International Journal of Advanced Engineering, Management and Science (IJAEMS)
Peer-Reviewed Journal
ISSN: 2454-1311 | Vol-11, Issue-2; Mar-Apr, 2025
Journal Home Page: https://ijaems.com/
DOI: https://dx.doi.org/10.22161/ijaems.112.8

Sharing for Better or Worse: How Social Media and Online Information Sharing Influence Individual Well-Being

Parvinder Kaur[1], Rahul Dhiman[2]

[1]Assistant Professor- Department of Commerce & Management, SCD Government College, Ludhiana, Punjab, India 141001
Email ID: parvinderkaur945@gmail.com
[2]Assistant Professor- Department of Commerce & Management, SCD Government College, Ludhiana, Punjab, India 141001
Email ID: rahuldhimancontact@gmail.com

Received: 19 Feb 2025; Received in revised form: 18 Mar 2025; Accepted: 23 Mar 2025; Available online: 28 Mar 2025

Abstract *— Social media has significantly influenced how individuals share information, impacting their behavior and well-being. This study examines the impact of determinants of information sharing on social media platforms — Attitude, Intention to Share, Frequency of Sharing, Privacy Risk, and Perceived Control on the well-being of individuals. Data was collected from 116 respondents in the Punjab region using convenience sampling via Google Forms. The study employed Cronbach's Alpha to assess reliability, while correlation and regression analyses were conducted using SPSS to examine relationships between variables. Results indicate that Perceived Control over shared information is the strongest predictor of well-being, whereas other factors influence sharing behavior but do not directly enhance well-being. The findings highlight the importance of user autonomy and privacy controls in promoting a positive digital experience.*

Keywords *— **Social Media, Information Sharing, Well-being, Perceived Control, Privacy Risk.***

I. INTRODUCTION

With the rise of social media networking, human interaction has expanded beyond physical meetings to digital spaces, where individuals connect based on shared interests and hobbies (Field et al., 2012). Social media platforms serve as a rich source of behavioral data, capturing an individual's thoughts, emotions, communication patterns, activities, and social interactions with high temporal granularity. The language and emotional tone of social media posts can reveal negative mental states, such as self-doubt, guilt, helplessness, and low self-worth (Rude et al., 2003).

Social media has also transformed the way people search for and share information, influencing daily decision-making and engagement in community-based discussions (Scanfeld et al., 2010). This shift is particularly evident in the healthcare sector, where individuals increasingly rely on social media to share health-related experiences and seek guidance (Wicks et al., 2010). Despite its potential benefits, research has also highlighted the negative effects of social media use on well-being, particularly when associated with harmful behaviors, privacy concerns, and emotional distress (Dhir et al., 2021).

Previous research has not fully established the antecedents of social media well-being (Mertz et al., 2023). However, studies suggest that attitude, intention to share information, frequency of sharing, privacy risk, and perceived control are key factors influencing information-sharing behavior and its impact on well-being (Dhir et al., 2021; Schuur et al., 2018).

With the increasing integration of social media into daily life, concerns have emerged regarding its impact

on well-being. Social media fatigue, driven by excessive use, online social comparison, and self-disclosure, has been found to negatively affect academic performance and mental health (Malik et al., 2020). Additionally, technostress resulting from overwhelming social media engagement depletes self-control, leading to reduced academic achievement and psychological distress (Whelan et al., 2022). These findings highlight the need for digital well-being strategies and self-regulation measures to mitigate the adverse effects of social media usage.

II. LITERATURE REVIEW

Social media has increasingly become a platform for information sharing, including topics related to health and well-being. Several studies have explored how individuals use social media for informational and wellness purposes, highlighting both the positive and negative impacts.

Field et al. (2012) highlighted how social media has transformed marketing, shifting consumer behavior toward platforms like Facebook, Twitter, and YouTube. Businesses now leverage these networks for targeted marketing, similar to past shifts seen with radio, TV, and newspapers. This evolution emphasizes interactive and user-generated content.

Brooks (2015) found that personal social media use negatively impacts productivity and well-being, leading to reduced enjoyment, increased technostress, and lower work performance. Excessive engagement with digital platforms may harm mental health and professional efficiency.

