing. Additionally, individuals who use social media to advertise their companies may get in touch with potential customers immediately. Smith et al. (2021) conducted a survey among college students to investigate the correlation between TikTok use and symptoms of depression. The findings demonstrated a direct and positive relationship between excessive use of TikTok and elevated levels of depression symptoms. This study highlights the need for more research on the possible adverse impacts of TikTok on mental well-being.

Johnson et al. (2022) did a research to investigate the influence of TikTok on emotional well-being and self-expression. The results indicated that the use of TikTok was linked to heightened good mood and enhanced self-expression among young individuals. This research emphasizes the capacity of TikTok to function as a medium for favorable emotional encounters and innovative self-expression. These research and book jointly enhance our comprehension of the influence of TikTok on mental well-being. While several studies emphasize the possible adverse consequences, such as unhappiness with one's physique and signs of depression, others provide insight into the favorable elements of self-expression and improvement in mood. The results emphasize the need for more study to have a deeper understanding of the intricate relationship between TikTok use and the mental well-being of young people.

3. Research Methodology

This research used a sample size of 200 participants to examine the impact of TikTok on the mental health of young individuals residing in Pakistan. The determination of the sample size was dependent on several considerations, such as the availability of resources, time limitations, and the extent of the investigation. Although a larger sample size may have improved the statistical power and generalizability, the chosen sample size of 200 was deemed practical and representative given the study's constraints. The chosen sample size was enough to provide a substantial number of participants for data collection and to carry out statistical analyses in order to successfully address the study goals.

The research used a purposeful sampling strategy to pick the participants in a direct and clear manner. The selection approach used a methodology that guaranteed equal opportunity for every individual within the target group, particularly young individuals who actively engage with TikTok, to be included in the research. A comprehensive sample frame was constructed by using accessible sources such as user profiles or demographic data from the TikTok platform, including the whole population of interest. The 200 participants for the research were chosen using a deliberate selection approach based on this sample frame. This reduced the likelihood of biases in selecting participants, hence improving the representativeness of the sample. By using a direct and targeted approach to sampling, the research specifically included a certain subset of TikTok users from the younger generation. This enabled a more thorough understanding of the impact of TikTok on their mental well-being.

The study used a descriptive qualitative research strategy to investigate the impact of TikTok on the mental well-being of young individuals. The study adopted a primary data collecting method, using a structured questionnaire to capture pertinent information. The research used a simple and purposeful selection strategy, selecting a sample size of 200 participants from the target community of TikTok users. In order to get responses from the study participants, a questionnaire was designed and distributed among the participants. The gathered data was next submitted to statistical analysis to investigate links and trends. This study technique allowed a thorough examination of the correlation between TikTok use and the mental well-being of young individuals in Pakistan.

3.1 Demographic Information

Table 1: Gender

Male	50.00%
Female	50.00%

Table 2: Age Group

15-25	45.00%
26-40	37.00%
41 and above	18.00%

The given demographic information outlines the gender and age distribution of participants in a study on TikTok's impact on mental health among Pakistani youth. 50.00% of the participants in the study identify as male and 50.00% of the participants in the study identify as female. The gender distribution is evenly split between male and female participants, providing a balanced perspective on TikTok's impact on mental health across genders. 45.00% of the participants belong to the age group of 15 to 25 years. This group represents the younger segment of the population and is likely to be more active on TikTok, making them a key focus for understanding the platform's impact on mental health. 37.00% of the participants belong to the age group of 26 to 40 years. This group includes young adults who may use TikTok for various purposes such as entertainment, networking, and content creation and 18.00% of the participants belong to the age group of 41 years and above. This group represents the older population in the study but is a smaller portion compared to the younger age groups. The age distribution shows that the majority of the study's participants are in the age groups of 15-25 and 26-40, making up a combined 82% of the participants. These groups are key demographics for TikTok usage, as they are more likely to engage with the platform regularly. This age distribution provides a strong focus on how TikTok usage affects the mental health of young and middle-aged individuals in Pakistan

4. Data analysis and Interpretation

Table 3: Do you use TikTok?

	Yes	No	Neutral
<i>f</i>	174	17	9
<i>%</i>	87%	9%	5%

Table No. 1 reveals that a significant majority of the study's participants (87%) use TikTok, while a negligible minority (9%) abstain from using the site entirely. Only a minority (5%) of the participants have a neutral position about the use of TikTok. The distribution of participants in this study demonstrates the extensive use of TikTok, indicating the platform's high level of popularity among Pakistani young people. The substantial use rate of TikTok indicates that it has become an essential component of the lives of several young individuals, playing a vital role in their daily routines and perhaps impacting their mental health and well-being.

