

The Effect of Social Media on Adolescent Social Comparative Psychology and Its Intervention Strategies

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Abstract. This project takes young people under the influence of social media as the research object, and conducts research on their manifestations, mechanisms and effects, and formulates corresponding countermeasures. Through the research and practice of social media, the influence of social media on minors is discussed. Research shows that while social media brings positive comparative reference to adolescents and promotes their own development, it also brings some negative problems, such as one-sided and virtual information. In order to guide minors to use social media rationally and improve their physical and mental health, it is of great practical significance and practical significance to deal with the psychological problems of minors in the social media environment.

Keywords: Social Media; Juvenile; Social Comparative Psychology; Intervention Strategies.

1. Introduction

With the rapid development of digital information, social media has penetrated into our daily life, especially for the younger generation. As an important stage in which physical and mental development is rapidly developing, and self-awareness is gradually being built, social media provides them with a new perspective, more information and more social experiences. However, with the emergence of a large amount of "contrasting" information in social media, it has had a profound impact on the "age" and "age" of minors. Social comparison refers to an important psychological activity in which people evaluate their own abilities, values, and status when comparing themselves with others. In the context of social media, young people can access the living conditions and achievements of people from different regions and backgrounds, no matter when and where, so that their social comparisons are more frequent and more complex. To study the mechanism of social comparative psychology formation of adolescents in the social media environment, and to provide theoretical basis and practical guidance for the mental health and all-round development of adolescents.

2. Relevant Theoretical Basis

2.1 Social Comparative Theory

The American sociological psychologist Festinger coined the concept of "social comparison" in 1954. This theory holds that when people do not have an objective measure of their own perceptions and abilities, they compare their perceptions and abilities to those of others. Because adolescents are in an important period of self-knowledge, their assessment system is not yet perfect, and they are prone to social comparisons in the face of a large amount of information brought by social media.

Festinger also points out that people often compare people who are about or slightly taller than them. In the context of social media, young people often use their own living habits, appearance, academic performance, etc. as a reference, which has a certain impact on their emotions and actions. For example, if children have shown excellent academic performance in society and have participated in many extracurricular activities, they will subconsciously compare themselves to others, and if they encounter some problems in those areas, they will feel nervous and inferior.

2.2 Theories Related to the Use of Social Media

Utilization and satisfaction theory holds that users' choice of social media is based on their own needs. In terms of social interaction, self-expression, information acquisition, and recreation, the social media behaviors of middle school students showed diverse characteristics. In the social network environment, the user's motivation for web application makes different social comparisons. For example, young people who are mainly socially connected are more likely to communicate with others through social media to gain recognition, and they will often show their personal experiences and determine their place in the social group by comparing themselves with others. Young people who are mainly interested in obtaining information will subconsciously compare their knowledge storage and ability with others when browsing various knowledge and skill sharing content, and if they find that they are inadequate, it will arouse their enthusiasm for learning, and at the same time, they will feel frustrated because of great pressure. In addition, the algorithmic selection strategy based on social media has a certain impact on the social comparison mentality of young people. On this basis, targeted recommendations are made through the user's browsing history, likes, comments and other behaviors. This means that what young people see in social media is often filtered and reinforced, and they are more likely to have more information about the topics they are interested in, and thus more likely to make more social comparisons in those particular areas.

3. Social and Psychological Performance of Adolescents in the Social Media Environment

3.1 Physical Comparison

Major social platforms are flooded with all kinds of photos and videos that have been beautified and embellished, forming a unified norm of "perfect appearance". When they see those things, it's easy for them to compare themselves to others. For example, on some social media, people can use various beauty filters and retouching software to easily create exquisite faces and perfect bodies, upload them online, and let young people see most of the retouched pictures. Studies have shown that looking at these things regularly can make children unhappy with their appearance. According to a study, more than 60% of young people say they are worried or unconfident about their appearance when they see images online. Some young people seek "perfect appearance" through dieting, plastic surgery, etc., which causes great harm to the body and mind.

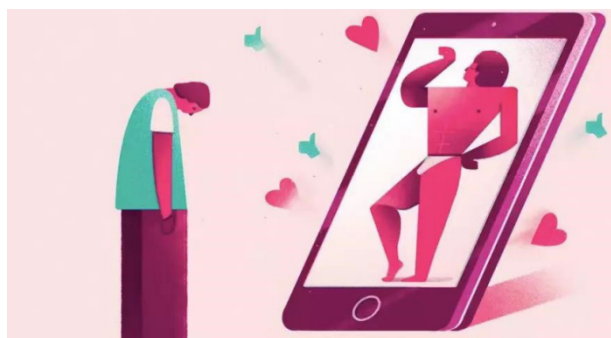


Figure 1. Young people worry about their appearance when they see glorified pictures on the Internet

3.2 Lifestyle Comparisons

Social media has become a platform for young people to see the good side of other people's lives, such as luxury travel, fine food, trendy activities, and so on. Such a performance can easily make young people compare in life, feel that other people's lives are more colorful and yearning, and thus dissatisfaction with their own lives. For example, when they see their peers' posting photos of foreign

travel and participating in high-end social activities on social networking sites, many young people will feel that their lives are ordinary and have a feeling of abandonment. Such a psychological void will make young people blindly pursue material pleasures, and on the premise of satisfying their own vanity, they will make some excessive demands on their parents, so that they will bear a greater burden financially, and will also make them feel dissatisfied and worried about real life.

