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THE ROLE OF ARTIFICIAL INTELLIGENCE DRIVEN TAMIL SOCIAL MEDIA IN CREATING NEW ENTREPRENEURSHIP AND CONSUMER ENGAGEMENT

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Abstract

The phenomenon of obsessive scrolling on social media presents a multifaceted challenge, shaped by psychological, behavioral, and technological factors. This study investigates the psychological behavior and emotional impacts of obsessive scrolling, focusing on demographic variations, emotional outcomes, and the role of platform design in perpetuating these behaviors. A sample of 200 respondents, predominantly male (68%) and aged 18-24 and 35-44 years (28% each), highlights the most vulnerable groups affected by this behavior. Marital status was not found to significantly influence scrolling patterns. Descriptive statistics reveal both the negative and positive dimensions of social media use. High mean scores for Impact on Mental Health (M = 33.64) and Potential Benefits with Mindful Usage (M = 34.70) underscore the dual-emotional impact of social media—while fostering anxiety and dissatisfaction, mindful usage offers opportunities for emotional well-being. Regression analysis identifies Need for Interventions (B = 0.025, Sig. = .000) and Negative Emotional Outcomes (B = 0.046, Sig. = .014) as critical predictors. The Prevalence of Obsessive Scrolling (B = -0.028, Sig. = .009) demonstrates its detrimental psychological effects. ANOVA results reveal significant group differences in factors such as Need for Interventions (F = 25.407, Sig. = .000), emphasizing the variability in individuals' experiences. The study concludes that excessive scrolling leads to heightened anxiety, poor sleep, and social comparison while reinforcing compulsive behaviors. To mitigate these effects, it advocates for promoting mindful usage, emotional regulation strategies, digital literacy, and platform accountability. These insights are crucial for balancing the benefits of connectivity with the need for psychological well-being.

INTRODUCTION

The widespread adoption of social media has revolutionized the way individuals connect, share, and consume information. Platforms such as Instagram, TikTok, Facebook, and Twitter/X are not merely tools for communication but have become integral to daily life, deeply intertwined with human psychology and behavior. Among these behaviors, obsessive scrolling—a repetitive, passive engagement with endless feeds—has emerged as a critical phenomenon, with significant implications for mental health and well-being. This study aims to explore the psychological underpinnings of obsessive scrolling, shedding light on its triggers, emotional outcomes, and the broader societal impact.

Obsessive scrolling as described in Figure 1 is often categorized as passive social media use, where individuals consume content without active interaction or meaningful engagement. Research by Ceder-Thorin (2024) identifies scrolling as a behavior capable of eliciting both pleasure and distress, depending on the content encountered and the psychological state of the user. This duality underscores the complexity of the behavior: while it can serve as a form of relaxation or escapism, it also risks exacerbating feelings of anxiety, guilt, and dissatisfaction (Holmgren & Coyne, 2017). Such paradoxical outcomes are central to understanding the broader emotional consequences of social media use.

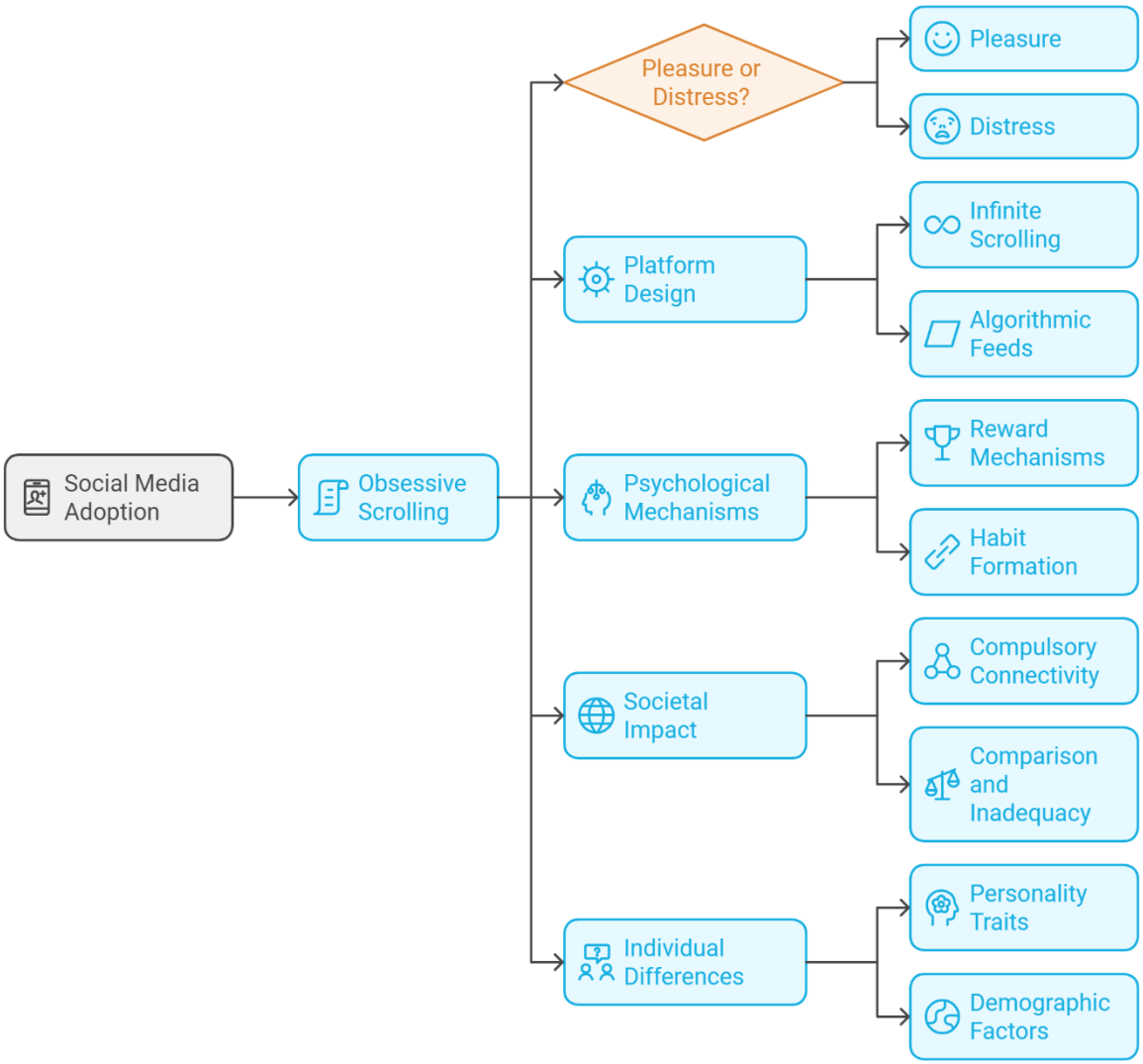

Figure 1 Social Media Adoption and its resulting obsessive scrolling could be attributed to pleasure or distress, either way causing habit formation and pattern development influencing psyche

