



The Social Media Paradox and Health Behaviour among Teenagers in Kerala

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Abstract: This study explores the growing influence of social media on the health behaviors of adolescents in Kerala, a state noted for its high educational and digital literacy. With the rise of platforms like WhatsApp, Instagram, and YouTube, social media has become an integral part of adolescents' daily life, affecting their communication patterns and lifestyle choices. Using health behavior and communication theories—such as the Health Belief Model, Theory of Planned Behavior, Social Cognitive Theory, Trans theoretical Model, and Self-Determination Theory—the study examines how social media engagement relates to sleep, physical activity, dietary habits, and mental well-being. Data were gathered from 200 higher secondary students in Kozhikode district through a structured questionnaire. The tool measured social media usage patterns, including time spent, types of content viewed, and its perceived impact on health-related behaviors such as sleep, eating habits, exercise, and stress levels. Findings from the quantitative analysis indicate that most adolescents engage with social media extensively, particularly in the evenings. High usage was associated with sleep deprivation, physical discomfort, and reduced physical activity. Conversely, a few students noted educational benefits from social media. The study also found minimal use of social media for academic purposes. While social media offers platforms for learning and social connection, excessive and unregulated use may pose risks to adolescent health. The findings underscore the need for greater awareness, digital literacy, and moderated usage among youth. The study recommends implementing school-based digital literacy programs, encouraging parental supervision, and promoting community-level initiatives to foster healthier digital habits among adolescents in Kerala.

Key Words: Social Media, Social Media Paradox, Teenagers / Adolescents, Health Behaviour, Kerala Adolescents, Digital Well-being.

1. INTRODUCTION:

The rapid evolution of data and communication technologies has significantly impact contemporary society, particularly young people. As the architectes of the future, youth are at the Forefront of the digital révolution. Social media, a corner stone of this révolution, has profoundly influenced communication patterns, information exchange, and, consequently, the lifestyle of young people. Given Kerala's reputation as a pioneer in education and digital literacy, understanding the implications of social media usage on youth well-being in this state is paramount. This study delves into the relationship between social media consumption and health behaviours among young individuals in Kerala. The proliferation of social media platforms, such as Facebook, Instagram, TikTok, and WhatsApp, has significantly altered the dynamics of teenage communication. While these platforms offer unprecedented opportunities for socialization and entertainment, they also pose potential risks, including increased exposure to cyberbullying, addiction, and inappropriate content. This study examines the dual-edged nature of social media on adolescent communication, exploring both its benefits and drawbacks. This study aims to contribute to the development of effective strategies for promoting healthy behaviours among teenagers in Kerala by comprehensively examining the impact of social media. Through a thorough review of existing literature and primary data collection from young people, we seek to gain a deeper understanding of social media's influence on adolescent health. Additionally, we will analyse our findings and propose actionable recommendations for parents, educators, and policymakers.

1.1 NEED AND SIGNIFICANCE OF THE STUDY:

The widespread adoption of smartphones and internet connectivity has made social media an integral part of adolescent life in Kerala. Given the potential impact of social media on health behaviours, this study aims to investigate



its influence on young people in the state. While numerous global studies have explored this topic, research specifically examining the unique context of Kerala remains limited. Kerala's experience with online learning during the pandemic has accelerated the integration of digital devices into education. This trend has continued beyond the initial period, with mobile phones being used for a variety of purposes, not just academic activities.

This study underscores the critical need to investigate the multifaceted impact of social media on adolescent health behaviours in Kerala. By examining both the positive and negative consequences of social media usage, this research aims to inform strategies that promote its beneficial aspects while mitigating potential risks.

1.2 KEY OBJECTIVES INCLUDE:

- Assessing the influence of social media on adolescent health habits.
- Encouraging positive social media use.
- Identifying negative consequences and developing strategies for mitigation.
- Providing guidance to teachers and parents for academic success.
- Promoting balanced social media usage among teenagers.
- Formulating guidelines for utilizing digital devices in a healthy manner.

1.3 THEORETICAL ASPECTS OF SOCIAL MEDIA:

Here, we attempt to provide an explanation of the theoretical underpinnings of the impact of social media and how it affects health behaviours.

SOCIAL MEDIA:

Social media are online platforms and applications that enable people to share and exchange ideas, images and messages with others. These platforms enable very quick and easy communication between users. It also helps in real-time video exchange of ideas. Examples of popular social media platforms include Facebook, WhatsApp, Instagram, X, TikTok, and LinkedIn.

