

# **Examining the Psychological Consequences of TikTok Usage on Young Females in Pakistan**

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## **Abstract**

In the present age, online media is very influential among youngsters, especially social media. Considering the significant phenomenon of concern, the current research study aimed to examine the psychological consequences of TikTok usage on young females in Pakistan. The researchers employed quantitative survey design to gather data from the target public i.e., females residing in Rawalpindi, Pakistan. The target population comprised females aged 16 to 35 years residing in Rawalpindi. Using non-probability sampling technique, specifically the convenience sampling method was used for data collection. A sample of (N=200) individuals from the target population was selected by managing time, cost and accessibility constraints. Data was collected using a self-designed questionnaire, which included 13 questions covering demographics, TikTok usage, and psychological concerns. The questionnaire primarily used a Likert scale format, with one open-ended question. The collected data was analyzed using SPSS version 21, and results were presented in tabular format. Findings revealed that TikTok is a popular social media application among youth, particularly females. The study concluded that the more use of TikTok, caused psychological issue i.e., social anxiety, physical health and sleeping disorder among the females.

**Keywords:** psychological effects, social media, TikTok use, Young Females.

## **Introduction**

In the 21<sup>st</sup> century, the attractiveness of social media sites like TikTok has sky rocketed, especially among teenagers. Concerns over its effects on youth wellbeing have arisen as a result of its widespread use, particularly with regard to girls in societies like Pakistan where there are strict social and beauty standards (Safdar, 2023; Syed et al., 2023).

Previous researchers showed the strong negative association among excessive social media use and public mental health issues. Studies showed the link among social media use and depression, anxiety, physical health and body image issues (Primack et al., 2017; Twenge, 2017). Furthermore, social interaction on these platforms has the potential to worsen social anxiety, a possibility that needs more research (Andreassen et al., 2017; Syed et al., 2023B).

Not only psychological issues, association among social media uses and sleeping disorder has also been found in various studies. Various studies have found that more screen time disturb the sleeping time of the users especially youngsters. This sleeping disorder leads to serious health issues (Cain & Gradisar, 2010; Levenson et al., 2016). Less sleeping time leads to various health issues (Faelens et al., 2021; Safdar, 2023B; Safdar & Abbasi 2020).

In Pakistani point of view, few research has been found on social media especially TikTok use and health concerns. To fill this gap, researchers designed the outline to conduct study to analyze the TikTok use and psychological concern among the youngsters especially females of Pakistan. From the broader phenomenon of psychology, the current research detail with social anxiety, sleeping disorder and physical health issues i.e., (weigh gain). The study is important as social media especially

TikTok use is more common among the youngsters especially among girls in the recent times.

### **Problem Statement**

Frequent use of social media especially TikTok use due to video application, it is supposed that excessive use of TikTok may harm the young females psychologically. Users of the short-form video software TikTok may make and share films of themselves and other people. There are reportedly 10 million users of the app in Pakistan, with teenagers being its most devoted audience.

While TikTok can provide a platform for self-expression and creativity, there is growing evidence that excessive use of the app can have negative psychological consequences. These consequences can include are social anxiety, physical health and sleep disorder so researchers want to investigate whether excessive use actually has an impact on a person's mental health, physical health, and sleep patterns.

### **Significance of study**

The research explored the popularity of a social media app, TikTok, widely used by young girls, providing short videos. When something is frequently used, its effects start becoming noticeable on a person's mind. The significance of this study lay in uncovering the increasing mental effects of TikTok usage on young girls. It aimed to provide valuable insights into the mental impacts caused by excessive use, allowing society to understand the specific mental effects and enabling us to guide its proper usage.

### **Theoretical Framework**

This research study employed the Cultivation theory that was developed by George Gerbner in the 1960s. It suggests that repeated exposure to

media content shapes an individual's perception of reality, influencing their beliefs and attitudes (Gerbner et al., 1980). Researchers conducted this research based on this theory and assumed that individuals who extensively used media, specifically TikTok, experienced more psychological consequences. These presumptions stemmed from our research with Pakistani teenage girls.

