

SCROLLAHOLIC, DIGITAL WELL-BEING AND ONLINE USERS' BEHAVIOUR: A STUDY OF FACEBOOK USAGE TRENDS AMONG MYANMAR USERS*

Hsu Thiri Zaw¹

Abstract

This study focuses on the influence of Facebook use on digital well-being and online users' behavior, with an emphasis on the phenomena of "scrollaholic" concepts. The data is collected from 200 participants, by measuring how frequent and extended Facebook activity affects users' emotional states and interactions. According to the findings, a large proportion of Facebook users suffer from worry, stress, and social isolation as a result of their extended activities on social media. Many participants express making unpleasant postings or comments when they are disturbed, resulting in greater online conflict and emotional load. The research aims to reflect that "scrollaholic" habits, defined as excessive and obsessive scrolling, influence on the users' digital well-being and online behaviour by utilizing in-depth interview with participants. Despite some users finding momentary time off through online venting, the overall impact on digital well-being is mainly negative, causing emotions of stress and concerns. The research also points out the need for mindful social media practices and offers recommendations for enhancing digital well-being, including raising awareness, encouraging mindful usage, improving emotional support resources, promoting positive interactions, and monitoring online users' behavior. These insights aim to support a healthier digital environment among the users in Myanmar.

Keywords: social media, Facebook, online behaviour, digital well-being, social media addiction.

Introduction

In the digital era, social networking channels have grown into an integral part of people's everyday lives throughout the world. Among these platforms, Facebook stands out, particularly in Myanmar, where it is extensively utilized as a key source of information, communication, and entertainment. With millions of active users, Facebook has altered not just how people communicate, but also how they receive media and information (Roberts & David, 2020).

The word "Scrollaholic" refers to the obsessive behavior of continually scrolling through social media feeds, frequently at the negativity of other critical tasks. This practice, while frequent, can have major consequences for psychological well-being and efficiency, resulting in feelings of worry, sadness, and social isolation. In Myanmar, Facebook is more than a social media platform; it is frequently referred to as "the internet" itself. Many individuals in the nation use Facebook for news, entertainment, and even commercial transactions (Andreassen, Pallesen, & Griffiths, 2017).

In today's digitally linked society, social media platforms such as Facebook play an important part in daily life. In Myanmar, Facebook has developed as a prominent platform, with millions of users engaged in its diverse functions ranging from networking to news consumption. However, as social media use grows, worries regarding the impact on users' mental health and social behavior have emerged. This research focuses on three interconnected phenomena: scrollaholic behavior, digital well-being, and online user behavior, specifically in the setting of Myanmar.

*Special Award(2024)

¹ Department of Journalism, National Management Degree College.

The study aims to fill a knowledge gap about how Facebook usage in Myanmar contributes to scrollaholic behavior patterns and how it affects users' digital well-being and online behaviors. While many studies around the world have looked at the larger effects of social media on its users, there has been little study focused on Myanmar, where Facebook serves as a crucial center for both communication and information exchange in Myanmar's society. Analyzing these situations in Myanmar highlights important information on how cultural and regional settings impact digital communications and their effects on emotional well-being. By reflecting the nature of Facebook usage patterns in Myanmar, this study highlight a wider conversation about improving healthy digital habits, enhancing digital well-being, and promoting good online users' behaviors.

Literature Review

The usage of social media has increased dramatically over the last decade, changing the way people connect, communicate, and exchange information. For billions of individuals throughout the world, platforms such as Facebook, Instagram, Twitter, and TikTok have become indispensable. However, with the increase in social media use, worries of addiction have arisen. Researchers have been investigating the consequences of social media use on online behavior, digital well-being, and daily functioning in order to better understand how social media might lead to addictive behaviors (Chou & Edge, 2012).

Social Media Usage and Addiction

Social media platforms were developed to facilitate communication and interaction. They make the users to exchange material, communicate with others, and remain current events happening on world. According to Statista (2023), more than 4.7 billion people use social media worldwide. Many individuals use these platforms to communicate with family and friends, read news, and participate in online communities (Statista, 2023).

Social media usage varies by age and area, although young people are the most active users. This continual availability to social media has altered how individuals connect, making online communication as crucial as in-person encounters (Kaplan & Haenlein , 2022). Social media addiction is a type of digital dependency characterized by excessive worry about social media, a strong want to be online, and an unwillingness to limit usage despite the negative repercussions (Griffiths , 2005).

Excessive social media use might have various negative impacts on the users. One of the primary concerns is the effect on mental health. Several studies have found a clear link between social media addiction and mental health problems such anxiety, despair, and poor self-esteem. Individuals who are obsessed with social media are more likely to suffer from sadness and anxiety than those who use it moderately (Andreassen, Pallesen, & Griffiths, 2017).

