

# Social Media Addiction and Its Association With Self-Esteem, Anxiety, ADHD and OCD

20/06/2025

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# **EXCESSIVE GAMBLING: PROMOTING AND PROTECTING HEALTH IN A DIGITALISED WORLD**

**5th International Multidisciplinary Symposium**

**18th - 20th June 2025**

**Caux • Montreux**

I have no financial interests or relationships to disclose regarding the subject matter of this presentation.

# PRESENTATION OUTLINES

- Social Media are addictive by design
- Social Media Addiction (SMA), Self-esteem & Satisfaction with life
- Smartphone addiction, stress and anxiety
- SM and OCSEA
- Future of SM and Mental Health



# ADDICTIVE BY DESIGN

## Social Media

Instagram: 2.4B

YouTube: 2.7B

Facebook: 3B

TikTok: 2B

## Short & Reels

>100 B views/day

## Video Gaming

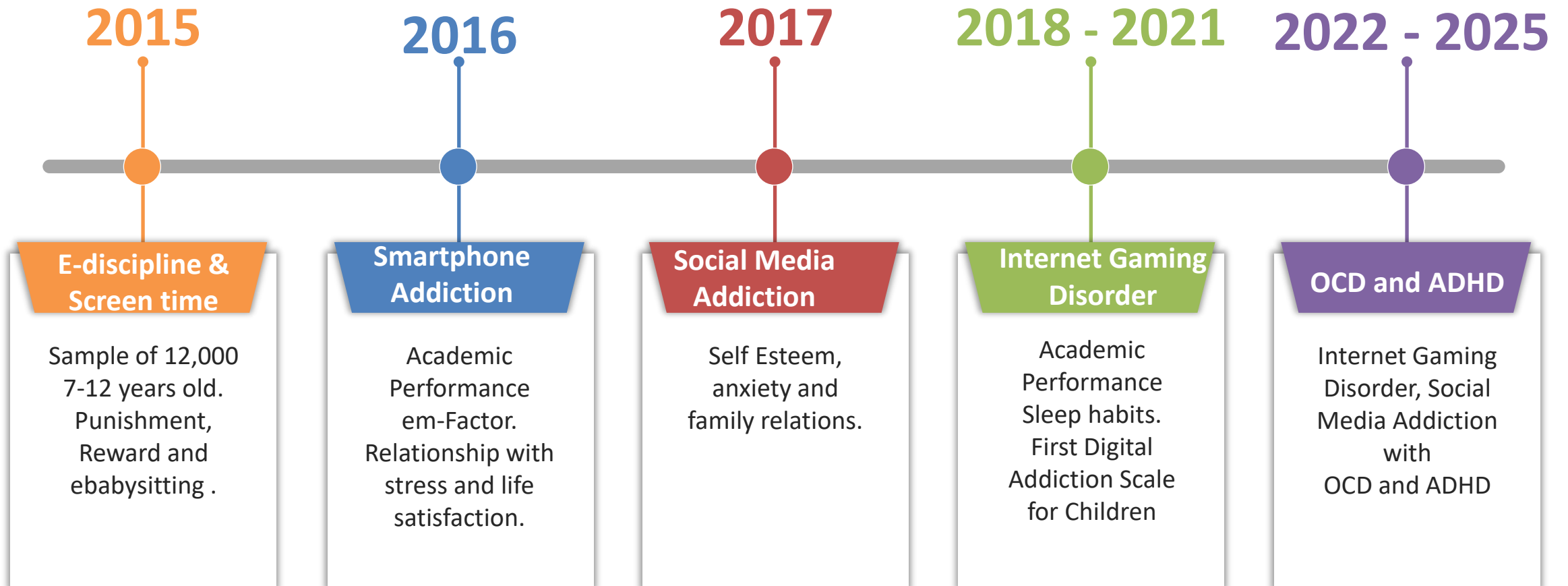
Fortnite, Roblox,  
Minecraft, FIFA, LOL,  
WOW, CS. Call of Duty

## Other

WhatsApp, Pinterest,  
Twitter



# SELECTED RESEARCH PUBLICATIONS



# SMA, SELF ESTEEM & SATISFACTION WITH LIFE - Methodology

## Cross-sectional surveys

The studies utilized cross-sectional surveys to assess media addiction and its association with psychological states among 300+ university students.

## Instruments used for measuring media addiction

- SMAQ (8 items): Adapted from Facebook Intrusion Questionnaire.  
High internal consistency:  
Cronbach's  $\alpha = .87$ .
- Self-Esteem: Rosenberg Scale ( $\alpha = .86$ ).
- Life Satisfaction: SwLS ( $\alpha = .85$ ).