The design of social media platforms plays a pivotal role in encouraging obsessive scrolling. Features such as infinite scrolling and algorithmically curated feeds are engineered to maximize user retention. Rixen et al. (2023) argue that these design choices create a "loop effect," where users are drawn into cycles of repetitive engagement. This behavior, often

referred to as doomscrolling, is particularly prevalent during periods of heightened societal stress, such as the COVID-19 pandemic. Buchanan et al. (2021) highlight that while negative content can amplify stress and anxiety, positive content such as kindness-scrolling can counterbalance these effects, demonstrating the nuanced relationship between content type and emotional response.

From a psychological perspective, habitual scrolling is linked to reward mechanisms in the brain. Akremi (2024) and Mackay (2023) emphasize that the intermittent reinforcement provided by novel and engaging content reinforces scrolling as a habit. This aligns with theories of habit formation, which suggest that behaviors providing immediate gratification are more likely to be repeated (Anderson, 2024). However, the long-term consequences of such habits can include reduced attentional control and increased susceptibility to compulsive behaviors.

The impact of obsessive scrolling extends beyond individual users to societal dynamics. Lupinacci (2021) describes the phenomenon as a form of "compulsory continuous connectedness," where users feel an implicit pressure to remain engaged with their online networks. This constant connectivity can create feelings of inadequacy and comparison, particularly among adolescents and young adults, who are more vulnerable to the psychological effects of social media use (Weinstein, 2017). Furthermore, studies suggest a link between social media use and symptoms of depression and anxiety, particularly when usage patterns involve passive consumption rather than active interaction (Aalbers et al., 2019).

Interestingly, some researchers propose that social media scrolling can have positive outcomes under specific circumstances. For instance, Srivastavaa et al. (2023) advocate for mindful scrolling practices, where users engage with content intentionally and critically, fostering digital literacy and emotional well-being. Similarly, Gaddefors and Tollqvist (2021) highlight the potential for social media to enhance consumer decision-making by providing accessible and relevant information during the customer journey. These findings suggest that the impact of scrolling is context-dependent, shaped by user intent and platform design.

The relationship between scrolling behavior and mental health is further complicated by the role of individual differences. Personality traits such as reward sensitivity and impulsivity are significant predictors of scrolling behavior, as noted by Henninger (2021) and Kennedy & Funk (2023). Additionally, demographic factors such as age, gender, and cultural context influence how individuals perceive and respond to social media content (Chai, 2023). For instance, younger users may be more likely to engage in vicarious experiences through social media, as described by Wilkki (2024), while older users may approach the platforms with a more pragmatic mindset.

To better understand the psychological behavior associated with obsessive scrolling, this study integrates insights from various theoretical frameworks, including Uses and Gratifications Theory, Habit Formation Theory, and Self-Determination Theory. These frameworks provide a comprehensive lens through which to analyze the motivations, emotional outcomes, and societal implications of social media use. Moreover, they underscore the importance of

designing interventions that address the root causes of obsessive scrolling, such as platform design and user habits, rather than merely mitigating its symptoms.

psychological mechanisms, and individual differences. While it offers opportunities for connection and information, it also poses significant risks to mental health and well-being. As social media continues to evolve, it is imperative to develop strategies that promote healthier engagement, balancing the benefits of connectivity with the need for psychological resilience. This study seeks to contribute to this goal by providing a nuanced understanding of the factors driving obsessive scrolling and its impact on users.

REVIEW OF LITERATURE

Social media platforms have profoundly influenced human behavior, reshaping how individuals interact, seek information, and consume content. Obsessive scrolling—often linked to excessive and compulsive social media use—has emerged as a critical area of study due to its potential psychological and behavioral implications.