McGregor (2016) introduced a pluralistic perspective on well-being, arguing that no single approach can fully capture the complexity of well-being analysis. The study suggests that a multifaceted approach, integrating social, psychological, and economic factors, is essential to understanding how well-being is shaped in digital environments.

Schuur et al. (2018) studied social media stress and sleep issues in adolescents, finding that stress, more than usage, causes delayed sleep and daytime tiredness, especially in girls. They suggest focusing on stress management and responsible use to reduce negative effects.

Dhir et al., (2021) examined the negative effects of excessive social media use, including compulsive behavior, stalking, and poor sleep, which harm well-being. They found that social media stalking and self-disclosure contribute to sleep disturbances and mental exhaustion, emphasizing the need for more research on its psychological impact.

Mertz et al., (2023) introduced social media wellness, highlighting its impact on mental health, stress, and self-esteem. They noted growing awareness of mindful social media use, with businesses promoting digital detox campaigns. The study calls for further research on balancing engagement and well-being.

Collectively, these studies demonstrate the growing significance of social media in shaping information-sharing behaviors and well-being outcomes. While social media provides opportunities for engagement, information access, and marketing innovation, it also presents challenges such as technostress, reduced productivity, and potential negative psychological effects. Understanding the determinants of information sharing and their impact on well-being is crucial for both academic research and practical applications, particularly in an era where digital interactions continue to expand across all aspects of life.

OBJECTIVE:

The objective of the study is to fill the gap mentioned by Chu et al., 2023 by ascertaining the influence of information-sharing determinants on individual well-being, namely attitude, intention to share, frequency of sharing, privacy risk, and perceived control over information.

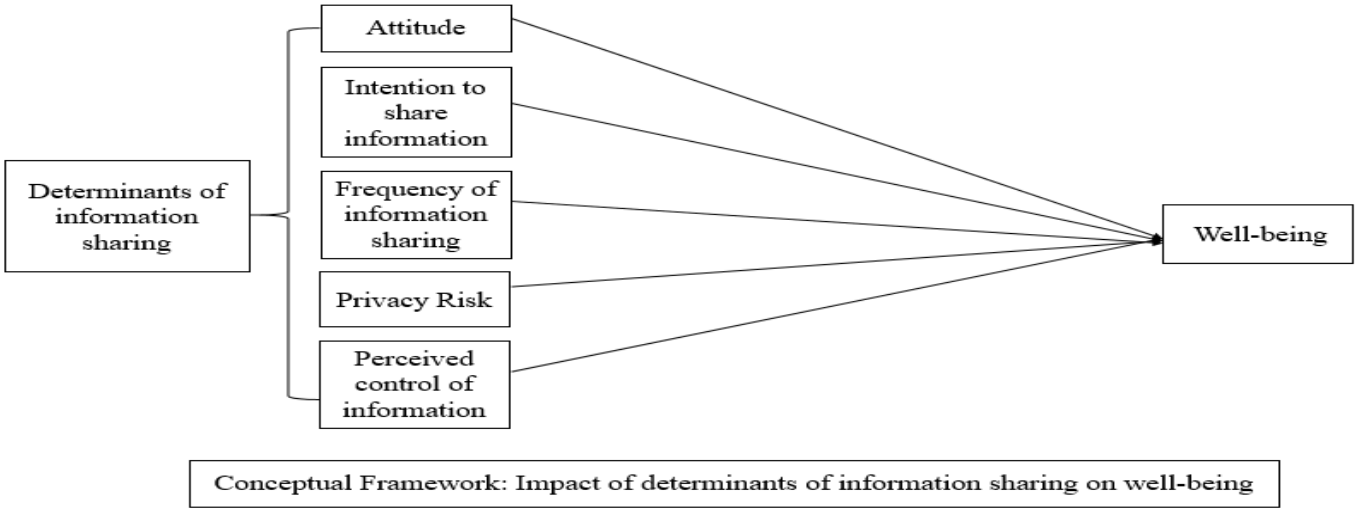

Fig. 1.1: The Proposed Conceptual Model

The study formulates the following hypotheses to achieve its objectives:

H1: There is positive and significant impact of attitude on well-being of individuals.

H2: There is positive and significant impact of intention to share information on well-being of individuals.

H3: There is positive and significant impact of frequency of information sharing on well-being of individuals.

