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HEALTHY MINDS MONTHLY

SOCIAL MEDIA AND MENTAL HEALTH

Polling Presentation

JANUARY 2022



BACKGROUND

These findings are from The American Psychiatric Association's (APA) Healthy Minds Monthly, a poll conducted by Morning Consult. This poll was fielded online between January 19-20, 2022 among a nationally representative sample of 2,210 adults. APA's Healthy Minds Monthly tracks timely mental health issues throughout the year.

RESEARCH OBJECTIVE

The research conducted by Morning Consult on behalf of the American Psychiatric Association (APA) seeks to measure the effects of social media on the public's levels of anxiety, stress, and other key mental health aspects.

KEY POINTS

SOCIAL MEDIA AND MENTAL HEALTH

- **Overall, adults give high ratings to their mental health this month;** three quarters of adults rate their mental health as *excellent or good* (73%), including 27% who say their mental health is *excellent*.
 - Moms are more than twice as likely as dads to say their mental health in 2021 was *fair or poor* (42% vs. 17%), while dads are far more likely than moms to grade their mental health in 2021 as *excellent* (44% vs. 14%).
- **Those who use social media feel positive emotions while engaged on the platforms;** social media users are most likely to say they feel *interested* (80%), *connected* (72%), and *happy* (72%) when they use social media.
 - Among adults ages 18-34, more women than men say they feel *happy* (80%), *depressed* (40%), and *jealous* (37%) when using social media, where more men feel *indifferent* (55%) and *worried* (45%) on social media.
- **Adults are generally indifferent about the impact social media has made on their personal relationships, but some believe it has hurt society on a larger scale;** a third of adults say social media has *helped* their *relationships with family and friends* (31%), where two-fifths say it has *hurt society at large* (44%), *civil discourse* (38%), and *political discourse* (42%).
 - Adults who do not use social media are more likely than social media users to say social media has *hurt* all tested areas – particularly those centered on society and culture more generally particularly *society at large* (59%, +16%), *political discourse* (56%, +15%), and *civil discourse* (57%, +19%).
- **During the COVID-19 pandemic, adults used social media to upkeep relationships and for entertainment, but not as much for mental health;** about four-fifths of adults used social media during the COVID-19 pandemic to *connect with family and friends* (80%) and for *entertainment* (76%), but just 23% used it to *find mental health resources*.

AGENDA

MONTHLY MENTAL HEALTH TRACKING

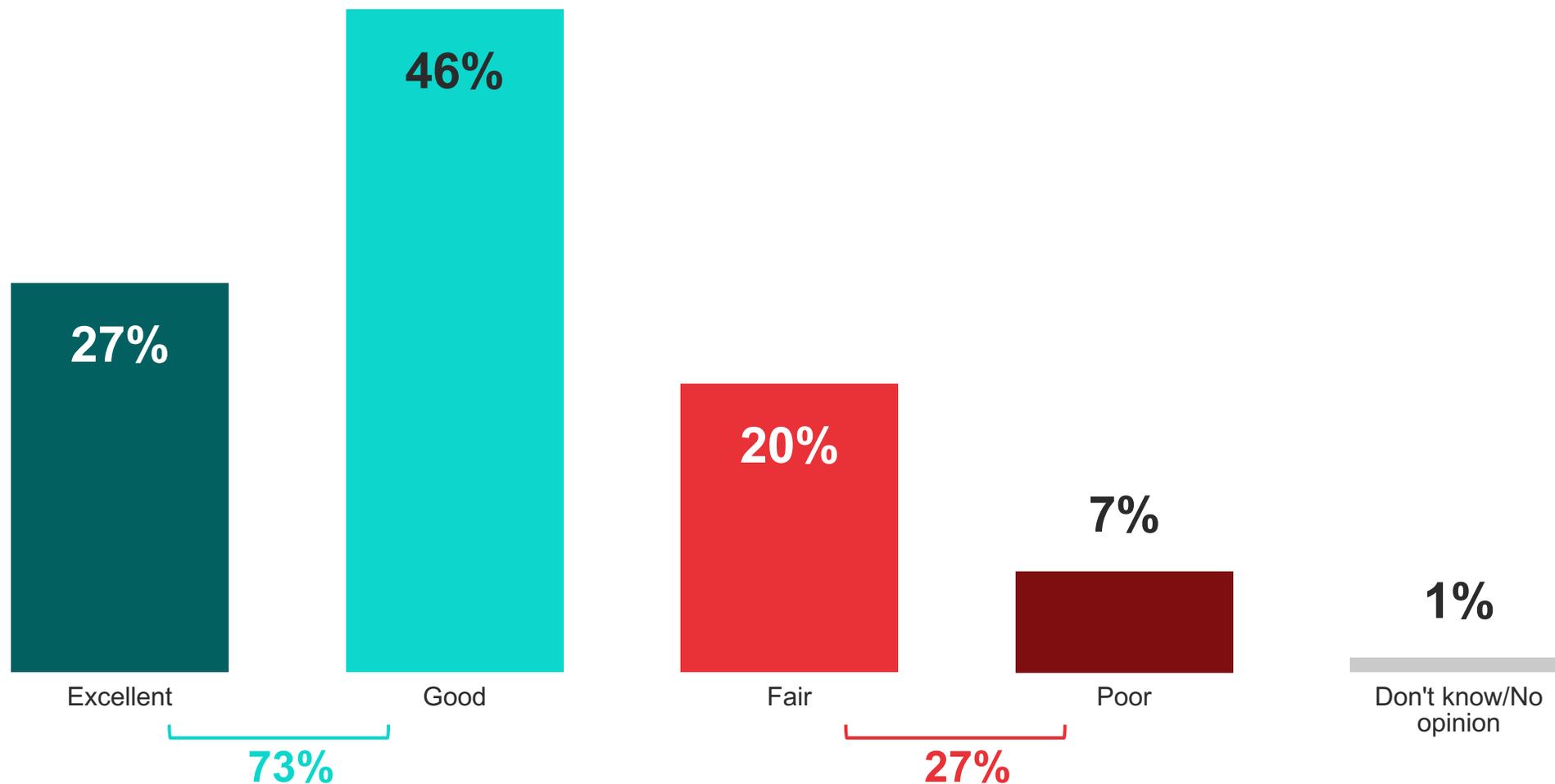
SOCIAL MEDIA AND MENTAL HEALTH



MONTHLY MENTAL HEALTH TRACKING

A majority of adults say they would rate their mental health as *excellent or good* (73%), including a quarter who rates their mental health as *excellent* (27%).