KEY FEATURES OF SOCIAL MEDIA PLATFORMS:

User Profiles: Allows individuals or businesses to create accounts that represent themselves.

Content Sharing: Users can post text, images, videos, and links.

Engagement: Users can like, comment, share and react to content.

Networking: Users can follow others, join and create groups or connect based on interests.

Social media has a significant impact on communication, business and friendships among people, especially among young people.

COMMUNICATION THEORIES:

Communication theories are frameworks or models used to understand how information is transmitted and received between individuals, groups, or organizations. These theories explore various aspects of communication, such as the process, methods, effects, and purposes of sharing messages. Over the years, numerous scholars have developed different theories to explain how and why people communicate.

USES AND GRATIFICATION THEORY:

It is a theory that explains why people use social media for communication, entertainment and social interaction. This theory explains how people get satisfaction from using social media.

AGENDA SETTING THEORY:

This explores that social media can raise a public issue in society and create awareness about its importance. Social media can influence a public issue like this.

MEDIA RICHNESS THEORY:

This theory explores the ability of a communication medium to effectively convey information. Social media platforms vary in media richness, affecting how users interpret and respond to messages.

1.4 THEORETICAL ASPECTS OF HEALTH BEHAVIOUR:

Health is a state of complete physical, mental and social well-being. It is not merely the absence of disease or infirmity. That is the definition of health given by the World Health Organization. Owen's fundamental right to health is enjoyed by every human being without any discrimination on the basis of caste, religion, political philosophy, social and



economic background. Health behaviour is one of the most important factors in the health and well-being of people. As personal hygiene, environmental hygiene, etc. improved and medical science advanced, the importance of good health habits or behaviours increased. Diseases we once feared as epidemics can now be prevented or successfully treated, and health behaviour has become an important component of public health. Therefore, the improvement of health behaviour is a core part of public health efforts. Understanding health behaviour requires a multidimensional approach, incorporating various theoretical frameworks that explain why individuals make certain health-related decisions. Some of the key theoretical aspects include:

HEALTH BELIEF MODEL (HBM)

The Health Belief Model proposes that an individual's perceived risk of developing a health issue, perceived severity of the condition, perceived benefits of taking preventive action, and perceived barriers to taking that action all have an impact on the likelihood of the individual adopting a health behaviour. A person's motivation to participate in health-promoting activities is also greatly influenced by certain triggers (cues to action) and their self-efficacy, or belief in their own ability to carry out the habit.

Example: Encouraging teenagers in Kerala to get vaccinated against HPV (Human Papillomavirus).

THEORY OF PLANNED BEHAVIOUR (TPB)

According to this theory, our intentions to engage in health behaviours are influenced by our attitudes toward the behaviour, the social pressure we experience from others, and our perceptions of how simple or complex the behaviour will be to carry out.

Example: Encouraging teenagers in Kerala to engage in regular physical exercise.

SOCIAL COGNITIVE THEORY (SCT)

This theory emphasizes that people acquire behaviours by seeing others, and trusting in one's own ability to perform the action (self-efficacy) is essential for implementing changes.

Example: Encouraging teenagers in Kerala to adopt healthy eating habits.

TRANS THEORETICAL MODEL (TTM) OR STAGES OF CHANGE MODEL

This model illustrates the processes people take to change their behaviour, from not thinking about it to developing new habits over time. Interventions can be tailored to each individual's present stage of transformation.

Example: Helping teenagers in Kerala reduce screen time.

SELF-DETERMINATION THEORY (SDT):

Self-Determination Theory is about how much a person's behaviour is driven by their own motivation and choices. It emphasizes that feeling in control being good at something (competence), and having connections with others (relatedness) are key to encouraging healthy behaviours. **Example:** Encouraging teenagers in Kerala to start and maintain a regular study routine.

2. LITERATURE REVIEW:

Twenge et al (2018): They found a significant association between increased social media use and higher rates of depression and anxiety among adolescents in the United States. This study found that they have come to such a situation through cyberbullying through social media.

Anderson and Jiang (2018): Their at the Pew Research Center found that social media has both positive and negative effects on adolescent behaviour. The study found that while social media can provide great educational resources and foster a sense of community, it can also lead to broader problems such as cyberbullying, social isolation, and addiction to digital devices. This study emphasizes balanced social media.