# SMA, SELF ESTEEM & SATISFACTION WITH LIFE - Results

## **Negative correlation between media addiction and self-esteem**

Our findings reveal a significant negative correlation between media addiction and self-esteem. Individuals exhibiting higher levels of SMA reported lower self-esteem.

## **Impact on life satisfaction**

Increased media addiction is associated with lower life satisfaction among university students. This highlights the detrimental effects of excessive media use on overall well-being



# SELF ESTEEM & SATISFACTION WITH LIFE



Figure 1. Conceptual Framework using path analysis.

Self-esteem mediates addiction → life satisfaction.  
Stronger mediation effect in females than males.  
No gender difference in addiction → life satisfaction.



# SELF ESTEEM & SATISFACTION WITH LIFE

## Path Model Fit

- $\chi^2/\text{df} = 2.189$ , RMSEA = .061  
(acceptable fit).
- NFI = .984, CFI = .991, TLI = .973, GFI = .993.
- Model confirmed via SEM using AMOS.

# SELF ESTEEM & SATISFACTION WITH LIFE

- Addiction negatively impacts self-esteem across cultures.
- Self-esteem strongly linked to life satisfaction.
- SMAQ proven valid and reliable for broader research.



# ACADEMIC PERFORMANCE & STRESS

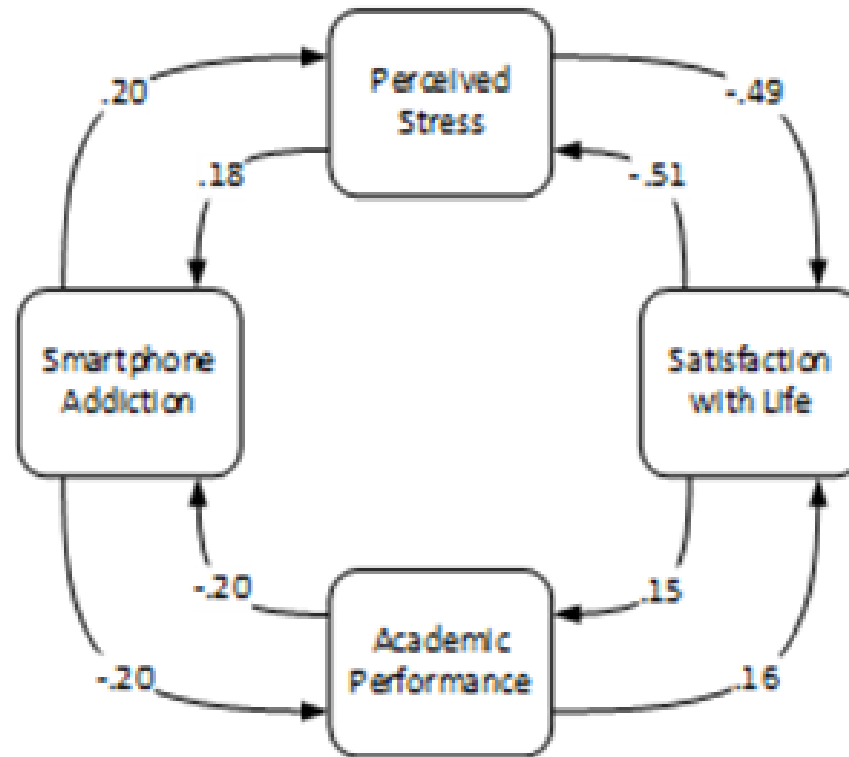
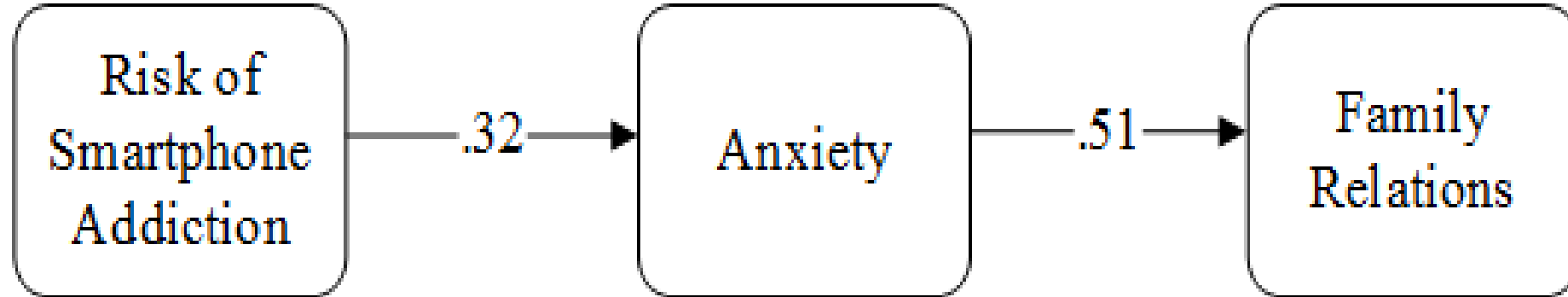


Fig. 1. Conceptual Framework using path analysis.