H4: There is positive and significant impact of privacy risk on well-being of individuals.

H5: There is positive and significant impact of perceived control of information on well-being of individuals.

Note: At 5% level of significance

III. RESEARCH METHODOLOGY

Population & Sample size: The Punjab region served as the site for the individuals surveyed in this study. The Google Forms survey, on a five-point Likert scale, collected 116 responses. The participants comprised social media users from diverse age groups and educational levels.

Sampling Technique: Participants in the Punjab region were chosen by convenience sampling.

Table- 1.1: Specification of variables

Independent Variable	Dependent Variable
Attitude	Well-being
Intention to share information	
Frequency of information sharing	
Privacy risk	
Perceived control of information	

Instrument: For measuring attitude (Fishbein, 1963), intention to share information (Venkatesh et al., 2012), frequency of information sharing (Chai et al., 2011; Davenport et al., 2000; Hsu et al., 2007), privacy risk (Pavlou et al., 2007; Yin and Cheng, 2011), perceived control of information (Krasnova et al., 2010; Hajli & Lin, 2014) and well-being (Topp et al., 2015) the Likert scale was used and included five points: 1 for strongly disagree, 2 for disagree, 3 for neutral, 4 for agree, and 5 for strongly agree. There were two sections to the questionnaire. Part I includes questions related to demographic information, such as questions about gender, age and educational qualification. Part II encompasses questions pertaining to attitude, intention to share information, frequency of information sharing, privacy risk, perceived control of information and well-being.

Data Analysis Technique: SPSS (Statistical Package for Social Sciences) was used to examine the data. The coded data was entered into SPSS for result analysis after data collection. Cronbach's alpha was used to evaluate the reliability of the scale, and correlation and multiple regression analyses were then used to examine the associations between the variables.

Ethical Considerations: All participants granted informed consent prior to engaging in the survey and the confidentiality of their data was preserved while anonymity was guaranteed in the presentation of the results.

IV. DATA ANALYSIS & INTERPRETATION

Demographics:

Table 1.2: Respondents' demographic characteristics

Gender	No. of Respondents	Percentage of Respondents
Male	115	99.1
Female	1	0.9
Age (In years)	**No. of Respondents**	**Percentage of Respondents**
Under 18	6	5.2
18-24	106	91.4
25-34	4	3.4
Education Level	**No. of Respondents**	**Percentage of Respondents**
12th	36	31
Under graduation	75	64.7
Graduation	2	1.7
Post-graduation	3	2.6

Reliability Test:

Cronbach's alpha is used in this study to determine the measuring scale's reliability.

Table 1.3: Coefficient of Cronbach's alpha

Cronbach's Alpha	Number of Items
.940	20

According to the above table, the scale is reliable because its Cronbach's alpha coefficient value is more than 0.6.

Correlation Analysis:

Table 1.4: Correlation Analysis Results between the variables

	A	I	F	PR	PC	W
A	1	.596	.554	.552	.402	.452
I	.596	1	.595	.356	.463	.444
F	.554	.595	1	.468	.568	.532
PR	.552	.356	.468	1	.394	.380
PC	.402	.463	.568	.394	1	.556
W	.452	.444	.532	.380	.556	1

Note: Correlation is significant at the 0.05 level (2-tailed)

The results indicate that all independent variables have a significant positive correlation with well-being, suggesting that higher levels of attitude, intention to share, frequency of sharing, perceived control, and privacy risk awareness are associated with better well-being. Among these, Perceived Control (PC) shows the strongest correlation with well-being, implying that users who feel more in control of their shared information experience higher levels of well-being.

The Frequency of Information Sharing (F) and Attitude (A) also exhibit moderately strong correlations, indicating that individuals who frequently share information and have a positive outlook toward information sharing tend to experience better well-being. However, Privacy Risk (PR) has the weakest correlation with well-being, suggesting that while privacy concerns are present, they do not strongly influence the overall well-being of social media users.

Regression Analysis:

Table 1.5: Model Summary

R	R Square	Adjusted R Square	Std. Error of the Estimate
.637	.405	.378	.74025

The R value (0.637) suggests a moderate to strong correlation between the predictors and well-being. The R^2 value (0.405) means that 40.5% of the variation in well-being is explained by these factors, while the remaining 59.5% is influenced by other factors not included in the model. The Adjusted R^2 (0.378) is slightly lower, indicating that some predictors may contribute less significantly when generalized to a larger population. The Standard Error of the Estimate (0.74025) shows the average deviation of predicted well-being from actual values.