Table 4: How much time do you spend on TikTok daily?

	>10 mins	11-30 mins	Upto 1 hour	<1 hour	Never
<i>f</i>	80	56	24	32	8
<i>%</i>	40%	28%	12%	16%	04%

The findings from Table No. 2 indicate that most participants allocate a restricted duration of time to TikTok on a regular basis. The highest percentage of participants spend either more than 10 minutes (40%) or between 11-30 minutes (28%) each day. 12% of individuals spend up to one hour everyday on TikTok, while a mere 4% do not use TikTok at all. This suggests that while TikTok is a widely used site, most users prefer to spend shorter amounts of time on it each day rather than longer durations. Gaining an understanding of the effects of different degrees of daily TikTok consumption on mental health may provide significant insights into the correlation between social media usage and overall well-being.

Table 5: What kind of TikTok content do you often consume?

	Entertainment	Education	Information	Health	Others
<i>f</i>	126	14	24	10	26
<i>%</i>	63%	7%	12%	5%	13%

According to Table No. 3, the majority of participants on TikTok consume entertainment material (63%), with "Others" being the second most popular category (13%), followed by instructional content (12%). Education material is consumed less often, accounting for just 7% of consumption. Similarly, health-related information is also read less frequently, making up only 5% of consumption. This predilection for entertainment material is consistent with TikTok's image as a platform largely focused on concise, captivating, and amusing videos. Analyze the various forms of material ingested by users to get a deeper understanding of how TikTok consumption may impact their mental health and general well-being.

Table 6: Do you think that using TikTok has an impact on your emotional state?

	Yes	No	Neutral
<i>f</i>	146	48	6
<i>%</i>	73%	24%	3%

The findings from Table No. 4 demonstrate that a significant majority (73%) of participants hold the belief that using TikTok has a discernible influence on their emotional well-being. These findings indicate that TikTok use is believed to have an impact on users' emotions, whether it be good or bad. Conversely, a lesser proportion (24%) hold the belief that TikTok does not have any emotional influence, while just a negligible percentage (3%) remain impartial on the matter. The recognition of emotional influence emphasizes the significance of comprehending the effects of TikTok on users' mental health and emotional well-being. This calls for more examination of the nature of this influence and the elements that contribute to it.

Table 7: What kind of emotions do you experience after using TikTok?

	Happy	Sad	Anxious	Inspired	Not Known
<i>f</i>	110	22	32	28	8
<i>%</i>	55%	11%	16%	14%	04%

The findings from Table No. 5 reveal that the predominant feeling reported by participants after using TikTok is pleasure (55%), with worry (16%) and inspiration (14%) being the next most often mentioned emotions. Although TikTok brings great emotional experiences to many users, a significant fraction also encounters feelings of worry or melancholy. These results emphasize the ambivalent emotional effects of TikTok use and indicate that although the site might elicit happiness and motivation, it can also lead to negative feelings in some users. It is essential to comprehend the components that contribute to these varying emotional results in order to evaluate the influence of TikTok on mental well-being and devise tactics to encourage beneficial use and reduce negative consequences.

Table 8: Have your self-esteem or body image been affected by TikTok?

	Yes	No	Neutral
<i>f</i>	126	58	16
<i>%</i>	63%	29%	8%

The findings from Table No. 6 demonstrate that a significant proportion of respondents (63%) hold the belief that their self-esteem or body image has been influenced by their use of TikTok. This implies that TikTok has a substantial influence on users' self-perception and body image, which should be further examined due to its potential effect on mental health and general welfare. In contrast, 29% of participants maintain that their self-esteem or body image remains unaffected by their use of TikTok, while 8% adopt a neutral position on the matter. This underscores the wide array of experiences that participants have on the impact of TikTok on their self-perception, which may be shaped by the specific material they consume and their level of involvement with the site. Gaining a comprehensive understanding of these dynamics might provide valuable insights for developing methods to minimize any adverse impacts and foster a more positive TikTok experience for users.

Table 9: What kind of mental health problems you noticed since using TikTok?