3.3 Comparison of Academic Achievement

In social networks, some young people share information about their academic achievements, awards, and competition results. Such public publicity has made comparisons in academic performance more common among young people. Excellent students will be praised and noticed by others for their communication with others, while those with poor grades will feel frustrated, nervous, and even resistant. For example, some parents show off their achievements and achievements by "showing off their babies", thus encouraging young people to compare and compare. In such a contrasting atmosphere, some young people will have a great mental burden in the process of pursuing their studies, thus ignoring the improvement of their interests and abilities, thus hindering their all-round development.

4. The Impact of Social Media on Adolescent Social Comparison Psychology

4.1 Positive Impact

4.1.1 Provide Multiple References to Broaden Horizons

Social media breaks through the limitations of geography and social fields, allowing people to make comparisons in different regions and different cultural backgrounds. Through social media, children can learn about a wide variety of lifestyles, cultural customs, values, and achievements around the world. Such a wide range of information can help young people broaden their horizons, break the limitations of their living environment, see more possibilities, and then generate an internal motivation for self-development. For example, young people in some remote areas have learned from social media that there are a large number of off-campus learning resources and internship activities in big cities, so they are more motivated, actively seek opportunities for self-improvement, and try to participate in online learning courses and various online competitions, so as to open up a broader space for their future development.

4.1.2 Promote Self-reflection and Growth

Appropriate social contrasts can provide an opportunity for young people to reflect. In social media, children can see their strengths and weaknesses more clearly by comparing themselves with others. By improving the self-awareness of college students, they can better learn and improve, so as to promote their own growth and development. For example, a young person who likes to paint, after browsing the photos of other outstanding artists through the online platform, will reflect on his painting skills and creative style, so as to actively learn new painting skills, participate in online painting courses, communicate with other painting enthusiasts, and improve his painting ability. Positive comparisons based on social media can help children discover their potential and increase their self-worth.

4.2 Negative Impacts

4.2.1 Triggering Negative Emotions

Excessive social contrasts make it easier for young people to be drawn into a whirlpool of negative emotions. By comparing themselves to others, they become aware of their inadequacies in some areas, which can lead to negative emotions such as anxiety, depression, and low self-esteem. The persistence of such negative emotions has a great impact on their spirit and quality of life. Some studies have shown that young people who regularly use the internet to compare their appearance are more likely

to have body image apprehension than those who use the internet regularly. In the comparison of academic performance, adolescents who focus on the excellent performance of others through social media and have an excessive comparison mentality are more likely to show "learning anxiety" and "test fear", which reduces students' learning efficiency and enthusiasm.

4.2.2 Distorted Self-perception

The information provided in social media is often filtered and modified, with a degree of subjectivity and virtuality. In this case, children are likely to have a wrong perception of themselves and others. They often overestimate the quality of life and ability of others and underestimate themselves, which in turn has an adverse effect on their own identity and understanding.

For example, some young people often find the beauty in other people's lives in social networks, such as beautiful life scenes and frequent socialization, but ignore all kinds of pressures and dilemmas in life, which leads to unreal imagination and inferiority complex in life. Misconceptions about themselves lead to an accurate perception of themselves in society, which hinders their interaction and development with others.

5. Social Comparative Psychological Intervention Strategies for Adolescents Based on the Influence of Social Media

5.1 Family Level

5.1.1 Strengthen Parent-child Communication and Guidance

Parents are the main partners in adolescent development, and should pay enough attention to the use of social media in children and communicate effectively with them. Talk with your baby often about what you read on social media and know their emotions and thoughts, and give prompt prompts for some psychological problems that arise due to social contrasts.

In communication, parents should educate and develop awareness and understanding of social media content in social media. For example, when seeing others doing well, parents can guide their children to think about the truth or falsehood of the news, let them know that everyone has their own life trajectory and their own highlights, and let children pay attention to their own development and progress, and do not blindly compare with others. In this process, parents can also share their own life experiences with them, so that they can understand the various difficulties and challenges that life will face, as well as the interpretation of success and happiness.