People who overuse social media sometimes struggle to focus on activities, resulting in lower productivity at work or school. Individuals who spend too much time on social media are more likely to have issues with time management and tardiness (Przybylski & Weathers , 2017). While social media is intended to improve communication, excessive use can have the opposite impact (Roberts & David, 2020). Digital detoxing is a successful strategy in which people take a break from social media for a predetermined length of time. Reducing time spent on social media can enhance mental health and well-being (Vanden Abeele , 2020).

Facebook Trends and its Influence in the world and Myanmar

Since its establishment in 2004, Facebook has grown into the world's largest social networking site, with over 2.9 billion monthly active members as of 2023. According to Statista (2022), Facebook is the most popular social media network, with more than 65% of internet users globally having an account. The bulk of users are from underdeveloped nations, where the platform acts as the principal gateway to the internet (Statista, 2023). According to studies, approximately 98% of Facebook users access the network using cellphones. In developing countries such as Southeast Asia and Africa, mobile-first usage has enabled Facebook to become associated with internet access (Hossain & Sultana, 2020).

Globally, Facebook has grown as an important tool for corporate promotion. It's used for advertising, consumer involvement, and e-commerce. Facebook's advertising income makes up a significant chunk of its revenues, as businesses increasingly use tailored ads to reach specific audiences. The platform's technologies ensure that information is matched to user preferences, providing a more customized user experience (Hinduja & Patchin, 2019).

In Myanmar, Facebook plays an important role in both social and political life. Since the increasing availability of mobile internet in the early 2010s, the platform has become the primary online area for millions of Myanmar residents. According to data, many people in Myanmar associate Facebook with the internet. More than 90% of Myanmar's internet users use Facebook on a regular basis, for everything from news consumption to communication and pleasure (Tun & Zaw, 2018).

Kim (2020) discovered that a large section of the population uses Facebook as their primary source of news, bypassing established media channels. The term "Facebook internet" has become a common idiom in Myanmar, demonstrating how deeply embedded the site is into daily life. Its prevalence may be linked to a variety of causes, including a lack of diversity in the media environment, limited digital literacy, and the platform's accessibility via low-cost mobile data plans (Kim, 2020).

In Myanmar, Facebook's popularity has transformed how people access the internet, interact socially, and engage in politics, but it has also worsened social tensions and prompted worries about digital well-being. Moving forward, a careful analysis of Facebook's effect, particularly in emerging economies such as Myanmar, is required to grasp its dual function as both a facilitator of advancement and a potential cause of harm (Lee, 2021).

Digital Well-being and Online Behaviour among the Social Media Users

As worldwide social media use grows, digital well-being has emerged as a significant concern. With billions of people consuming longer online, particularly on platforms such as Facebook, Instagram, and Twitter, knowing the link between digital habits and well-being is critical. The term "digital well-being" refers to how using technology and social media affects a person's mental, emotional, and physical health. Digital well-being is being aware of how social media use influences everyday living, emotional stability, and general happiness (Vanden Abeele, 2020).

Excessive social media usage might have a negative impact on well-being. Anxiety, sadness, and social isolation are all possible consequences of excessive usage. These issues frequently occur because social media platforms encourage ongoing participation, which disrupts sleep

habits, reduces face-to-face contacts, and heightens feelings of inadequacy when users compare themselves to others online (Walsh, Fielder, Carey, & Carey, 2018).

Social media's influence on digital well-being is not always beneficial. People prefer to communicate just the highlights of their lives, which results in a false reality. This often results in feelings of inferiority and low confidence in users who believe their lives do not measure up (Chou & Edge, 2012). Another concern is cyberbullying, which has become increasingly frequent since the development of social media. Victims of online harassment frequently feel increased anxiety and sadness, which contributes to a reduction in their overall digital well-being (Hinduja & Patchin, 2019).

Many social media users suffer from obsessive behaviours, such as often checking their accounts, which interfere with other parts of their lives. Social media addiction is associated with low self-esteem, poor sleep quality, and trouble concentrating on key activities (Andreassen, Pallesen, & Griffiths, 2017). Social media users schedule regular digital detoxes, where they take breaks from social media to reconnect with the offline world and reduce the pressure to be constantly online (Roberts & David, 2020). Furthermore, several social media companies are developing tools to assist users regulate their digital well-being (Steers, 2019). Digital well-being and online activities are significantly linked. As social media continues to be an important part in people's lives, encouraging attentive and balanced use is critical to maintaining healthy digital well-being (Ryan, Chester, J, & Xenos, 2014).

