

**SOCIAL CONNECTEDNESS, HEALTH-RELATED BEHAVIORS, COPING
STRATEGIES AND SOCIAL MEDIA USAGE IN YOUNG ADULTS**



FAIZA ABDUL KHALIQ

ID: F2019238005

M. PHIL PSYCHOLOGY

SESSION: 2019-2021

DEPARTMENT OF PSYCHOLOGY

SCHOOL OF PROFESSIONAL PSYCHOLOGY

UNIVERSITY OF MANAGEMENT AND TECHNOLOGY

LAHORE.

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Faiza Abdul Khaliq

ID: F2019238005

M.Phil Psychology

Session: 2019-2021

Supervised by

Dr. Shahnila Tariq

Department Of Psychology

School Of Professional Psychology

University of Management and Technology

Lahore.

Research Completion Certificate

Certificate that the research work contained in this thesis title “Social connectedness, health-related behaviors, coping strategies and social media usage in young adults” has been carried out and completed by Faiza Abdul Khaliq, ID No. F2019238005 student of M. Phil Psychology, session 2019-2021, under my supervision. This study is carried out under given instruction and consideration.

Dated: _____

Dr. Shahnila Tariq

(Supervisor)

External Examiner

HOD

Psychology

(Head of Department)

Dean of Professional

Declaration

I Faiza Abdul Khaliq, ID no F2019238005 session 2019-2021 from School Of Professional Psychology, University of Management and Technology Lahore, do hereby solemnly declare that the work submitted in this thesis entitled “Social Connectedness, Health-Related Behaviors, Coping strategies and Social Media Usage in Young adults” is my own work. This work has been completed at School Of Professional Psychology, University Of Management and Technology, Lahore and has not been previously presented to any other institution or university for the degree.

Faiza Abdul Khaliq

Acknowledgement

First of all I would like to thank Allah Almighty for His countless blessings throughout my journey especially of these two years in University of Management and Technology that made it possible for me to meet the success.

There have been a lot of people who helped me and walked along me during these two years. I would like to thank each and every one who helped me and reinforced me during my journey. I would like to thanks the authors who gave me the permissions to use their scales for my research.

I would like to express my deepest gratitude to my dearest supervisor Dr. Shahnila Tariq who has been guided me and offered me her support throughout my research. She has put great effort in assisting me in accomplishing my thesis successfully. Without her support and guidance it was not possible for me to complete this research.

I found no words at command to express my indebtedness and profound admiration of my beloved family, my mother, sisters and brothers for their extrovert encouragement, support, love and treasurable prayers for my success. I have been very lucky for having very cooperative family.

In the end, I would like to thanks to my friends who helped me a lot during my whole thesis work. I am really grateful to have very helping friends around me.

Table of Contents

Contents	Page No.
Title page	ii
Research completion Certificate	iii
Declaration	iv
Acknowledgement	v
Table of Contents	vi
List of Tables	x
List of Figures	xi
List of Appendices	xii
List of Abbreviations and symbols	xiii
Abstract	xv
Chapter I	
Introduction	1
1.1 Social Connectedness	1
1.1.1 Features of Social Connectedness	3
1.1.1.1 Socializing	3
1.1.1.2 Social Support	
1.1.1.3 Sense of belonging	4
1.2 Health-Related Behaviors	5
1.2.1 Categories of Health-Related Behaviors	6
1.2.1.1 Health-Supporting Behaviors	6
1.2.1.2 Health-Damaging Behaviors	6

1.3 Coping Strategies	7
1.3.1 Types of Coping Strategies	8
1.3.1.1 Active Avoidance Coping	8
1.3.1.2 Problem Focused Coping	8
1.3.1.3 Positive Coping	8
1.3.1.4 Religious/ Denial Coping	8
1.4 Social Media	10
1.4.1 Outcomes of Social Media	10
1.4.1.1 Positive outcomes of Social Media	10
1.4.1.2 Negative Outcomes of Social Media	11
1.4.2 Applications of Social Media	11
1.4.2.1 Facebook	11
1.4.2.2 WhatsApp	12
1.4.2.3 Instagram	12
1.4.2.4 Snapchat	12
1.4.2.5 Twitter	12
1.4.2.6 You Tube	13
1.5 Theoretical Framework	15
1.5.1 The PERMA model	15
1.5.2 Theory of planned behavior	16
1.5.3 The coping circumplex model	16
1.5.4 Social media engagement theory	17
1.6 Summary	17

Chapter II	
Literature Review	19
2.1 International Researches	19
2.2 Indigenous Researches	28
2.3 Rationale of the Research	34
2.4 Objectives of the Research	35
2.5 Hypothesis	35
2.6 Proposed Model of Research	36
Chapter III	
Method	38
3.1 Research Design	38
3.2 Sampling Technique	38
3.3 Sample	38
3.3.1 Inclusion Criteria	38
3.3.2 Exclusion Criteria	39
3.4 Operational Definitions of Variables	44
3.4.1 Social Connectedness	44
3.4.2 Health-Related Behaviors	44
3.4.3 Coping Strategies	44
3.4.4 Social Media Usage	45
3.5 Assessment Measures	45
3.5.1 Consent Form	45
3.5.2 Demographic Information Sheet	45

3.5.3 Social Connectedness Scale Revised	45
3.5.4 The Lifestyle Behavior Change Questionnaire	46
3.5.5 Coping Strategies	46
3.5.6 Social Networking Usage Questionnaire	46
3.6 Procedure	47
3.7 Ethical Consideration	47
3.8 Statistical Analysis	48
Chapter IV	
Results	49
4.1 Main Analysis	51
4.2 Additional Analysis	60
4.3 Summary of Findings	62
Chapter V	
Discussion	68
5.1 Conclusion	75
5.2 Suggestions	75
5.3 Limitations	76
5.4 Implications	76
References	
Appendices	

List of Tables

Table	Titles	Page
no.		no.
3.1	Sociodemographic Characteristics of participants (N=300)	39
4.1	Psychometric Properties of the Scales (N=300)	50
4.2	Pearson product Moment Correlation among Demographics and study Variables (N=300)	51
4.3	Hierarchical Multiple Linear Regression Analysis predicting birth order of participants, education, Social Connectedness, Health-Related Behaviors, Coping Strategies and Social Media Usage in Young adults (N=300)	53
4.4	Independent Sample t-test Comparing Gender differences in term of Social Media Usage (N=300)	56
4.5	Independent Sample t-test Comparing Marital Status in term of Social Media Usage (N=300)	57
4.6	One Way Independent Measure Anova Comparing Education and Social Media Usage (N=300)	58
4.6.1	Post Hoc test of Young adults in Terms of Education and Social Media Usage (N=300)	59
4.7	One Way Independent Measure Anova Comparing Birth Order with Social Media Usage (N=300)	60
4.7.1	Post Hoc test of Young adults in Terms of Birth Order and Social Media Usage (N=300)	61

4.8	Behavioral Coping Strategies by Young adults during COVID-19 Pandemic (N=300)	64
4.9	Independent Sample t-test Comparing Professional Status in terms of Social Media (N=300)	66

List of Figures

Figures no.	Title	Page no.
Figure 1.1	Features of Social Connectedness	5
Figure 1.2	Types of Coping strategies	9
Figure 1.3	Key Social Platform	14
Figure 2.1	Proposed Model of Research showing relationship between Social connectedness, Health-related Behaviors, Coping Strategies and Social Media Usage.	37
Figure 4.1	Emerged Model of Research showing relationship between Social connectedness, Health-related Behaviors, Coping Strategies and Social Media Usage.	55
Figure 4.2	Gender differences in terms of social media usage	57
Figure 4.3	Marital status differences in terms of social media usage	59
Figure 4.4	Behavioral coping strategies	65

List of Appendices

Title

Appendix- A Permission by Authors of Scale

Appendix-B Consent Form

Appendix-C Demographic Information Sheet

Appendix-D Plagiarism Report

List of Symbols and Abbreviations

n	Sample size
%	Percentage
M	Average arithmetic mean
SD	Standard deviation
B	Beta value
CI	Confidence interval
LL	Lower limit
UL	Upper limit
SE	Standard error
β	Standard regression coefficient
R^2	Coefficient of determination
ΔR^2	Change in coefficient of determination
SC	Social connectedness
HRB	Health-related behaviors
CS	Coping strategies
SMU	Social media usage
t	Calculated difference
p	Calculated probability
UG	Undergraduate
G	Graduate
PG	Postgraduate
F	Variance of means

η^2	ETA squared effect size
<i>MD</i>	Mean difference
<i>UB</i>	Upper bound
<i>LB</i>	Lower bound
<i>OC</i>	Only child
<i>FB</i>	First born
<i>MB</i>	Middle born
<i>LB</i>	Last born

Abstract

The aim of the current study was to explore the relationship between social connectedness, health-related behaviors, coping strategies and social media usage in young adults. It was hypothesized that there is likely to be a significant relationship between social connectedness, health related behaviors, coping strategies and social media usage in young adults. Through purposive sampling technique data from (N=300) young adults with age range 18-35 years (M=161.22, SD= 94.13) was collected from three private universities of Lahore. Social connectedness scale revised by Richard et al. (2001), Lifestyle behavior change questionnaire by Chopra et al. (2020), Coping scale by Hamby et al. (2013) and Social networking usage questionnaire by Savita and Liyaqat (2018) were used for data collection. For the analysis Pearson Product Moment Correlation, multiple linear regression, independent sample t-test and Analysis of variance were used. Significant positive relationship was found between social connectedness, health-related behaviors and social media usage and significant negative relationship was found between coping strategies and social media usage. The findings showed that social connectedness, health-related behaviors and coping strategies were significant positive predictors of social media usage. Significant gender, marital and birth order differences were also found. Findings have practical implications for the development of diverse strategies for other population like adolescents, old age people, teachers, parents, doctors etc. hoping to better manage their life styles during stressful or traumatic events.

Keywords: *Social connectedness, Health-related behaviors, coping strategies, Social media usage.*

Chapter 1

Introduction

As humans are social animals, we cannot live without the support of others, and we depend on each other for our wellbeing and health (Snyder et al., 2020). We all know life has been extensively changed due to COVID-19. It was started in China in 2019 and blowout over the world within no time. Countries introduced quarantine measures, imposed strict isolation, and restricted social interactions with others (Brook et al., 2020). It was the time when people had only one way to interact with each other and that was through social media. Therefore this current study investigated relationship between social connectedness, health-related behaviors, coping strategies and social media usage, which played an important role in the lives of young adults, especially during COVID- 19 pandemic. How they maintained their social connections, what type of health-related behaviors they focused related to their health and lifestyles, which coping strategies they implemented and how they spent their time on social media during COVID-19 pandemic? The following chapter will present the definitions, terms, types and more information related to social connectedness, health- related behaviors, coping strategies and social media usage.

1.1 Social connectedness

Social connectedness refers to the quality of social interactions rather than the quantity of social interactions, which individuals form to handle their feelings of loneliness that contributes to social isolation (i.e., social support, frequency of interaction

with close ties, etc.). Social connectedness link from social capital, wherein individuals connect the social bonds emotionally or financially and can be mobilized when they think it is essential and show that quality of interactions matter a lot for the well-being of individuals (Barbosa et al., 2019).

Social connectedness is basically belonging and affiliation, based on qualitative and quantitative societal considerations and relationship salience. Social connectedness represents the sense of association and attachment that take place within the immediate circle (Cho & Son, 2019). It helps people in perceiving warmth and building relationships with other people. When people feel socially connected, they feel happy, satisfied and interact with other people through different platforms. It has an indirect impact on people's attitude, enjoyment and perception. People who are socially connected perceive others as a friendly and active individual in different societal activities. Forming a sense of social connectedness is an essential aspect of human life and that can enhance numerous features of psychological wellbeing (Hajli et al., 2017).

Social connectedness can also be defined as the sense of attachment and understanding with others, which was very important for the human well-being and development (Okabe-Miyamoto et al., 2021). For instance, had regular social connections and devote specific time for communicating with others were linked with better well-being. People like to socially connected with each other and keep themselves engaged in developing relations instead of controlled or limited activities. During COVID-19 pandemic, people maintained societal detachment to protect their physical health and ensure it that they can socially connected with other to keep their psychological health as well (Margolis & Lyubomirsky, 2020).

Social connectedness plays a significant part in the health and wellbeing of people more than the social network. It is an optimistic personal appraisal which shows expressive, close and productive associations with other beings, groups and societies etc. It is a sentiment, in which people care about others and feeling cared by others, such as love or warmth. People opt different activities like tele-conferencing with others and staying connected with other via social media (O' Rourke et al., 2018).

Social Development Ministry (2018) specified that social connectedness is a fundamental factor of welfare, coping and resilience. People who are socially well connected with other communities are happier and in good health, and they are well talented to make decisions, find solutions, and face problems.

1.1.1 Features of Social Connectedness

Tough et al. (2017) stated three common features of social connectedness:

1.1.1.1 Socializing

Socializing is when people interact with each other to the company and having a good time. Examples of socializing include friends or family members spending time together, colleagues having lunch together, or neighborhood residents having a street party. Deeds are characteristically more sustaining when shared with other peoples.