Balakrishnan and Griffiths (2017): They investigated the different patterns of social media usage among teenagers in India. The study found that teenagers in urban areas, including Kerala, spend considerable time on social media platforms. This study suggested that social media plays a positive role in providing educational content. Along with this, it has also been found that the trends of sharing inappropriate content, viewing cyberbullying etc. are increasing in the society.

Nair et al. (2019): A study focused on the mental health effects of social media use among high school students in Kerala. Higher levels were found to be associated with increased anxiety and depression. Research reveals that social media is a double-edged sword.

Sreekumar Nair et al. (2019): conducted a study on the prevalence and impact of cyberbullying among adolescents in Kerala. The impact of digital health interventions on physical activity: A systematic review and meta-analysis Research done by Vandelanotte,



C., Duncan, M. J., & Short, C. E. (2023): They Published a paper on International Journal of Behavioural Nutrition and Physical Activity. This study reviewed and analysed the effectiveness of digital health interventions such as mobile apps and online programmes on physical activity. The results showed that these interventions can significantly improve physical activity, particularly when combined with personalized feedback and social support.

Odgers, C.L & Jensen, M.R (2024): The study on Social media use and mental health among adolescents by his review examined the association between social media use and mental health outcomes among adolescents. This give recommendation for healthier social media habits are discussed.

Sharma, N., & Verma, R (2021): The study on “The impact of COVID-19 on mental health and coping strategies among Indian adolescents” examined how the COVID-19 pandemic affected the mental health of adolescents in India and the coping strategies they employed. The findings highlighted increased anxiety and depression, with coping strategies including online support groups and mindfulness practices.

3. OBJECTIVES:

1. To find out the relationship between social media usage and health behaviours.
2. To identify the types and frequency of social media platforms used by adolescent students.
3. To know the dietary habits, physical activity levels, and sleep patterns of adolescent students.
4. To find out the attitude towards social media usage and its impact on health.
5. To Suggest some remedial measures for reducing social media usage.

4. METHODOLOGY:

The methodology of this study is designed to explore the impact of social media on the health behaviour of teenagers in Kerala. A quantitative research approach was employed, using a structured survey to gather data from a sample of higher secondary school students. Stratified random sampling was used to ensure a representative sample, with students selected from both urban and rural schools in Kozhikode district. The survey aimed to assess various aspects of health behaviour influenced by social media usage, including physical activity, mental well-being, dietary habits, and sleep patterns. Data was collected and analysed to draw insights into the correlation between social media engagement and the health choices of adolescents.

SAMPLE OF THE STUDY:

The present study's sample consisted of 200 higher secondary school students, selected from 5 schools in Kozhikode district, using a stratified random sampling technique. Among the participants, 91.3% were aged 16 to 17, 8.2% were aged 18 to 19, and only 0.5% were between the ages of 20 and 21. The majority of respondents (69.9%) were 12th-grade students, while 30.1% were in 11th grade. Furthermore, 79.2% of the students attended urban schools, with 20.8% enrolled in rural schools.

TOOL OF THE STUDY:

To assess the impact of social media on the health behaviour of teenagers, a structured questionnaire was developed as the primary tool for data collection. The questionnaire was designed to gather information on various aspects of social media usage, such as time spent on platforms, types of content engaged with, and its influence on physical and mental health. It also included questions related to specific health behaviours, including sleep patterns, physical activity, dietary habits, and stress levels. The tool was pre-tested for validity and reliability, ensuring that it effectively captured the key variables needed to understand the relationship between social media usage and health behaviour among adolescents in Kerala. The tool was pre-tested for validity and reliability, ensuring that it effectively captured the key variables needed to understand the relationship between social media usage and health behaviour among adolescents in Kerala (Nasar & Jaseena, 2024).

5. ANALYSIS AND INTERPRETATION:

The analysis and interpretation of this study aim to uncover the relationship between social media usage and the health behaviour of teenagers in Kerala. Data collected from the structured questionnaire were systematically analysed using item wise analysis. Through a comprehensive analysis of user habits, psychological effects, and behavioural trends, this research aims to provide a nuanced understanding of how social media shapes health behaviour among teenagers in this unique socio-cultural context. The findings were interpreted in light of existing research to better understand the paradoxical effects of social media on adolescent health behavior in the context of Kerala.

