

Social Support and Social Media Engagement about the Young Users

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Abstract: In this paper, we are going to explore the research question which is: “Is social media engagement related to social support among young people?” To assess the importance, this article investigates that the relationship between social support and social media engagement through several literature reviews. It has searched some themes about emotional impact, empathy, prosocial behaviour in the community, psychological health of adolescents, purchase intention and so on. In this work, the significance is to help teenagers better understand the influence of social media engagement and social support on their mental and psychological health. Also, the hypothesis in this paper is that engagement in social media is positively related to social support among young users. Social support can have positive emotional effects that promote social media engagement. This is also the focus of the article. Moreover, the innovation of the whole article is to focus on the young group.

Keywords: social support, social media engagement, young users, emotional impact, psychological health

1. Introduction

Social support means different kinds of support received from social media and the meaning of social media engagement about adolescents is that, what time and how frequency they use and input on the social media. Today's youth spend more time on social media, but the motivations that drive social media use (e.g., social support) are unknown [1]. It means that with the rising frequency of social media engagement among adolescents, we have no idea if the motivation or which motivation will push their engagement on social media. Therefore, we aimed to explore the relationship between motivation (e.g., social support) and social media use among adolescents through investigating. As known, social support can have a great impact on participants' emotions, which means gaining some support, such as views, likes, subscribers, followers, and so on, from different kinds of social media's platforms. The participants will gain some feeling, like a sense of fulfillment or identity, during this experience that will become an inspiration, pushing them to spend more time and more energy on social media engagement.

2. The Buffer Model and the Direct Effects Model

Proposed mechanisms by which social support influences health typically fall into one of two theoretical frameworks. One is the buffer model, in which support protects against the negative effects

of stressors, and the other is the direct effects model, in which social support is beneficial for health. Absence of stressors [2].

The buffer model in the mechanism of social support believes that social support can reduce the negative impact on physical and mental health when suffering from negative events or stress. It uses the concept of a "buffer," the idea that social support can act as a buffer when an individual is under stress, mitigating potentially negative emotional and physiological responses. In fact, this model asserts that people with social support feel more secure and encouraged during difficult or challenging times and that they can get emotional and practical support by interacting with others to mitigate adverse effects, while conversely, people who lack social support experience greater stress and negative emotions in crisis situations.

The main components of the buffer model include:

1. The ability to perceive social support: the ability of individuals to perceive that they can seek or receive emotional and practical support from others.

2. Types of social support: Different types of social support have different effects. For example, emotional support can reduce anxiety and depressive symptoms, and practical support can help students cope better with exams.

3. The quality of social support: how it relates to supporters and the degree of support received. High-quality social support is more likely to mitigate the impact of negative events.

The buffer model tells us that people's social networks are critical to their physical and mental health. Loneliness and social isolation increase the risk of negative emotions and chronic diseases, so there is a need to focus on building and maintaining social networks.

The direct (or primary) effects model, a theoretical model of social support, holds that although a person is under stress, social support can improve his health and happiness. A theoretical model of social support argues that social support can free people from or mitigate the harmful health effects of stress and that the benefits of social support appear only when people are exposed to stress. The direct effect model means having a variety of social connections can have positive effects on physical and mental health regardless of the occurrence of stressful events. Research provides evidence that access to a variety of social networks can directly lead to better mental health. Follow-up studies have shown that people who are physically fit but have low levels of social integration have higher mortality rates for one reason or another. If people are integrated into a social network, they can benefit from playing a range of stable, socially encouraging roles, because the support of a social network provides normal social interaction, gives a person a sense of predictability and stability in life, and has access to resources for self-esteem and self-importance that help maintain a positive attitude. This support, in turn, can influence the functioning of the neuroendocrine or immune systems or promote better health by influencing health-related behaviors (such as reducing smoking and alcohol use) and encouraging patients to seek medical attention. In addition, a sense of self-worth and consistently being highly valued by others can also help promote a person's active pursuit of health and encourage him to comply with medical arrangements and perform medically necessary behaviors. In addition, less consideration was given to the negative effects of support interventions. In fact, in the case of self-help groups, comparing people who are better or worse off over a given period of time shows that support can actually hinder their psychosocial adjustment. Finally, when explaining the positive effects of support interventions, especially when emotional support is given top priority, it is difficult to understand which of the many factors (including the educational component) is the dominant cause of the observed health effects. Future research should seek theory-based intervention approaches in order to distinguish how various specific intervention components contribute to mental health and physical health.

3. Learning the Emotional Impact of Social Media Engagement and Social Support

Social media technology has a strong impact on users' emotions. Also, the influence of emotion on social media engagement is positive relatively, usually due to the gaining of social support. For example, there is a much more complex relationship between emotions and WB than hedonists expect. Moreover, there is an important relationship between emotions and WB, and social media has the power to shape and influence users' emotions [3]. We have found that positive emotion will increase social media engagement through several literature reviews. When using social media on different platforms, social support as an emotional inspiration can positively influence users' emotions and encourage them to use social media more frequently. To make an example, if you have more followers or subscribers as social support on an engaged social media platform. It will motivate and encourage you to engage in social media more often, sharing your daily more often or publishing even better works. While reaping happiness and a sense of achievement, it as well as reaps progress yourself. Then your use of social media will increase, too. That means that the social support has a positive correlation with the emotional impact and social media engagement.