1.1.1.2 Social support

It denotes to the support from people in their times of need from their social network. It refers to situations when one person or group of people need supports to

achieve something and other people offers assistance and support them in achieving their needs. It is typically divided into three types emotional, informational, and instrumental.

- ***Emotional support***

It mentions to the quality of love and care, understanding, and sympathy or value which people receive from other individuals. People who are close to each other provide emotional support, though fewer friendly relations can provide such provision as well.

- ***Instrumental support***

It emphasizes on help with everyday tasks, such as monetary aid, loaning stuffs, or assistance with juvenile care duties.

- ***Informational support***

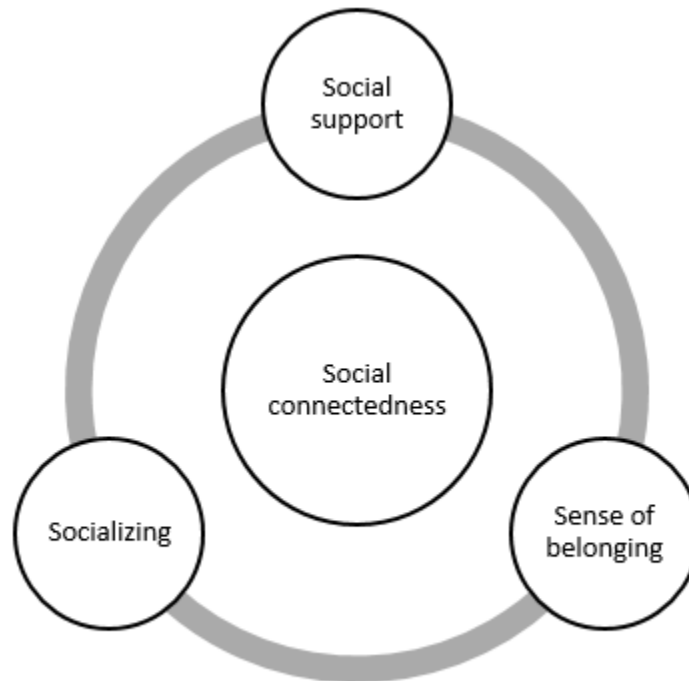
It denotes individuals who provide their services and serve as information and referral sources (e. g, housing or job referrals) or who give assistance on expert matters such as medical, legal, financial, or technical advice.

1.1.1.3 Sense of belonging

It is the sentiment of being associated to and valued by other folks. Whether they get the sense from family, friends, colleagues, or community members, People naturally want to be associated themselves to the belongings that have more values. They have an intrinsic desire to be part of something greater than themselves. Those who have a strong sense of belonging handle the difficult times with more strength.

Figure 1.1.

Features of social connectedness (Tough et al., 2017)



1.2 Health-related behaviors

Health behaviors are apparent behavioural patterns, activities, and practices that associate to health care, to health restoration and to health enhancement. A range of behaviors fall in the category related to health, such as diet, physical activity, usage of alcohol, smoking, sexual behaviors, routine checkups, medication and vaccination (Conner & Norman, 2017).

Health-related behaviors are obvious behavior or particular characteristic that can improve or harms physical, psychological, and social wellbeing now and in the future of individuals. Individual's potential and their functioning are largely determined by the choices an individual makes about their lives are based on their health-related behaviors.

Individual choices for life can increase and decrease their functioning, development and potential (Hassen & Kibret, 2016).

1.2.1 Categories of Health-Related Behaviors

Havigerova et al. (2019) categorized health-related behaviors in to two main broad classes that are: health-supporting behaviour and other one is health-damaging behaviour.

1.2.1.1 Health-Supporting Behaviors

Health-supporting behaviors are basically the positive activities that assist the person and lead towards the good health. These positives activities improve health, inhibit illness, identify disease or issue on time, detect any sort of disability at the earlier stages, and guard from jeopardy of injury. Health-supporting behaviors are not immutable and these are medically, scientifically and socially defined. Distinctive health-supporting behaviors are suitable physical exercise, fruits and vegetables consumption, appropriate sleep, balanced diet, regular physical, mental and dental care etc. (Samal et al., 2017).

1.2.1.2 Health-Damaging Behaviors

Health-damaging behaviors are those activities that are carried out by people which can increase the risk of illness, whether or not individual is having knowledge of the association between the activities and illness. These activities do not contribute to good physical and mental health including inappropriate eating habits, lack of sleep,

alcohol consumption, and poor hygiene, no physical exercise and safe sexual behaviors etc. (Ntoumanis et al., 2020).

Health-related behaviors encompass more than prevention and lifestyle behaviors. Health related behaviors interrelate with each other in the same way as health risk behaviors. The term coaction which described that chances of exchanging a later health behaviour upsurges when people proceed act towards moving the prior health behaviour. The beginning of multiple health-related behaviour amends to happen once the change of a particular health-related behaviors turns as a doorway behaviour, and in result it turned out into another health behaviour (Ratz & Lippke, 2021).

It is necessary to categorize the variations in health-related behaviors that may be arising at a population level in order to better understand the range of downstream psychosocial consequences of the recent outbreak and its associated containment measures. Certainly, huge number of populations are under the condition of self-isolation, their life styles behaviors are totally changed. Changes are likely to be seen in sleep patterns, physical activity, dietary habits, liquor intakes and even the incidence of domestic violence cases (Zvolensky et al., 2020).

1.3 Coping strategies

Coping is the continuous effort to deal with the internal and external worries. Normal coping strategies do not show any positive results because when people face any stressful event they become more confused and upset as compared to the normal circumstances. In these situations it is very important to identify coping strategies so that

the person can feel more safe and resilient. During the COVID-19 pandemic people adapt four types of coping strategies (Agha, 2021).

1.3.1 Types of Coping Strategies

During the COVID-19 pandemic people adapt four types of coping strategies (Agha, 2021).

1.3.1.1 Active Avoidance Coping

In active avoidance coping strategy people endeavor to ignore or avoid the stressors by encompassing in different activities that distract and inhibit them from the stressful situation.

1.3.1.2 Problem Focused Coping

In problem focused coping people learn to deal with the stressor successfully. They take emotional, social provision and proper measures for handling the traumatic events.

1.3.1.3 Positive Coping

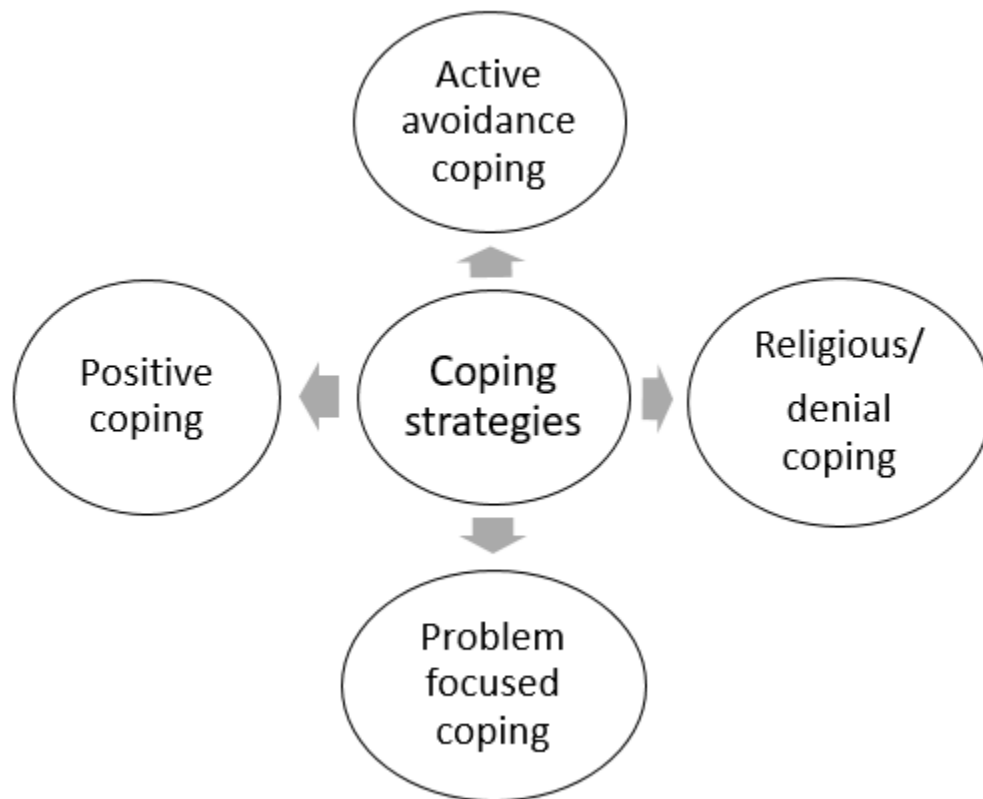
In positive coping people change their behaviors in a positive way and adopt different activities which increase the level of self-esteem in them and reduce the psychological issues linked with the stressful event.

1.3.1.4 Religious/ Denial Coping

In religious/denial coping, people have strong religious/denial beliefs and they rely on their beliefs that the stressors are present.

Figure 1.2.

Types of coping strategies (Agha, 2021)



Coping is a cognitive and behavioural process which persistently change and helps in developing internal and external reactions which are not in individual's mind. These responses help the individuals to deal with the stressful situations and manage the situation properly. Coping strategies refers to the particular approaches which are used by

individuals in diverse circumstances and can change over the period of time, and are also liable on the elicited conditions (De la Fuente et al., 2017).

1.4 Social media usage

Social media is a computer-based technology which facilitates in sharing of an idea, career interest, information, awareness, virtual networking. Through social media sites, users generate content such as posts, photos, video sharing, and all types of online interacting data which represents the essence of their life. For downloading the social media different applications, social media users need internet services for getting the online facilities on their mobiles, tablets, laptops or desktop computers, and after downloading they can connect with the other users (Scholz et al., 2018).

1.4.1 Outcomes of Social Media

Social media as a set of virtual applications and tools that carry ways of interactions and communications for digital media operators by helping and providing knowledge on social media platforms. It has positive and negative outcomes which effect the individuals (Hasen et al., 2017).

1.4.1.1 Positive outcomes of social media

The way users connect and use diverse internet sites as a means of sharing content with digital world. It has given the chances for more reasonable promotions and services for interacting with others by using social media. A large number of people do online business, study, show their talents by sharing recordings, videos, pictures and write informative articles with the aid of different social media platforms such as You Tube,

WhatsApp, Facebook, and Twitter and interacts with others in such ways (Hossain et al., 2019).

1.4.1.2 Negative outcomes of social media

The demand of social media applications and internet sites have increased swiftly during the last decade. One of the main reasons for this rapid increase is that everything is available on the sites related to education, business etc. students use it and gain knowledge from it. But the drawback is that the learning skills of the students are decreasing, they are not focused. Students spend a lot time on social media and in this way they are not socializing with others face to face, their communications skills are also reducing. Excessive use of social media can affect their mental and physical health. Use of social media is creating stress and tension in people also, online networking can make it more difficult for individuals to figure out the authentic and meaningful communication (le Roux & Parry, 2017).

1.4.2 Applications of Social Media

The most common applications of social media are Facebook, Whatsapp, Instagram, Snapchat, Twitter, and You Tube (Abbas et al., 2019).

1.4.2.1 Facebook

The purpose for developing Facebook was finding old friends but it has gone beyond the organization's aim. Users can post pictures, videos, comments, create stories, tag, and now more recently broadcasting live streams. Users can participate themselves in

gaming via Facebook platform. It had over more than 2 billion users and 1.3 billion users used it on daily basis (Facebook, 2018).

1.4.2.2 WhatsApp

WhatsApp was launched as a substitute to standard text messages. More than 1 billion users communicate on it on daily basis. At present, WhatsApp provide features of audio and video calling, sending and receiving messages, different types of media like text, images, documents and locations. Recently it added a new feature of posting stories which stays for 24 hours (WhatsApp, 2017).

1.4.2.3 Instagram

Instagram offer an appropriate environment for users in terms of self-presentation. It allows users to take, filters, share videos, photos and allow live broadcast and create story for 24 hours. There are currently 800 million active users' taking benefits from it in momentary terms and those are mostly young adults (Jackson & Luchner, 2017).

1.4.2.4 Snapchat

Snapchat is used for instant messaging. Users used it for mostly fun purposes where they instantly capture the picture or make short videos and share it with others. Users can post stories which can stay for 24 hours. It is the third most famous and mostly used application and have 100 million users (Alhabash & Ma, 2017).

1.4.2.5 Twitter

Users can read and upload tweets with a maximum of 280 characters on twitter. It is one of the most microblogging sites used for sharing information, social interaction and utilization. Currently 330 million users per month are active on it (Isman & Dagdeviren, 2018).

1.4.2.6 YouTube

YouTube offers extensive chances for 2.3 billion users in their active or passive participation and became a source of social interaction as well. Among all the internet websites it is ranked at second number and ranked as first among video sites. Every YouTube user can upload videos, like, comment, rank and share them. It served the wide range of audience both professional and non-professional (Khan, 2017).