Table 1.6: ANOVA

	Sum of Squares	df	Mean Square	F	p- value
Regression	41.085	5	8.217	14.995	.000[b]
Residual	60.277	110	.548		
Total	101.361	115			

The results in this table confirm that the regression model significantly predicts well-being (F = 14.995, p = .000). The model explains a portion of the total variance, while some remain unexplained. The large F-value and small p-value indicate that the independent variables collectively have a meaningful impact on well-being.

Table 1.7: Summary of Regression Analysis Results

Hypothesis	Regression Weights	B	t	p-value	Hypothesis
H1	A→W	.135	1.287	.201	No
H2	I→W	.072	.707	.481	No
H3	F→W	.199	1.884	.062	No
H4	PR→W	.055	.602	.549	No
H5	PC→W	.334	3.630	.000	Yes

Note: At 5% level of significance

The regression results show that only perceived control (PC) significantly impacts well-being, supporting H5, while attitude (A), intention (I), frequency of sharing (F), and privacy risk (PR) do not, leading to the rejection of H1, H2, H3, and H4. The B value indicates the strength and direction of the relationship, with PC (.334) having the strongest effect. The t-values measure the strength of influence, with PC (3.630) being the only significant predictor. The p-value confirms statistical significance, where only PC (p = .000) is below .05, making it the sole significant factor. This suggests that users who feel more control over their shared information experience better well-being, while other factors do not show a meaningful direct impact.

V. FINDINGS

The study reveals that perceived control over shared information is the strongest predictor of well-being, indicating that users who feel more control over their data experience higher well-being. While attitude, intention to share, frequency of sharing, and privacy risk show positive correlations with well-being, they do not significantly predict it in the regression analysis. The model explains 40.5% of the variance in well-being, suggesting that other factors beyond information sharing also influence well-being. These findings highlight the importance of privacy control measures in enhancing the well-being of social media users.

VI. CONCLUSION

This study highlights the role of information sharing in influencing social media users' well-being, with perceived control emerging as the most significant predictor. While attitude, intention to share, frequency of sharing, and privacy risk are positively associated with well-being, they do not directly impact it. The findings suggest that users who feel greater control over their shared information experience better psychological well-being. The study emphasizes the need for stronger privacy measures and user empowerment on social media platforms.

VII. LIMITATIONS & FUTURE RESEARCH

This study is limited by its small sample size of 116 respondents and the use of convenience sampling in the Punjab region, which may restrict the generalizability of the findings to a broader population. Additionally, the study focuses only on selected determinants of information sharing, while other psychological and behavioral factors may also influence well-being. Future research should consider a larger and more diverse samples, adopt random or stratified sampling techniques, and explore longitudinal data to understand the long-term impact of information sharing on well-being. Expanding the study across different cultural and demographic groups can also provide deeper insights into the relationship between social media behavior and well-being.

REFERENCES

[1] Brooks, S. (2015). Does personal social media usage affect efficiency and well-being? *Computers in Human Behavior*, *46*, 26–37. https://doi.org/10.1016/j.chb.2014.12.053

[2] Chai, S., Das, S., & Rao, H. R. (2011). Factors affecting bloggers' knowledge sharing: An investigation across gender. Journal of Management Information Systems, 28, 309–342.

[3] Chu, T. H., Sun, M., & Crystal Jiang, L. (2023). Self-disclosure in social media and psychological well-being: A meta-analysis. *Journal of Social and Personal Relationships*, *40*(2), 576–599. https://doi.org/10.1177/02654075221119429

[4] Davenport, T. H., & Pruzak, L. (2000). Working knowledge: How organizations manage what they know. New York: Harvard Business Press.