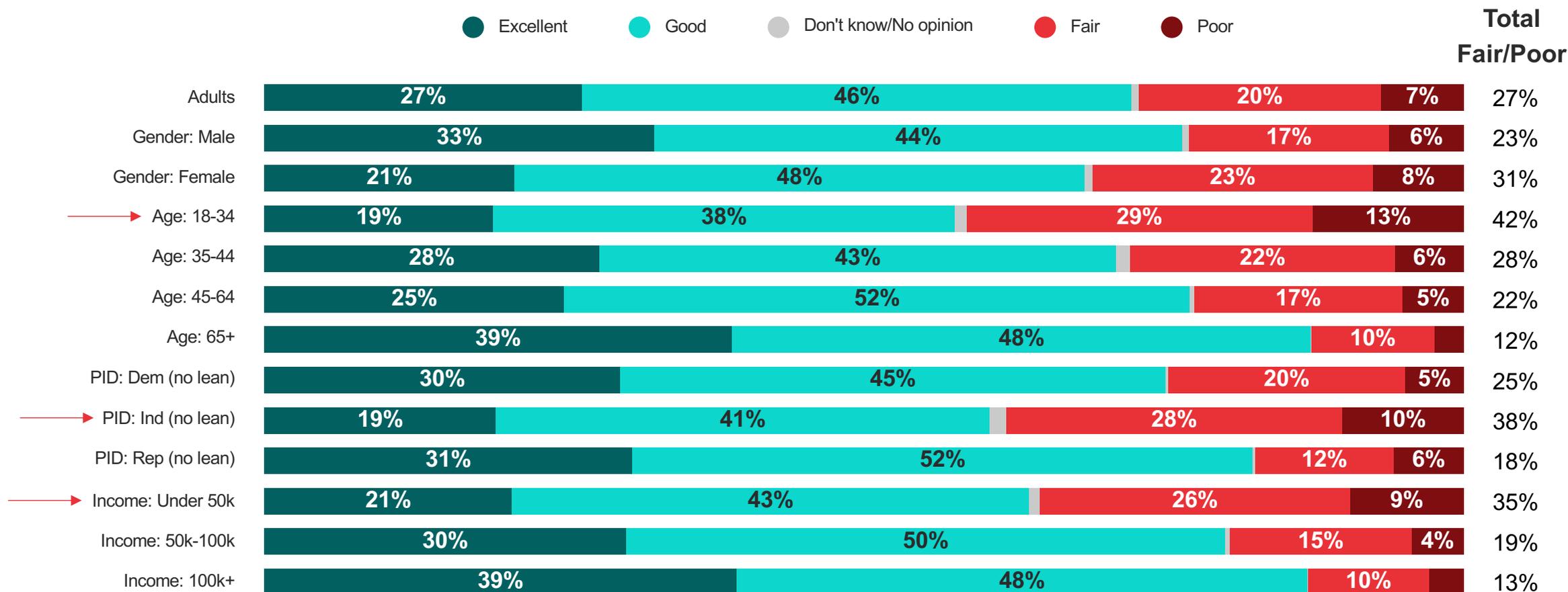
Overall, how would you **rate** your mental health?



MONTHLY MENTAL HEALTH TRACKING

Adults ages 18-34 (42%), political independents (38%), and those with an income under \$50k (35%) are most likely to say their mental health is *fair or poor*.

Overall, how would you **rate** your mental health?

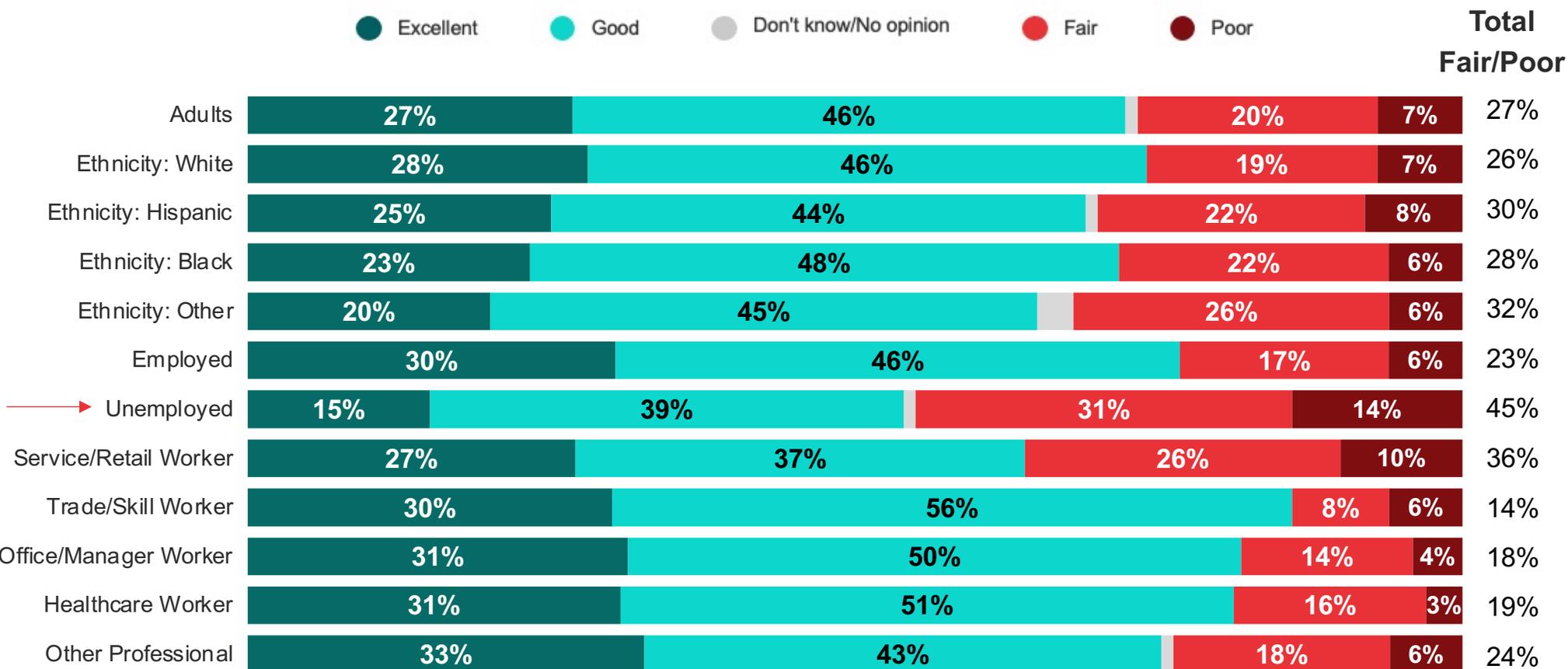


MONTHLY MENTAL HEALTH TRACKING

Unemployed adults (45%) are twice as likely as employed adults (23%) to rate their mental health as *fair or poor*.

Overall, how would you **rate** your mental health?

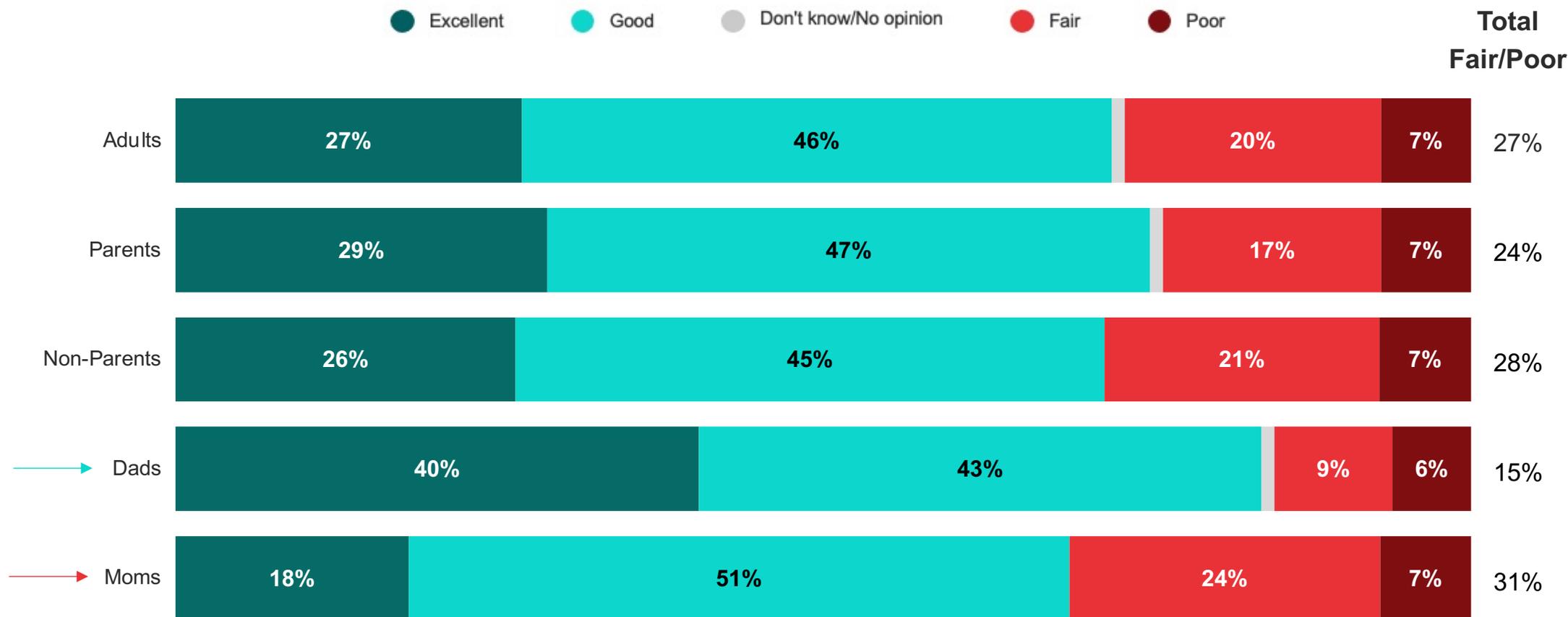
Adults working in service/retail (36%) are more likely than adults of all other job types to rate their mental health as *fair or poor*.