Social media was based on different applications and websites that permits the users to create and post diverse life related contents and allow them to participate in networking world, where they can meet people virtually (Ramos et al., 2019). The most famous social media sites in Pakistan are Facebook, Twitter, Instagram, WhatsApp and You Tube etc. WhatsApp is the most common social media app used in Pakistan followed by Facebook. Per hour average millions of people in Pakistan use these social media sites and share their views through pictures, text messages and videos. On the basis of monthly average 1.6 million people in Pakistan join Facebook and upload millions of content per hour. Social media facilitates the users with a variety of options through which they can interact, users can simply chat or they can go with the video chat option as well, from text messages to email, blogging to vlogging. Users can make groups which

contained different categories depending on the relationships (e.g. family group, school mates, relatives, colleagues etc.). There are different keys of social media channels and platforms with distinguishable features (Aftab et al., 2019).

Figure 1.3.

Key Social Platform (Aftab et al. 2019)



Social media was a platform where people make friends through minor collaborations, communications, or participation in social communities or groups, and encourage users to support others socially. It facilitated the users by sharing their interests, and opinions with other users. Social media was the building of interpersonal

relations and its users build new connections with each other. Basically, it is a tool for creating new contacts, improving social relationships, help users to stay connected and keep in touch with other users (Hardy & Castonguay, 2018).

In the past when people want to get information, they only had the source of newspapers or televisions etc. Those sources played a vital role in exchanging the views and became the source of information to the people. Now the world is growing fast and different things plays an important role in its growth, among them one of the main sources of information is social media. After the advance foundation of technology, a rapid change in the use of social media is noted (Nazir et al., 2020). With the passage of time people have started increasing the use of social media and registered themselves on different platforms of it. For example, they have created accounts on Facebook, Twitter, Instagram and You Tube etc. In traditional media people had only limited amount of access but in social media people have a great space for sharing the information related to education, health, economy etc. People create their profiles on social media sites and post different things on it, users can join the account of each other and they can comment and exchange their views on the spot and they don't have to wait for so long (Kumar et al., 2017).

1.5 Theoretical framework

The theoretical framework of the research was based on the PERMA model by Seligman (2011), Theory of planned behaviour by Ajzen (1991), the coping circumplex model by Stanistawski (2019) and social media engagement theory by Di Gangi and Wasko (2016).

1.5.1 The PERMA Model

Social connectedness was based on the PERMA model which was developed by Seligman (2011). Model stands for the five basic essential elements that should be experienced lasting wellbeing. Positive emotion, engagement, positive relationship, meaning and achievement. The positive relationship domain represented the social connectedness. It was also important while building relationships that a person must know about the healthy and unhealthy relationships.

1.5.2 Theory of Planned Behavior

Theory of planned behavior was developed by Ajzen (1991) and had been used for anticipating and enlightening extensive assortment of health behaviors and intentions related to smoking, drinking, diet and breast feeding etc. Theory explained that behavioral change was dependent on both motivation and ability. Theory of planned behavior was based on six constructs which represents any individual's actual control over the behavior. Attitude, behavioral intention, subjective norms, social norms, perceived power and perceived behavioral control were the important constructs of the theory.

1.5.3 The Coping Circumplex Model

The coping circumplex model by Stanistawski (2019) was designed to assimilate numerous coping differences. The model is based on the assumption that people in stressful events face two tasks: problem coping dimension and emotional coping dimension. These coping dimensions defined other coping strategies. The model is based

on eight coping styles and created a circumplex: positive emotional coping, efficiency, problem solving, and preoccupation with problem, negative emotional coping, helplessness, problem avoidance and hedonic disengagement.

1.5.4 Social Media Engagement Theory

Social media engagement theory by Di Gangi and Wasko (2016). The social media engagement theoretical model based on user experience, user engagement and their usage. User experience was based on their social interactions while using platforms of social media, user engagement influenced the user behavior and usage is based on the frequency of their use.

1.6 Summary

In short social connectedness was very important for the well-being and mental health of people, it is the experience when people feel close and interact with each other. It involves feeling loved, valued, cared and act as a buffer in contrast to negative occasions or experiences in life that leads to depression or ill-health. (McKenzie et al., 2018). From the past year people's life style were totally changed, especially changes related to their health behaviors, physical exercise, disturbance in sleep, inadequate diet or eating habits and alcohol intake. These health-related behaviours can be seen in optimistic and adverse manners (Legnani et al., 2020). For dealing with the stressful time of the life during COVID-19 people adapt different coping strategies their thoughts and behaviors helped them a lot to deal with it (Stephenson & De Longis, 2020). People got the chance to meet new people and stay in connection with others via social media. Social media was recognized as a source of strengthening relations. During the COVID-19

pandemic when social distancing become a norm and strict procedures are followed on social gathering, at that time social media became a necessity, people stay connected with others through social media and cope best during this pandemic. Apart from interacting with others on social media, it was also used for personal, academic and work-related purposes for instance online lectures, meetings, webinars etc. Foremost benefit of social media was that it spreads consciousness and give social facility to the people who were quarantined and faced difficulties in meeting with people during lockdown (Singh et al., 2020).

Chapter II

Literature Review

This chapter covered international and indigenous researches related to social connectedness, health-related behaviors, coping strategies and social media usage.

Following researches supported the present study.

2.1 International researches

A research directed by Frieling et al. (2018) on the relationship between social connectedness and wellbeing and concluded that social connectedness was a key driver of wellbeing and resilience. Besides this, results concluded that socially well-connected people and communities were happier and healthier and were better able to take charge of their lives and find solutions to the problems they face.

A study conducted on social connectedness, traumatic life dealings, and self-injurious beliefs and performances among young adults and concluded that there was a relationship between social connectedness, stressful life events, and self-injurious thoughts. A low level of social connectedness was positively correlated with stressful life events and self-injurious thoughts (Macrynika et al., 2018).

A study observed the social connectedness and impact of Facebook groups and other outcomes in students accompanied by Thai et al. (2019). Results of the study indicated that through Facebook groups' students have a greater sense of social connectedness, even healthier relationship with the faculty, and less stress related to their studies as compared to the students who don't have a Facebook group. Moreover, having

an official Facebook group give them satisfaction and engage them in their studies through social connectedness. It showed that Facebook groups played a positive role and proved as a very helpful tool.

An exploration on physically isolated but socially connected during COVID-19 crisis was done by Ellis et al. (2020) findings of the exploration indicated that youngsters were very much worried about the physical isolation during COVID-19 crisis. Further, findings indicated that spending time with family and friends virtually, doing assignment work, physical activities, and playing games decreased the amount of stress.

A research explored health related behaviors, social media usage and conspiracy belief during COVID-19 by Allington et al. (2020). Findings of the research concluded that there was a positive relationship between health-related behaviors and use of social media while health related behaviors and COVID-19 conspiracy beliefs had negative relationship.

A study which observed the impact of COVID-19 and health related behaviors of young adults by Chopra (2020). Findings of the study showed that young adults improve their dietary patterns in a healthy manner and restricted unhealthy items. Moreover, findings of the study showed increase in their daily screen time and they limited their physical activity.

The health related behaviors and subjective wellbeing of people during COVID-19 was explored by Hu et al. (2020) and concluded from the findings that 70% people spend their time on screens and 30% reported that they increase the intake of fruits and vegetables during pandemic. Further people reported physical inactivity, less intake of

healthy diet and stated that they often skip breakfast. Moreover, less physical activity and infrequent intake of diet leads to lower subjective wellbeing.

A comparative study on health-related behaviors, knowledge, life satisfaction, and well-being in people. Findings of the study concluded that unhealthy diets, no or less physical activity, less knowledge of diet, smoking, and sleep shows that people are mentally not stable. Results of the comparative study of the western and normative sample show that people with mental illness reported a lower intake of a healthy diet, higher intake of unhealthy foods, high alcohol consumption, less sleep, and more sleep problems (Parletta et al., 2016).

A research which focused the health-related behaviors, Self-objectification, cultural identity, and body dissatisfaction in university students, results concluded that there was an association between dietary behaviors and health-enhancing physical activity among university students, where physical activity might mediate dietary health behaviors. Obesity can be controlled by increasing the physical activities and reducing the consumption of food are considered the foundations for the treatment of obesity. Further, results indicated that higher physical activities was needed to achieve weight loss. Increase in physical activity with time and no physical activity at baseline is associated with weight loss (Mamabolo, 2019).

The mindfulness exercise on weight loss and health-related behaviors with overweight and obesity on young adults was explored by Ruffault et al. (2017). Findings of the research concluded that mindfulness trainings were related to health behaviors. It reduced the binge and impulsive intake and increase the physical movement.

Self-control and health-related behaviors were observed during a study in students. Results showed significant negative relationship between self-control and impulsive eating and drinking behaviour. Furthermore findings of the research indicated significant positive relationship between self-control and behaviour towards exercise. Moreover findings revealed that self-control constantly associated with health related behaviour of students (Hagger et al., 2019).

A study was directed on young adults and figured out health behaviors related to their dietary plans, supplement intake, eHealth knowledge by using social media. Findings of the study showed that young adults who used internet frequently they searched things related to health behaviors and healthy life style. Moreover, findings of the research showed that there was no specific social media platform which was directly associated with the health knowledge, physical activity and dietary complements (Tarqi et al., 2020).

A study on psychological effects, perceived stress and coping strategies of the COVID-19 pandemic was explored by Babore et al. (2020). Findings of the study concluded that positive approach towards the traumatic condition was the main protective factor. Furthermore, results revealed that females who seek social support, avoid to deal the situation and worked with COVID-19 patients were at risk. Additionally, results concluded that financial position and problem-solving skills were not connected with stress levels.

Coping strategies, anxiety, and knowledge by students during COVID-19 was directed by Baloran (2020). Results of the findings concluded that 80% of the students

cope best during the COVID-19 from anxiety as they had knowledge and strictly followed the precautions and took precautionary measures. Further, the findings revealed that students avoided to go out to public places.

A study accompanied by Cauberghe et al. (2020) on social media usage to cope with feelings of solitude and nervousness during COVID-19 pandemic. Findings of the research revealed that social media usage lead to cope better in COVID-19 pandemic by using humorous memes. Another finding of the study concluded that people used social media for watching funny videos and used it for entertainment purpose.

A research on media as a coping tool during COVID-19 was conducted and findings of the research showed that during COVID-19 people spend more time on social media and technology to socially connect with others, using different routine applications for shopping and engaging themselves in exercise while staying at home. Despite this, students use social media and technology for educational purposes (Garfin, 2020).

A research on coping and emotional well-being of adults during the COVID-19 pandemic by Lades et al. (2020) and results concluded that adults those who were using altered coping strategies and kept themselves busy in different activities including aerobics, walking, gardening and followed their daily life interests were those adults who enjoyed their stressful time and were completely linked with optimistic affect.

A survey conducted by Pahayahay and Khalili-Mahani, (2020) on coping with COVID-19 while using social media and concluded from the findings that despite of what media helps, what media hurts, social media usage was important for coping and provide support and associations by spreading positive information. Further results

revealed that people choose and use different sites of social media as a tool for coping to deal with stressful event.

A research was focused on coping strategies, resilience and posttraumatic stress disorder and findings concluded that resilience was positively associated with the majority of active coping strategies and undesirably linked with the majority of avoidant coping strategies, as well as future posttraumatic stress symptoms. Furthermore, results indicated that all avoidant coping strategies, including public withdrawal were positively connected with posttraumatic stress disorder (Thompson et al., 2018)

An analysis on coping style, social support and psychological distress in the early stage of COVID-19 by Yu et al. (2020). Findings of the research showed that there was a noteworthy relationship between coping strategies, increased social support and decreased psychological distress. Further, findings revealed that unmarried people had high psychological distress, adopt a passive coping strategy, and informed less social support than those with low emotional suffering.

A research conducted by De la Fuente et al. (2017) on undergraduate students and assessed the coping strategies, resilience and learning approaches in them. Outcomes of the research concluded that there was a significant positive relationship between coping strategies and resilience. Further, outcomes revealed that significant positive relationship found between problem-focused coping and resilience and noteworthy negative association found between emotion-focused coping and resilience.

A research was carried out on sources of information in the time of crisis during COVID-19. Findings of the research showed that social media and internet press were the

first choice of people for getting information related to COVID-19 and health issues. Moreover, outcomes from the demographics were also revealed. As related to gender results indicated that females use more social media as compared to males during COVID-19 and seek more information from their family and friends through social media. Further outcomes of the study indicated that graduate students got information from their families and friends while post graduates attended informative meetings and read newspapers (Gecer et al., 2020).

An investigation was carried out to see the impact of social media on individuals and or on society by Chasombat and Karuchit (2020). Findings of the research showed that Facebook and other social media sites give opportunity to improve social relationships with other individuals who had some psychological issues. Further, results of the research revealed that online connections act as a replacement to face to face interactions and increase the coping abilities and reduce psychological concerns. Moreover, they figured out that Facebook and YouTube are the tools of social media that help the societies in coping and give better understanding to deal with stressful events.

A study was explored on social media platforms and its usage by young adults. Findings concluded that social media usage was more common in young adults, they used it for various reasons and one of the main reasons was to stay in contact with others. Results indicated that there was an association between Facebook usage and stressful events by young adults. Moreover, they concluded that it was hard to figure out the specific social media application used by the young adults but 47% were the users who belonged to the young adults' category. Further, findings of the study concluded that young adults were more convenient in using smart phones and they were among those

who had taken the benefits of using all the internet facilities (Al Mamum & Griffiths, 2019).