Samaha, M., & Hawi, N. S. (2016). Relationships among smartphone addiction, stress, academic performance, and satisfaction with life. *Computers in human behavior*, 57, 321-325.

# ANXIETY & FAMILY RELATIONS



# DISTINCTIVE GPA & MULTITASKING

## Em-factor:

The odds ratio for achieving a high GPA by students who multitask in learning contexts.

**Female: 8**

**Male: 19**

- Binary logistic regression
- Less likely to achieve distinctive GPAs.

Hawi, N. S., & Samaha, M. (2016). To excel or not to excel: Strong evidence on the adverse effect of smartphone addiction on academic performance. *Computers & Education*, 98, 81-89



# SMA, ADHD & OCD Methodology

- Cross-sectional online survey of 403 Lebanese students (Mage = 20.11).
- Measures: SMAQ (PSMU), ASRS (ADHD), OCI-R (OCD).
- Used SPSS for analysis; PROCESS macro for mediation/moderation.



# SMA, ADHD & OCD Key Results

- Inattention ADHD was the strongest predictor of PSMU.
- OCD symptoms were significantly associated with inattention ADHD.
- Mediation: Inattention ADHD partially mediated OCD–PSMU link.
- No significant moderation effect by inattention ADHD.



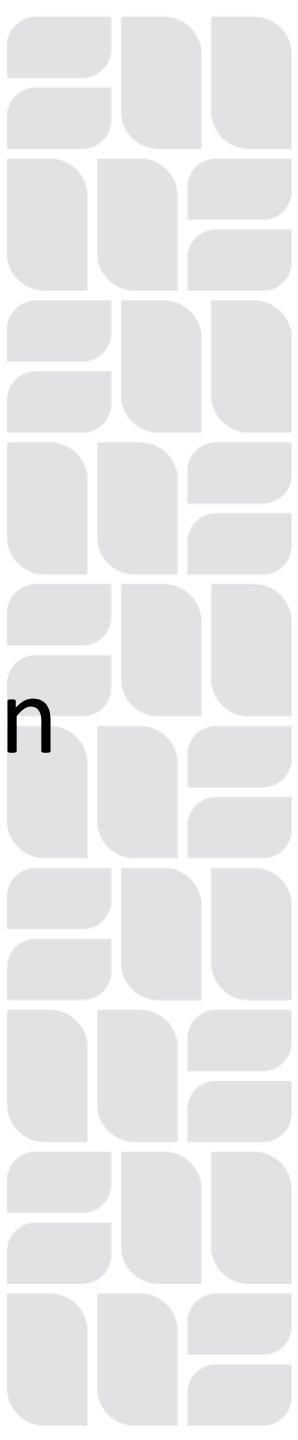
# SMA, ADHD & OCD – Regression Analysis

- Inattention ADHD predicted 35.1% of variance in PSMU.
- Other ADHD subtypes (motor, verbal) not significant predictors.
- Higher inattention → more PSMU.



# SMA, ADHD & OCD – Mediation Analysis

- OCD → Inattention → PSMU: Significant indirect effect.
- Inattention explained 68% of OCD's effect on PSMU.
- Supports mediation hypothesis (H2).



# SMA, ADHD & OCD – Mediation Analysis

- No significant interaction between OCD and inattention ADHD.
- Suggests OCD–PSMU link is consistent across inattention levels.
- H3 not supported.



# SMA, ADHD & OCD – Discussions and Implications

- Inattention is key in linking OCD to PSMU.
- Implications: Address attentional control and compulsivity.
- CBT, mindfulness, and screen-time interventions recommended.



# **Social Media, OCSEA and Mental Health**



# SM, OCSEA and Mental Health



DISRUPTING HARM

[safeonline.global/disrupting-harm/](https://safeonline.global/disrupting-harm/)

## DATA INSIGHT 7



## THE ROLE OF SOCIAL MEDIA IN FACILITATING ONLINE CHILD SEXUAL EXPLOITATION AND ABUSE



### About the *Data Insights* series from *Disrupting Harm*

*Disrupting Harm* is a research project conceived and funded by Safe Online. The project is implemented by ECPAT, INTERPOL and UNICEF and generates national evidence on online child sexual exploitation and abuse. This publication is part of a series of thematic briefs that explores pressing issues emerging from the research and recommends ways for key entities and individuals to improve prevention and response.

