

Abstract

The study was conducted to explore the relationship between Social media use, “Self-Objectification” and Mental Health in University students. The sample size of this research comprised of 500 participants (240 males and 260 females) of age 18-25 years. Only undergraduates were included in this research. The research was co-relational in nature. Stratified sampling strategy was used for the recruitment of sample. The tools used in this study to collect the data were “Bergen Social Media Addiction scale” (Andreassen et al. 2012), “Self-Objectification Questionnaire” (Sarah Dahl, 2014) and “Mental Health Inventory MHI-38” (Veit & Ware, 1983). The purpose of this was to see that how the use of “Social Media leads Self-Objectification and Mental health issues” in university students. Data was analyzed by using “Independent sample t-test”, “Pearson Product Correlation” and “Multiple Regression”. The result of the findings showed that there is positive and significant relationship between Social media use, Self-Objectification and Mental Health. The study has implications in the area of Psychology.