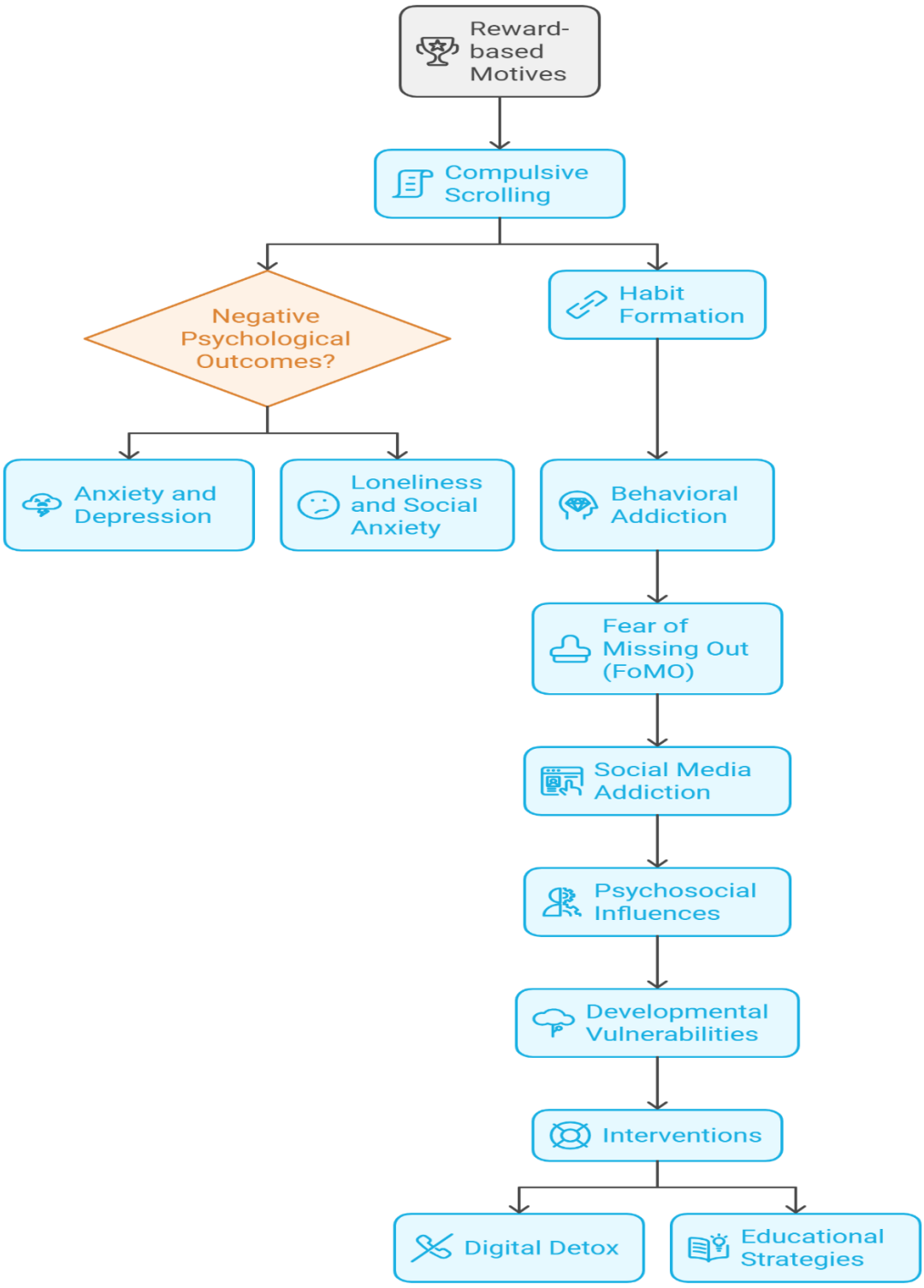

Figure 2 Social Media Adoption for reward-based motives through compulsive scrolling resulting in negative psychological outcomes and habit formation

Psychological Theories Underlying Obsessive Scrolling

Reward-based motives (Figure 2) significantly predict problematic social media use. Wadsley et al. (2022) identified that the immediate gratification derived from "likes" and notifications fosters compulsive behaviors, including repetitive scrolling. This aligns with findings that habitual and compulsive behaviors are intertwined but distinct, where habitual use arises from automated responses and compulsive use is driven by psychological distress (Koban et al., 2023).

Negative Psychological Outcomes

Excessive social media use correlates with psychiatric disorders, such as anxiety and depression (Zubair et al., 2023). Compulsive scrolling is often characterized by passive consumption, such as browsing and newsfeed scrolling, which exacerbates feelings of loneliness and social anxiety (O'Day & Heimberg, 2021). Additionally, compulsive scrolling is linked to diminished sleep quality and connection overload, which negatively affect overall well-being (Koban et al., 2023).

Habit Formation and Behavioral Addiction

Bayer et al. (2022) explored how habitual engagement—e.g., notification-checking and continuous scrolling—progresses into compulsive use, fueled by infinite scrolling and other design features (Flayelle et al., 2023). These addictive behaviors often serve as coping mechanisms for boredom or emotional distress, reinforcing the cycle of compulsive engagement (Ahmed & Vaghefi, 2021).

Fear of Missing Out (FoMO) and Social Media Addiction

FoMO amplifies compulsive scrolling behaviors, as users incessantly check updates to avoid social exclusion (Tandon et al., 2022). Alutaybi et al. (2019) demonstrated how design features, such as algorithmic prioritization and endless feeds, exploit psychological vulnerabilities, deepening attachment to social media.

Psychosocial and Developmental Influences

Adolescents and college students exhibit higher susceptibility to compulsive scrolling, attributed to developmental vulnerabilities and psychosocial stressors (Yang et al., 2020). This demographic often uses social media to mitigate loneliness or ruminate over negative experiences, intensifying problematic usage (Hudimova, 2021).

Social Media Use and Emotional Well-being

Social media usage patterns significantly impact emotional and psychological states. Passive engagement, such as scrolling, leads to declines in affective well-being, while active engagement, like meaningful interactions, has more positive effects (Marks et al., 2020). Conversely, doomscrolling—the compulsive consumption of negative news—is particularly detrimental, fostering anxiety and despair (Rodrigues, 2022).

Design Features and Compulsive Behaviors

Infinite scrolling, autoplay features, and tailored content delivery are pivotal in perpetuating compulsive behaviors (Flayelle et al., 2023). These features are strategically implemented to increase user engagement, often at the expense of psychological health (Seo & Ray, 2019).

Gender and Age Differences

Psychological responses to compulsive scrolling differ across genders and age groups. Young adults and adolescents are more prone to obsessive behaviors, driven by peer pressure and identity exploration (Hudimova et al., 2021). Women, in particular, exhibit higher levels of distress linked to body image concerns perpetuated by social media (Gobin et al., 2021).

Interventions and Coping Strategies

Promoting digital detox and self-regulated usage are effective strategies to mitigate compulsive behaviors (Purohit et al., 2023). Educational interventions emphasizing the psychological consequences of obsessive scrolling can also reduce dependency (Gumelar et al., 2024).

Conclusion

Obsessive scrolling on social media represents a complex interplay of psychological, behavioral, and design-driven factors. Addressing this issue requires a multidisciplinary approach involving mental health professionals, policymakers, and technology designers to foster healthier digital habits.