[5] Dhir, A., Talwar, S., Kaur, P., Budhiraja, S., & Islam, N. (2021). The dark side of social media: Stalking, online self-disclosure and problematic sleep. *International Journal of Consumer Studies*, *45*(6), 1373–1391. https://doi.org/10.1111/ijcs.12659

[6] Field, J. A., Elbert, D. J., & Moser, S. B. (2012). The Use Of Social Media In Building Interest In Wellness On A College Campus. In *American Journal Of Business Education* (Vol. 5, Issue 5). http://www.cluteinstitute.com/

[7] Fishbein, M. (1963). An investigation of the relationship between beliefs about an object and the attitude toward that object. Human relations, 16, 233–240.

[8] Hajli, N., & Lin, X. (2016). Exploring the Security of Information Sharing on Social Networking Sites: The Role of Perceived Control of Information. *Journal of Business Ethics*, *133*(1), 111–123. https://doi.org/10.1007/s10551-014-2346-x

[9] Hsu, M.-H., Ju, T. L., Yen, C.-H., & Chang, C.-M. (2007). Knowledge sharing behavior in virtual communities: The relationship between trust, self-efficacy, and outcome expectations. International Journal of Human-Computer Studies, 65, 153–169.

[10] Krasnova, H., Spiekermann, S., Koroleva, K., & Hildebrand, T. (2010). Online social networks: Why we disclose. Journal of Information Technology, 25, 109–125.

[11] Malik, A., Dhir, A., Kaur, P., & Johri, A. (2021). Correlates of social media fatigue and academic performance decrement: A large cross-sectional study. *Information Technology and People*, *34*(2), 557–580. https://doi.org/10.1108/ITP-06-2019-0289

[12] McGregor, J. A., & Pouw, N. (2017). Towards an economics of well-being. *Cambridge Journal of Economics*, *41*(4), 1123–1142. https://doi.org/10.1093/cje/bew044

[13] Mertz, B. A., Hass, A., Anderson, K. C., Kaskela, T., & Zmich, L. J. (2024). #SocialMediaWellness: Exploring a research agenda and conceptualization for healthy social media consumption. *Journal of Consumer Behaviour*, *23*(2), 321–335. https://doi.org/10.1002/cb.2179

[14] Pavlou, P. A., Liang, H., & Xue, Y. (2007). Understanding and mitigating uncertainty in online exchange relationships: A principal-agent perspective. MIS Quarterly, 31, 105–136.

[15] Rude, S. S., Valdez, C. R., Odom, S., & Ebrahimi, A. (2003). Negative cognitive biases predict subsequent depression. In *Cognitive Therapy and Research* (Vol. 27, Issue 4, pp. 415–429). https://doi.org/10.1023/A:1025472413805

[16] Scanfeld, D., Scanfeld, V., & Larson, E. L. (2010). Dissemination of health information through social networks: Twitter and antibiotics. *American Journal of Infection Control*, *38*(3), 182–188. https://doi.org/10.1016/j.ajic.2009.11.004

[17] Topp, C. W., Østergaard, S. D., Søndergaard, S., & Bech, P. (2015). The WHO-5 well-being index: A systematic review of the literature. *Psychotherapy and Psychosomatics*, *84*(3), 167–176. https://doi.org/10.1159/000376585

[18] Van der Schuur, W. A., Baumgartner, S. E., & Sumter, S. R. (2019). Social Media Use, Social Media Stress, and Sleep: Examining Cross-Sectional and Longitudinal Relationships in Adolescents. *Health Communication*, *34*(5), 552–559. https://doi.org/10.1080/10410236.2017.1422101

[19] Venkatesh, V., Thong, J., & Xu, X. (2012). Consumer acceptance and use of information technology: Extending the unified theory of acceptance and use of

technology. MIS Quarterly, 36, 157–178.

[20] Whelan, E., Golden, W., & Tarafdar, M. (2022). How technostress and self-control of social networking sites affect academic achievement and wellbeing. *Internet Research*, *32*(7), 280–306. https://doi.org/10.1108/INTR-06-2021-0394

[21] Wicks, P., Massagli, M., Frost, J., Brownstein, C., Okun, S., Vaughan, T., Bradley, R., & Heywood, J. (2010). Sharing health data for better outcomes on patients like me. *Journal of Medical Internet Research*, *12*(2). https://doi.org/10.2196/jmir.1549

[22] Yin, G., & Cheng, X. (2011). & ZHU, L. A Theoretical Model and Empirical Study of the Chinese Context: Understanding continuance usage of social networking services.