Research Methodology

The study focuses on the use of Facebook among Myanmar people and digital well-being and online behaviour of social media users in their daily lives. The main objective of the research is to explore the concept of "Scrollaholic" behavior among Facebook users in Myanmar and examine its influence on their emotional well-being and also provide recommendations for healthier social media usage habits. Therefore, the study figures the research question; **“How does excessive Facebook usage impact the digital well-being and online behavior of users in Myanmar?”**

To fulfill the research objective, this study takes mainly quantitative research method to measure the users' Facebook usage patterns. Survey questionnaires were issued to 200 Facebook users in Yangon as there are some limitations in collecting data from other regions such as internet penetration rate and digital literacy. Moreover, the research goes for open-ended and in-depth interviews to understand more detailed about the users' experiences and those were transcribed for analysis and show as quotations for clear interpretation. For in-depth interviews with 15 participants, the research mainly highlights about the relation between the social media usage and their emotional well-being and its impact on their online behaviour.

Findings and Analysis

The study focuses on the use of social media especially Facebook among Myanmar people and its impact on digital well-being and online behaviour in their daily activities and social media consumption practices. The data is mainly collected from 200 respondents who are residing in different townships of Yangon Region as the sample of Facebook users in Myanmar because

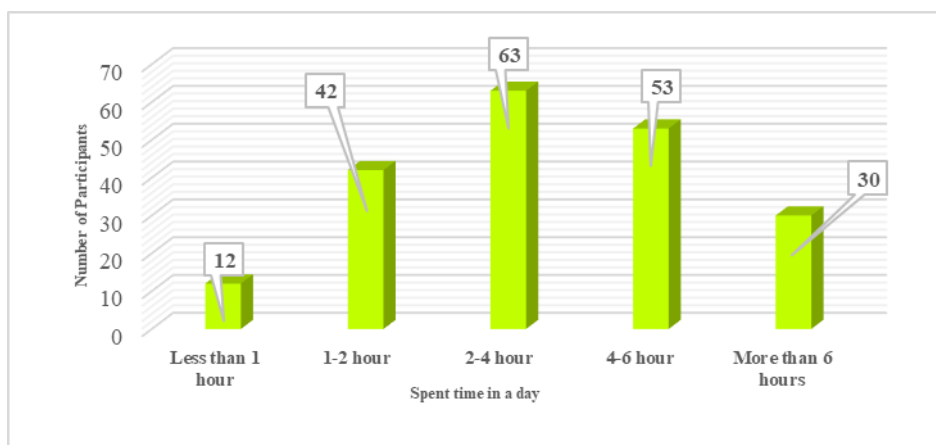
Yangon has the most internet penetration and digital literacy rate in Myanmar. The research had 200 participants, with 95 men (47.5%) and 105 women (52.5%), indicating a well-balanced gender distribution. While females make up the small majority of participants, the roughly equal participation of both genders guarantees that the data give a comprehensive view of Facebook trends in Myanmar.

The age distribution of the 200 participants in the survey indicates that the majority are between the ages of 18 and 24, with 80 (40%), followed by 40 (20%) aged 35 to 44 years. The 25-35 and 45-54 age categories each have 30 members (15%), while the 55 and above category has 20 people (10%). This distribution demonstrates that Facebook usage and digital well-being issues are more common among younger persons, particularly those aged 18-24, who make up the majority of the sample.

For educational background, the participants reveals that 110 (55%) are students, followed by 40 employed people (20%), another 40 self-employed (20%), and 10 retired participants (5%). The presence of students in the sample shows that younger, academically engaged individuals are more involved in Facebook use, which corresponds to the high representation of the 18-24 age group. The large number of employed and self-employed people suggests a larger interest in social media trends among different working-age groups.

Following the demographic information, the study analyzes the time spent on the Facebook among the social media users in Myanmar. The data show that 158 participants (79%) use Facebook multiple times every day, demonstrating a high reliance on the network for regular involvement. Furthermore, 20 people (10%) use Facebook once a day, while 22 users (11%) visit it multiple times each week. The vast majority of users who engage several times each day indicate that Facebook plays an important part in their daily routines. The lower proportion of less regular users implies that while some individuals retain more moderate usage of the site, the overall tendency swings towards habitual and frequent.

Figure 1 shows that people spend various amounts of time on Facebook, with 12 participants (6%) spending less than an hour per day and 42 participants (21%) spending 1-2 hours. A large majority of 63 participants (31.5%) use Facebook for 2-4 hours daily, followed closely by 53 participants (26.5%) who participate for 4-6 hours, and 30 participants (15%) who use the network for more than 6 hours every day. The higher usage times, particularly among a large group of participants spending more than 4 hours, raise potential concerns about the platform's impact on digital well-being, possibly leading to increased exposure to negative online behavior, social comparison, or information overload.