METHODOLOGY

This study employed a quantitative research design (Figure 2) to investigate the psychological behavior associated with obsessive scrolling on social media. A structured survey was conducted with a sample of 200 respondents, selected using convenience sampling. The participants were predominantly male (68%), with the majority falling within the 18-24 and 35-44 age groups (28% each). Data collection involved a standardized questionnaire comprising items measuring key variables such as demographic factors, psychological triggers, emotional outcomes, and design-induced compulsions. Descriptive and inferential statistical techniques were utilized to analyze the data. Descriptive statistics provided insights into demographic variations and mean scores for psychological dimensions, while ANOVA identified significant group differences. Regression analysis determined the predictive power of key factors such as Need for Interventions and Negative Emotional Outcomes. Ethical considerations were addressed by ensuring informed consent, anonymity, and voluntary participation. The methodology was designed to provide actionable insights into mitigating the negative effects of obsessive scrolling.

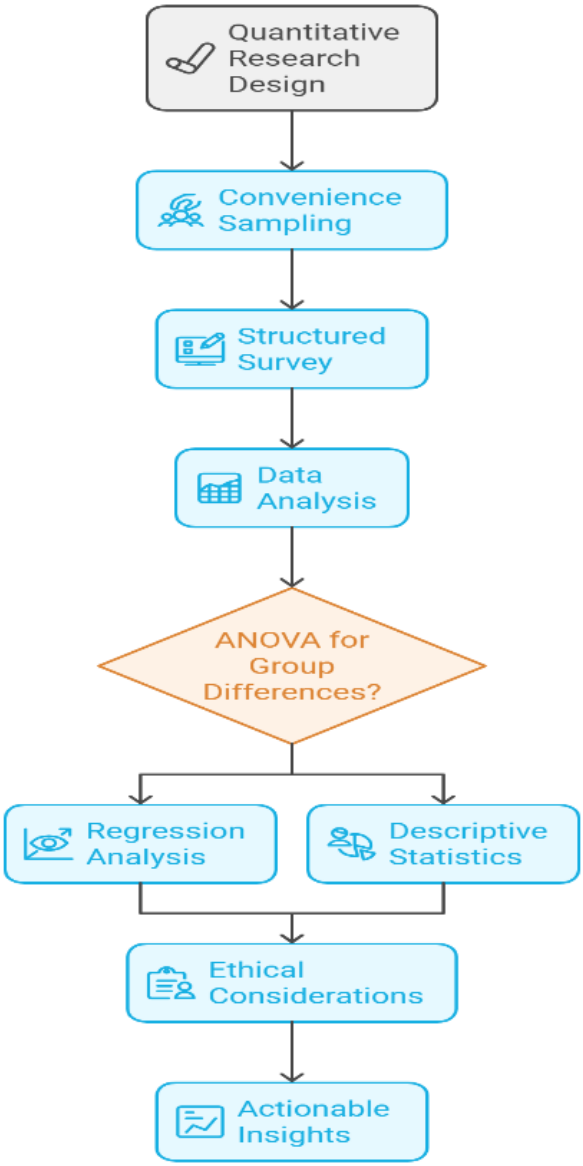

Figure 3 Research design adopted to navigate through the proposed problem and provide actionable insights

RESULT AND DISCUSSION

Table 1 Categorical Variable Information providing demographical insight

Categorical Variable Information			
		N	Percent
AGE	18-24 years	56	28.0%
	25-34 years	52	26.0%
	35-44 years	56	28.0%
	45-54 years	16	8.0%
	55-64 years	4	2.0%

	65-74 years	12	6.0%
	75 above years	4	2.0%
	Total	200	100.0%
GENDER	Male	136	68.0%
	Female	64	32.0%
	Total	200	100.0%
MARITALSTATUS	divorced	16	8.0%
	married	88	44.0%
	married - separated	4	2.0%
	separated	4	2.0%
	unmarried	88	44.0%
	Total	200	100.0%

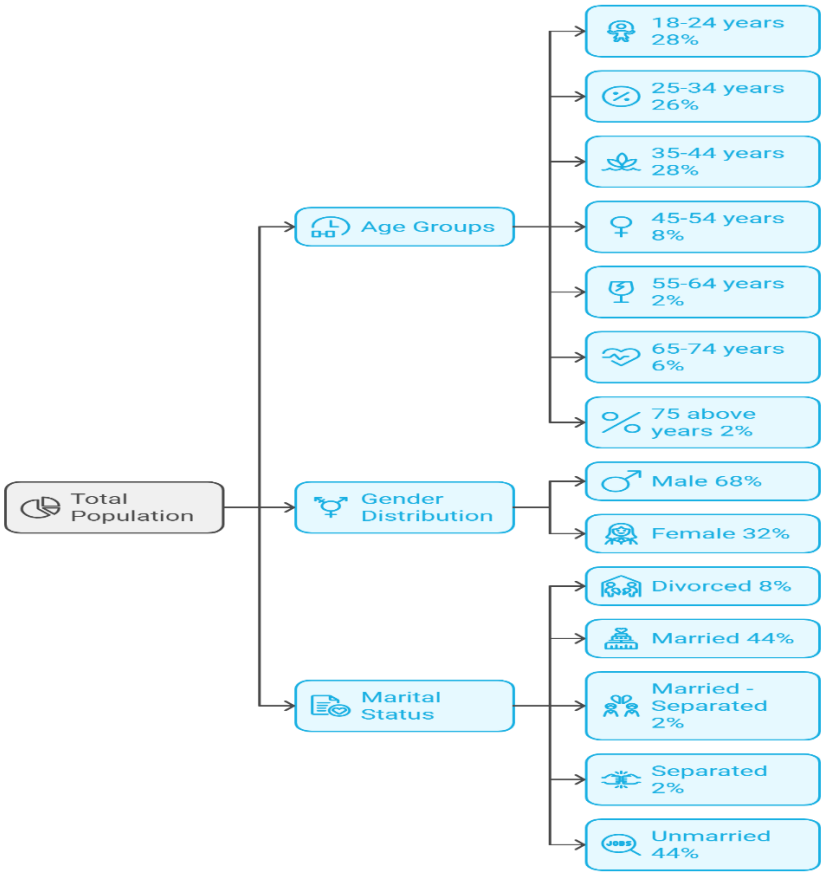

Figure 4 Details of demographics attributed to age grous, gender distribution and marital status

In Table 1, the dataset reveals valuable demographic insights into categorical variables, across age, gender, and marital status. According to Figure 4, The age distribution is relatively balanced, with the highest representation in the 18-24 and 35-44 age groups (28% each), followed by 25-34 years (26%). Participation decreases significantly in older age groups, with those aged 55 and above collectively comprising only 10%. Gender analysis shows a male-

dominated sample, with males constituting 68% and females 32%. Marital status is equally divided between unmarried (44%) and married (44%), with smaller groups being divorced (8%), married but separated (2%), and separated (2%). These proportions indicate a predominantly young, male demographic with diverse marital statuses, which could influence behaviors and perspectives studied. This diversity provides a solid foundation for analyzing psychological or behavioral patterns across different categorical variables.