4. Understanding the Relationship of Empathy, Social Support, and Prosocial Behavior of Adolescents in China

Human beings are social animals, and interpersonal relationships are an indispensable part of human life. In the process of interacting with others, prosocial behavior can help us establish better interpersonal relationships, and then I will elaborate on the definition of prosocial behavior, prosocial behavior refers to the behavior taken by an individual to help others or the entire group. This behavior usually does not cause any substantial benefits to the individual, but is made out of care and responsibility for others or groups. In addition, the prosocial behaviour has played a significant role in the interpersonal relationships. It can enhance trust, improve emotions, and increase willingness to cooperate. Therefore, prosocial behavior can help us establish better interpersonal relationships, while also making us happier and more satisfied. At a deeper extent, the relationship of empathy, social support, and prosocial behaviour of adolescents is closely related and inseparable in China. The mediating effect of social support between empathy and prosocial behavior (one of social media engagement) was mainly manifested in perceived social support. The current results suggest that promoting empathy and promoting perceptions of social support in adolescents can effectively improve their prosocial behavior. Furthermore, adolescence is a period of rapid social and moral development, and prosocial behavior among adolescents is associated with a variety of positive outcomes, including harmonious relationships with peers and increased self-esteem. I know that you do. Some psychologists believe that the development of an individual's prosocial behavior is closely related to the role of internal factors and the support of external factors. Empathy and social support are internal and external factors that positively influence the development of prosocial behavior in individuals. Additionally, studies across different groups and age groups have found a positive relationship between empathy and prosocial behavior [4].

5. The Impact of Social Support and Empathy in User Engagement on Psychological Health

It is very important to establish deep interpersonal relationships and emotional connections with others in our lives. Emotional resonance can help us better understand and connect with others. Through emotional resonance, we can feel and resonate with the emotions and experiences of others. Also, emotional resonance can help us establish more intimate and meaningful relationships. When people can understand and resonate with others' emotions, people can better support and help them. This emotional connection can also enhance our trust and closeness to others. There has a great

influence on psychological health about social support, too. They have a positive correlation each other. When you get social support that can cheer up the engagement during times of stress. Research has also demonstrated that poor social support has been linked to depression and loneliness. On the contrary, strong social support has been a sense of motivation, pushing young users to engage the social media more often [5]. It is known that social support and empathy are beneficial for mental health. Moreover, it can influence user behaviors, too. The result shows that social support and empathy are 'contagious'. That is, users who receive social support at their first post would be more likely to post again and provide support for others. Also, users who receive more empathic support will subsequently express a higher level of empathy to others in the future [6].

6. The Promotion Between the Consumers' Engagement and the Social Support in Community

First and foremost, social media is playing an increasingly important role in contemporary society, having a profound impact on consumer purchasing decisions. In a word, the social support in the community can promote the consumers' purchase intention to some extent. FOMO is a good example. When shopping on social media, one always worries about what they may miss or where they may not be as good as others, which can easily breed a sense of comparison. However, online shopping has the advantages of convenience and low cost. Consumer online purchase decision-making refers to the process in which consumers obtain product information through browsing web content or communicating within the online community in an online context, and through personal evaluation and emotional perception, generate purchase intention and actual purchase behavior. Currently, consumers are actively participating in brand co-creation and expanding through social media platforms to achieve two-way interaction with the brand. In the community, social networks and community platforms can help community group buying to attract more consumers. Moreover, social networks and community platforms can help community group buying to improve consumers' consumption channels. Last but not least, Community group buying utilizes social networks and community platforms to closely connect consumers with goods and services. In community group buying, consumers can share product and service information with other consumers through social networks and community platforms and exchange consumption decisions and experiences. At the same time, community group buying can also use social networks and community platforms to broaden consumers' purchasing channels and improve their shopping experience and satisfaction. Therefore, community group buying should fully utilize the advantages of social networks and community platforms, enhance consumers' purchasing channels, and optimize their shopping experience and satisfaction.

Social interaction is an important strategy to influence consumer behavior in social commerce by building relationships and can further drive consumer engagement. Rather than purchase intentions, social commerce engagement intangibly explains consumers' participation intentions, which can foster community growth. In this context, it is essential and important to understand the mechanisms underlying the construction of social commerce engagement in social commerce communities. Furthermore, social interaction is an important strategy to influence consumer behavior in social commerce through relationship building, which can further promote consumer engagement. At the same time, consumer engagement is considered both a result of social interaction and an important precursor to engagement in social commerce communities [7].

7. Conclusion

Therefore, in many ways, there is a positive relationship between social support in the community and social media participation, including emotional impact, prosocial behavior, empathy,

psychological health, purchase intention, and so on. In general, social engagement and positive social support are very important for young users [8]. I hope teenagers can better understand the influence of social media engagement and social support on their mental and psychological health through reading this article!

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