### Introduction

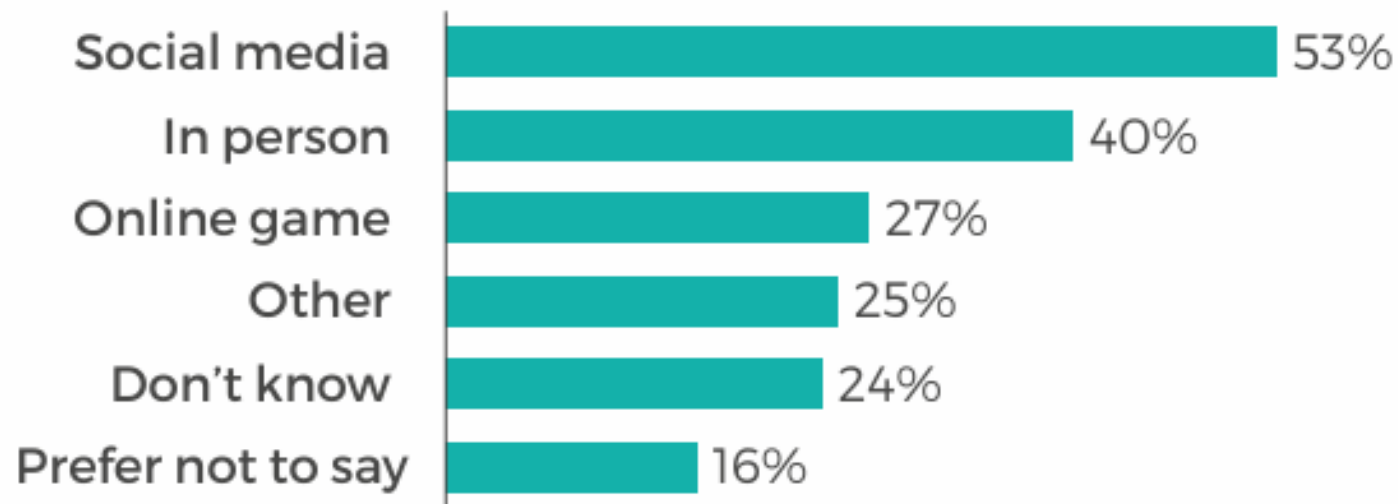
Along with the rapid rise in internet access and use in low- and middle-income countries, the use of social media and instant messaging apps has proliferated among children and adolescents. These apps allow children to socialise and stay in touch with friends, to gain access to information, and to express themselves creatively. However, these same platforms which benefit and are enjoyed by children are also being used to harm them.

Case studies of law enforcement cases conducted in



# SM, OCSEA and Mental Health

**Figure 2:** Proportion of children subjected to online sexual exploitation and abuse in the following ways.



Base: Internet-using children aged 12-17 years who were subjected to online sexual exploitation and abuse in the past year prior to the survey. This was a multiple-choice question, so responses add up to more than 100%.



# SM, OCSEA and Mental Health

## Common Mental Health Issues

Anxiety, depression, eating disorders (esp. bulimia), insomnia, PTSD and borderline personality disorder (long-term)

## Coping & Disclosure Challenges

- Dissociation during or after abuse makes disclosure difficult
- Disclosure can be traumatic, especially with negative reactions
- Delayed disclosure often worsens mental health

## Emotional Effects

- Shame, guilt, self-blame linked to low self-esteem
- Feelings of unworthiness, low confidence, and fear of being exposed
- Shame strongly associated with suicidal thoughts and behavior



# **Future of Social Media, AI and Mental Health**





# SM, AI and Mental Health

**Mark Zuckerberg says don't worry about loneliness epidemic because he can just recreate all your friends in AI**

Meta boss said AI relationships will grow more powerful as 'personalization loop' kicks in

<https://www.independent.co.uk/news/world/americas/zuckerberg-ai-loneliness-chatbot-llama-b2743409.html>



# SM, AI and Mental Health

- Dependency on AI characters?
- Dependency on using Chatbots?
- Detriments effects of AI characters on Mental Health?



**We, as researchers,  
will be facing major  
new challenges  
related to Social  
Media, AI and  
Mental Health**



**THANK YOU**