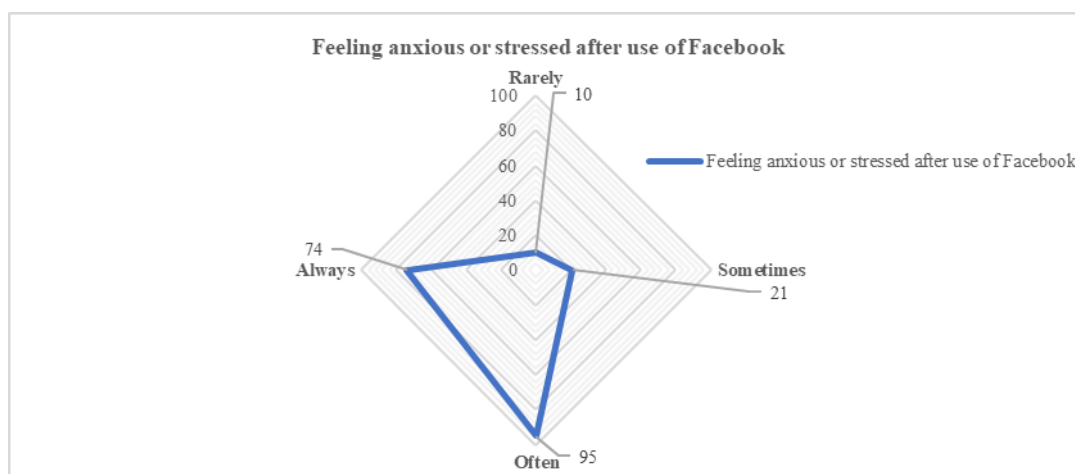
Source: Survey (2024)

Figure 1: Daily spent time on Facebook by participants

Following the Facebook usage data of the participants, the study analyzes the intake of social media among the users in their daily lives and its impact on their scrollaholic habits, digital well-being and online behaviour according to three factors. The first one is the analysis on negative impacts of Facebook usage that the users practically suffering, the second one is analysis on impact of digital well-being on social media users' online behaviour and the last one is the analysis on digital well-being and content interaction on social media.

Analysis on negative impacts of Facebook usage among the social media users practically

This part mainly measures how much the social media users experience the negative impacts of Facebook usage in their daily lives. According to the data on participants' experiences with anxiety and stress as a result of Facebook use shown in Figure 2, 10 persons (5%) seldom feel worried or stressed, whereas 21 participants (10.5%) do so on occasion. A considerable number of people, 95 (47.5%), report feeling nervous or stressed frequently, while 74 (37%) say they constantly feel like that. The high number of respondents who experience worry or stress on a regular or consistent basis implies that Facebook has a significant detrimental influence on users' emotional health. The significant percentage of people expressing regular or continual worry suggests that Facebook usage is a key contributor in their average stress levels.



Source: Survey (2024)

Figure 2: Frequency of feeling anxious or stressed due to the use of Facebook

Moreover, out of 200 participants, 23 participants (11.5%) believe that Facebook never distracts them from critical jobs or duties, whilst 55 participants (27.5%) report that such diversions occur only seldom. A significant 86 participants (43%) admit that Facebook occasionally distracts them from their tasks, while 36 participants (18%) believe that the network frequently causes such diversions. A large majority of respondents, particularly those who face interruptions on a regular basis, are harmed by Facebook's ability to disrupt their attention on vital work.

Measuring about experiencing negative feelings after seeing posts on Facebook, 55 people (27.5%) have never felt unpleasant emotions like jealousy, despair, or annoyance after perusing Facebook posts. There are 78 people (39%) who report having these sensations seldom, whereas 67 (33.5%) have them occasionally. The majority of respondents report experiencing unfavorable emotional responses to Facebook posts on occasion, either seldom or occasionally. This suggests that, while not all users are impacted, a sizable proportion of people feel unpleasant emotions in response to the information they encounter on the site.

Concerning feeling socially isolated as a result of spending too much time on Facebook, 11 participants (5.5%) never feel socially isolated as a result of their Facebook use, but 23 people (11.5%) do so on occasion. A considerable 71 (35.5%) of individuals report feeling socially isolated at times, with 95 (47.5%) experiencing this sensation frequently. The significant proportion of individuals who regularly feel social isolation highlights the possible harmful impact of heavy social media use on in-person social ties and well-being.