MONTHLY MENTAL HEALTH TRACKING

Moms (31%) are twice as likely as dads (15%) to rate their mental health as *fair or poor*, where two-fifths of dads (40%) rate their mental health as *excellent*.

Overall, how would you **rate** your mental health?



AGENDA

MONTHLY TRACKING

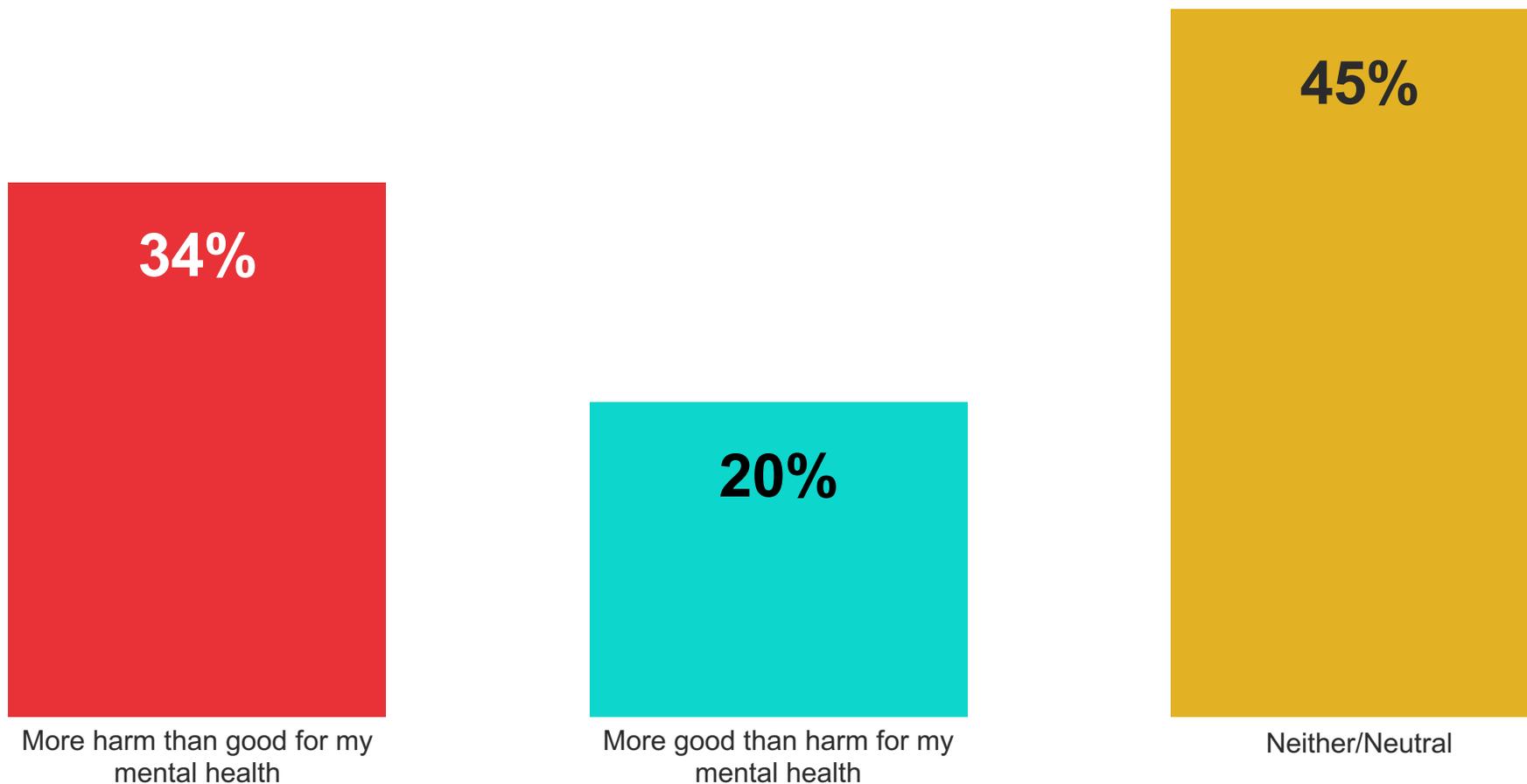
SOCIAL MEDIA AND MENTAL HEALTH



SOCIAL MEDIA AND MENTAL HEALTH

Close to half of adults (45%) have a *neutral* opinion of whether social media does more harm than good for their mental health, although a third say it causes *more harm than good* (34%).

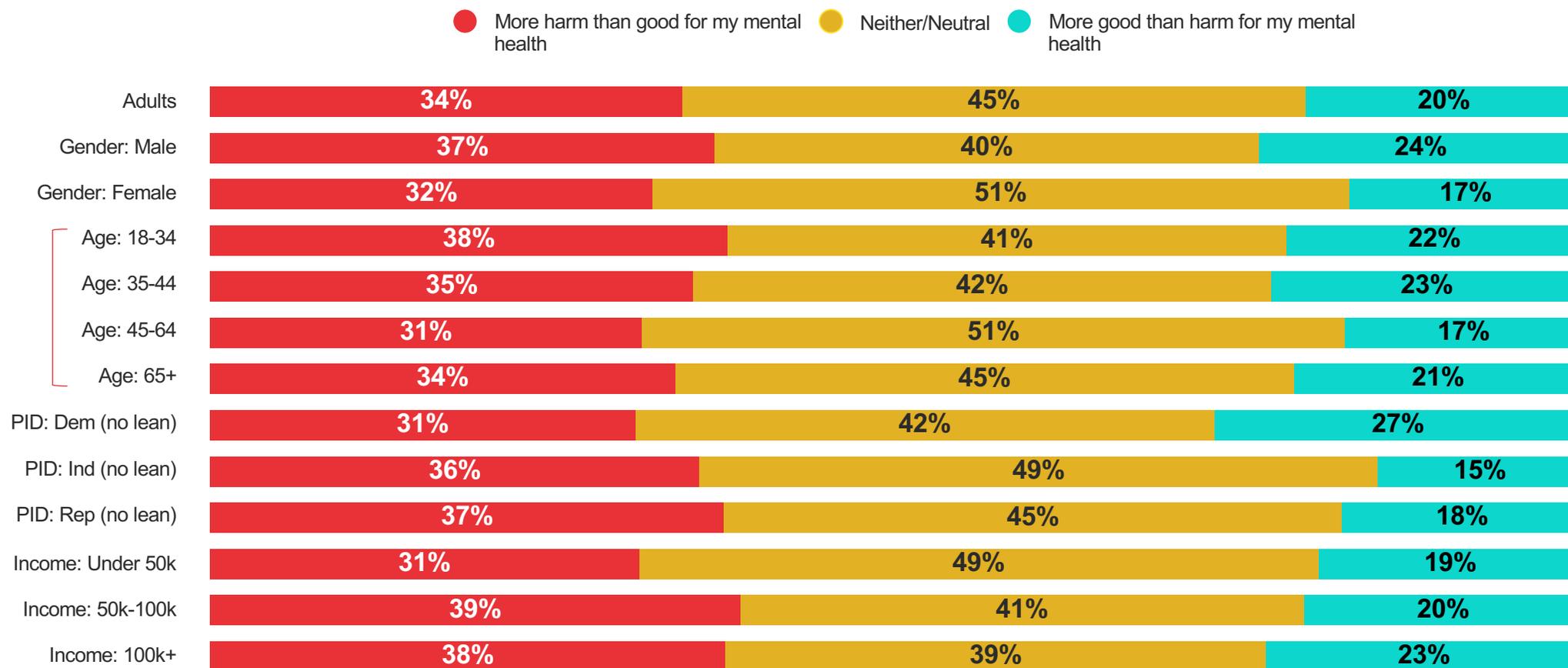
In your opinion, does social media do **more harm than good** or **more good than harm** for your mental health?