ITEM WISE ANALYSIS AND DISCUSSIONS:

SOCIAL MEDIA USED:

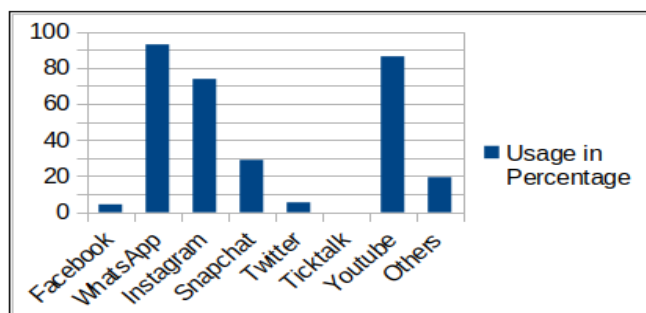


Figure 5.1

In the survey of social media usage among teenagers, WhatsApp emerged as the most widely used platform, with 92.9% of respondents reporting regular use. Instagram was used by 73.8% of the participants, while 86.3% engaged with YouTube. In contrast, only 29% reported using Snap chat. Social media platforms such as Facebook and Twitter, which are more popular among adults, were used by less than 5% of the teenagers surveyed. Notably, none of the respondents reported using TikTok.

FREQUENCY OF SOCIAL MEDIA USAGE:

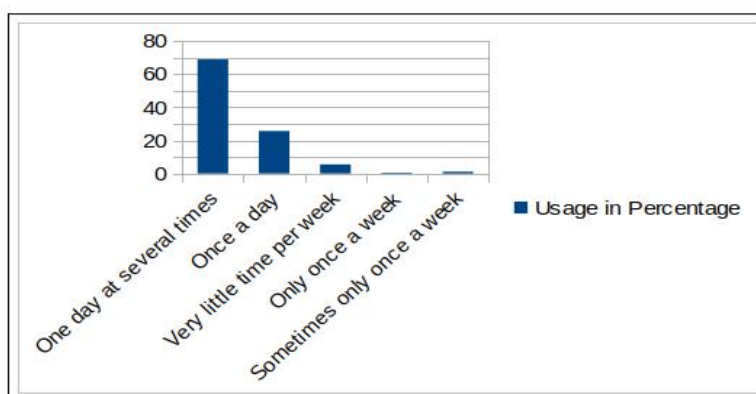


Figure 5.2

The frequency of social media usage among the respondents varied significantly. A majority, 68.9%, reported using social media multiple times a day, indicating a high level of engagement with these platforms. Meanwhile, 25.7% of the participants stated that they access social media only once a day. In contrast, a small minority, representing less than 5% of the sample, reported using social media less than once a week. These findings suggest that for most teenagers, social media has become an integral part of their daily routine, with only a small fraction showing minimal interaction with such platforms.

TIME SPAN OF USAGE PER DAY:

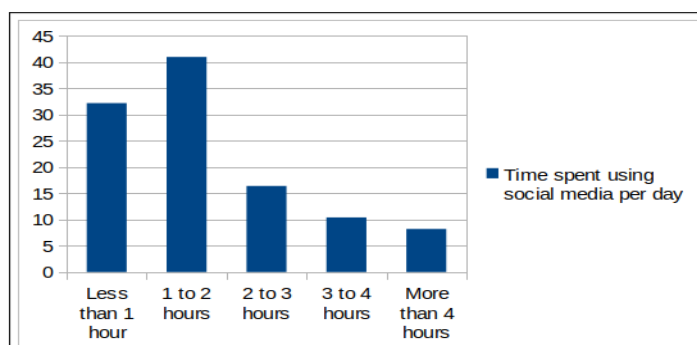


Figure 5.3



The duration of social media usage among the surveyed teenagers showed considerable variation. A significant portion, 41%, reported spending 1 to 2 hours per day on social media platforms. However, over 60% of the respondents indicated that they spend more than 2 hours daily on social media, reflecting a high level of engagement. Notably, 8.2% of the participants revealed that they spend more than 4 hours per day on social media, highlighting an intense usage pattern among a smaller subset of the sample. These findings underscore the extensive time investment many teenagers devote to social media on a daily basis. High social media usage among teenagers can negatively impact their health behaviour, particularly mental health. Prolonged engagement, especially over 2 hours daily, is linked to increased anxiety, depression, and social comparison. It can also disrupt sleep, leading to fatigue and poor concentration. For the 8.2% who spend more than 4 hours, the risk of developing social media addiction, leading to social isolation.