By doing in-depth analysis from interviews, the participants mention that they keep using Facebook regardless of negative impacts for many reasons.

“I cannot stop using Facebook though I know there are so many bad impacts. I can communicate with my friends and family members, and I can also watch funny videos there. It is for entertainment.”

(Female participant, Age: 24)

“Facebook has also positive impact on my social media intake. Although I try to take a break from Facebook often, I cannot stop using social media especially Facebook.”

(Female participant, Age: 33)

“Too much news and information on Facebook make me feel confused usually. So, lately, I just use Facebook for online shopping and entertainment programs.”

(Female participant, Age: 26)

“I notice that I have become social media addict because I always check Facebook immediately after receiving a notification there.”

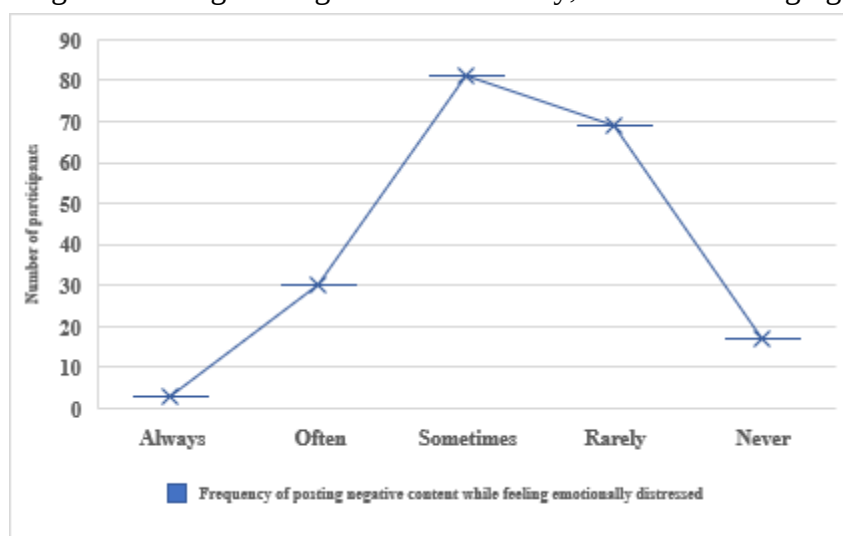
(Male participant, Age: 20)

While the study analyzes the social media users' Facebook usage and digital well-being, most participants mention about they cannot resist taking break from Facebook although they feel stressed and tired after using Facebook for an extended period of time as Facebook is the most popular social media apps in Myanmar. Coping the strategies to reduce Facebook screen time, most participants expressed that they know some but they just cannot do it simply.

Analysis on impact of digital well-being on social media users' online behaviour

The part explores the connection between digital well-being and online behavior among Facebook users in Myanmar. Specifically, it examines how feelings of stress, anxiety, or emotional overwhelm influence behaviors such as posting negative content, engaging in arguments, or reacting aggressively to posts on social media. Concerning the use of Facebook, 8 people (4%) consistently post or remark more on Facebook when they are anxious or agitated, whereas 12 participants (6%) do so frequently. A bigger group of 84 individuals (42%) claim that they occasionally increase their Facebook activity during these emotional states, whereas 73 people (36.5%) do so seldom. Finally, 23 individuals (11.5%) did not increase their exercise in such conditions. This practice might be a coping technique in which people seek social support or share their emotions online during challenging times.

Figure 3 shows that 3 individuals (1.5%) constantly post negative stuff when they are emotionally distraught, 30 people (15%) do so often, and 81 participants (40.5%) post such content occasionally. There are 69 people (34.5%) who publish negative stuff seldom, whereas 17 persons (8.5%) never do. This shows that a considerable proportion of users utilize Facebook to communicate negative feelings during times of difficulty, with often changing by participant.