A study was focused to see the impact of social media usage and social media multitasking on the educational performance of undergraduate university students and concluded that using social media for academic purposes was not a significant predictor of educational performance as measured by cumulative grade point average. Furthermore, results showed that use of social media for non-academic purposes especially for online video games and social media multitasking significantly negatively predicted educational performance (Lau, 2017).

Social media usage during pandemic and its impact on young people by Fernandes et al. (2020), findings of the studies revealed that lockdown had a significant impact on youngsters and their social media usage. Young people increased their used of social media as compared to before pandemic. Further, youngsters reported that they used social media to stay in contact with their peers across the globe, they used different social media site to cope better during the stressful time of their life.

Uses and satisfactions of social media among university students by Kircaburun et al. (2018). Findings indicated that uses and satisfaction were based on different characteristics, and also based on the type of social media sites they used. Findings showed that students aged group 17-32 were those who used social media more than 2 hours. Further, findings of the study revealed that students used different social media platforms, 55 % used Facebook to satisfy the belonging needs, 79 % Used Instagram for self-expression, creativity, information, and social interaction, 37 % used snapchat for

connecting with others and interact with the immediate environment. 92% used WhatsApp, 78% used You Tube and 32% used Twitter.

A research piloted by Gull et al. (2019) on social media usage by married people and how they spent time on it. Findings of the research concluded that married people spent less time together, in fact they spent time with talking each other on social media instead of spending it face to face with each other. Further, findings concluded that couples secretly kept an eye on their partner's social media account, which caused many conflicts later. Additionally, results indicated that married couples took more interest on other's couple life on social media instead of making their own relationship strong.

A study on long distance married couples communication patterns by Wijayanti, (2021) and concluded that couples communicated through verbal and non-verbal ways. They made calls, video calls, sent emoji, stickers and communicated through these ways. Further, findings also indicated that during COVID-19 intensity of communication and support for each other became high.

To observe the relationship between anxiety, social media addiction and birth order Sharma and Kumar (2019) conducted research on it. Findings of the study indicated that social media addiction and birth order had a significant relationship. Further, findings of the result concluded that internet addiction and birth order act with each other in locus to anxiety of students. Additionally, Marano (2017) observed Adlerian theory (1964) and suggested that birth order and the number of siblings affect a child's potential. Also, findings concluded that an individual's own perception of his or her birth order is more

important than the actual order. This psychological perception of birth order can be impacted by multiple factors.

2.2 Indigenous researches

Social connectedness, social support, health-related information and use of social media during the global crisis conducted by Abbas et al. (2021). Findings of the research indicated that those concepts were multidimensional and played a vital role on individual's comfort and wellbeing. Further, finding of the research revealed that users of social media were zealous to seek help, stay connected, give support and shared health-related information with others. Moreover, findings indicated that social connections reduced the number of social isolations which was necessary to manage the stress and mental health of people during the global crisis.

A research was led on social connectedness, physical distancing and social detachment during COVID-19 pandemic. Findings of the research revealed that there was a significant relationship between social connectedness, physical distancing and social detachment. Significant impact of demographics was also noted. Further it was concluded that due to social media and technology people were socially connected with others and physical distancing was taken as a precautionary measure against COVID-19. Moreover, it was also revealed that relations and attachments became weak due to sustained duration of physical distancing (Adeela et al., 2021).

To find out the social connectedness, social media addiction in students having coronavirus anxiety and their emotional change was carried out by Arslan et al. (2021). Findings of the research indicated that students those who had emotional changes due to

coronavirus anxiety are those who used social media less and were less socially connected with their peers. Moreover, they concluded that students who were exceedingly involved in social media they got the chance to see their friends virtually and got the opportunity to meet their social belongingness.

A study by Sultan et al. (2020) on social connectedness, life gratification, learning achievement, and social media usage of undergraduate university students, and findings of the research revealed that social media usage has a significant impression on social connectedness, life gratification, and learning achievement of undergraduate university students. A significant difference had been seen concerning the gender of the participants in the level of internet usage and social connectedness.

The association of social connectedness, social support, depression and sleep quality by Waqas et al. (2019) on Pakistani students. Findings of the results showed that social support was not significantly related to depressive symptoms, but it acted as a mediator and abridged the strength of the association between quality of sleep and depressive symptoms. Further, results indicated that social support from the people or to stay connected with others during the stressful or depressive time played an important role in predicting the depressive signs and it also effects the quality of sleep.

A research on health-related behaviors and COVID-19 awareness by Ali et al. (2021). The findings of the research showed that there is a significant relationship between them. During COVID-19 healthy changes in dietary plan were observed, people decreased the amount of junk food, soda, sugar and fats etc. and started taking healthy food. It was also observed from the findings that instead of unhealthy intake of food they

started taking Vitamin C and supplements for immunity enhancing and were fully aware of the things which were related to COVID-19.

A research was led on health-related behaviors and impact of COVID-19 on smoking patterns in Pakistanis. Findings concluded a significant bidirectional change related to smoking patterns, that a lot of people motivated to stopped, reduced and abandon smoking during COVID-19 pandemic. Findings also showed that some people started smoking and some relapsed after quitting it Siddique et al., (2021).

A study was conducted on Pakistani students to find out their coping strategies to deal with COVID-19. Findings of the study showed that students focused on both types of coping strategies: emotional based and problem based for dealing with stressful event in their life. Moreover, findings of the study indicated that almost 41% of students experienced anxiety related to COVID-19, and 16% were those who experienced anxiety on extreme level. Further results indicated that female students seek more social support and socially connected with other as compared to males (Baloch et al., 2021).

Health care workers, coping strategies and precautionary measures were examined by Munawar and Choudhry (2021) to figure out how they deal with COVID-19. Findings of the research indicated that foremost source of spreading stress was media. They limit the amount of their duty details and limit themselves from sharing posts related to COVID-19 on social media. Moreover, they used religious coping to help the humankind and handle the stress level.

A research focused on the coping strategies used by students during COVID-19 pandemic. Findings of the research indicated that majority of the students adopted the

coping strategies and they accepted the situation. Additionally, results indicated that religious and active coping were the mostly used coping strategies used by students during COVID-19 pandemic. Further, findings of the study indicated that those who were not connected with their family members or friends during the pandemic they got high anxiety scores as compared to those who were socially connected with their family or friends. The main reason of the stress was the ongoing pandemic and to stay away from their loved ones (Salman et al., 2020).

A study on addiction of social media due to COVID-19 by Kashif and Rehman (2020) findings of the study showed that mostly people started using social media higher during COVID-19 pandemic. By staying at home they preferred to stay connected with other people through different social media platforms, as it was highly restricted to meet people physically during COVID-19.

A research was explored on Pakistani women's and their use of social media. They highlighted the need of social media for women in Pakistan during this hi-tech world, where everything was connected to internet and social media. Further, they studied the need of social media and concluded the connection of it with social capital. How women work together and achieved their goals actively while using social media. Findings of the research concluded that women in Pakistan and their social media use was positively correlated with social capital (Aksar et al., 2020).

A study piloted on university students to figure out the addiction of Facebook and its intense use by Mahmood et al., (2020). Outcomes of the study indicated that 55.5 % students spent more than an hour on Facebook on daily basis, though 86.9 % students reported that they have only one account. Further, the result indicated that addiction of

Facebook was significantly associated with the low physical activity and results also showed that students who spent plenty of time on social media had sleep disturbances.

A research to find out the role of intentions in Facebook usage among students in Pakistan by Tariq et al. (2017), results of the study exposed that students got optimistic approaches and support of usage, it increase the chances of using Facebook more. Additional, outcomes of the study concluded that students use Facebook in a realistic way if they have strong intentions to use it. It is suggestively expected that the intentions of using Facebook based on the former behaviors.

Role of social media usage during COVID-19 pandemic was conducted and results of the research showed that it played a positive role during COVID-19 pandemic by endorsing useful approaches for persons in dealing with physical distancing. Moreover, findings revealed that Facebook, snapchat, Twitter, WhatsApp and YouTube etc. were the most important sources for sharing news and information with others during COVID-19 (Hussain, 2020).

A study was directed by Kausar and Awan (2019) on social media and its impact on students' academic performances. Findings of the study revealed that there was a significant impact of social media on student's academic performances. Students spent a lot of time on social media which affect their studies. Further results showed that social media also worked as a helping tool for them. Overall findings showed that there were a small number of students who responded that social media helped them in their studies while majority responded that it wasted their time.

A research was piloted on social media usage between faculty and students from Pakistan. Findings of the research concluded that students from all academic areas, all courses and from all academic years showed no significant difference in the use of social media. Additional findings revealed that they used social media for academic purposes. Results also revealed that students of all years had no significant difference in making friends, blogging, sharing information, and entertainment purposes by using social media (Raza & Soroya, 2019).

The impact of social media on students' sustainable educational behaviour by Abbas et al. (2019). Findings indicated that social media usage had an adverse impact on students' behaviour as compared to positive features. 65% Pakistani students stated that social media played a vital role in the learning process while 35% students specified that students did not perform well in studies who used social media frequently. Further, results showed that there was an association between unethical and creative features of social media.

To explore a study on effect of Facebook on marital relationships Iqbal and Jami (2019) conducted research to find out its effect on couples. Findings of the research concluded significant positive relationship with trust and significant negative relationship with Facebook jealousy. Furthermore, results indicated that women became more jealous from their partner's social media usage, while males were more satisfied with their relationship.

To explore the impact of social media on the academics of undergraduate's students Mushtak and Benraghda, (2018) conducted a research and concluded that

positive impacts of social media on the undergraduate's students were more as compared to the negative impacts. Further, results indicated that undergraduates used it for different purposes. Additionally, they believed that social media helped them in their learning process.

A study which was conducted by Salem et al., (2017) on widespread use of internet, applications, and social media in the professional life. In total, working people reported professional usage rates of 100% on the internet, 89% on apps, and 46% on social media. For professional use, they spent average 30 minutes per day on the internet, 10 minutes on apps, and 15 minutes on social media other sites. Furthermore, most (94%) used digital media for communication with colleagues and 23% for communication with others. It was increasingly noticeable that social networking sites and their applications present enormous benefits for non-professionals university students (Abbas et al., 2020).

2.3 Rationale of the research

Humans are intrinsically social beings and usually interact with others at work places, educational institutes and leisure on daily basis. During pandemic lockdown people use different strategies to cope with social restrictions and to stay connected with others. Those who had resources they turn to virtual world to get the sense of social support and social connectedness. But more than this it is also very important how we take care of our health when daily routines have been disturbed (Moore & March, 2020).

Social connectedness, support from people and social belongings are very important for the well-being of people especially in stressful time. Poor and lack of social connections have a great effect on the health and functioning of people's life, and

everyone's life changed due to strict social restrictions during COVID-19 pandemic (Arora & Grey, 2020).

Due to the threat of COVID-19, social media communication goes beyond the delivery of messages and helps in developing the strong sense of disease prevention. Individual adopt different coping strategies and promote healthy behaviors, for example, wearing masks, use of sanitizer, washing hands and intake of proper diet (Zhong et al., 2020). In fact the greater the optimistic attitude, the lower the impact of stress will be on people (Babore et al., 2020). Therefore, the current research was designed to investigate the association between these important variables, as social connectedness, health-related behaviors, coping strategies, and social media usage in young adults during the COVID-19 pandemic situation.

2.4 Objectives of the research

Following are the specific objectives of the research:

- 1: To find out the relationship between social connectedness, health-related behaviors, coping strategies, and social media usage in young adults.
2. To ascertain the level of social connections reported by young adults during the COVID-19 pandemic.
- 3: To find out the coping strategies used by young adults related to social connections and health behaviors during the COVID-19 pandemic by young adults.

4: To determine the importance of using social media to stay connected with others during non-physical interaction with others in young adults during the COVID-19 pandemic.

5: To find out the social connectedness using social media, and the coping strategies used to maintain their health.

2.5 Hypothesis

1: There was likely to be a significant relationship between social connectedness, health-related behaviors, coping strategies, and social media usage in young adults.

2: Social connectedness, health-related behaviors and coping strategies were likely to be predictors of social media usage.

3: There were likely to have gender differences in terms of social media usage.

4: There were likely to have marital status differences in terms of social media usage.

5: There were likely to be a significant difference in the level of education and social media usage in young adults.

6: There were likely to be a significant difference in the birth order and social media usage.