SOCIAL MEDIA AND MENTAL HEALTH

Around a third of adults across all age groups say social media does *more harm than good* for their mental health.

In your opinion, does social media do more **harm than good** or **more good than harm** for your mental health?

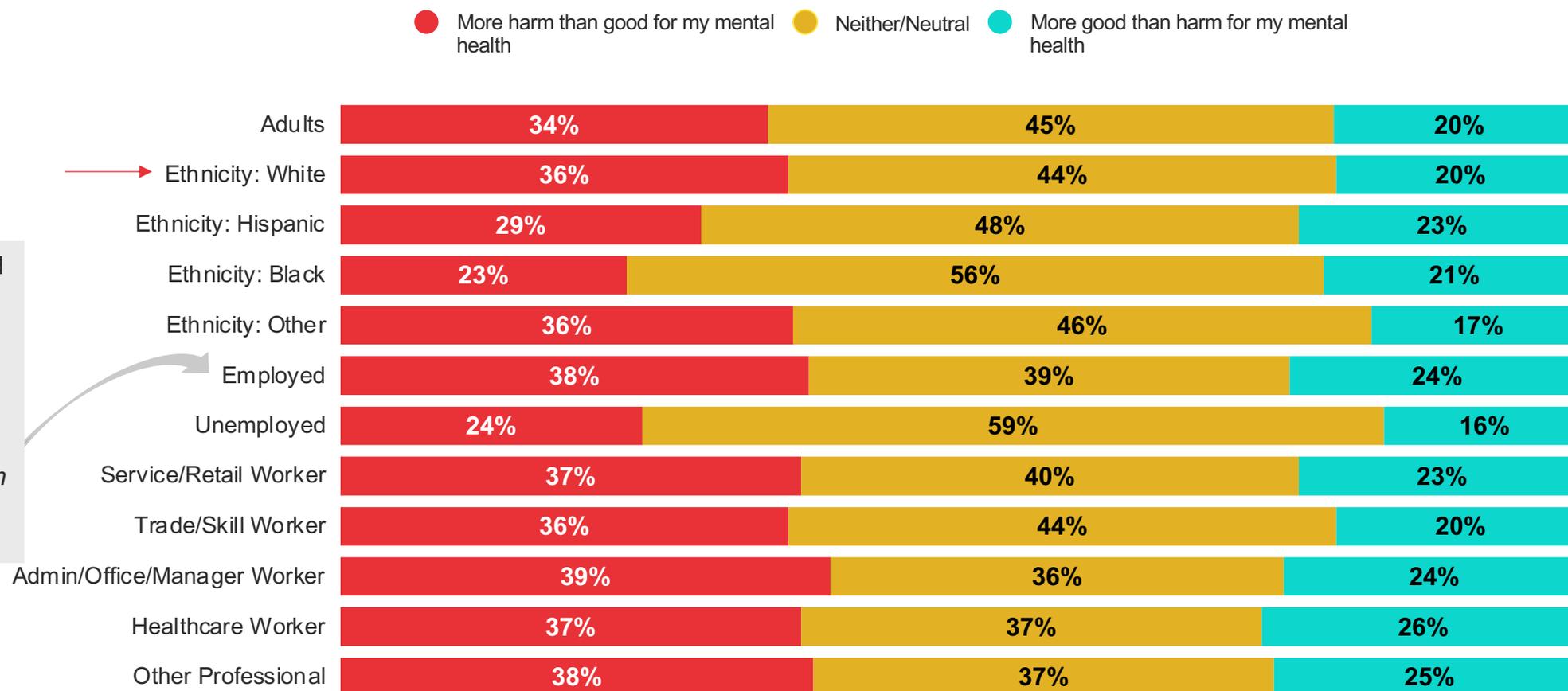


Democrats (27%) are more likely than Republicans (18%) to say social media does *more good than harm* for their mental health.

SOCIAL MEDIA AND MENTAL HEALTH

White adults (36%) are more likely than Hispanic (29%) and Black (23%) adults to say social media does *more harm than good* for their mental health.

In your opinion, does social media do more **harm than good** or **more good than harm** for your mental health?



More employed adults (38%) than unemployed adults (24%) say social media does *more harm than good* for their mental health.