Figure 2. Parents are the best guide for teenagers, they should tell their children some positive ideas and ideas in the communication, do not blindly compare with others

5.1.2 Create a Positive Family Atmosphere

To a certain extent, the family climate has a potential effect on the mental health of minors. Parents should try their best to create a warm, supportive and encouraging family atmosphere for their children, give them more care and recognition, and improve their self-confidence and self-esteem. At home, parents should pay attention to their children's interests and interests, explore and praise their strengths and contributions, and make them feel that they are valuable at home. For example, if he has made progress in his studies or hobbies, his parents should praise him in due course and let him know that his efforts are recognized. In addition, parents should establish correct values and attitudes towards life for their children, do not compare themselves with their children, and set a good example for their children.

5.2 At the School Level

5.2.1 Carry out Mental Health Education Courses

In schools, it is necessary to integrate content related to social media and mental health into students' mental health education, and impart knowledge of social comparative psychology to adolescents through planned classroom teaching. The main contents are: the nature of social comparison, the influencing factors, the positive and negative effects, and the corresponding ways to deal with them. Through case analysis, group discussions, role-plays, etc., students can deeply understand the psychological role of social media on them. For example, through the analysis of the psychological problems caused by excessive comparison in social media, we will explore how to reduce similar phenomena; Through group communication, students can communicate with each other, help each other, and help each other. In addition, you can also hire a psychologist to give some special counseling to students.



Figure 3. In schools, it is necessary to integrate content related to social media and mental health into students' mental health education, and impart knowledge of social comparative psychology to adolescents through planned classroom teaching

5.2.2 Enrich Campus Activities and Promote Diversified Development

At the university, we can give young people the opportunity to showcase their talents and cultivate diverse interests through various forms of extracurricular activities. Carrying out a variety of school education activities can not only reduce young people's over-reliance on social media, but also bring them a real sense of success and satisfaction, expand their social circle, and improve their social skills.

For example, we can organize various art competitions, sports competitions, scientific and technological innovation competitions, cultural festivals, etc., with a wide range of content to suit the needs of various students. In the teaching process, we pay attention to praise and praise, so that each student can find their own value and success in their own work. Through this kind of learning, students can understand their strengths and strengths, and do not need to overly compare themselves with social media, so as to better promote their physical and mental development.

5.3 Social Dimension

5.3.1 Regulate Social Media Platform Content

It is necessary to earnestly perform their duties, strengthen the review and supervision of platforms, and put an end to the spread of false and harmful information. On this basis, through the improvement of the algorithm, the positive, healthy and real information of adolescents is pushed, and their positive social comparison is guided. For example, a review team composed of minors may be established to conduct a rigorous review of minors' information to ensure that its content is consistent with the minors' mental development characteristics and value orientation. At the same time, use algorithms and other means to provide minors with valuable content related to self-growth, learning progress, interest cultivation, public welfare activities, etc., to reduce excessive commercialization, entertainment, and ostentatious information presentation. In addition, social media can also develop features and activities that encourage authentic sharing and positive interactions, helping young people establish good social values and social ideas.

5.3.2 Strengthen Social Publicity and Guidance

It is necessary to improve the spiritual quality of college students, improve the quality of college students, improve the overall quality of college students, and improve the overall quality of college students. Through public service advertisements, popular science articles, special reports, etc., vigorously publicize the use of social media and the relevant knowledge and means of coping with social comparative psychology. For example, the media can promote the mental health of minors through television, the Internet and outdoor advertising, so that parents, schools and society can notice the changes in their mentality in social media. At the same time, we should give full play to the powerful communication power of social media, invite psychology experts and educators to carry out online live broadcasts or publish scientific papers, and provide targeted guidance.

6. Conclusion

Social media has a "double-edged sword" effect on young people's social comparison mentality, which has a positive effect but also produces some problems that cannot be ignored. On the positive side, social media can give young people a different reference object, expand their horizons, and promote their reflection and growth. On the negative side, false information and one-sided displays on social media can easily arouse minors' negative feelings and make them have a wrong understanding of themselves, thus having a negative impact on their mental health.

In order to guide adolescents to correctly face the social comparison psychology in the social media, it is necessary for the family, school, and society to work together to carry out positive social comparison behavior intervention. Parents should pay attention to communication and guidance with parents to create a good family atmosphere; It is necessary to strengthen the cultivation of the mental health quality of college students and improve the quality of college students; On the social front, the content of social media platforms should be regulated and managed, increasing the guidance of public

opinion, and creating a positive online and public opinion environment for minors that is conducive to the growth of minors.

Social media is a dynamic, dynamic social medium, and it has a huge impact on the spiritual world of young people. In the future, research in this area needs to be further strengthened, and it needs to be improved and improved, in order to better promote the development of mental health of minors, so that they can grow up healthily in the social media environment and cope with various challenges in the future.

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