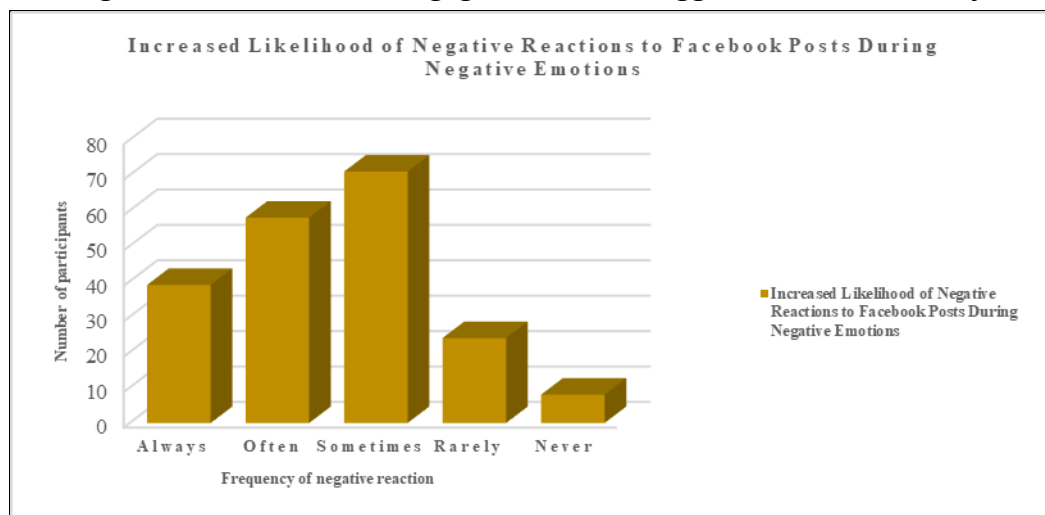
Source: Survey (2024)

Figure 3: Frequency of posting negative content while feeling emotionally distressed

When respondents experience unpleasant feelings, 102 (51%) report that their postings or comments become more negative, such as complaints or criticism. In contrast, 58 people (29%) say their postings or remarks remain same regardless of their emotional condition, while 40 participants (20%) are unsure about any potential changes. This implies that more than half of the participants are aware of a change toward more negative material in their online contacts during times of emotional distress. The large number of users who noticed this change suggests a relationship between emotional states and online activity, implying that unpleasant emotions might lead people to voice displeasure or criticism more often on Facebook.

According to Figure 4, 39 participants (19.5%) always react badly to postings when they are experiencing unpleasant emotions, such as through hostile remarks or arguments, whereas 58

people (29%) do so frequently and 71 people (35.5%) react adversely at times, 24 participants (12%) infrequently, and 8 participants (4%) never react in this way. The frequency of such reactions varies, but a large proportion of individuals demonstrate a strong link between their negative feelings and their motives to engage in violent or aggressive online activity



Source: Survey (2024)

Figure 4: Likelihood of reacting negative reactions to posts during emotional distress

Concerning the impact of digital well-being on online behaviour of social media users, the participants openly discussed the relation between their mental situation and behaviour on social media especially Facebook in in-depth interviews.

“I use Facebook whenever I feel pressured or stressed, but I cannot control my emotions on reacting on Facebook posts at that time.” (*Male participant, Age: 25*)

“I don’t want to admit that I am that kind of person, but frankly speaking, my emotions have impacts on my reaction to Facebook posts and comments.”

(*Female participant, Age: 24*)

“Sometimes, I feel regret about what I posted or commented when I was feeling stressed out. But, nothing I can do. This is like an automatic response for me.”

(*Female participant, Age: 26*)

“I always use Facebook to avoid boredom, but I cannot control my feelings included in posting or commenting especially whenever I have negative feelings.”

(*Female participant, Age: 33*)

Participants also mentioned that their tones often change negatively based on their emotions and also their content interaction on social media. Therefore, digital well-being has great impact on social media users’ online behaviour and even can lead to more heated discussions and arguments on Facebook and other social media apps.

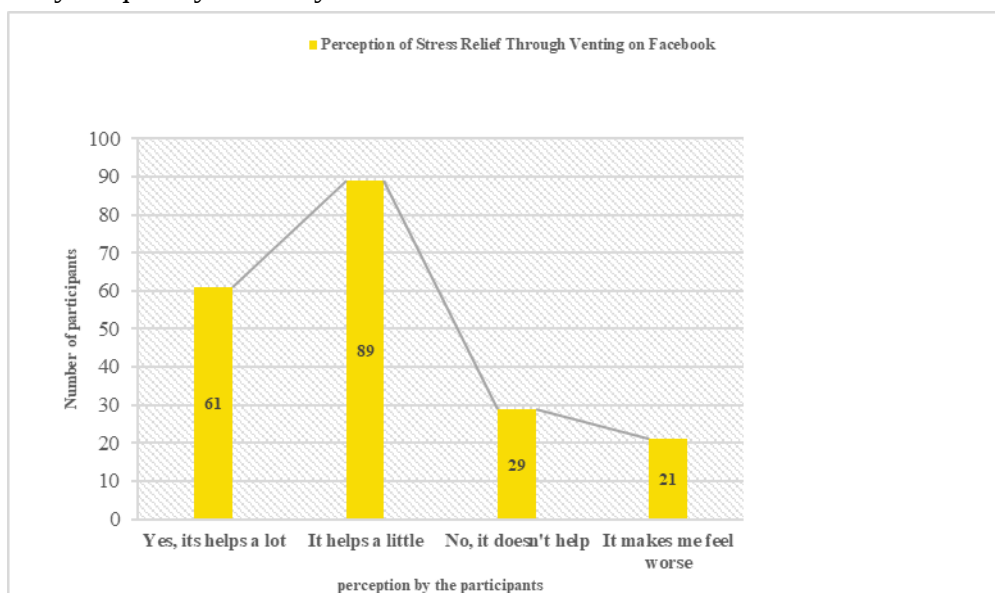
Analysis on digital well-being and content interaction on social media