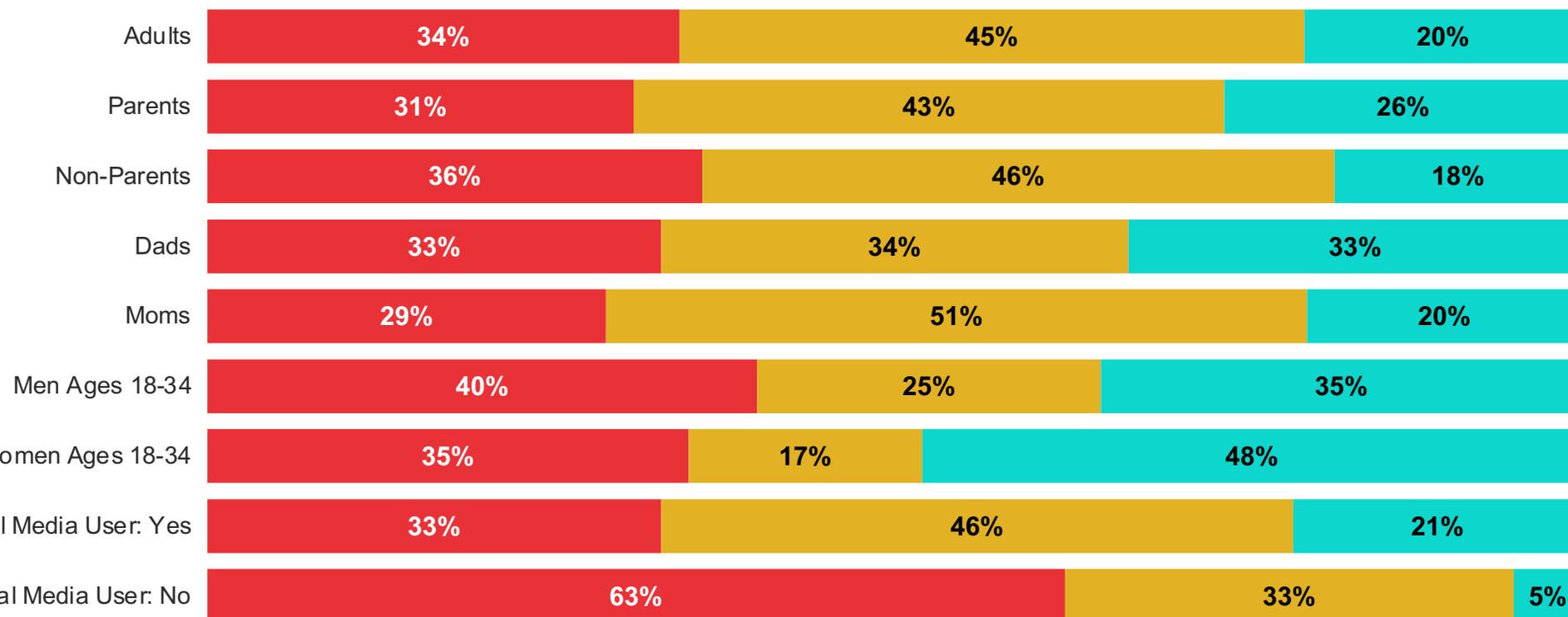
SOCIAL MEDIA AND MENTAL HEALTH

About two-thirds of adults who don't use social media say it does *more harm than good* for their mental health (63%), where 33% of those who do use social media say it does *more harm than good*.

In your opinion, does social media do more **harm than good** or **more good than harm** for your mental health?

● More harm than good for my mental health
 ● Neither/Neutral
 ● More good than harm for my mental health

Among adults ages 18-34, more women (48%) than men (35%) say social media does more *good than harm* for their mental health.

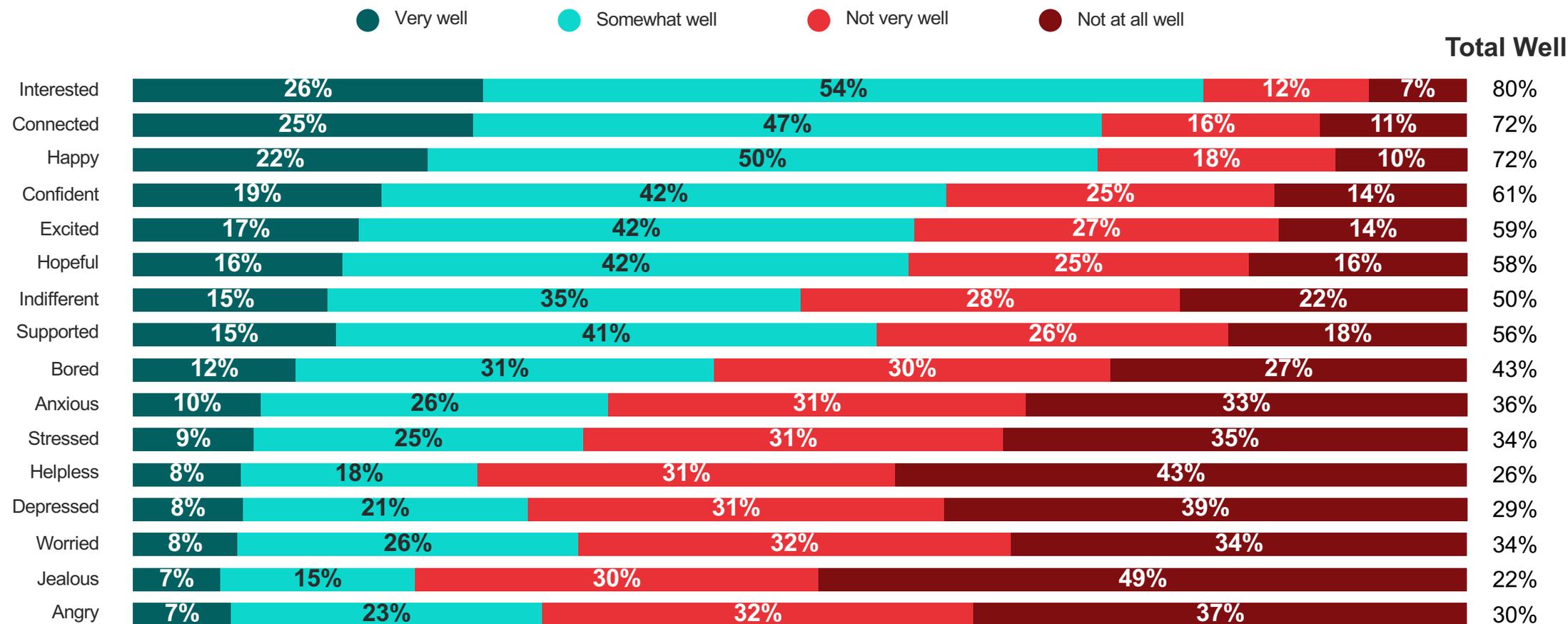


SOCIAL MEDIA AND MENTAL HEALTH

Social media users are most likely to say when they use social media, they feel *interested* (80%), *connected* (72%) and *happy* (72%).

How well, if at all, do each of the following **emotions** describe how you feel when you are using social media?

AMONG SOCIAL MEDIA USERS [N=2,130]



SOCIAL MEDIA AND MENTAL HEALTH

Younger adults hold stronger views overall than older adults about which emotions they feel while using social media across all tested descriptors, both positive and negative.

How well, if at all, do each of the following **emotions** describe how you feel when you are using social media?

AMONG SOCIAL MEDIA USERS [N=2,130]

<i>% Selected</i>	Adults	Gender: Male	Gender: Female	Age: 18-34	Age: 35-44	Age: 45-64	Age: 65+
Interested	80%	79%	81%	83%	84%	80%	72%
Happy	72%	70%	74%	77%	74%	71%	65%
Connected	72%	72%	74%	72%	74%	75%	66%
Confident	61%	62%	59%	59%	66%	62%	58%
Excited	59%	59%	59%	69%	64%	55%	42%
Hopeful	58%	56%	60%	64%	62%	56%	50%
Supported	56%	57%	55%	60%	60%	56%	45%
Indifferent	50%	51%	49%	53%	46%	51%	47%
Bored	43%	44%	43%	50%	46%	40%	35%
Anxious	36%	37%	35%	45%	41%	33%	20%
Stressed	34%	35%	33%	45%	40%	28%	20%
Worried	34%	35%	31%	43%	33%	30%	24%
Angry	30%	31%	30%	34%	34%	29%	25%
Depressed	29%	30%	30%	38%	32%	26%	19%
Helpless	26%	27%	25%	33%	29%	23%	16%
Jealous	22%	22%	21%	33%	24%	14%	10%

SOCIAL MEDIA AND MENTAL HEALTH

Hispanic adults are more likely than white or Black adults to feel *stressed* (39%), *worried* (40%), *angry* (34%), and *depressed* (37%) while using social media.

How well, if at all, do each of the following **emotions** describe how you feel when you are using social media?