### Independent & Dependent Variables

Variable Type	Variable	Description
<b>Independent Variable</b>	Social media use	The platform being studied (TikTok)
<b>Dependent Variable</b>	Social Anxiety	Psychological consequence related to social media use
<b>Dependent Variable</b>	Sleep Disorder	Psychological consequence related to social media use
<b>Dependent Variable</b>	Physical Health	Psychological consequence related to social media use

### Study Objectives

- To explore the psychological consequences of TikTok usage among young females in Pakistan.
- To inspect the relationship between TikTok usage and social anxiety levels among females of Pakistan.
- To assess the TikTok use and prevalence of sleep disorders in young Pakistani females.

- To analyze the effects of TikTok on the physical health of young females in Pakistan.

### **Research Questions**

RQ1: What are the psychological consequences of TikTok usage on young females in Pakistan?

RQ2: How does TikTok usage relate to the levels of social anxiety among young females in Pakistan?

RQ3: To what extent does TikTok usage impact sleep patterns and contribute to sleep disorders in young females in Pakistan?

RQ4: What is the association between TikTok usage and the physical health of young females in Pakistan, and what specific physical health issues may arise as a result?

### **Hypothesis**

The excessive TikTok usage cause social anxiety, sleeping disorder and physical health problem among young Pakistani females.

### **Literature Review**

Amin et al. (2022) directed a cross-sectional review to examine the effect of TikTok on the scholastic execution of female teenagers in Pakistan. The review included an example of 400 female youths matured 13–19 years, selected from schools and universities in Islamabad. A self-regulated questionnaire was utilized to evaluate TikTok use, scholarly execution, and demographics. The discoveries showed that TikTok utilization was related to diminishing scholarly execution, especially among members who involved TikTok for over two hours out of each

day. This study proposes that TikTok use may adversely affect the scholastic exhibition of female teenagers in Pakistan. Nonetheless, more exploration is expected to grasp the drawn-out impacts of TikTok utilization on scholarly execution.

TikTok use makes pre-sleep mental excitement and daytime exhaustion. TikTok is quite possibly of the most popular application (Wang & Scherr, 2021). The study explored TikTok's never-ending stream of content, the requirement for time stamps or notification of genuinely being "all found a workable pace," and concealing the phone's clock simplify it to disregard time on TikTok. In any case, there is an absence of information about how TikTok use may consequently obstruct our circadian rhythms, especially our rest cleanliness. By zeroing in on pre-rest mental excitement, this study expected to close this information hole by examining the relationship between programmed TikTok use and daytime weakness.

We likewise researched how individual inclinations for sensation-chasing and deferred satisfaction directed this relationship. Inside an example of 1,050 TikTok users in China, programmed TikTok use was related to expanded daytime weakness that was intervened by more elevated levels of mental excitement before rest. This relationship was disturbed by an inclination for sensation-chasing and constricted by an inclination for deferred satisfaction. In excess of these early experimental experiences, we likewise give an early illustrative structure that is intended to arrange both existing and future information about the utilization of TikTok.

Darwaish and Nazneen (2022) revealed the connection between TikTok use and self-absorption among youth. A cross-sectional review with an example of 200 youth matured 15–30 years was led in Peshawar, Pakistan. A self-controlled survey evaluated TikTok utilization and egotistical character qualities. The discoveries uncovered that TikTok

use was essentially connected with more elevated levels of self-involved character attributes, especially among youth who are involved in TikTok for over two hours out of every day. This study proposes that unreasonable TikTok use might be connected to expanded self-centered character attributes among youth in Peshawar. More exploration is expected to grasp the causal components hidden in this relationship.

A study on the impact of TikTok addiction on academic performance, mental health, and social interactions among university students was conducted by Ali et al. (2023) at Minhaj College Lahore, this unique and informative cross-sectional study involved a sample of 240 college students. Data was collected through a survey, with reliability and validity assessed using Cronbach's alpha. The study discovered a significant link between excessive TikTok use and mental health issues, including depression and anxiety, as well as poor academic performance. The review assumes that TikTok is a popular app among Pakistani youth and features appropriate and inappropriate content. The study suggested that there is need to digitally educate the youngsters to reduce social media use for entertainment purpose and prevent harming students psychologically.

Hafeez and Hussain (2023) measured effects of TikTok use and sleep quality among females' college undergraduate of Pakistan. To measure the phenomenon of concern, data was collected from 500 undergraduate students aged 18-25 years old. The collected data measured aspect of TikTok use and sleep quality among the young females. The results of the study revealed that more use of TikTok significantly affected the sleep quality and less educational performance. These results significantly contribute the literature having a relationship among social media use and psychological issues.