Measuring the link between digital well-being and content interaction on social media, the study reflects on the users’ emotional state and content consumption on Facebook. According to the findings about the users’ experiencing shift in emotional state after reading negative or controversial content on Facebook, 84 individuals (42%) consistently feel an emotional change,

becoming more worried or irritated after reading unfavorable or controversial information on Facebook. Followed by 91 individuals (45.5%), it describes this happening frequently, 20 participants (10%) occasionally, and 5 participants (2.5%) seldom. This reveals that 87.5% of users have a substantial emotional impact after engaging with unfavorable or controversial information, with many experiencing increased stress or agitation on a regular basis. This shows that Facebook's content has a significant and persistent impact on users' emotional well-being.

Figure 5 shows that 61 individuals (30.5%) believe that venting or expressing unpleasant feelings on Facebook greatly reduces their stress or emotional load, whereas 89 participants (44.5%) believe it just slightly helps. In contrast, 29 people (14.5%) say it doesn't assist at all, and 21 participants (10.5%) say it actually makes their emotional condition worse. This implies that, while a significant fraction of users find comfort in sharing unpleasant feelings on Facebook, a significant proportion continue to have limited or negative effects, demonstrating that the efficiency of this coping method varies greatly between individuals.

Based on the question about the users' consciousness that their posts or commenting negatively on Facebook when stressed or pressured leads to further online conflict or arguments, 104 participants (52%) commonly notice that posting or commenting badly on Facebook when stressed leads to further online disagreement or disputes, whereas 81 participants (40.5%) do so on occasion. Only 9 individuals (4.5%) do not face such issues, while 6 (3%) users are unclear. This suggests that a sizable majority of users (92.5%) see a strong interlink between unpleasant online conduct and greater online disagreement or fights, implying that venting concerns on Facebook may frequently intensify rather than reduce stress.



Source: Survey (2024)

Figure 5: Perceived Effectiveness of Venting on Facebook in Reducing Stress or Emotional Burden

Participants expressed that they engage more with controversial or emotionally charged content when they feel down or stressed out. Sometimes, they use social media as their stress relief tool.

“I often feel pressured whenever I read negative news on social media. But, I can’t help reading the news. Facebook is the main source of information for me.”

(Male participant, Age: 25)

“Sometimes, I comment or share posts on Facebook whenever I feel emotional distress. I use it as one of the stress relieving ways.”

(Male participant, Age: 23)

“My comments writing style on Facebook totally change when I feel stressed out. I engage more in controversial discussions and talks. At that time, I feel like I am using Facebook in an inappropriate way.”

(Female participant, Age: 30)

“For me, whenever I feel emotional distress, I give negative comments on my friends’ Facebook posts. I often regret about that. My friends understand me for that and I always thank to them for that.”

(Female participant, Age: 20)

Digital well-being and content engagement are interconnected because how people interact with materials on social media has a big influence on their mental health. Positive content exchanges can improve overall well-being by building supportive connections and offering helpful knowledge. However, repeated exposure to unpleasant or distressing content can cause worry, tension, and social isolation. Thus, how consumers engage with material has a direct impact on their entire digital wellbeing.

Conclusion

According to the study, a significant proportion of people experience negative feelings associated with their Facebook use, such as fear, tension, and social isolation. On the social side, Facebook has provided a platform for groups to interact, exchange cultural material, and arrange social events. However, the study believes that excessive use of Facebook in Myanmar has led to concerns of social isolation, mental health deterioration, and the propagation of disinformation, particularly among younger people.

A substantial proportion of users believe that when they are upset, their postings and comments become more negative, resulting in increased online disagreement and confrontations. Although some users find temporary relief by raving on the platform, this behavior usually worsens their mental distress and contributes to a negative cycle. The link between bad online interactions and higher mental discomfort emphasizes the importance of a balanced approach to social media use.