GOLDEN TIME OF USAGE:

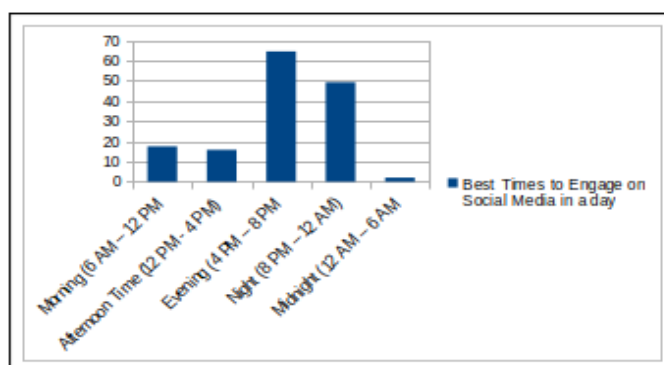


Figure 5.4

The analysis of social media activity times among the surveyed teenagers revealed distinct patterns in usage throughout the day. A substantial 64.5% of respondents indicated that they check their social media accounts between 4 PM and 8 PM, suggesting that this time frame is particularly popular for online engagement. Additionally, nearly 50% of participants reported being active on social media during the hours of 8 PM to midnight. Interestingly, 8.2% of respondents acknowledged their activity on social media even after midnight, indicating a willingness to engage with these platforms during late-night hours. Conversely, the data indicated lower levels of social media activity in the morning and afternoon, suggesting that the majority of teenagers reserve their online engagement for later in the day. The temporal pattern of social media usage, with peak activity between 4 PM and midnight, can significantly affect teenagers' health behaviour. Engaging heavily in the evening, especially between 8 PM and midnight, may disrupt sleep patterns, leading to sleep deprivation, fatigue, and poor cognitive functioning. Late-night social media activity may lead to stress, anxiety, and impaired academic performance. The tendency to engage during these hours may also limit time for physical activity, homework, and face-to-face social interactions, potentially fostering unhealthy habits.

PURPOSE OF SOCIAL MEDIA:

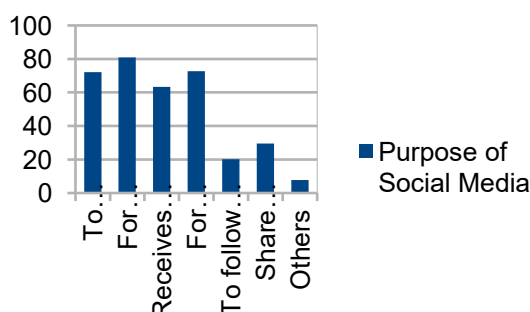


Figure 5.5

The survey findings revealed diverse purposes for social media usage among the respondents. A significant majority, 81%, indicated that they primarily use social media to watch videos and reels, highlighting the platform's appeal as a source of entertainment. Among these users, 72% reported using social media to communicate with friends and relatives, demonstrating the importance of these platforms for maintaining personal connections. Additionally, 29% of

respondents expressed that they actively share the information they receive on social media, suggesting a participatory aspect to their engagement.

Notably, 72% of participants utilized social media for academic activities, indicating its role as a valuable resource for educational purposes. Furthermore, 20% of respondents reported using social media to listen to talks by celebrities and motivational speakers, reflecting an interest in inspirational content. These findings illustrate the multifaceted nature of social media use among teenagers, encompassing entertainment, communication, education, and personal development.

POSTING CONTENT (PHOTOS, STATUS UPDATES, ETC.) ON SOCIAL MEDIA:

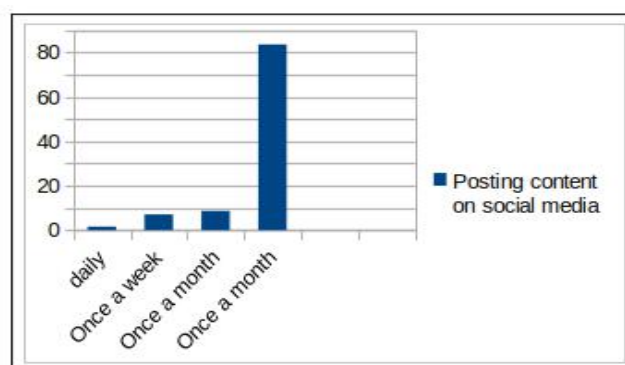


Figure 5.6

The survey results indicated a notable reluctance among teenagers to frequently update their daily status and photos on social media. Specifically, 83.6% of respondents reported that they do not regularly share updates, suggesting a tendency to limit their personal disclosures on these platforms. In contrast, approximately 10% of the participants indicated that they update their status or photos at a frequency of once a week or once a month. This disparity in behaviour underscores a cautious approach to self-presentation among adolescents, highlighting that while they may engage with social media, many prefer to maintain a level of privacy regarding their personal activities and experiences.

REFLECTION ON OTHERS POST:

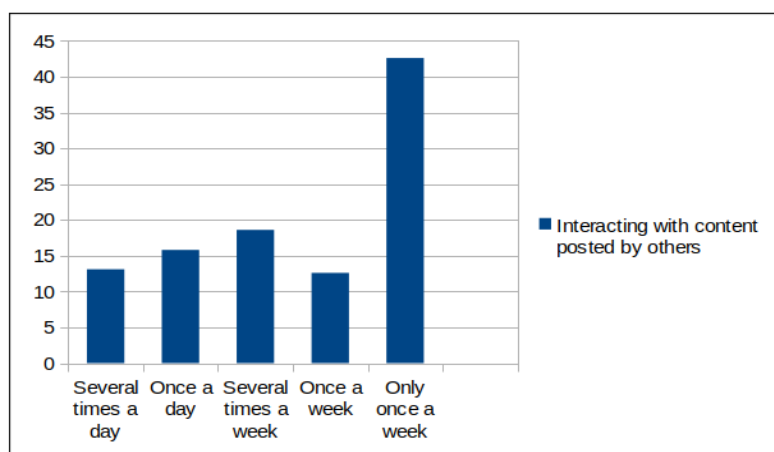


Figure 5.7

The frequency of responses to others' posts on social media varied among the surveyed teenagers. A substantial 42% of respondents indicated that they engage with others' posts only once a week, reflecting a relatively low level of interaction. In contrast, 18% reported that they respond several times a week, suggesting a more active engagement with their peers' content. Notably, 13% of participants indicated that they respond to posts several times a day, highlighting a small but significant group of highly interactive users. These findings reveal differing levels of social



PARTICIPATION IN ONLINE GROUPS ON SOCIAL MEDIA:

The analysis of responses revealed a general reluctance among teenagers to actively participate in social media groups. Specifically, 37% of respondents indicated that they are not involved in any groups, suggesting a significant portion of adolescents choose to disengage from this aspect of social media interaction. Additionally, 34% of participants reported that they are rarely active in such groups, further emphasizing a tendency toward limited engagement. Conversely, a smaller segment of the sample, approximately 13%, stated that they interact with social media groups on a daily basis, indicating that while some teenagers do engage consistently, the overall trend points to a predominant hesitance in group participation. These findings illustrate the varying levels of involvement in social media communities among adolescents, highlighting a preference for individual rather than collective engagement.

FACTORS AFFECTING SOCIAL MEDIA USE:

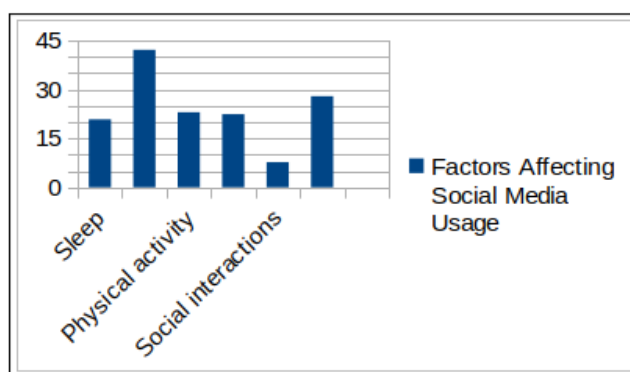


Figure 5.8

The impact of social media usage on various aspects of daily life among teenagers was a notable concern in the survey findings. Approximately 42% of respondents reported that their use of social media interfered with their homework, indicating a significant distraction that may hinder academic performance. Additionally, 20% of participants believed that social media negatively affected their daily sports practice, suggesting that time spent online may detract from physical activity and engagement in sports. Sleep patterns were also impacted, with 20% of respondents acknowledging that social media usage disrupted their sleep. Furthermore, 22% reported a reduction in social interactions as a result of their social media use, highlighting the paradox of being connected online while potentially diminishing face-to-face relationships. These findings underscore the multifaceted influence of social media on teenagers' academic, physical, and social well-being. These behaviours collectively hinder overall well-being, contributing to poorer mental, physical, and emotional health.