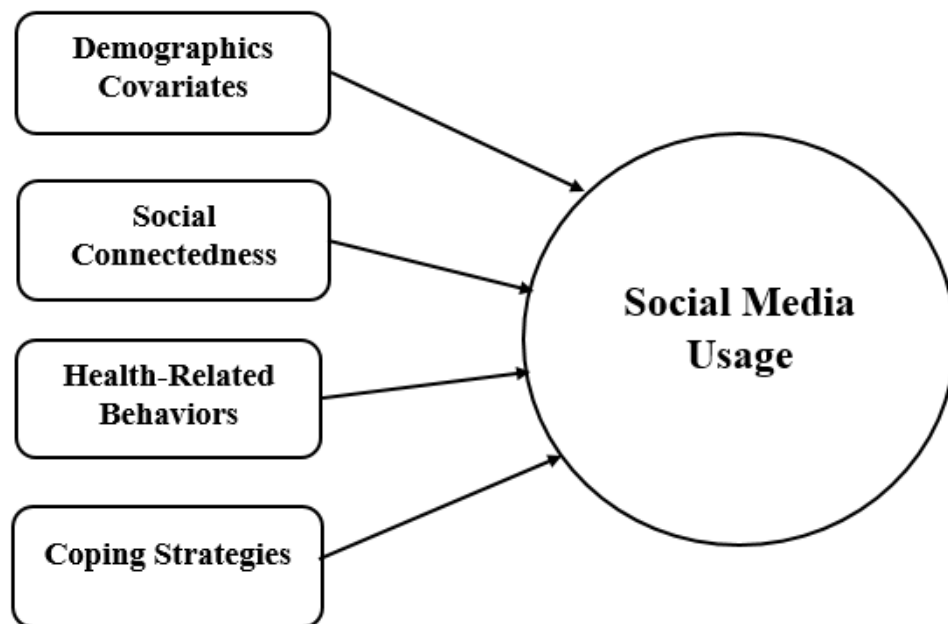
2.6 Proposed model of research

Based on the prior literature the study developed a hypothetical model with regards to social connectedness, health-related behaviors and coping strategies. The goal

was to measure the ways people followed to stay socially connected with others, focused on their health-related behaviors adaptation of different coping strategies and usage of social media during COVID-19 pandemic.

Figure 2.1.

Proposed Model of Research



Chapter III

Method

3.1 Research Design

To find out the relationship between social connectedness, health-related behaviour, coping strategies, and social media usage in young adults during the COVID-19 pandemic. Correlational research design was used for the present study with a quantitative methodology.

3.2 Sampling Technique

Sample were taken through the purposive sampling technique. The sample was recruited face to face.

3.3 Sample

A sample of N=300 young adults were taken from three different private universities of Lahore with equal distribution on the basis of gender.

3.3.1 Inclusion Criteria

- Age range 18-35 years.
- Both genders.
- Regular university students.
- Must use social media on daily basis.

- Must use more than 3 social media sites (Facebook, Instagram, YouTube, Snapchat, WhatsApp etc.).
- Must have 12 years or more level of education.
- Must be able to read and understand English.

3.3.2 Exclusion Criteria

- Young adults who were running online businesses.
- Young adults who were bloggers and social media influencers.
- Young adults who had any physical disability.
- Young adults who had any psychological illness.

Table 3.1

Sociodemographic Characteristics of participants (N=300)

Characteristics	sample	
	N	%
Gender		
Men	150	50
Women	150	50
Education		
Undergraduate	212	70.7
Graduate	35	11.7
Postgraduate	53	17.7

Characteristics	sample	
	N	%
Marital Status		
Married	49	16.3
Unmarried	251	83.7
Status		
Professional	109	36.3
Non-professional	191	63.7
Family System		
Nuclear	181	60.3
Joint	119	39.7
No. of siblings		
None	14	4.7
Less than 5	234	78.0
More than 5	52	17.3
Birth Order		
Only Child	14	4.7
First born	68	22.7
Middle born	152	50.7
Last born	66	22
Physical issue		
Yes	25	8.3
No	275	91.7

Characteristics	sample	
	N	%
Taking Medicines		
Yes	27	9
No	273	91
Father Education		
None	13	4.3
Under Matric	8	2.7
Matric	38	12.7
Intermediate	51	17
Graduation	156	52
Post-Graduation	34	11.3
Father Occupation		
Government	68	22.7
Private	80	26.7
Self-employed	152	50.7
Father Alive		
Yes	280	93.3
No	20	6.7
Duration death of father		
None	280	93.3
Less than 3 years	5	1.7
More than 3 years	15	5.0

Characteristics	sample	
	N	%
Mother Education		
None	36	12
Under Matric	15	5
Matric	50	16.7
Intermediate	59	19.7
Graduation	116	38.7
Post-Graduation	24	8
Mother Occupation		
Working	70	23.3
Non-Working	230	76.7
Mother Alive		
Yes	285	95
No	15	5
Duration Death of mother		
None	285	95
Less than 3 years	4	1.3
More than 3 years	11	3.7
Relationships with parents		
Very Good	274	91.3
Neither good nor bad	8	2.7
Very bad	18	6

Characteristics	sample	
	N	%
Relationships with siblings		
Very Good	267	89
Neither good nor bad	30	10
Very bad	3	1
Leisure time activities		
None	15	5
Reading	90	30
Physical activity	84	28
Art and craft	11	3.7
Online activities	70	23.3
Others	30	10
Time spends on social media		
Less than 2 hours	24	8
More than 2 hours	276	92
No. of friends on social media		
Less than 50	69	23
More than 50	231	77
Purpose of social media		
Academic	26	8.7
Socialization	48	16
Entertainment	117	59

Characteristics	sample	
	N	%
Information	49	16.3

Note. $N = 300$. Participants were on average 161.22 years old ($SD = 94.13$).

3.4 Operational Definition of Variables

3.4.1 Social connectedness

Lee et al. (2001) stated that social connectedness is a characteristic of the self that reflects perceptions of persistent interactions with the social world.

3.4.2 Health-related behaviors

According to Chopra et al. (2020) health-related behaviors emphasizes on dietary habits (intake, meal pattern and snack consumption), physical activity (duration and type) and sleep (duration and quality). It refers to the routines, practices, activities that can put the individual at risk or enhance the overall working and focus on the normal functioning.

3.4.3 Coping strategies

According to Hamby et al. (2013) coping strategies are the efforts to manage cognitive, emotional, and behavioral problems. The way the individual copes with the stressors can alleviate the level of stress which leads to the positive and negative outcomes.

3.4.4 Social media usage

Savita and Liyaqat (2018) stated that social media usage denotes to online space that is used by individuals to link, share, interact, or maintain acquaintances with others on the basis of academic, entertainment, socialization, and informativeness, while social media is the tool used to communicate with mass.

3.5 Assessment Measures

3.5.1 Consent Form

Written consent was taken from the participants, time for completing the questionnaire and confidentiality was clearly mentioned in the consent form.

3.5.2 Demographic Information Sheet

Demographic information sheet was formed to find out participant's age, gender, education, marital status, family system, number of siblings, birth order, relation with their parents or siblings, their leisure time activities, how much time they spent on social media and what's their purpose of using social media etc.

3.5.3 Social Connectedness Scale Revised

It was developed by Lee et al. 2001. It is a 6 point Likert scale ranging from 1 (strongly disagree), 2 (disagree), 3 (slightly disagree), 4(slightly agree), 5(agree), and 6(strongly agree). The scale is based on 20 items (10 positive and 10 negative). Negative items are reverse scored and summed together with the positive items. The alpha coefficient is .94 which shows good internal reliability. The range of scale score is 20-

120. Higher scores on the social connectedness scale indicate a strong sense of social connectedness.

3.5.4 The lifestyle Behaviour Change Questionnaire

It was developed by Chopra et al. in 2020 is a 5 point Likert scale from (1) significantly increased, (2) slightly increased, (3) grossly similar, (4) slightly decreased and (5) significantly decreased. Scale has 20 items and overall scale alpha coefficient is .72 which shows good internal consistency.

3.5.5 Coping Scale

It was developed by Hamby et al. 2013 which assesses cognitive emotional and behavioural methods of dealing with problems. It is a 13 items scale which consists of 2 subscales appraisal (items 1,2,3,4,5,6 and 7) and behavioural (items 8,9,10,11,12,and 13). The coefficient alpha of appraisal subscale is .89 and the coefficient alpha of behavioural subscale is .75. Scale is based on 1-4 responses Likert scale, where 1 is (not true), 2 (little true), 3(somewhat true), and 4(mostly true) with .90 coefficient alpha which shows good internal consistency. A total score is the sum of all the items and a higher score indicates a higher level of coping.

3.5.6 Social Networking Usage Questionnaire

It was developed by Savita and Liyaqat in 2018 is a 5 point Likert scale from 5 (Always), 4(often), 3(sometimes), 2 (rarely) to 1(never). The scale consist of total 19 items and represents 4 subscales which are academic (items 3,9,12,13,14,17,18),

socialization (items 1,2,6,7,8), entertainment (11,15,16,19) and informativeness (items 4,5,10). The scale has a .83 alpha coefficient which depicts good internal consistency.

3.6 Procedure

The topic for the research was selected to keep the present situation of COVID-19 pandemic in mind. It was approved by the faculty members in DGC, then further work was started on it. Permissions from the authors of the scales were taken and then compiled all the scale into one questionnaire. The questionnaires were administered to young adults who fulfill the inclusion criteria. A demographic questionnaire consisted of personal information of the participant was used. A sample of N= 300 young adults was taken. The scales along with the demographic information sheet were administered to each participant.

Written consent was taken from the participants after explaining the purpose of the study. Participants were informed that the information they will provide will be kept confidential and will only be used for research purposes. They were also be informed that they are free to leave the research if they want without any prejudice and penalty. 15-20 minutes were taken to complete the questionnaires. Data were collected from different universities. The collected data was entered into the SPSS for statistical analysis. Proper statistical analysis were directed with the help of SPSS version 21.

3.7 Ethical Considerations

In order to conduct this research all research related ethical issues were considered:

- Before using the questionnaires permission and modifications from the authors were sought via email.
- Official approval was taken from the concerned authorities.
- Informed consent was taken from the participants and they were briefed about the research objective.
- Anonymity of the participants, their privacy and confidentiality of the data was ensured.
- The participants' information was used only for research purposes.
- The participants had the right to withdraw if he/ she feels uncomfortable during the research.
- Data was reported originally.

3.8 Statistical Analysis

A number of statistical analyses were used for hypothesis testing, including Pearson product moment correlation, multiple linear regression, independent sample t-test and Analysis of variance by using SPSS version 21.

Chapter IV

Results

The purpose of the present research was to explore the relationship between social connectedness, health-related behaviors, coping strategies and social media usage in young adults during COVID-19 pandemic. After screening the data, Cronbach's alpha was run on all scales to find out the reliability of data on participants. Secondly for main analysis the Pearson Product Moment Correlation and regression analysis has been computed to find out the relationship and prediction among social connectedness, health-related behaviors, coping strategies and social media usage in young adults during COVID-19 pandemic. Independent Sample T-test was administered to figure out the gender differences, marital status and social media usage in young adults during COVID-19 pandemic and one way ANOVA was directed to find out the differences between education of young adults and social media usage during COVID-19 pandemic. For additional analysis one way Anova was run to find out the differences between birth order and social media usage in young adults.

Table 4.1*Psychometric Properties of the Scales and Subscales*

Scales	M	SD	Range	Cronbach's α
Social connectedness	70.48	11.92	20-120	.73
Health-related behaviors	51.86	10.84	20-100	.80
Coping strategies	34.94	7.59	13-37	.83
Appraisal	18.89	4.49	7-28	.77
Behavioural	16.05	3.88	6-24	.69
Social media usage	51.71	13.80	19-69	.83
Academic	20.81	6	7-35	.77
Socialization	13.32	4.4	5-25	.73
Entertainment	10.05	3.59	4-20	.71
Information	7.57	2.95	3-15	.69

Note. M= Mean; SD= Standard Deviation.

The above table shows the descriptive statistics and reliability coefficient of measures used in research i.e. social connectedness, health-related behaviors, coping strategies and social media usage. All the measure showed overall good reliability coefficient.

4.1 Main Analysis

Pearson product moment Correlation, regression, Independent sample t-test and ANOVA analysis were used in main analysis to find out the relationships and differences among social connectedness, health-related behaviors, coping strategies and social media usage in young adults during COVID-19 pandemic.

Table 4.2

Correlation between Demographic Characteristics, Social Connectedness, Health-Related Behaviors, Coping Strategies and Social Media Usage in Young adults

Variables	<i>N</i>	<i>M</i>	<i>SD</i>	1	2	3	4	5	6	7	8
1. Age	300	23.66	3.77	-	.26**	.80**	.58**	.24**	.03	.03	.19**
2. Gender	300	1.50	.50	-	-	.19**	.15**	.16**	-.08	-.16	.11*
3. Edu	300	1.47	.77	-	-	-	.58**	.36**	-.01	.03	.20**
4. MS	300	1.16	.37	-	-	-	-	.20**	.07	-.03	.20**
5. SC	300	70.48	11.92	-	-	-	-	-	.21**	.22**	.18**
6. HRB	300	51.26	10.64	-	-	-	-	-	-	.16**	.20**
7. CS	300	34.94	7.59	-	-	-	-	-	-	-	-.19**
8. SMU	300	51.71	13.80	-	-	-	-	-	-	-	-

Note. Edu = Education; MS = Marital Status; SC = Social Connectedness; HRB= Health-Related Behaviours; CS= Coping Strategies; SMU= Social Media Usage; **p < 0.01. *p<0.05

Results of correlation analysis indicated that there was a significant positive relationship between demographics characteristics, social connectedness and health-related behaviors with social media usage and significant negative relationship between coping strategies and social media usage at 0.01 and 0.05 level of significance. The relationship showed that people who were socially connected with other people were

more concerned towards their health-related behaviors and used social media more during COVID-19 pandemic.