	Anxiety	Stress	Depression	Sleep disturbance	Neutral
<i>f</i>	46	40	38	66	10
<i>%</i>	23%	20%	19%	33%	5%

The findings from Table No. 7 reveal that sleep disruption, indicated by 33% of participants, is the predominant mental health issue connected with TikTok consumption. The subsequent conditions are anxiety (23%), stress (20%), and depression (19%). The increased incidence of sleep disruptions may be associated with the duration of TikTok use, particularly before to going to sleep. Moreover, a significant proportion of users indicate that they encounter feelings of worry, tension, and despair due to their use of TikTok. These results indicate that the use of TikTok may have diverse effects on the mental well-being of users, emphasizing the need of recognizing and maybe taking action. It is crucial to investigate strategies for alleviating these mental health issues and encouraging healthy use habits to safeguard the well-being of TikTok users.

Table 10: Do you think that TikTok usage inflicted on your mental health?

	Yes	No	Neutral
<i>f</i>	52	106	42
<i>%</i>	26%	53%	21%

The findings from Table No. 8 indicate that a majority of participants (53%) hold the belief that using TikTok has not caused any damage to their mental well-being. However, a notable minority (26%) express the view that TikTok use has had an adverse effect on their mental health. There is a divergence in how the participants perceive the impact of TikTok use on mental health. Approximately 21% of participants maintain a neutral position, indicating a state of uncertainty or ambivalence regarding the influence of TikTok on their mental well-being. The variability in reactions may be driven by factors such as the specific manner and length of TikTok use, as well as individual disparities in resistance and sensitivity to adverse consequences. In general, while most people do not consider TikTok use to be detrimental to their mental well-being, it is important to address the concerns of the considerable minority who think it has caused damage. Gaining insight into the precise components that lead to these varying impressions might aid in developing methods to encourage responsible use and provide assistance to those who may encounter adverse mental health consequences.

Table 10: Do you know of any resources or organizations that offer assistance for mental health concerns associated with social media usage?

	Yes	No	Neutral
<i>f</i>	122	64	14
<i>%</i>	61%	32%	7%

The findings from Table No. 9 indicate that a significant proportion of participants (61%) has knowledge of services or organizations that provide support for mental health issues related to the use of social media. This conclusion is encouraging, since it indicates that a significant number of users are aware of the appropriate channels to seek assistance for any mental health concerns that may arise from their usage of social media. Nevertheless, a noteworthy minority (32%) lack knowledge of these services or organizations, suggesting a deficiency in awareness and availability of assistance for mental health issues connected to social media. In addition, a minority (7%) of participants maintain a neutral position on the issue, indicating ambiguity or a lack of expertise. These results emphasize the need of enhancing knowledge and availability of mental health services especially pertaining to the use of social media. Providing information and promoting services may effectively guarantee that all users get the necessary assistance to address any mental health issues that may result from their experiences on social media.

Table 11: Have you ever used or made use of any of the resources associated with social media usage?

	Yes	No	Neutral
<i>f</i>	146	30	24
<i>%</i>	73%	15%	12%

The findings from Table No. 10 demonstrate that a substantial majority of participants (73%) had used or availed themselves of resources linked to the utilization of social media. This data is encouraging, since it indicates that the majority of users take initiative in seeking support or help when facing social media-related problems. Conversely, a lesser percentage of participants (15%) have abstained from using any services, indicating that there could still exist some obstacles in obtaining assistance for problems related to social media use. In addition, a minority (12%) maintain a neutral position on the issue, suggesting confusion or a lack of clarity about their use of resources. These results emphasize the need of ensuring that information and assistance for difficulties connected to social media are broadly accessible and readily available for all users. Promoting knowledge of accessible options and urging users to seek assistance when necessary may enhance the overall well-being of individuals using social media platforms and lead to improved mental health results.

4.1 Discussion

The study of the tables' data offers a thorough examination of participants' replies pertaining to their use of TikTok, its influence on their emotional and mental well-being, and their knowledge and utilization of resources associated with social media usage. The following are the main findings extracted from the results:

Table No.1 indicates that a substantial majority (87%) of participants use TikTok, while a tiny minority (9%) abstain from utilizing the site entirely. The high use rate demonstrates the widespread popularity of TikTok among its users. According to Table No.2, the largest proportion of participants, 40%, spend over 10 minutes on TikTok every day. This is followed by 28% who spend between 11 and 30 minutes. Although the majority of users routinely interact with the site, a mere 4% never utilize it. According to Table No.3, entertainment material is the most often consumed kind of content, accounting for 63% of consumption. Other content is eaten at a rate of 13%,

while informative content is consumed at a rate of 12%. This demonstrates TikTok's renown as a platform that prioritizes entertainment. According to Table No.4, a significant majority of participants (73%) hold the belief that using TikTok has an influence on their mental well-being. The feelings shown in Table No.5 include happiness (55%), inspiration (14%), anxiety (16%), and sorrow (11%). According to Table No.6, 63% of the participants said that their self-esteem or body image has been influenced by their use of TikTok. This indicates the platform's capacity to shape users' self-perception and body image. Table No.7 presents a range of mental health issues that have been seen as a result of using TikTok. The most prevalent problem is sleep difficulties, affecting 33% of users. This is followed by anxiety, which affects 23% of users, stress at 20%, and depression at 19%.