AMONG SOCIAL MEDIA USERS [N=2,130]

% Selected	Adults	Income: Under 50k	Income: 50k-100k	Income: 100k+	Ethnicity: White	Ethnicity: Hispanic	Ethnicity: Black	Ethnicity: Other
Interested	80%	80%	79%	84%	79%	86%	84%	87%
Happy	72%	73%	73%	72%	71%	81%	82%	76%
Connected	72%	72%	72%	76%	72%	76%	77%	75%
Confident	61%	62%	60%	60%	59%	70%	72%	66%
Excited	59%	60%	57%	57%	55%	74%	75%	68%
Hopeful	58%	59%	55%	59%	56%	64%	68%	59%
Supported	56%	56%	53%	60%	53%	64%	69%	60%
Indifferent	50%	50%	52%	50%	52%	49%	45%	44%
Bored	43%	46%	41%	40%	44%	45%	39%	43%
Anxious	36%	37%	35%	33%	34%	36%	42%	40%
Stressed	34%	34%	34%	31%	33%	39%	32%	43%
Worried	34%	35%	33%	33%	33%	40%	35%	35%
Angry	30%	32%	28%	29%	31%	34%	27%	29%
Depressed	29%	32%	30%	25%	29%	37%	27%	33%
Helpless	26%	26%	27%	24%	25%	31%	29%	28%
Jealous	22%	21%	21%	21%	22%	23%	19%	19%

SOCIAL MEDIA AND MENTAL HEALTH

Dads are more likely than moms to feel *stressed* (42%)(+8%), *angry* (33%)(+4%), and *helpless* (33%)(+7%) while using social media.

How well, if at all, do each of the following **emotions** describe how you feel when you are using social media?

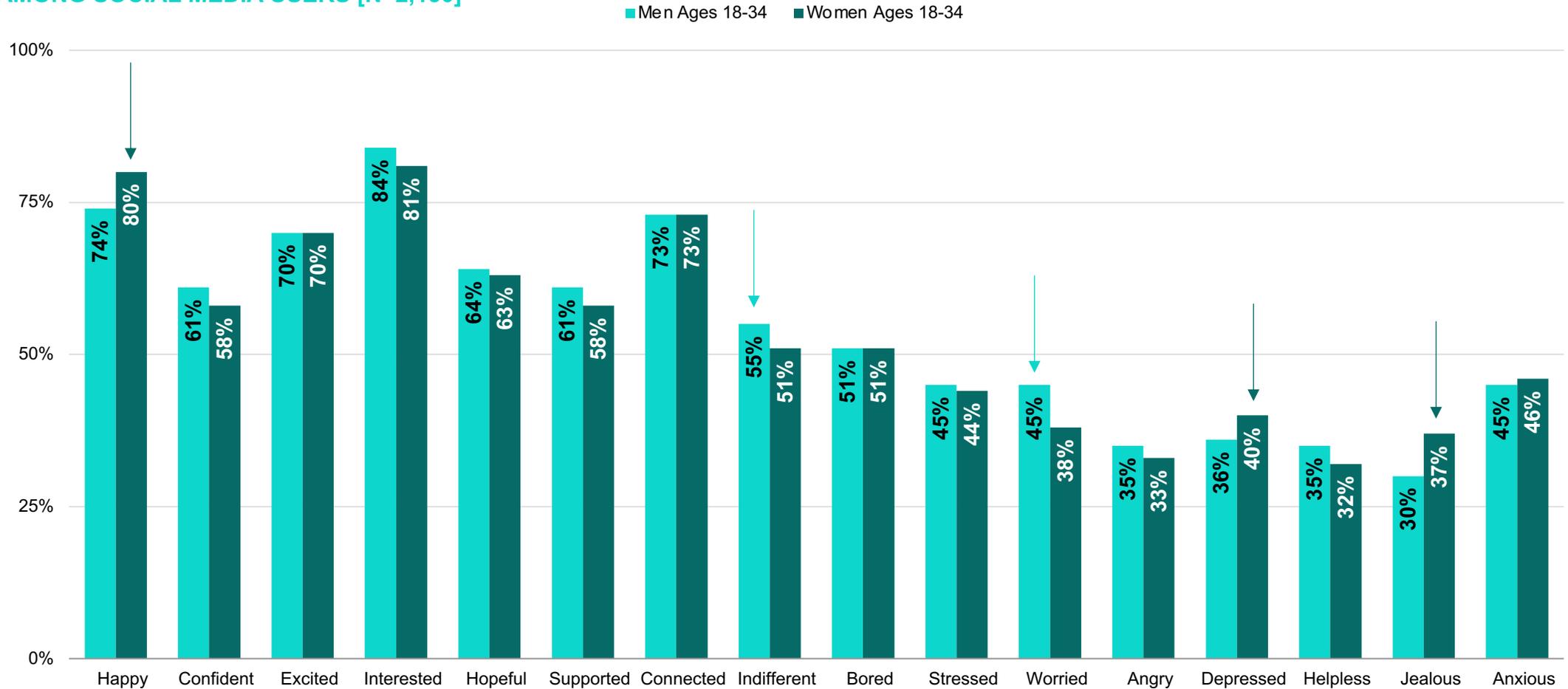
AMONG SOCIAL MEDIA USERS [N=2,130]

% Selected	Adults	Parents	Not Parents	Moms	Dads
Interested	80%	84%	79%	84%	85%
Happy	72%	80%	70%	83%	76%
Connected	72%	81%	70%	82%	80%
Confident	61%	68%	58%	67%	71%
Excited	59%	69%	55%	70%	67%
Hopeful	58%	65%	56%	68%	63%
Supported	56%	65%	52%	63%	66%
Indifferent	50%	48%	51%	48%	49%
Bored	43%	47%	43%	47%	47%
Anxious	36%	41%	33%	40%	43%
Stressed	34%	38%	32%	34%	42%
Worried	34%	36%	32%	36%	35%
Angry	30%	31%	31%	29%	33%
Depressed	29%	32%	29%	32%	32%
Helpless	26%	30%	24%	26%	33%
Jealous	22%	25%	20%	25%	27%

SOCIAL MEDIA AND MENTAL HEALTH

Among adults ages 18-34, more women than men say they feel *happy* (80%), *depressed* (40%), and *jealous* (37%) when using social media, where more men feel *indifferent* (55%) and *worried* (45%) on social media. How well, if at all, do each of the following **emotions** describe how you feel when you are using social media?

AMONG SOCIAL MEDIA USERS [N=2,130]