Table 2 Descriptive statistics providing details about key variables related to social media behavior

Descriptive Statistics					
	N	Minimum	Maximum	Mean	Std. Deviation
Context-Dependent Outcomes	200	19	41	31.24	5.943
Demographic Variations	200	16	42	31.42	5.495
Design-Induced Compulsions	200	17	42	31.90	5.665
Dual-Emotional Impact	200	19	41	32.08	5.139
Impact on Mental Health	200	18	49	33.64	6.530
Need for Interventions	200	15	77	32.36	8.698
Negative Emotional Outcomes	200	17	41	32.54	5.767
Potential Benefits with Mindful Usage	200	18	77	34.70	13.556
Prevalence of Obsessive Scrolling	200	16	41	32.58	7.018
Psychological Triggers	200	18	43	31.66	5.533
Role of Fear of Missing Out	200	16	42	32.12	5.577
Sample of collected	200	1.00	5.00	2.9900	1.35983
Valid N (listwise)	200				

The descriptive statistics in Table 2 provide insight into key variables related to social media behavior and its psychological impacts. Across the sample of 200 respondents, the mean scores for most factors figuratively provided in Figure 5 hover around 31-34, with standard deviations indicating moderate variability. **Context-Dependent Outcomes** (M = 31.24, SD = 5.943) and **Demographic Variations** (M = 31.42, SD = 5.495) reflect relatively stable patterns. **Design-Induced Compulsions** (M = 31.90, SD = 5.665) and **Psychological Triggers** (M = 31.66, SD = 5.533) suggest common behavioral tendencies influenced by platform design. Higher mean scores for **Impact on Mental Health** (M = 33.64, SD = 6.530) and **Potential Benefits with Mindful Usage** (M = 34.70, SD = 13.556) highlight significant emotional effects and the scope for positive intervention. The **Need for Interventions** (M = 32.36, SD = 8.698) reflects variability, emphasizing the demand for tailored strategies to mitigate adverse outcomes of obsessive scrolling behaviors.

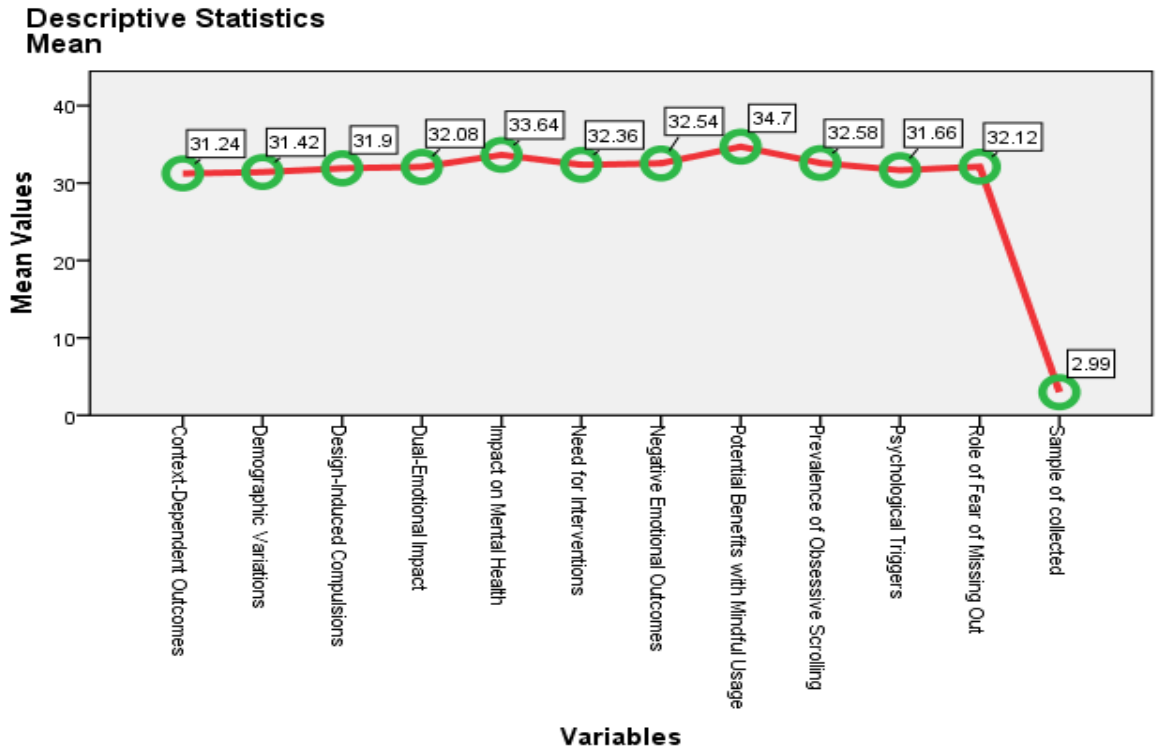

Figure 3 Descriptive mean statistics of factors psychologically affecting the respondents

Table 3 One-Sample Statistics highlight significant findings across various psychological and behavioral dimensions

One-Sample Statistics						
	N	Mean	Std. Deviation	Std. Error Mean	t	Sig. (2-tailed)
Demographic Variations	200	31.42	5.495	.389	67.996	.000
Design-Induced Compulsions	200	31.90	5.665	.401	67.155	.000
Dual-Emotional Impact	200	32.08	5.139	.363	74.527	.000
Context-Dependent Outcomes	200	31.24	5.943	.420	62.442	.000
Impact on Mental Health	200	33.64	6.530	.462	62.024	.000
Need for Interventions	200	32.36	8.698	.615	44.487	.000
Negative Emotional Outcomes	200	32.54	5.767	.408	67.539	.000
Potential Benefits with Mindful Usage	200	34.70	13.556	.959	30.984	.000