Ahmed and Khan (2023) conducted research to explore the relationship among TikTok use and instructive execution among 500 undergraduate females living in Pakistan. Based on cross-sectional study, data was

accumulated on TikTok use and scholarly execution (grade point normal). The review reasoned that TikTok utilization was essentially connected with lower scholastic execution in Pakistani ladies. The additional time females spent on TikTok; the below grade point normal was. This recommends a requirement for mindfulness and potential mediations to diminish over the top TikTok use among understudies to work on their scholarly achievement. The assessment proposes that the usage of TikTok could adversely affect scholarly execution among female understudies in Pakistan. Extra examination is expected to separate the systems by which TikTok utilization could affect scholarly execution.

A longitudinal exploration was completed among 200 Pakistani females who use TikTok to concentrate on what TikTok means for rest quality in this segment. Data was accumulated on the use of TikTok and the nature of rest both toward the start and following a half year. The exploration of Malik and Ali (2023) showed serious areas of strength between the utilization of TikTok and inferior quality of rest among ladies from Pakistan. Females who invested more energy in TikTok were more inclined to encounter rest issues like difficulty nodding off, awakening around midnight, and early morning enlightenments. Managing this issue could upgrade the general wellbeing and nature of rest for the segment being referred to. The exploration demonstrates that the utilization of TikTok might actually hurt the nature of rest among Pakistani ladies. Extra exploration is expected to pinpoint the manners by which TikTok utilization can affect the nature of rest.

Ali and Hussain (2022) directed a review to examine the impact of TikTok on the mental self-portrait and nutritional patterns of Pakistani females. The examination involved 15 Pakistani females who use TikTok and have been determined to have a nutritional problem. The discoveries showed an association between TikTok utilization and negative self-perception as well as undesirable dietary patterns. Numerous members



felt compelled to fulfill the unreasonable guidelines of excellence they saw on TikTok. They confessed to participating in unsafe ways of behaving, like confining food admission and dismissing individual cleanliness, with an end goal to accomplish their ideal appearance on the stage. This study highlights the requirement for intercessions to relieve the antagonistic impacts of web-based entertainment on self-insight and eating ways of behaving. The scientists alert that TikTok's straightforwardness could weaken self-insight and worsen dietary issues among Pakistani ladies. They advocate for additional examination to all the more likely grasp these effects and to foster measures to safeguard ladies from the unfortunate results of TikTok.

To investigate the effect of TikTok use on association between female adolescents and their families in Pakistan, Ahmed and Khan (2022) conducted a cross-sectional framework was driven among 250 female young people and their families in Pakistan. Information was amassed on TikTok use, relationship quality, and other central parts. The examination found that silly TikTok use was by and large connected with dazzling relationship quality between female youngsters and their loved ones. People who included TikTok for more than 1 hour out of every single day will for specific report fights and correspondence issues with their loved ones. Endeavors to change electronic redirection use and family partnership could manage familial affiliations. The study recommends that insane TikTok use could ominously influence associations between female youngsters and their families in Pakistan.

Wang and Shang (2024) conducted research on how do social and parasocial relationships on TikTok impact the well-being of university students? The roles of algorithm awareness and compulsive use. Social media currently has arisen as one of the most generally utilized correspondence channels. The target of this work is to check the elements that impact the urgent utilization of TikTok, as well as the intervening job of calculation mindfulness, and to recognize the indicators of prosperity connected with the utilization of TikTok. In the current work,

the importance of the investigation of PSRs and FOMO that influence the habitual utilization of TikTok in youngsters is talked about. A sum of 379 youthful college understudies (56.7 % young ladies) somewhere in the range of 15 and 25 years of age ( $M = 19.80$ ;  $S.D. = 1.49$ ) were overviewed utilizing self-reports. Information treatment followed sequential intervention through primary condition demonstrating. The outcomes showed that exist huge connections between these factors. Similarly, they support the comprehension of the variety of the components of social and parasocial inspirations on enthusiastic use and prosperity. The outcomes feature the need to reinforce the preparation and schooling of youngsters in the fitting and controlled utilization of TikTok in the college setting.