Further, results showed that rather than spending so much time on social media young adults gave preference in adapting different coping strategies to deal with the stressful time during COVID-19 pandemic.

Hierarchical Multiple Regression analysis was used to see the prediction between birth order of participants, education, social connectedness, health-related behaviors, coping strategies and social media usage in young adults during COVID-19 pandemic.

Table 4.3

Hierarchical Multiple Linear Regression Analysis predicting birth order of participants, education, Social Connectedness, Health-Related Behaviors, Coping Strategies and Social Media Usage in Young adults (N=300)

Variable	B	95% CI for B		SE B	β	R ²	ΔR^2
		LL	UL				
Step 1						.06	.05***
Constant	50.88***	46.02	55.74	2.46			
Birth order	-2.47*	1.80	5.72	.98	.21*		
Education	3.76***	1.80	5.72	.99	-.14***		
Step 2						.18	.16***
Constant	43.17***	31.74	54.61	6.09			
Birth order	-2.52***	-4.34	-.70	2.79	-.14***		
Education	3.24*	1.28	5.19	.98	.18*		
SC	.15*	.03	.01	.28	.13*		
HRB	.29***	.15	.12	.43	.22***		
CS	-.48***	-.68	-.68	-.29	-.26***		

Note. CI = confidence interval; LL = lower limit; UL = upper limit; SC = social connectedness; HRB = health-related behaviors; CS = coping strategies.

* $p < .05$. *** $p < .001$.

Hierarchical regression analysis was used to find out the predictive role of social connectedness, health-related behaviors, coping strategies and social media usage in young adults during COVID-19 pandemic. The above table showed that the first step covariates of birth order and education of young adults were added. In the second step social connectedness, health-related behaviors and coping strategies were added in sequential order. Step 1 displayed model 1 of hierarchical regression analysis. It showed the variance in outcome variable i.e. social media usage by interaction effect of birth order and education of young adults. The model 1 was found to be statistically significant ($\Delta R^2 = .05$, $F(2, 297) = 10.10$, $p = .000$) and the covariates of birth order and education explains .06 % of unique variance in social media usage. The step 2 demonstrates model 2 of hierarchical regression analysis. The model 2 is also significant ($\Delta R^2 = .10$, $F(5, 294) = 12.92$, $p = .000$) and explains 10% of unique variance in the outcome variable.

The overall model significance is ($R^2 = .06$, $F(5, 294) = 12.92$, $p = .000$) it means that the covariates of birth and education of young adults and independent variables social connectedness, health-related behaviour and coping strategies explains 6% of variance in outcome variable i.e., social media usage. It also means that 94% of variance in outcome variable was not explained by predictors.

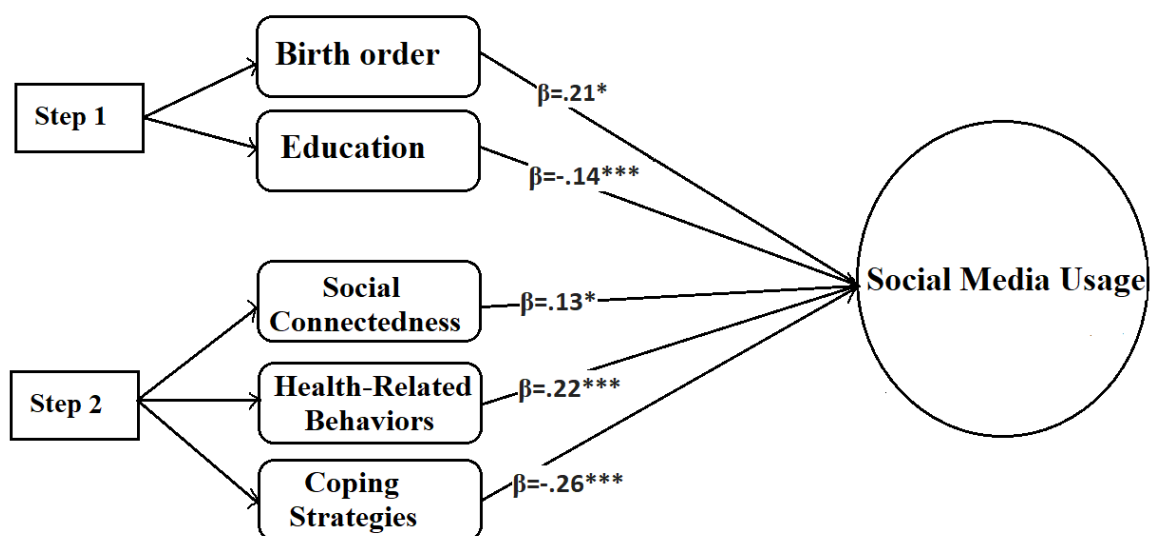
The coefficients of birth order ($\beta = -.14$, $p = .000$) and education ($\beta = .21$, $p = .01$) were significant in model 1. It indicated that covariates birth order and education were predicting variance in social media usage in young adults during COVID-19 pandemic.

When covariates of birth order ($\beta = -.14$, $p = .007$) and education ($\beta = .18$, $p = .001$) were controlled in model 2 they became significant as well. The coefficients of social connectedness ($\beta = .13$, $p = .026$), health-related behaviour ($\beta = .22$, $p = .000$), and coping

strategies ($\beta = -.26, p = .000$) were also significant. It showed that variables were predicting significant variances in outcome variable. It also revealed positive relationship between social connectedness, health-related behaviors, coping strategies and social media usage. Moreover, it showed that higher the focus on social connectedness, health-related behaviors and coping strategies young adults used more social media during COVID-19 pandemic.

Figure 4.1

Emerged Model of Research



On the basis of emerged model through hierarchal regression analysis it was concluded that the hypothesis were supported by statistically significant results. It was also evident that social connectedness, health-related behaviors and coping strategies were significant predictors of social media usage in young adults during COVID-19 pandemic.

An Independent sample t-test was conducted to compare gender differences with social media usage.

Table 4.4

Independent Sample t-test Comparing Gender differences in term of Social Media Usage

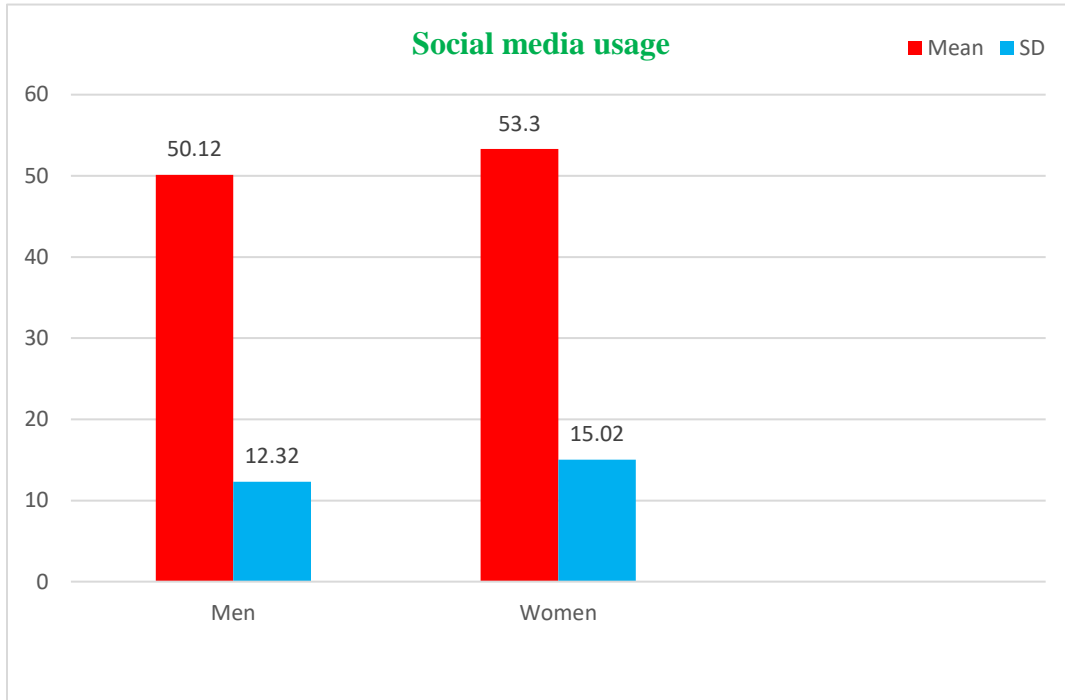
(N=300)

Variable	Men (n=150)		Women (n=150)		<i>t</i> (298)	<i>p</i>	95% <i>CI</i>		<i>Cohen's d</i>
	<i>M</i>	<i>SD</i>	<i>M</i>	<i>SD</i>			<i>LL</i>	<i>UL</i>	
SMU	50.12	12.32	53.30	15.02	2.00	.04	6.30	.06	0.23

Note. CI = Confidence Interval; LL = Lower Limit; UL = Upper Limit; SMU =Social Media

Usage

The results of independent sample t-test revealed significant gender differences in terms of social media usage at 0.05 level of significance. Women used more social media as compared to men during COVID-19 pandemic. The Cohen's d value was found to be 0.23 which suggested small effect size and showed smaller differences between the means of both variables.

Figure 4.2**Gender differences in terms of social media usage**

Graphical representation of gender differences in terms of social media usage showed that women used more social media during COVID-19 pandemic as compared to men.

An independent sample t-test was conducted to compare marital status with social media usage.

Table 4.5

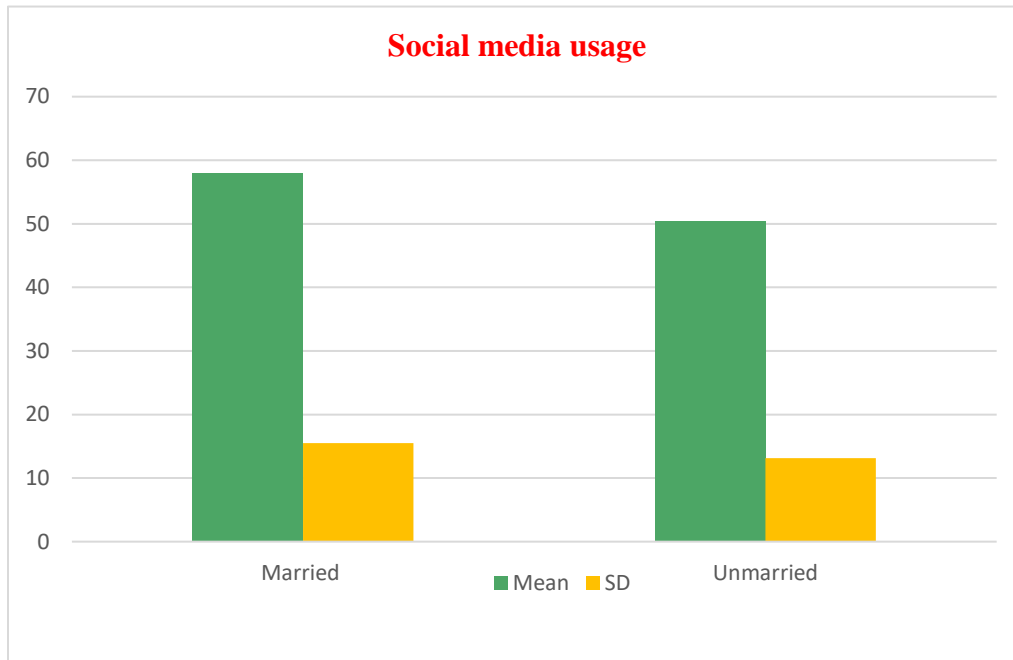
Independent Sample t-test Comparing Marital Status in term of Social Media Usage

(N=300)

Variable	Married (n=49)		Unmarried (n=251)		<i>t</i> (298)	<i>p</i>	95% <i>CI</i>		<i>Cohen's d</i>
	<i>M</i>	<i>SD</i>	<i>M</i>	<i>SD</i>			<i>LL</i>	<i>UL</i>	
SMU	52.32	13.	50.48	13.91	.57	.002	-2.29	4.20	0.03

Note. CI = Confidence Interval; LL = Lower Limit; UL = Upper Limit; SMU =Social Media Usage

The results of independent sample t-test revealed significant marital status differences in terms of social media usage at 0.05 level of significance. Married people used more social media as compared to unmarried during COVID-19 pandemic. The Cohen's *d* value was found to be 0.03 which suggested small effect size and showed smaller differences between the means of both variables.

Figure 4.3**Marital status differences in terms social media usage**

Graphical representation of marital status differences in terms of social media usage showed that married young adults used more social media during COVID-19 pandemic as compared to unmarried young adults.

One way ANOVA was conducted to compare the education of young adults and their social media usage.

Table 4.6

One Way ANOVA Comparing Education and Social Media Usage (N=300)

Variable	UG (n=212)		G (n=35)		PG (n=53)		<i>F</i> (2,297)	<i>p</i>	<i>Partial η²</i>
	<i>M</i>	<i>SD</i>	<i>M</i>	<i>SD</i>	<i>M</i>	<i>SD</i>			
SMU	49.68	13.00	57.08	14.24	56.26	14.83	8.18	.000	0.52

Note. M=Mean; SD= Standard Deviation; UG= Under Graduates; G= Graduates; PG= Post

Graduates

One way ANOVA was carried out and it indicated that education in young adults varies among three groups $F(2, 297) = 8.18, p < .05, \eta^2 = 0.52$. Similarly, variability in the scores of education was accounted with the large effect size.