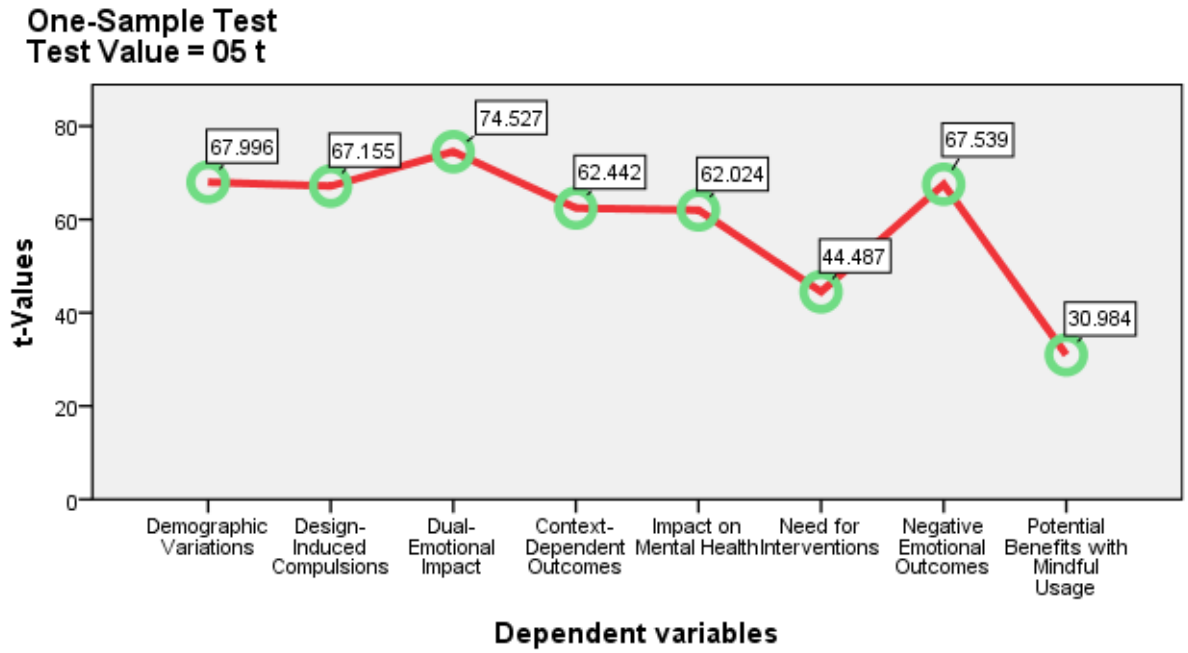

Figure 4 show the analysis of dependent variables through one-sample statistics

The one-sample statistics shown in Table 3 highlight significant findings across various psychological and behavioural dimensions associated with social media use. All variables as shown in Figure 6 exhibit high t-values and p-values of .000, indicating statistically significant deviations from the test value. Potential Benefits with Mindful Usage has the highest mean (M = 34.70, SD = 13.556) and the largest variability, suggesting diverse perceptions about the advantages of mindful social media use. Conversely, Context-Dependent Outcomes (M = 31.24, SD = 5.943) and Demographic Variations (M = 31.42, SD = 5.495) show more consistency, reflecting stable behavioural patterns influenced by context and demographic factors. Impact on Mental Health (M = 33.64, SD = 6.530) and Negative Emotional Outcomes (M = 32.54, SD = 5.767) underscore the emotional toll of obsessive scrolling, while Design-Induced Compulsions (M = 31.90, SD = 5.665) emphasizes the role of platform design in fostering compulsive use. These results underscore the need for targeted interventions.

Table 4 Anova test highlighting significant differences across groups for variables

ANOVA						
		Sum of Squares	df	Mean Square	F	Sig.
Context-Dependent Outcomes	Between Groups	271.201	1	271.201	7.947	.005
	Within Groups	6757.279	198	34.128		
	Total	7028.480	199			
Demographic Variations	Between Groups	166.485	1	166.485	5.642	.018
	Within Groups	5842.235	198	29.506		

	Total	6008.720	199			
Design-Induced Compulsions	Between Groups	415.059	1	415.059	13.764	.000
	Within Groups	5970.941	198	30.156		
	Total	6386.000	199			
Dual-Emotional Impact	Between Groups	418.029	1	418.029	17.113	.000
	Within Groups	4836.691	198	24.428		
	Total	5254.720	199			
Impact on Mental Health	Between Groups	325.609	1	325.609	7.900	.005
	Within Groups	8160.471	198	41.214		
	Total	8486.080	199			
Need for Interventions	Between Groups	1712.021	1	1712.021	25.407	.000
	Within Groups	13342.059	198	67.384		
	Total	15054.080	199			
Negative Emotional Outcomes	Between Groups	434.048	1	434.048	13.898	.000
	Within Groups	6183.632	198	31.230		
	Total	6617.680	199			
Prevalence of Obsessive Scrolling	Between Groups	206.852	1	206.852	4.269	.040
	Within Groups	9593.868	198	48.454		
	Total	9800.720	199			
Psychological Triggers	Between Groups	257.012	1	257.012	8.720	.004
	Within Groups	5835.868	198	29.474		
	Total	6092.880	199			
Potential Benefits with Mindful Usage	Between Groups	3166.118	1	3166.118	18.767	.000
	Within Groups	33403.882	198	168.706		
	Total	36570.000	199			
Role of Fear of Missing Out	Between Groups	505.488	1	505.488	17.610	.000
	Within Groups	5683.632	198	28.705		
	Total	6189.120	199			
Sample of collected	Between Groups	.731	1	.731	.394	.531
	Within Groups	367.249	198	1.855		
	Total	367.980	199			