PRIVACY AND SECURITY ON SOCIAL MEDIA:

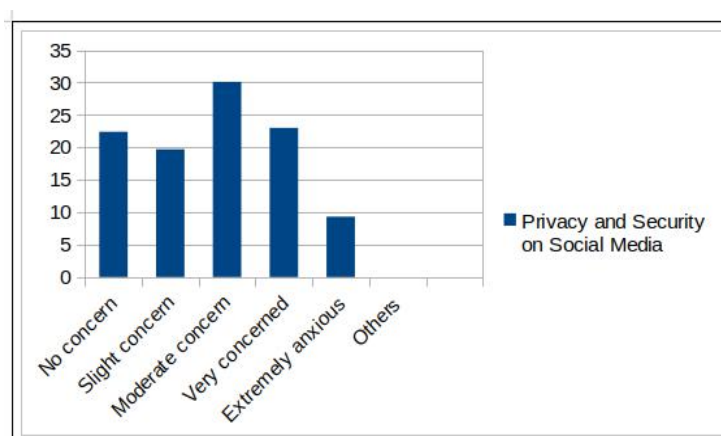


Figure 5.9

The survey results revealed varying levels of concern among teenagers regarding privacy and security on social media. Approximately 30% of respondents expressed moderate concern about their privacy and safety while using these platforms. A nearly equal percentage of participants indicated that they either had no concern or were very unconcerned about these issues, suggesting a significant degree of indifference toward potential risks. Conversely, close to 10% of respondents reported being deeply concerned about their privacy and safety, indicating a heightened awareness of the potential dangers associated with social media use. These findings highlight the diverse attitudes among adolescents regarding privacy and security, underscoring the need for increased awareness and education on these critical issues within the digital landscape.

HARMFUL EXPERIENCES ENCOUNTERED THROUGH SOCIAL MEDIA:

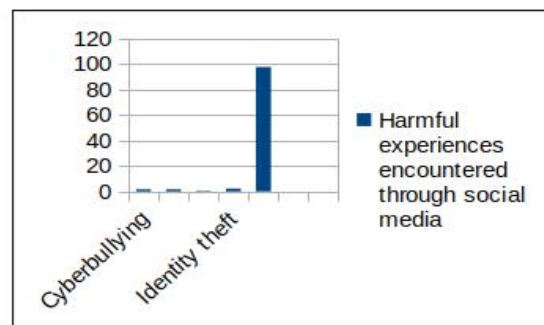


Figure 5.10

The study explored several potential risks associated with social media usage, including cyberbullying, invasion of privacy, exposure to inappropriate content, and concerns about identity loss. Despite the prevalence of these issues in discussions about social media, an overwhelming 97% of respondents reported that they do not face any significant threats related to these concerns. This finding suggests that while risks are often highlighted in the context of social media, the vast majority of teenagers may not personally experience these negative outcomes. Such insights are crucial for understanding the actual versus perceived threats of social media use among adolescents, indicating a potential gap between public discourse and personal experiences.

MEDIA AND LIFESTYLE:

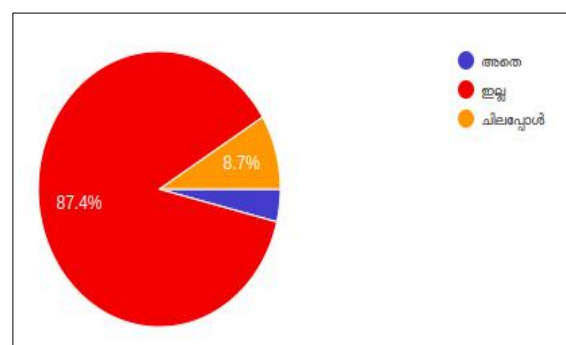


Figure 5.11

The findings of the study indicate that social media plays a significant role in shaping the lifestyles of adolescents, with 87% of respondents acknowledging its influence. This substantial percentage suggests that social media platforms are not merely tools for communication but actively contribute to the formation of lifestyle choices, behaviours, and social norms among teenagers. The pervasive impact of social media on various aspects of daily life, including fashion, interests, and social interactions, underscores its importance as a cultural force in the lives of young individuals. These insights highlight the need for further research into how social media influences lifestyle decisions and the potential implications for adolescent development and well-being.