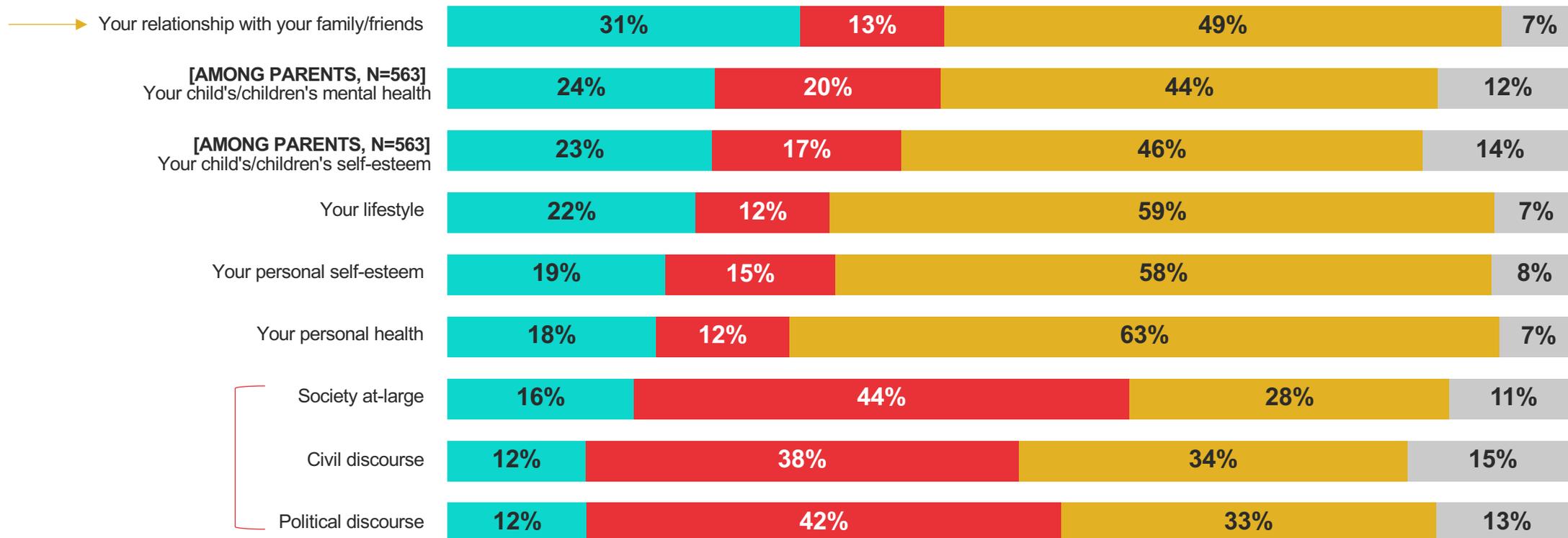


SOCIAL MEDIA AND MENTAL HEALTH

Adults are most likely to say social media has helped aspects of their personal lives like *relationships with friends and family* (31%), but about two-fifths say it has *hurt society at large* (44%), *civil discourse* (38%), and *political discourse* (42%).

In your opinion, has social media **helped** or **hurt** each of the following, or has it had no impact either way?

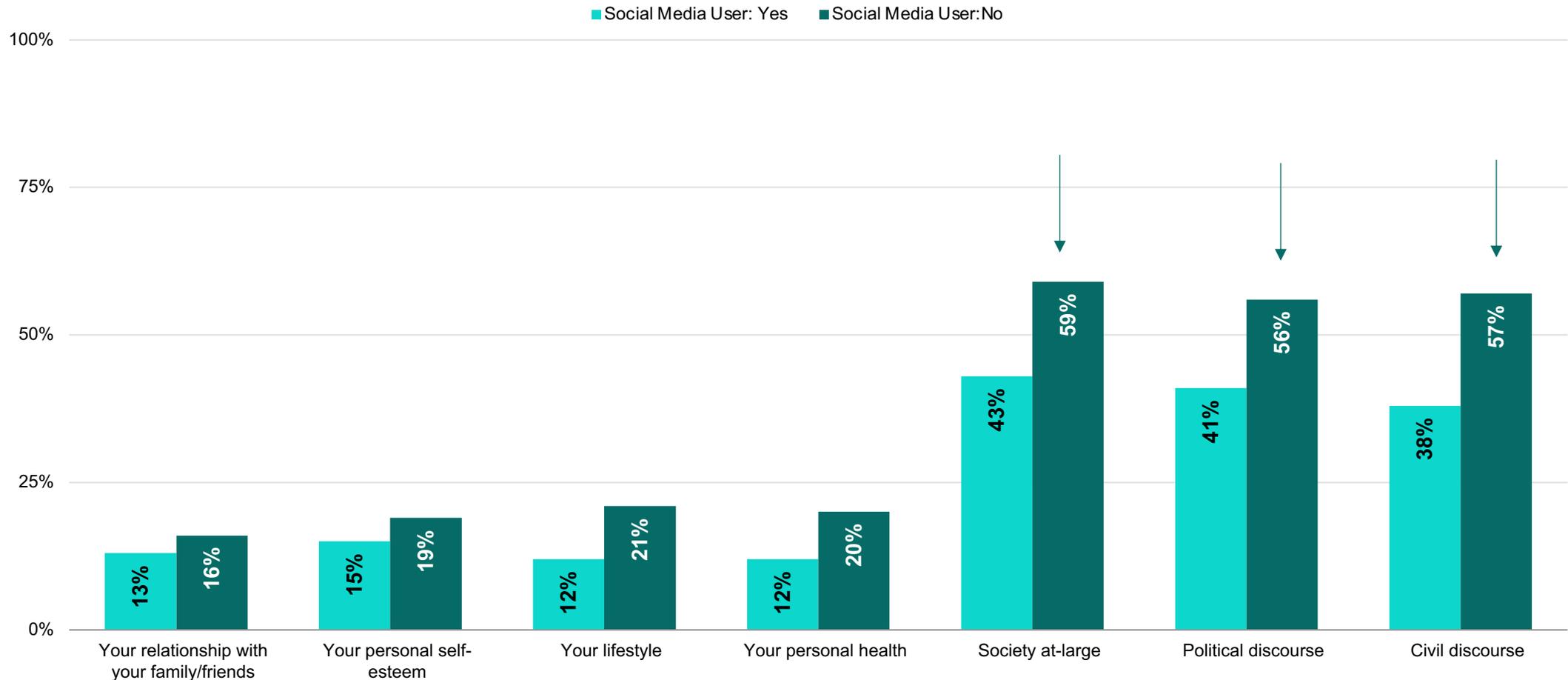
● Helped ● Hurt ● No impact either way ● Don't know/No opinion



SOCIAL MEDIA AND MENTAL HEALTH

Adults who don't use social media are more likely than social media users to say social media has *hurt* all tested areas – particularly *society at large* (59%, +16%), *political discourse* (56%, +15%), and *civil discourse* (57%, +19%).

In your opinion, has social media **helped** or **hurt** each of the following, or has it had no impact either way? % Hurt



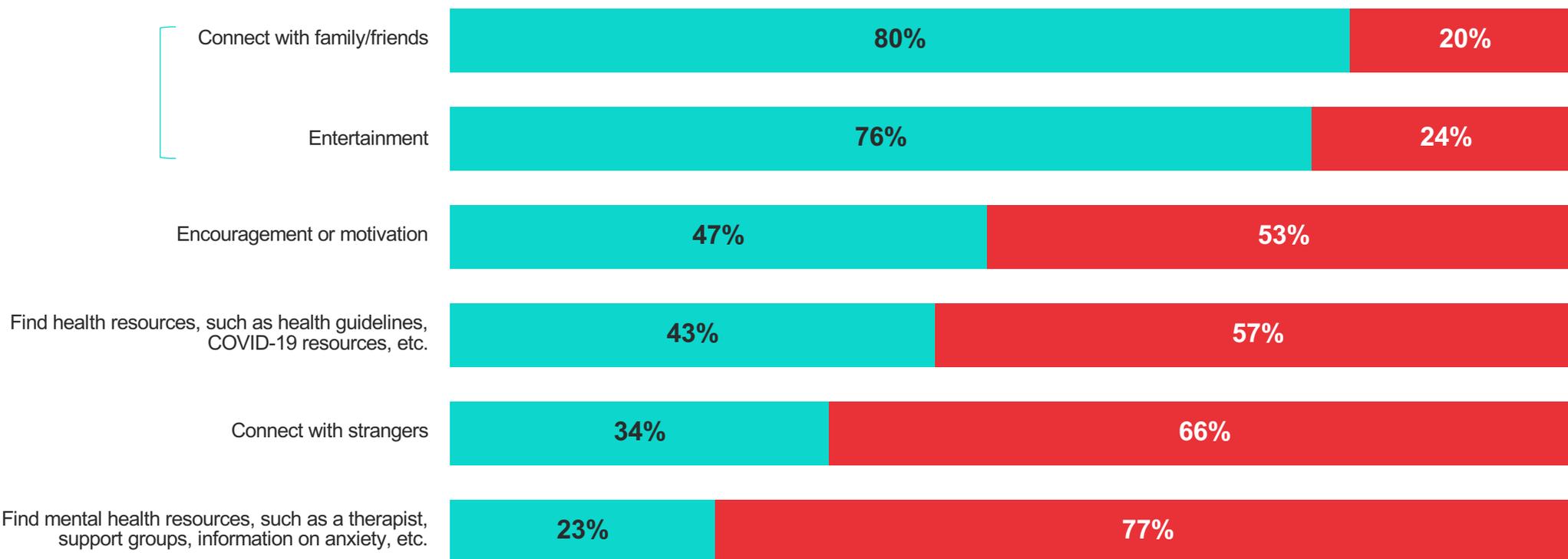
SOCIAL MEDIA AND MENTAL HEALTH

About four-fifths of adults used social media during the COVID-19 pandemic to *connect with family and friends* (80%) and for *entertainment* (76%), but 23% used it to *find mental health resources*.