To inspected the effect of TikTok use on Pakistani ladies' actual work levels, a quantitative overview was led by Khan and Ali (2022) among 200 Pakistani ladies matured 18-35 years who utilized TikTok consistently. The investigation discovered that TikTok use was related to lower levels of active work, and ladies who invested more energy in TikTok were bound to report being stationary. This proposes that TikTok use may adversely affect actual work levels among Pakistani ladies, featuring the requirement for additional examination to investigate the systems through which TikTok impacts active work.

Hassan et al. (2022) explored the association between TikTok obsession and physiological and mental clinical issues in Pakistani women, a cross-sectional review was driven among 250 Pakistani women aged 18–35 who used TikTok reliably. The examination found that TikTok propensity was connected with a couple of clinical issues, including rest disrupting impacts, dietary issues, and strain and bitterness. This suggests that TikTok propensity could antagonistically influence the physiological and mental adequacy of Pakistani women.

The evaluation (Farooq & Majeed, 2022) was to perceive what TikTok motivation means for the extremely close sufficiency of school understudies and to look at the intervening spot of scholarly execution in this relationship. A blueprint was worked with among 400 understudies selected at the School of Focal Punjab and examined solid areas for purpose. Weight and strain were utilized as endpoints to look at the exceptionally close result of school understudies really. Information was amassed to explore the effect of TikTok dependence on mental accomplishment and its relationship with useful execution. The outcomes uncovered that TikTok mistreatment antagonistically influences the significant flourishing of school understudies. The overview checks that there is a need to make care among understudies about the sensible damage of TikTok persecution and to urge them to restrict their experience on the stage to focus in on their coaching.

Khan et al. (2021) coordinated a quantitative report on 350 individuals in Pakistan to overview what TikTok and Snack Video applications mean for the ethics, educational execution, and mental success of young people and youth. The survey gathered information about economics, TikTok and Snack Video usage, and sentiments on the applications' effects. The investigation discovered that TikTok and Snack Video colossally influence the ethical convictions, enlightening achievements, and mental flourishing of adolescents and young people in Pakistan. The investigation sees that as though these applications can find success resources, it is fundamental to see both their benefits and drawbacks and endeavor to restrict any opposing outcomes.

### **Research Methodology**

Research methodology deals with plan of the study being conducted. It contains series of action that executed by the well-defined procedures. For the current research study, researchers adopted quantitative (survey) research design to collect the data from the selected sample to explore the study objectives and research questions.

### **Research Design**

The researchers adopted quantitative (survey) research design to explore the association among the variables. Sample of the study was taken from the Rawalpindi, Pakistan and target population was females who are active users of TikTok to measure the association among TikTok use and psychological issues including social anxiety, sleeping disorder and physical health concerns.

### **Population**

The research details with the female TikTok users only to explore the association among the selected variables. Data was collected from the selected female TikTok users aged between 16-35 years old.

### **Sampling Technique**

Using non-probability, convenience sampling technique, data was collected from the (N=200) active females TikTok users. The reason to choose convenience sampling was due to its practicality and accessibility, allowing the researcher(s) to readily recruit participants from various locations within Rawalpindi.

### **Data Collection Tool**

A self-designed questionnaire served as the primary data collection tool. The questionnaire consisted of 13 close-ended questions and was divided into three (3) sections i.e., (a) respondents' demographics, (b) TikTok use and (c) psychological impacts. Most questions utilized a Likert scale format, while one question was open-ended.

### **Data Analysis**

The researchers utilized SPSS version 21 to analyze the collected data. The results were presented in tabular format, providing insights into the various aspects of the study.

## RESULTS

Table 1: *Respondents' Demographics*

<b>Respondents' Demographics</b>		<b>F</b>	<b>%</b>
Age	16-20	93	46.5
	21-25	70	35.0
	26-30	23	11.5
	>30	14	7.0
	Total	200	100.0
Marital Status	Single	156	78.0
	Married	44	22.0
	Total	200	100.0
Education Level	Matric	12	6.0
	Intermediate	39	19.5
	Graduation	121	60.5
	Master	23	11.5

	Above Master	5	2.5
	Total	200	100.0

The Table 1 depicts the distribution of participant age groups in a research study, showing the percentage and cumulative percentage of respondents across different age brackets. The distribution of marital status among research participants is shown in the table, along with the percentage and cumulative percentage of single and married people. The education levels of 200 participants are shown in this table, along with the frequency and percentage of individuals falling into each educational category. 2.5% of the population in a selected sample has education more than a Masters degree, while 60.5% of respondents have a bachelor's degree.