A Post Hoc test was conducted for multiple comparisons in terms of education and social media usage in young adults.

Table 4.6.1

Post Hoc Test of Young Adults in Terms of Education and Social Media Usage (N=300)

<i>I</i>	<i>J</i>	<i>MD</i>	<i>SE</i>	<i>p</i>	95%CI	
					<i>LB</i>	<i>UB</i>
Undergraduates	Graduates	-7.39	2.46	.009	-13.30	-1.48
	Postgraduate	6.57	2.07	.005	1.60	11.54
Graduates	Postgraduates	.82	2.93	.989	-6.23	7.87

Note. MD = Mean Difference; SE = Standard Error; CI = Confidence Interval; LB = Lower Bound; UB = Upper Bound

To examine the multiple comparisons, post hoc test Hochberg's GT2 was carried out. The results of the multiple comparisons showed that undergraduates and graduates had no significant differences. Similarly, the graduates and postgraduates showed no significant results. However, the postgraduates and undergraduates showed significant differences as compared to the other groups. Conclusively, postgraduates and undergraduates showed more differences as compared to the other groups i.e. undergraduates and graduates, and graduates and postgraduates.

4.2 Additional Analyses

One way ANOVA was conducted to compare the birth order of young adults and their social media usage.

Table 4.7

One Way ANOVA Comparing Birth Order with Social Media Usage (N=300)

Variable	OC (n=14)		FB (n=68)		MB (n=152)		LB (n=66)		<i>F</i> (3,296)	<i>p</i>	<i>Partial</i> η^2
	<i>M</i>	<i>SD</i>	<i>M</i>	<i>SD</i>	<i>M</i>	<i>SD</i>	<i>M</i>	<i>SD</i>			
SMU	49.35	16.56	57.60	15.25	50.03	12.63	50.00	12.82	5.58	.001	.05

Note. M=Mean; SD= Standard Deviation; OC= Only Child; FB= First Born; MB= Middle Born;

LB= Last Born

One way ANOVA was carried out and it indicated that birth order of young adults during COVID-19 varies among four groups $F(3, 296) = 5.58, p < .05, \eta^2 = 0.52$.

Similarly, variability in the scores of birth order was accounted with the medium effect size.

Post Hoc test was conducted for multiple comparisons in terms of birth order and social media usage in young adults.

Table 4.7.1

Post Hoc Test of Young adults in Terms of Birth Order and Social Media Usage (N=300)

<i>I</i>	<i>J</i>	<i>MD</i>	<i>SE</i>	<i>p</i>	<i>LB</i>	<i>UB</i>
Only child	First born	-8.24	3.96	.208	-18.73	2.24
	Middle born	-.68	3.77	1.00	-10.66	9.30
	Last born	-.64	3.97	1.00	-11.16	9.87
First born	Middle born	7.56	1.96	.001	2.34	12.77
	Last born	7.60	2.33	0.07	1.42	13.78
Middle born	Last born	.03	1.99	1.00	-5.23	5.30

Note. MD = Mean Difference; SE = Standard Error; CI = Confidence Interval; LB = Lower Bound; UB = Upper Bound

To examine the multiple comparisons, post hoc test Hochberg's GT2 was carried out. The results of the multiple comparisons showed that first born and middle born had significant differences. No significant differences were indicated in other groups.

Conclusively, first born and middle born showed more differences as compared to the other groups.

Descriptive statistics was conducted to find out the frequencies and percentages of behavioral coping strategies by young adults during COVID-19 pandemic.

Table 4.8

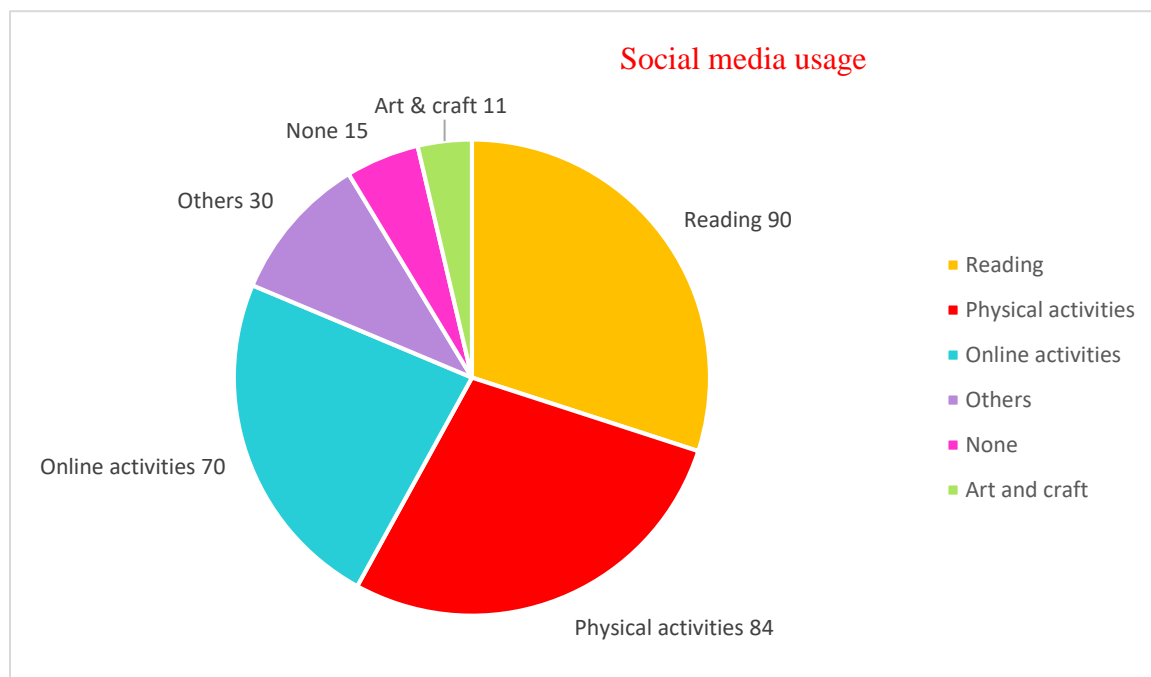
Behavioral Coping Strategies by Young Adults during COVID-19 Pandemic (N=300)

Activities	f	%
Reading	90	30
Physical activities	84	28
Online activities	70	23.3
Others	30	10
None	15	5
Art and craft	11	3.7

Note. f = Frequency; % = Percentage

Descriptive statistics was carried out to find out the frequencies and percentages of behavioral coping strategies used by young adults during COVID-19 pandemic.

Findings showed that young adults adapted different behavioral coping strategies during COVID-19 pandemic.

Figure 4.4**Behavioral coping strategies by young adults**

A graphical representation of behavioral coping strategies adapted by young adults to deal with the stressful time of their life during COVID-19 pandemic. Young adults adapted different coping strategies and they spent most of the time in reading.

An independent sample t-test was conducted to compare professional status of participants and social media usage.

Table 4.9

Independent Sample t-test Comparing Professional Status in terms of Social Media

Usage (N=300)

Variable	Professionals (n=109)		Non-professionals (n=191)		<i>t</i> (62.1)	<i>p</i>	95% <i>CI</i>		<i>Cohen's d</i>
	<i>M</i>	<i>SD</i>	<i>M</i>	<i>SD</i>			<i>LL</i>	<i>UL</i>	
SMU	58.02	13.66	51.36	13.13	3.1	.564	-12.27	-2.80	0.49

Note. CI = Confidence Interval; LL = Lower Limit; UL = Upper Limit; SMU =Social Media

Usage

The results of independent sample t-test revealed non-significant professional status differences in terms of social media usage. No significant differences were found between professionals and non-professionals in terms of social media usage during COVID-19 pandemic.

4.3 Summary of findings

In short, the result showed that there was a significant positive relationship of demographics characteristics, social connectedness, health-related behaviors and negative relationship of coping strategies with social media usage. Moreover, the findings showed that social connectedness, health-related behaviors and coping strategies were significant predictors of social media usage in young adults during COVID-19 pandemic. Additionally, the results of independent sample t-test revealed significant gender differences in terms of social media usage that female used more social media as compared to males during COVID-19 pandemic. Significant differences were exposed in terms of marital status and social media usage. Married people used more social media during COVID-19 pandemic. Besides this, results also indicated that education in young adults varies among three groups and variability in scores were also revealed. In addition, the results of multiple comparison indicated significant differences in postgraduates and undergraduates group as compared to other educational groups of young adults during COVID-19 pandemic. Significant differences were indicated in birth order of young adults during COVID-19 pandemic. First born and middle born showed more differences as compared to the other groups. Moreover, different behavioral coping strategies adapted by young adults during COVID-19 pandemic, they spent most of the time in reading. Furthermore, no significant differences were found between professionals and non-professionals in terms of social media usage in young adults during COVID-19 pandemic.

Chapter V

Discussion

The main and foremost purpose of the study was to explore the relationship between social connectedness, health-related behaviors, coping strategies and social media usage in young adults. The significant outcomes of the current study drawn out of statistical analysis showed that correlation exists between social connectedness, health-related behaviors, coping strategies and social media usage in young adults during COVID-19 pandemic. Existing study directed the comprehensive theoretical frameworks in light of past literature and theoretical background for a clearer understanding of the outcome. Findings of the current research supported the hypothesis.

It was hypothesized that there was a relationship between social connectedness, health-related behaviors, coping strategies and social media usage in young adults during COVID-19 pandemic. Results of correlation analysis indicated that there was a significant relationship between social connectedness, health-related behaviors, coping strategies and social media usage (Fernandes et al., 2020). The relationship showed that people who were socially connected with other people were more concerned towards their health-related behaviors, adapted different coping strategies and frequently used social media during COVID-19 pandemic (Ellis et al., 2020).

The result acquired from the hypothesis directed that there was a significant relationship between social connectedness, health-related behaviors, coping strategies and social media usage in young adults during COVID-19 pandemic. Through social media platforms young adults had a greater sense of social connectedness with other people (Thai et al., 2019). People who were socially connected with others while using social

media during the stressful time of COVID-19 were emotionally stable and experienced less anxiety related to corona virus. It was the first time during the life of young adults when they had to stay at home for an unlimited time period and forcefully had to maintain physical distance. In the stressful time they started maintaining connections with others through virtual world as there was no other option to stay in contact with others (Arslan et al., 2021). People spend more time on social media and technology to socially connect with others, while people had to stay at home they preferred to connect with their loved ones or friends via social media (Garfin, 2020).

People used social media for getting information related to COVID-19 and health-related issues (Gecer et al., 2020). Young adults who had internet facilities they moved to the virtual world immediately and started using internet, while maintaining connections with others they started exploring the things related to their health and healthy life style. They shared healthy diet or exercise plans with others. They started taking healthy diet and controlled themselves from taking unhealthy food. Smokers quit smoking as well, as it was injurious to health and corona virus and smoking both left bad effect on lungs (Tarqi et al., 2020). Young adults improved their dietary patterns in a healthy manner and focused on their health-related behaviors by frequently usage of social media during COVID-19 pandemic (Chopra, 2020).

Young adults used different social media sites as a tool for coping to deal in a better way with stressful events. There came a time when they became bored as well from using social media. It was the time when many of them engaged themselves into different activities, such as, cooking, gardening, reading, painting, etc. (Pahayahay & Khalili-Mahani, 2020). Young adults who used social media to cope healthier with feelings of

isolation and nervousness during COVID-19 pandemic and especially in lockdowns adapt diverse coping strategies for passing their time. Findings of the current research revealed that use of social media lead to cope better in COVID-19 lockdown by using humorous memes. In the current study 59% young adults used social media for entertainment purpose during COVID- 19 pandemic (Cauberghe et al., 2020). Results of the prior study were consistent with the current study as the both, prior and existing studies showed significant relationships.

With regards to demographics, age, gender, education and marital status showed significant relationship with social media usage. Young adults were the ones who started using more social media and accepted its most of the sites during COVID-19 pandemic. Among all the applications, Facebook and YouTube were the most widely used social media sites. During the time of lockdown all institutes were closed, institutes from physical setting were shifted to online settings. So they started taking their classes and education through different applications (Mahmood et al., 2020). According to the findings, age, gender and education had no influence on the acceptance of social media and all the information people collected through it were not related to demographics. Here we can see an important role of culture in the acceptance of any technology. It had a strong and indirect significant effect on social media. Findings of the current study revealed that there was a relationship between social media with demographics (Rampersad & Althiyabi, 2020).

In terms of gender, females used more social media as compared to males during COVID-19 pandemic. Female's responsibilities were increased during the COVID-19 pandemic. They spent a lot of time on social media for different purposes. Females

students had to work online, they had to take their classes on it. Working females had to work from home and those who were married as well even they had to attend the classes of their young children along with them. They tried new recipes for cooking while taking help from different sites of social media. They did online shopping through different applications. Female worked together as a team through this and achieved their goals actively while using social media (Aksar et al., 2020). Females used social media for maintaining relationships, managed tasks, used it for self-enhancement, informational and educational purposes (Krasnova et al., 2017). They seek more information from their family and friends through social media as compared to males. Males preferred to get information from news or other networks (Gecer et al., 2020).