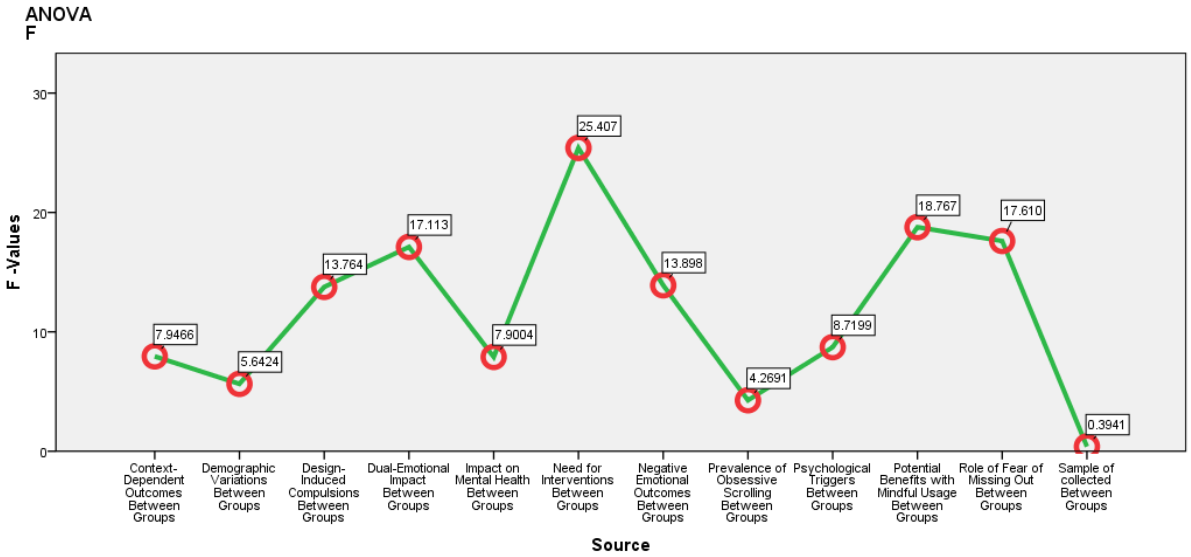

Figure 5Anova test showing critical areas for targeted interventions and policy improvements

The ANOVA results shown in Table 4 highlight significant differences across groups for most variables, as indicated by low p-values (Sig. < .05). Need for Interventions (F = 25.407, Sig. = .000) and Potential Benefits with Mindful Usage (F = 18.767, Sig. = .000) show the strongest effects, suggesting substantial variability between groups in perceptions about the necessity of interventions and mindful social media usage. Dual-Emotional Impact (F = 17.113, Sig. = .000) and Role of Fear of Missing Out (F = 17.610, Sig. = .000) emphasize the significant role of emotional and cognitive factors in driving obsessive scrolling behavior. Design-Induced Compulsions (F = 13.764, Sig. = .000) further underlines the impact of platform designs on compulsive behaviors. While Context-Dependent Outcomes (F = 7.947, Sig. = .005) and Impact on Mental Health (F = 7.900, Sig. = .005) show moderate differences, Sample Collected (Sig. = .531) does not reveal significant group variations. These findings shown in Figure 7 suggest critical areas for targeted interventions and policy improvements.

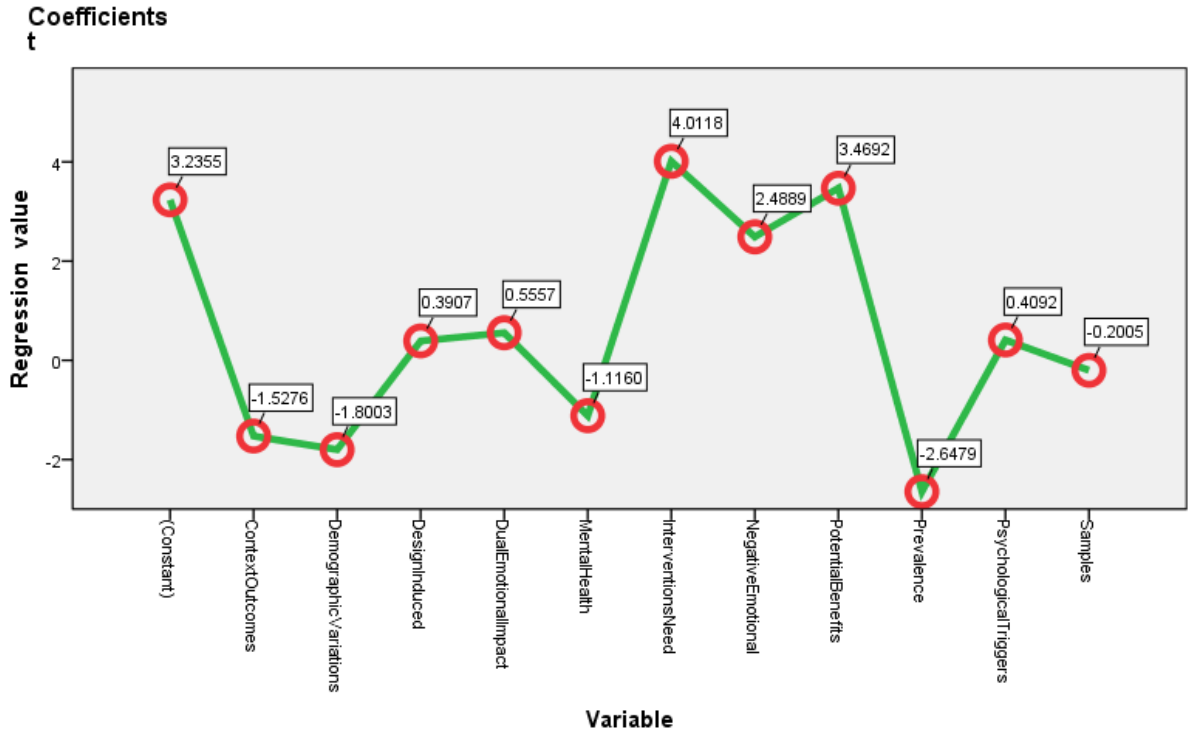

Figure 6 Coefficients revealing the impact of various predictors on the dependent variable