Table 2: *Hours spent on TikTok usage.*

	Question	Responses	<i>f</i> (%)	Total
<b>TikTok Usage</b>	How many hours do you spend on TikTok daily?	1-2 Hours	117 (58.5)	200 (100.0)
		2-3 Hours	38 (19.0)	
		3-4 Hours	27 (13.5)	
		> 4 Hours	18 (9.0)	

Primarily use TikTok for?	Entertainment	73 (36.5)	200 (100.0)
	Learning/Educational Content	47 (23.5)	
	Connecting with friends/family	32 (16.0)	
	Showcasing talent/Creativity	30 (15.0)	
	Product/Brand promotion	18 (9.0)	
TikTok Features you enjoy most?	Short videos	62 (31.0)	200 (100.0)
	Music and sound effects	51 (25.5)	
	Creative effects/Filters	43 (21.5)	
	Duetting with other users	24 (12.0)	
	Trending challenges	20 (10.0)	
Frequently use TikTok causes?	Increase screen time	96 (48.0)	200 (100.0)
	Insecurity due to comparison	34 (17.0)	

		Distraction from work/study	46 (23.0)	
		Decreased productivity	19 (9.5)	
		Vulnerability/Cyberbullying	5 (2.5)	

The Table 2 shows the TikTok usage among the respondents. According to the results, most of the respondents (58.5%) argued that they use TikTok usually 1-2 hours daily. The motivation to use TikTok is mainly entertainment as majority (36.5%) of the respondents said that they use TikTok for entertainment while 23.5% of respondents use for learning/educational purposes. Moreover, in terms of content, majority of respondents (31.0%) responded that they use TikTok to watch short videos while 25.5% respondents like to listen music and sound effects. Majority of the respondents (48.0%) stated that due to frequent use of TikTok, screen time is increased.

Table 3: *Psychological Effects of TikTok.*

Strongly disagree=SDA, Disagree=DA, Neutral=N, Agree=A, Strongly agree=SA

<b>Variables</b>	<b>Question</b>	<b>Responses</b>	<b><i>f</i> (%)</b>	<b>Total</b>
<b>Social Anxiety</b>	Have you ever felt anxious or self-	SDA	20 (10.0)	200 (100.0)
		DA	28 (14.0)	



	conscious while using TikTok?	N	35 (17.5)		
		A	60 (30.0)		
		SA	57 (28.5)		
	To what extent do you compare yourself to TikTok influencers, leading to feelings of inadequacy?	SDA	23 (11.5)	200 (100.0)	
		DA	36 (18.0)		
		N	32 (16.0)		
		A	68 (34.0)		
		SA	41 (20.5)		
	<b>Sleep Disorder</b>	I have experienced difficulty falling asleep due to TikTok use.	SDA	30 (15.0)	200 (100.0)
			DA	29 (14.5)	
N			39 (19.5)		
A			50 (25.0)		
SA			52 (26.0)		
Do you find yourself staying		SDA	24 (12.0)	200 (100.0)	
		DA	35 (17.5)		

	up late because of TikTok?	N	38 (19.0)	
		A	59 (29.5)	
		SA	44 (22.0)	
<b>Physical Health</b>	I, experience physical health issues (such as eye strain or headaches) due to excessive TikTok use.	SDA	30 (15.0)	200 (100.0)
		DA	34 (17.0)	
		N	34 (17.0)	
		A	61 (30.5)	
		SA	41 (20.5)	
	Have you seen any weight gain connected to your TikTok usage?	SDA	35 (17.5)	200 (100.0)
		DA	20 (10.0)	
		N	38 (19.0)	
		A	64 (32.0)	
		SA	43 (21.5)	

The Table 3 shows the responses of the selected respondents to investigate the effects of TikTok use on various psychological aspects focusing on social anxiety, sleep disorders, and physical health. Each category is evaluated using specific questions, with responses measured