Married couples spent more time on social media for many reasons as compared to unmarried couples (Iqbal & Jami, 2019). Due to COVID-19 spread air flights were not functional, partners who lived in other countries they connected with their spouses through video calls etc. During COVID-19 the intensity of communication and attention had been increased, and social media was the only way to communicate (Wijayaniti, 2021). Couples spent time with each other on social media and talk to them on it. Working married couples who were at distance did not face any difficulty and felt close to each other, stay connected through social media and found social distance as not an obstacle anymore. Married couples post romantic stuff on their walls and showed affection for their partners. Similarly, people with low self-esteem have seen to take benefits from social media when they see any post related to them by their partner. During COVID-19 pandemic all the institutes, offices etc. were strictly followed the SOPs and people were restricted to worked from home. It was observed that married

people started a lot of online activities, they made their channels and shared their cooking, painting and other life experiences through it (Gull et al., 2019). Findings of the prior study were consistent with the findings of the present research.

Young students used social media more for different purposes, they used it for sustaining close relationships, develop new connections, for socialization and for entertainment. Results of the current study indicated that undergraduates used more social media for different purposes and they used more for entertainment purpose during COVID-19 pandemic (Kircaburun et al., 2020). Undergraduates used more social media for the purpose of entertainment and building connections as compared to other university levels. They used different platforms and could not stay away from social media for more than 2 -3 hours. They were more addictive to upload status on their profiles (Kausar & Awan, 2019).

Social media improved the confidence in students, helped in independent learning, gave the chance to learn and discussed things openly and helped them in achieving their goals related to studies as well. Findings of the current study also showed that more than 70% of the students spend time in reading on social media, used it for entertainment purposes, and found a lot of online activities too (Luqman et al., 2020).

Undergraduate and post graduate students had significant difference with the graduate students. In current research there were no significant differences found in undergraduates for academic purposes, they used it more for entertainment purposes as compared to graduates and post graduate students (Raza & Soroya, 2019).

Undergraduates and post graduates used social media for informational and communicational purposes. Students used social media to get the announcement of their faculty. They used social media to converse effectively with their peers and solved their problems as well. In general, people had a view that students who used social media more, they wasted their time on internet, but results of the study indicated that social media had positive and negative both impacts. In fact, they brought information, knowledge and got exposure while using social media. Overall social media appeared to be very useful tool for the students during COVID-19 pandemic. Through social media they stay connected with others, communicate meritoriously with others and used it for learning processes. The results of the prior research were consistent with the results of the present research (Mushtaq & Benraghda, 2018).

First born young adults who used social media more possessed higher anxiety as compared to those first born who used less social media. During COVID-19 pandemic young adults faced a lot of stress and anxiety while using social media. When they heard death news and high rate of corona cases on social media, they became afraid. On the other side under stressful situations, first-born want to be with others, in this way to stay connected with others, first born used more social media. Further, first-born used a wider variety of different sources of information (e.g., websites, mass media, social media, etc.) On the other hand it was observed that middle born used first born and their parents as a model with whom to identify. By observing their older siblings, middle born tend to develop greater reliance. Just like first born they spent time on social media in maintaining relationships with others (Sharma & Kumar, 2019). Last born hold the attention of the majority of the family. Since the youngest child had at least one older

sibling, they have many opportunities to compete with others in different ways. They became easily bored from things and found new ways of creativity. Only child had a strong relationship with their parents. They got the full attention of their parents throughout their upbringing and were more pampered as compared to other birth orders. So they didn't find need to spend so much time on social media during COVID-19. The current research findings indicated that there was a significant relationship between first born and middle born in terms of using social media. According to the findings of the current research there were no significant change found in last born and only child (Marano, 2017).

The research presented new empirical findings regarding social media usage by professionals and non-professionals during COVID-19 pandemic. No significant differences between professionals and non-professionals were concluded from the findings of the current research. During COVID-19 pandemic everything switched to virtual world. Workplaces adopted long-term work-from-home policies for their employees (Feng & Savani, 2020). Those who were professionals they started working from home. During the coronavirus outbreak, majority of professional adults reported that the responsibilities of their job can be mostly done from home and they used social media while working from home all of the time. Similarly non- professionals they also had to stay at home, they used it for different purposes. So they used social media because they had the only option to stay in contact with others, they used social media sites for socialization, educational, informative and academic purposes in the specific lockdown time period during COVID-19 pandemic (Parker et al., 2020).

5.1 Conclusion

This current study examined the use of social media played an important role in social connectedness, health-related behaviors and coping strategies by young adults during COVID-19 pandemic. The results of the study indicated that social media use was associated with social connectedness, health-related behaviors and coping strategies. Social media usage reinforced young adults during COVID-19 pandemic and they preferred to stay connected with their loved ones through this because people were not allowed to go out and meet their loved ones, so they opted to stay in contact with other through virtual world. Through social media not only they focused to stay connected with other, young adults improved their life styles and gave more importance to their health as well by searching diverse things related to health, food, intake of supplements etc. Other than these behaviors they accepted the ongoing reality and adapted different coping strategies to deal with pandemic and stressful events of their lives.

The current study identified that during the COVID-19 pandemic which declared as the global health crisis the use of social media came out not less than a reward related to information, emotions and social belongings. There were no such easy ways to kept yourself busy, socially and emotionally healthy from distress when pandemic was attacking the humans.

5.2 Suggestions

For further studies here are the following suggestions:

- Sample size can be extended to make the valid and reliable generalization of the findings.

- Comparative study can also be done to check the impact of social media usage.
- For more comprehensive results we can take general population for more studies.

5.3 Limitations

The current research indicated some limitations:

- Findings of the research cannot be generalized on the whole Pakistani population because data was only collected from few universities which were situated in Lahore.
- Government allowed 50% percent of students to attend their classes on campus, so it was very difficult to collect face to face data.
- COVID threat was at peak and students were afraid to take the questionnaire in their hands due to germs exposure.

5.4 Implications

Following are the implications of the study:

- The current study provided insight in connecting with others, health related behaviors and coping strategies through social media of one kind or another, was important during COVID -19 pandemic when face to face interactions were not possible.
- One special impact from social connectedness was its contribution to us engaging in behaviors around healthy eating and exercise and different positive activities to keep us busy while using different social media sites.

- Findings had practical implications for the development of diverse strategies for other population like adolescents, old age people, teachers, parents, doctors etc. hoping to better manage their life styles during stressful or traumatic events.

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Appendix-A

Permission for social connectedness scale-R

Inbox



FAIZA ABDUL KHAL... 26/11/2020

to richlee, Shahnila ▾



Respected Sir
I hope this email finds you well.

It is to inform you that I am Faiza Abdul Khaliq student of Mphil Psychology from "University of Management and Technology " Under the supervision of "Dr Shahnila Tariq" conducting a research on "Social connectedness, health related behaviours, coping strategies and social media usage in early adults during COVID-19 pandemic" and for the research I want to use your " SOCIAL NETWORKING USAGE QUESTIONNAIRE" Can you allow me to use your scale for my research?

I will be very thankful to you for giving me permission.

Regards

Faiza Abdul Khaliq

Student Id: F2019238005

University of Management and Technology Lahore,
Pakistan

Permission for the scale"
lifestyle behaviour changes
questionnaire" Inbox



FAIZA ABDUL KHALIQ 10 Feb

to drarchanaaiims0312, drpiyus... ▾



Respected Sir/ Madam
I hope this email finds you well.

It is to inform you that I am Faiza Abdul Khaliq student of Mphil Psychology from "University of Management and Technology Lahore " Under the supervision of "Dr. Shahnila Tariq" conducting research on "Social connectedness, health-related behaviors, coping strategies and social media usage in early adults during COVID-19 pandemic" and for the research, I want to use your " lifestyle behaviour changes questionnaire " with some little modification. I want to use the items without adding " during covid pandemic".

Can you allow me to use your scale for my research with these changes?

I will be very thankful to you for giving me permission.

Faiza Abdul Khaliq
University of Management and Technology Lahore.



PIYUSH RANJAN 10 Feb

The questionnaire is available free of charge on journal's website. You are free to use the

Coping Scale Permission

Inbox



Life Paths 02/12/2020

Dear Faiza, You have our permission to use the Coping Scale without fee, as long as you



FAIZA ABDUL KHAL... 02/12/2020

to Life ▾



Thankyou for the permission and thank you so much for sharing the link 😊
Regards

[Hide quoted text](#)

On Wed, 2 Dec 2020, 9:35 pm Life Paths,
<lifepaths@lifepathsresearch.org> wrote:

Dear Faiza,

You have our permission to use the Coping Scale without fee, as long as you provide appropriate citation to the original source. The scoring, interpretation, definition, and year we created the scale can be found on our site at the following website address: <https://www.lifepathsresearch.org/wp-content/uploads/Coping1.pdf>

If you translate the scale into another language, we would appreciate receiving a copy of the translation, so we can make it available to others.

We would also appreciate a copy of any papers or presentations resulting from your project.

Permission for SOCIAL NETWORKING USAGE QUESTIONNAIRE

Inbox



FAIZA ABDUL KHALIQ 26/11/2020

Respected sir/Maam I hope this email finds you well. It is to inform you that I am Faiza



Mail Delivery Subsystem 26/11/2020

Address not found Your message wasn't delivered to gupta@lpu.co.in because the



LIYAQAT BASHIR 26/11/2020

Yes off course You can use that Please find attachment to get scoring procedure



FAIZA ABDUL KHALIQ 26/11/2020

I am really very thankful to you. Thankyou once again Take care Regards



LIYAQAT BASHIR 26/11/2020

But mention your detail like name , university, course so on



FAIZA ABDUL KHAL... 26/11/2020

to LIYAQAT



Faiza Abdul Khaliq doing Mphil in psychology from University of Management and Technology Lahore pakistan.

Appendix-B



Informed Consent Form for Participation in Research

I volunteer to participate in a research project conducted by Faiza Abdul Khaliq from University of Management and Technology, Lahore. I understand that the project is designed to gather information about social connectedness, health related behaviours, coping strategies and social media usage.

1. My participation in this project is voluntary. I understand that I will not be paid for my participation. I may withdraw and discontinue participation at any time without penalty.
2. I understand that most participants will find the discussion interesting and thought-provoking. If, however, I feel uncomfortable in any, I have the right to decline to answer any question or to end the participation.
3. The questionnaires will take approximately 15-20 minutes. If I don't feel comfortable, I will not participate in the study.
4. I understand that the researcher will not identify me by name in any reports using information obtained, and that my confidentiality as a participant in this study will remain secure and will protect the anonymity of individuals and institutions.
5. I have read and understand the explanation provided to me. I have had all my questions answered to my satisfaction, and I voluntarily agree to participate in this study.

Signature of the Participant / Date

Signature of the Researcher

For further information, please contact: Faiza Abdul Khaliq; Email: F2019238005@umt.edu.pk

Detailed Information Sheet for Participants

I am Faiza Abdul Khaliq, student of MPhil in the Department of Applied Psychology, University of Management and Technology, Lahore. I am conducting research on “Social connectedness health related behaviour, coping strategies and social media usage in young adults” under the supervision of Dr Shahnila Tariq, Assistant Professor, Department of Applied Psychology, UMT Lahore. You are invited to take part in this research study but before you decide to participate or not, it is important for you to understand why the research is being conducted and what it will involve. Please take time to read the following information carefully.

Purpose of the study

I am conducting research on

The purpose of the study is to explore the relationship among social connectedness health related behaviour coping strategies and social media usage in young adults.

What you will be asked to do

A set of questionnaires will be given to you to fill up. Approximately 15-20 minutes will be required to complete the questionnaires.

Your Rights

Your participation is voluntarily and you have right to withdraw from participation at any time without giving the reason. Nothing bad will happen to you as a result.

Your decision

It is up to you to decide whether or not to participate. If you have any query regarding study or participation you may ask. You may contact us through email.

Supervisor

Dr Shahnila Tariq

Student

Faiza Abdul Khaliq
F2019238005@umt.edu.pk

Thank you for taking time to read the information sheet.

Appendix-C

Demographic Information Sheet

Age _____

Gender male female

Education under graduate graduate post graduate

Marital status unmarried married

Status professional non professional

Family System nuclear joint

No. of siblings _____

Birth Order Only child First born Middle born Last born

Any diagnosed psychological problem yes no

If yes, are you taking any medicine? yes no

Any diagnosed physical issue? yes no

If yes, are you taking any medicine? yes no

Education of father _____

Occupation of father Government officer Private Self employed

Is your father currently alive? yes no

If no duration of his death _____

Education of mother _____

Occupation of mother Working non-working

Is your mother currently alive? yes no

If no duration of her death? _____

Relationship with parents? Rate on 1 -10

Very good (1-4)

Average (5)

Very bad (6-10)

Relationship with siblings? Rate on 1 -10

Very good (1-4)

Average (5)

Very bad (6-10)

Leisure time activities (like reading, painting etc) _____

Time spend on social media (in hours) _____

No. of friends on social media _____

Purpose of using social media Academic Socialization Entertainment Information

Appendix-D