Table 5 Showing the significant predictors which require interventions

Coefficients						
	Unstandardized Coefficients		Standardized Coefficients		t	Sig.
	B	Std. Error	Beta	Std. Error		
(Constant)	.719	.222			3.235	.001
Context Outcomes	-.021	.014	-.285	.186	-1.528	.128
Demographic Variations	-.029	.016	-.392	.218	-1.800	.073
Design Induced	.006	.016	.084	.215	.391	.696
Dual Emotional Impact	.010	.019	.122	.220	.556	.579
Mental Health	-.011	.010	-.164	.147	-1.116	.266
Interventions Need	.025	.006	.463	.115	4.012	.000
Negative Emotional	.046	.018	.633	.254	2.489	.014
Potential Benefits	.013	.004	.346	.100	3.469	.001
Prevalence	-.028	.011	-.479	.181	-2.648	.009
Psychological Triggers	.006	.015	.081	.197	.409	.683
Samples	-.004	.019	-.012	.061	-.200	.841

The coefficients analysis shown in Figure 8 reveals the impact of various predictors on the dependent variable. Significant predictors described in Table 5 include Need for Interventions (B = 0.025, t = 4.012, Sig. = 0.000), Negative Emotional Outcomes (B = 0.046, t = 2.489, Sig. = 0.014), Potential Benefits with Mindful Usage (B = 0.013, t = 3.469, Sig. = 0.001), and Prevalence of Obsessive Scrolling (B = -0.028, t = -2.648, Sig. = 0.009). These results suggest that the need for interventions and mindful usage positively contribute to outcomes, while obsessive scrolling prevalence negatively impacts the dependent variable. Other variables, such as Context-Dependent Outcomes, Demographic Variations, and Dual-Emotional Impact, show non-significant contributions (Sig. > 0.05), indicating a weaker influence in this model. The constant (B = 0.719, Sig. = 0.001) is significant, suggesting a baseline effect in the absence of other predictors. The model highlights key areas for targeted interventions and emphasizes reducing negative emotional impacts.

DISCUSSION:

The findings from the statistical analyses provide comprehensive insights into the psychological behavior associated with obsessive scrolling on social media, highlighting significant patterns, relationships, and areas for intervention. The demographic analysis shows that the sample is predominantly male (68%), with the largest age groups being 18-24 and 35-44 years (28% each). This indicates that younger and middle-aged individuals are more affected by social media scrolling behaviors. Marital status is evenly distributed between married and unmarried groups (44% each), suggesting behavioral patterns are not confined to a specific marital status.

The descriptive statistics reveal moderate variability across psychological and behavioral dimensions, with higher mean scores for Impact on Mental Health (M = 33.64) and Potential Benefits with Mindful Usage (M = 34.70). These findings emphasize the dual effects of social media, where both emotional tolls and opportunities for mindful usage coexist. ANOVA results show significant group differences for most variables, with Need for Interventions (F = 25.407) and Potential Benefits with Mindful Usage (F = 18.767) standing out as areas of high variability. This underscores the importance of tailoring interventions and promoting mindful practices to mitigate negative impacts.

The regression analysis identifies key predictors influencing obsessive scrolling behaviors. Significant contributors include Need for Interventions (B = 0.025, Sig. = 0.000), Negative Emotional Outcomes (B = 0.046, Sig. = 0.014), and Potential Benefits with Mindful Usage (B = 0.013, Sig. = 0.001). Notably, Prevalence of Obsessive Scrolling negatively impacts the dependent variable (B = -0.028, Sig. = 0.009), indicating its detrimental role in behavioral patterns.The results highlight the complexity of obsessive scrolling behaviors, influenced by emotional, psychological, and contextual factors. Interventions targeting mental health, emotional regulation, and platform design can significantly alleviate negative outcomes while promoting mindful usage.

FINDINGS:

Demographics:

The sample is predominantly male (68%) and younger, with the highest age representation in the 18-24 and 35-44 age groups (28% each). Marital status is evenly split between married (44%) and unmarried (44%).

Descriptive Statistics:

High mean scores for Impact on Mental Health (M = 33.64) and Potential Benefits with Mindful Usage (M = 34.70) indicate significant emotional effects and opportunities for improvement through mindful practices.

ANOVA Results:

Significant group differences are observed for key factors, including Need for Interventions (F = 25.407, Sig. = .000) and Potential Benefits with Mindful Usage (F = 18.767, Sig. = .000), emphasizing the need for tailored strategies.

Regression Analysis:

Significant predictors include Need for Interventions (B = 0.025, Sig. = .000), Negative Emotional Outcomes (B = 0.046, Sig. = .014), and Prevalence of Obsessive Scrolling (B = -0.028, Sig. = .009).

These findings highlight the interplay between demographic, emotional, and behavioral factors in obsessive scrolling.

Conclusion:

This study provides a comprehensive understanding of the psychological behavior associated with obsessive scrolling on social media, highlighting key demographic, emotional, and behavioral dimensions. The findings demonstrate that obsessive scrolling is a multifaceted issue, influenced by factors such as age, gender, emotional triggers, and design-induced compulsions. The demographic analysis reveals that younger individuals, particularly those aged 18-24 and 35-44 years, are the most affected, with males comprising the majority of the sample. The even distribution between married and unmarried groups underscores that obsessive scrolling transcends marital status. Descriptive statistics emphasize the dual nature of social media use. While it has potential benefits through mindful usage (M = 34.70), the emotional toll on mental health (M = 33.64) remains significant. Regression analysis identifies critical predictors such as the Need for Interventions and Negative Emotional Outcomes, which significantly contribute to understanding obsessive scrolling. Interestingly, the Prevalence of Obsessive Scrolling negatively impacts overall outcomes, indicating its detrimental role in psychological well-being. The ANOVA results underscore the importance of targeted strategies, with significant group differences in factors like Need for Interventions and Potential Benefits with Mindful Usage. The study highlights the urgent need for interventions focusing on emotional regulation, platform design, and the promotion of mindful social media usage to mitigate negative outcomes while harnessing its potential benefits.

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