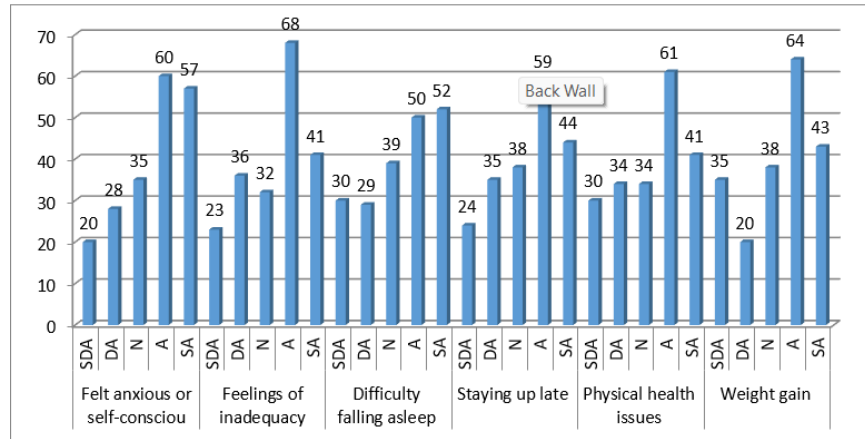
on a five-point Likert scale: Strongly Disagree (SDA), Disagree (DA), Neutral (N), Agree (A), and Strongly Agree (SA). The frequency (f) and percentage of responses are given, along with the total number of participants (N= 200).

Two inquiries evaluate social anxiousness in connection with TikTok usage. In the first question, “Have you ever felt anxious or self-conscious while using TikTok?” 10.0% strongly disagreed (SDA) and 14.0% disagreed (DA) overall, meaning that 24.0% of respondents do not significantly experience anxiety or self-consciousness. Furthermore, a higher percentage of participants report feeling anxious, with 30.0% agreeing (A) and 28.5% strongly agreeing (SA). This means that more than half of the participants (58.5%) feel anxious or self-conscious when using TikTok, while 17.5% adopt a neutral stance. In the second question, “To what extent do you compare yourself to TikTok influencers, leading to feelings of inadequacy?” 18.0% disagree and 11.5% strongly disagree, meaning that 29.5% do not feel inadequate in light of comparisons to influencers. Nonetheless, a sizable percentage of respondents 34.0% agree or strongly agree (20.5%), with 54.5% reporting sentiments of inadequacy. 16.0% of the respondents maintain a neutral position.

Two questions are included to measure how using TikTok affects sleep. In response to the first question, “I have experienced difficulty falling asleep due to TikTok use,” 15.0% of respondents strongly disagree and 14.5% disagree, meaning that 29.5% of participants do not suffer sleep difficulties as a result of TikTok use. However, 26.0% strongly agree and 25.0% agree, meaning that 51.0% of respondents have had trouble going to sleep. A neutral stance is occupied by 19.5%. Similar results are shown by the second question, “Do you find yourself staying up late because of TikTok?” Out of the total answers, 17.5% disagree and 12.0% strongly disagree, implying that 29.5% do not stay up late because of TikTok. In contrast, 51.5% of respondents say they stay up late; 29.5% agree and 22.0% definitely agree. 19.0% of responses are neutral.

Impacts on physical health are evaluated using two questions. Of the respondents, 32.0% did not have any substantial physical health difficulties from TikTok. The first question, “I experience physical health issues (such as eye strain or headaches) due to excessive TikTok use,” showed that 15.0% strongly disagree and 17.0% disagree. Nonetheless, 20.5% strongly agree and 30.5% agree, indicating that 51.0% of respondents have problems with their physical health. 17.0% respond in a neutral manner. “Have you seen any weight gain connected to your TikTok usage?” was the second query shows that 10.0% disagree and 17.5% strongly disagree, meaning that 27.5% of respondents do not believe TikTok is responsible for weight increase. Conversely, 53.5% of respondents reported weight growth; 32.0% agreed, and 21.5% strongly agreed. 19.0% take a neutral position.

Based on data, a significant percentage of TikTok users report having social anxiety, sleep disorders, and physical health problems as a result of using the app. More than 50% of those surveyed specifically mention feeling anxious or self-conscious, having trouble sleeping, and experiencing physical health issues like headaches, eye strain, and weight gain. The results of this study indicate that excessive use of TikTok may have detrimental effects on one's mental and physical health, which calls for more investigation and possible mitigation measures.



To evaluate the correlation among variables i.e. TikTok use, social anxiety, sleeping disorder, physical health, and overall psychological impact, and to test the hypothesis “It is more likely that excessive TikTok usage cause social anxiety, sleeping disorder and physical health problem among young Pakistani females” the statistical test has been run.