According to Table No.8, a notable minority of participants (26%) feel that using TikTok has caused damage to their mental well-being, while the majority (53%) do not notice any direct negative effects. According to Table No.9, a significant proportion of participants (61%) are cognizant of resources or organizations that provide support for mental health issues related to social media use. This suggests that the majority of users are aware of these services. According to Table No.10, 73% of participants had used resources related to social media, suggesting a favorable inclination towards seeking help and support in dealing with problems. Overall, the findings emphasize the extensive use of TikTok among the participants and its potential influence on emotional and mental well-being. Although a large number of individuals believe that using TikTok has an emotional impact and may negatively affect self-esteem or body image, a considerable fraction of participants do not see any damage. The majority of participants had knowledge of mental health support options and a significant number of them have made use of these resources. These results emphasize the need of implementing methods to encourage healthy use patterns, enhance knowledge about available services, and provide assistance to persons dealing with difficulties associated with social media usage. Future endeavors may prioritize the dissemination of knowledge to users on the possible hazards and advocating for more wholesome engagements with social media platforms such as TikTok.

5. Conclusions

The research on the influence of TikTok on the mental health of young people in Pakistan provides significant knowledge on the connection between TikTok use and emotional and mental health results. By analyzing survey data, numerous significant conclusions are uncovered. The prevalence of TikTok use among Pakistani young is evident, since a substantial majority of participants are engaged with the platform. This is consistent with worldwide patterns and emphasizes the platform's impact on the everyday experiences of young people. Most users allocate a considerable amount of time to TikTok on a regular basis, ranging from over 10 minutes to 30 minutes. Although these time periods may seem relatively short, the total amount of time spent on the site might have an effect on users' emotional and mental health. The predominant kind of material consumed on TikTok is entertainment content, which aligns with the platform's established status as a center for entertainment. Nevertheless, being exposed to various forms of content, such as health and informative material, may have an impact on users' views and experiences. The overwhelming majority of participants acknowledge that their emotional condition is influenced by their use of TikTok. Although a significant fraction of individuals express pleasant feelings like pleasure and inspiration, a considerable number also experience negative emotions such as worry and despair. This suggests that the use of TikTok may have both positive and negative impacts on the emotional well-being of its users. A substantial number of respondents hold the belief that their self-esteem or body image has been impacted by their use of TikTok. This is worrisome, since being exposed to unattainable beauty ideals and engaging in social comparisons on TikTok might potentially lead to unfavorable self-perceptions. The use of TikTok has been associated with prevalent mental health issues such as sleep disruptions, anxiety, stress, and sadness. These problems may have lasting consequences for users' general welfare, emphasizing the need of being informed and taking action. Although most participants do not consider TikTok use detrimental to their mental well-being, a notable minority does. This emphasizes the wide variety of experiences that users have with the platform and underscores the need of comprehending individual variations in vulnerability to harm. Most participants are aware of mental health support services linked to social media use, and a significant number have availed themselves of these resources. This conclusion is indicative of a favorable outcome, indicating that users are able to obtain and use accessible help. In summary, the research highlights the need of adopting a well-rounded strategy to TikTok use in order to optimize its advantages while mitigating its possible drawbacks. Collaboration among stakeholders, such as parents, educators, legislators, and mental health experts, is essential to encourage good use habits and provide assistance to persons encountering difficulties associated with social media consumption. Implementing educational programs may enhance users' understanding of the potential hazards and

advantages associated with TikTok use, enabling them to make well-informed choices about their online engagements. In addition, the platform may proactively address mental health problems by offering support services and including features that encourage safe and responsible use. Additional investigation is advised to delve into the enduring consequences of TikTok use on mental health, given the platform's ongoing evolution and impact on young culture. An in-depth comprehension of the subtle influence of TikTok on various demographic segments might inform focused actions and policies aimed at safeguarding the psychological welfare of Pakistani young and guaranteeing a favorable online encounter for all users.

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