6. CONCLUSION

The present study was conducted among students in higher secondary education to investigate the influence of social media on adolescent lifestyles and behaviours. The findings revealed that teenagers predominantly use platforms such as WhatsApp and Instagram, with only 5% still engaging with Facebook, which was previously the most popular



social media platform. A significant portion of the respondents reported using social media multiple times a day, with more than half spending over 2 hours daily on these platforms. Notably, over 60% of students indicated that their social media activity peaks between 4 PM and 8 PM, a critical time typically reserved for academic study. A particular emphasis of the study was on the rising popularity of short videos, commonly referred to as "Reels." The data indicated that over 80% of teenagers devote considerable time to watching these videos, often at the expense of their study time. Interestingly, despite their high engagement with viewing content, teenagers showed minimal interest in creating their own posts or actively commenting on others' content. Additionally, a reluctance to participate in social media groups was evident, with only 13% of respondents reporting active involvement in such communities. The study highlighted the multifaceted impacts of social media usage on teenagers. A majority of respondents acknowledged that their homework is significantly affected by their social media activities.

The study also highlighted that excessive social media usage negatively impacts teenagers' health behaviour by disrupting academic focus, reducing physical activity, and impairing sleep patterns. These behaviours can lead to poor academic performance, increased stress, and a sedentary lifestyle, all of which can affect both mental and physical health. Additionally, decreased face-to-face social interactions may contribute to social isolation, further influencing emotional well-being. These findings underscore the need for balanced social media use to maintain healthier habits and overall well-being. Furthermore, the findings indicated that teenagers generally do not exhibit significant concern regarding privacy or security issues related to social media use. This lack of apprehension may heighten their vulnerability to cybercrime, as most participants reported never having experienced any form of cyber-attack, with 97% indicating no previous threats. Despite this, a strong belief persisted among respondents that social media profoundly influences their lifestyle choices. These insights underscore the complex relationship between social media usage and adolescent well-being, warranting further investigation into the implications of these dynamics.

7. FINDINGS :

Social media significantly affects various aspects of adolescents' lives, including sleep patterns and eating habits.

- Time that was previously dedicated to homework is increasingly consumed by social media activities, negatively impacting social interactions and relationships.
- Social media usage disrupts healthy eating habits and physical fitness activities, contributing to potential adverse health effects.

The study provided valuable insights into teenagers' attitudes toward social media usage, revealing a complex relationship between online engagement and lifestyle choices.

8. EDUCATIONAL IMPLICATIONS:

- Schools should teach responsible social media use, focusing on balancing online engagement with academic and personal growth.
- Students should learn time management to prevent excessive use of social media from interfering with homework, activities, and sleep.
- Schools should create initiatives promoting physical activity and highlighting the harms of a sedentary lifestyle from excessive social media use.
- Including mental health education in the curriculum can help students understand how social media affects their emotional well-being and self-esteem.
- Schools should conduct a workshop for parents and teachers to raise awareness of social media's effects on students' health and help guide teenagers toward healthier online habits.
- Teaching students about the importance of sleep and night-time social media risks can reduce disruptions and enhance overall well-being.
- Encouraging face-to-face interactions and group activities can help address the decline in social skills and relationships linked to excessive online engagement.
- Schools can explore constructive uses of social media for education, helping students view it as a learning tool rather than just entertainment.

9. RECOMMENDATIONS:

- Utilize social media positively by integrating it into academic activities.
- Launch school initiatives that promote nutrition and healthy eating to counter unhealthy lifestyle choices glamorized on social media.



- Implement physical fitness programs at both school level and through local self-government bodies.
- Promote volunteer opportunities that engage students with their communities, fostering real-life connections and reducing online dependency.
- Introduce mindfulness and stress management programs in schools to help students cope with the pressures of social media.
- Establish public gym facilities for community use.
- Raise awareness about lifestyle diseases to promote healthier choices.

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