The correlation coefficients indicate significant positive relationships between all pairs of variables. Specifically, TikTok use correlates positively with social anxiety ( $r = .729, p < .05$ ), sleeping disorder ( $r = .827, p < .05$ ), physical health ( $r = .799, p < .05$ ), and overall psychological impact ( $r = .821, p < .05$ ). Similarly, social anxiety shows a strong positive correlation with sleeping disorder ( $r = .977, p < .05$ ), physical health ( $r = .981, p < .05$ ), and overall psychological impact ( $r = .995, p < .05$ ). Sleeping disorder is also highly correlated with physical health ( $r = .963, p < .05$ ) and overall psychological impact ( $r = .991, p < .05$ ). Finally, physical health and overall psychological impact are almost perfectly correlated ( $r = .990, p < .05$ ).

The mean values are highest for overall psychological impact ( $M = 20.7150, S.D. = 7.95109$ ) and lowest for TikTok use ( $M = 8.6050, S.D. = 3.97340$ ). These results suggest that increased TikTok use is associated

with higher levels of social anxiety, sleeping disorders, poor physical health, and overall psychological impact.

The assumed hypothesis that excessive TikTok usage among young Pakistani females is likely to induce social anxiety, sleeping disorders, and physical health issues is supported by the considerable positive correlations shown between TikTok use and these conditions. These results point to a robust correlation between poor psychological and physical health outcomes and high TikTok engagement.

## **Discussion**

This study examined the impact of TikTok use on the mental and physical well-being of women in Rawalpindi, Pakistan. The results suggest a link between a variety of physical and mental health conditions and excessive TikTok use. These findings align with research conducted in other regions of Pakistan and highlight the potential harm that TikTok may cause to people's overall health.

This study confirms other research by Amin et al., (2022) and Hafeez and Hussain (2023) that linked heavy TikTok use to bad mental health outcomes. Our findings corroborate those of Khan & Ahmed (2023) and Aslam et al. (2023), who found that anxiety, self-consciousness, and feelings of inadequacy are common among TikTok users. Moreover, cyberbullying has been discovered on the platform, which is in line with the findings of Khan and Ahmed (2023) and Khan and Shah (2023), suggesting that TikTok might play a part in the dissemination of online bullying.

The study examined the connection between working out and utilizing TikTok, confirming the conclusions of Khan and Ali (2022). Our findings suggest that younger women who use TikTok more often can have negative physical impacts that lead to a less active behavior.

The results indicated a link between young women's use of TikTok and higher levels of social anxiety. This is in line with earlier research by Bhatti and Butt (2023), which discovered a connection between increased social anxiety, low self-esteem, and increased TikTok use. Users' feelings of anxiety, inadequacy, and self-consciousness appear to be intensified when they feel pressured to meet the unrealistic lifestyle and beauty ideals that are pushed on TikTok. As a result, this significantly affects feelings of insufficiency.

Consistent with previous research, the present study indicates that TikTok usage may have a significant effect on the social anxiety levels of young women. The platform's focus on appearances, status, and constant comparisons could make people feel more self-conscious and anxious around others. These findings highlight the critical need for digital literacy initiatives and interventions that promote self-acceptance, foster a sense of community online, and give users the resilience they require to navigate the social pressures increased by apps such as TikTok.

The study's findings are in line with previous research's concerns, suggesting that TikTok's impact on young women's social anxiety, sleep disorders, and physical health warrant additional investigation and consideration. Theoretical perspectives, study also support the assumed “cultivation theory” that more use media caused more effects on the users.

### **Conclusion**

An increasing number of studies back up concerns about potential negative effects of TikTok use, particularly for young people in Pakistan. The examined research regularly demonstrates a connection between excessive TikTok use and unfavorable outcomes like trouble sleeping, social anxiousness, and issues with both mental and physical wellness. These findings highlight the urgent need for more research to elucidate the fundamental mechanisms of causality. More importantly, they emphasize how critical it is to develop and implement strategies to

mitigate potential dangers associated with excessive TikTok usage. The study suggests that public awareness campaigns and instructional initiatives targeted at youth and their parents can significantly improve social media use and foster healthy online interactions. The idea that excessive TikTok usage among young Pakistani females is likely to induce social anxiety, sleeping disorders, and physical health issues is supported by the present study's finding of strong positive connections between TikTok use and these conditions. These results point to a vigorous correlation between deprived psychological and physical health consequences and high TikTok usage.

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