Social media users should be informed on the possible harmful consequences of excessive use of Facebook and bad online interactions. Awareness campaigns and educational tools such as media literacy training and digital detoxing programs in high schools and universities can assist users in recognizing the symptoms of digital stress and its impact on mental health. Setting time limits on Facebook and arranging frequent breaks are examples of smart social media usage methods. Furthermore, social media users should be aware of their emotional condition before engaging in online activities and seek alternate stress management strategies.

Various resources should be established to encourage people to seek help when they are troubled. This might include access to mental health specialists, online support groups, or self-help resources for stress and emotional well-being. Social media users should participate in safe, productive, and constructive online interactions. On the other side, social media platforms may include elements that encourage positive involvement, such as suggestions for helpful comments and tools for managing unpleasant content. Users should be encouraged to examine their online conduct and how it affects their emotional state. Tools for monitoring social media usage and its consequences can assist users in making informed choices about their online behavior and addressing any harmful behaviours in their daily lives.

Acknowledgements

I would like to express my sincere gratitude to Dr. Khin Thida Nyein, Principal of National Management Degree College for granting me this valuable opportunity. My thanks surely go to Dr. Zin Mar Kyaw, Head of Journalism Department for encouraging me to perceive more research practices. Moreover, I extend my appreciation to the anonymous reviewers for their insightful suggestions. Last but not the least, I would like to say thanks to all respondents who actively participated and openly talked about their experiences throughout the research process and all faculty members from Journalism Department who helped me a lot in this research journey.

References

- Allcot, H., & Gentzkow, M. (2017). Social Media and Fake News in the 2016 Election. *Journal of Economic Perspectives*.
- Andreassen, C. S., Pallesen, S., & Griffiths, M. D. (2017). The relationship between addictive use of social media, narcissism and self-esteem: Findings from a large national survey. *Addictive Behaviours*.
- Chou, H. T., & Edge, N. (2012). "They are happier and having better lives than I am": The impact of using Facebook on perceptions of others' lives. *Cyberpsychology, Behaviour and Social Networking*.
- Griffiths, M. D. (2005). A components' model of addiction within a biopsychosocial framework. *Journal of Substance Use*.
- Hinduja, S., & Patchin, J. W. (2019). *Cyberbullying: Identification, prevention and response*. Cyberbullying Research Center.
- Hossain, M. A., & Sultana, N. (2020). The Impact of Mobile Internet Access on Facebook Usage in Developing Countries. *Journal of Social Media Studies*.
- Howard, P. N., Aiden, S., & Horwitz, A. (2011). The Role of Social Media in the Arab Spring. *Journal of Political Communication*.
- Kaplan, A. M., & Haenlein, M. (2022). *Social Media and Digital Marketing: Opportunities and Challenges*. Business Horizons.
- Kim, H. S. (2020). The Dominance of Facebook in Myanmar's Digital Ecosystem. *Asian Journal of Communication*.
- Lee, J. Y. (2021). Challenges of Content Moderation on Facebook in Myanmar. *Journal of Information Technology & Politics*.
- Nations, U. (2018). The Role of Social Media in Myanmar's Crisis. Retrieved from UN Report.
- Przybylski, A. K., & Weathers, E. (2017). The link between social media use, procrastination and well-being: A study on university students. *Computers in Human Behaviour*.
- Przybylski, A. K., Murayama, K., DeHaan, C. R., & Gladwell, V. (2019). Digital screen time limits and young children's psychological well-being: Evidence from a population-based study. *Child Development*.
- Roberts, J. A., & David, M. E. (2020). The social media party: Fear of missing out (FoMO), social media intensity, connection and well-being. *Computers in Human Behaviour*.
- Ryan, T., Chester, A., Reece J, & Xenos, S. (2014). The uses and abuses of Facebook: A review of Facebook addiction. *Journal of Behavioural Addiction*.

- Statista. (2023). Number of monthly active Facebook users worldwide as of 2nd quarter 2023. Retrieved from Statista.
- Steers, M.-L. N. (2019). Social comparison theory and social media: Studying the effects of online comparison on mental health. *Journal of Social and Clinical Psychology*.
- Tun, Z. M., & Zaw, H. T. (2018). Facebook as the Internet: The Case of Myanmar. *International Journal of Communication*.
- Vanden Abeele, M. (2020). Digital wellbeing as a dynamic construct. *Communication Theory*.
- Verduyn, P., Ybarra, O., Resibois, M., Jonides, J., & Kross, E. (2017). Do social network sites enhance or undermine subjective well-being? A critical review. *Social Issues and Policy Review*.
- Walsh, J. J., Fielder, R. L., Carey, A. L., & Carey, K. B. (2018). The relationship between social media use and well-being: A large-scale survey. *Computers in Human Behaviour*.