

## **Abstract**

With the recent increase in social media usage, there are some studies highlighting the positive impacts emphasizing social media as a novel interaction form, while others have emphasized the negative impacts on peoples' well-being. As a result, there exist contradictory indicators in the literature concerning how social media impacts the well-being of users, pointing to a requirement for additional research that concentrates on the mechanisms by which social media use influences well-being. Thus, this study aims to investigate the impacts of social media use on the well-being of people. The aim was fulfilled through three sub-aims, including determining the social media platform algorithms/design that influences the usage behaviour and well-being of users: finding out the relationship between social media use factors and individuals' well-being and identifying the emotional, physical and psychological effects of social media use on the well-being of individuals. The thesis was a quantitative study that utilized data from a survey collected through social media to address the research questions. To determine how social media use affects people's well-being, the survey data was analyzed through the SPSS program to test the connection between social media use and individuals' well-being, whether the correlation is negative or positive. The findings revealed a positive correlation between social media usage and physical, psychological and emotional well-being. At the same time, the regression analysis suggested that social media usage frequency has a significant but modest association with overall well-being. The study concluded that further research is needed to explore additional predictors and validate the findings with more extensive and diverse samples.