Have you used social media during the **COVID-19 pandemic** for any of the following reasons?

AMONG SOCIAL MEDIA USERS [N=2,130]

● Yes ● No



SOCIAL MEDIA AND MENTAL HEALTH

Younger adults are more likely than older adults to have used social media for all tested activities during the COVID-19 pandemic.

Have you used social media during the **COVID-19 pandemic** for any of the following reasons? % Yes

AMONG SOCIAL MEDIA USERS [N=2,130]

% Yes	Adults	Gender: Male	Gender: Female	Age: 18-34	Age: 35-44	Age: 45-64	Age: 65+
Connect with family/friends	80%	77%	82%	83%	82%	81%	70%
Entertainment	76%	77%	76%	86%	86%	72%	58%
Encouragement or motivation	47%	47%	48%	59%	55%	45%	27%
Find health resources, such as health guidelines, COVID-19 resources, etc.	43%	43%	43%	52%	48%	39%	31%
Connect with strangers	34%	38%	30%	48%	38%	27%	18%
Find mental health resources, such as a therapist, support groups, information on anxiety, etc.	23%	25%	22%	37%	29%	17%	7%

SOCIAL MEDIA AND MENTAL HEALTH

During the COVID-19 pandemic, more Hispanic and Black adults than white adults used social media across all tested activities.

Have you used social media during the **COVID-19 pandemic** for any of the following reasons? % Yes

AMONG SOCIAL MEDIA USERS [N=2,130]

% Yes	Adults	Income: Under 50k	Income: 50k-100k	Income: 100k+	Ethnicity: White	Ethnicity: Hispanic	Ethnicity: Black	Ethnicity: Other
Connect with family/friends	80%	79%	80%	80%	79%	80%	82%	77%
Entertainment	76%	76%	77%	77%	74%	84%	86%	80%
Encouragement or motivation	47%	47%	48%	47%	44%	59%	59%	57%
Find health resources, such as health guidelines, COVID-19 resources, etc.	43%	43%	42%	45%	40%	54%	52%	58%
Connect with strangers	34%	35%	32%	31%	30%	45%	46%	43%
Find mental health resources, such as a therapist, support groups, information on anxiety, etc.	23%	22%	25%	26%	21%	33%	33%	31%

SOCIAL MEDIA AND MENTAL HEALTH

Parents are more likely than non-parents to have used social media for all the tested activities during the COVID-19 pandemic.

Have you used social media during the **COVID-19 pandemic** for any of the following reasons? % Yes

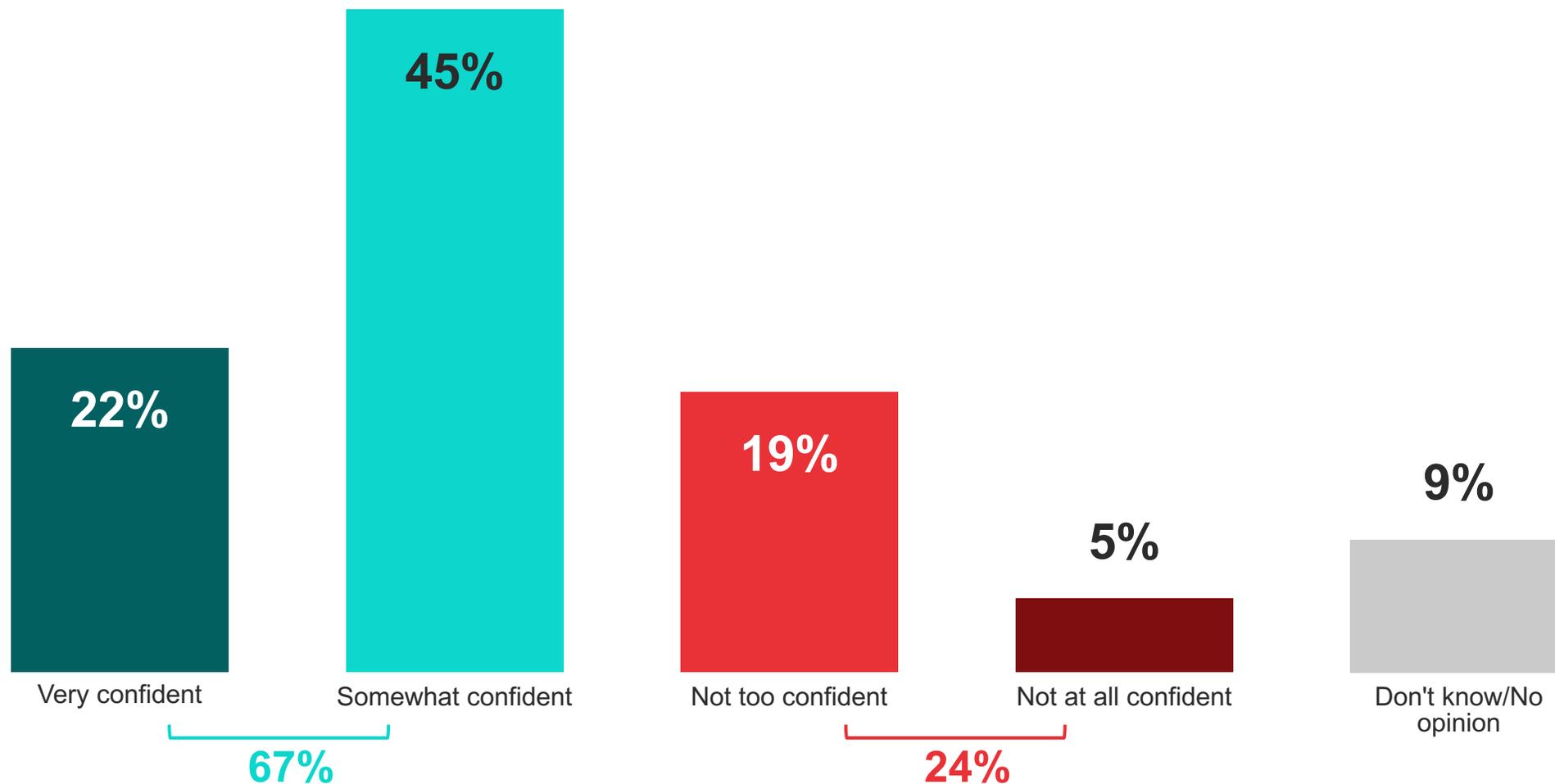
AMONG SOCIAL MEDIA USERS [N=2,130]

% Yes	Adults	Parents	Not Parents	Moms	Dads
Connect with family/friends	80%	86%	77%	88%	84%
Entertainment	76%	88%	72%	87%	88%
Encouragement or motivation	47%	59%	43%	60%	58%
Find health resources, such as health guidelines, COVID-19 resources, etc.	43%	54%	39%	50%	57%
Connect with strangers	34%	45%	29%	37%	54%
Find mental health resources, such as a therapist, support groups, information on anxiety, etc.	23%	39%	18%	32%	47%

SOCIAL MEDIA AND MENTAL HEALTH

Although 67% of adults say they are *confident* in their knowledge of how to help a loved one if they indicated mental health struggles on social media, only 22% of adults are *very confident* they would know what to do.

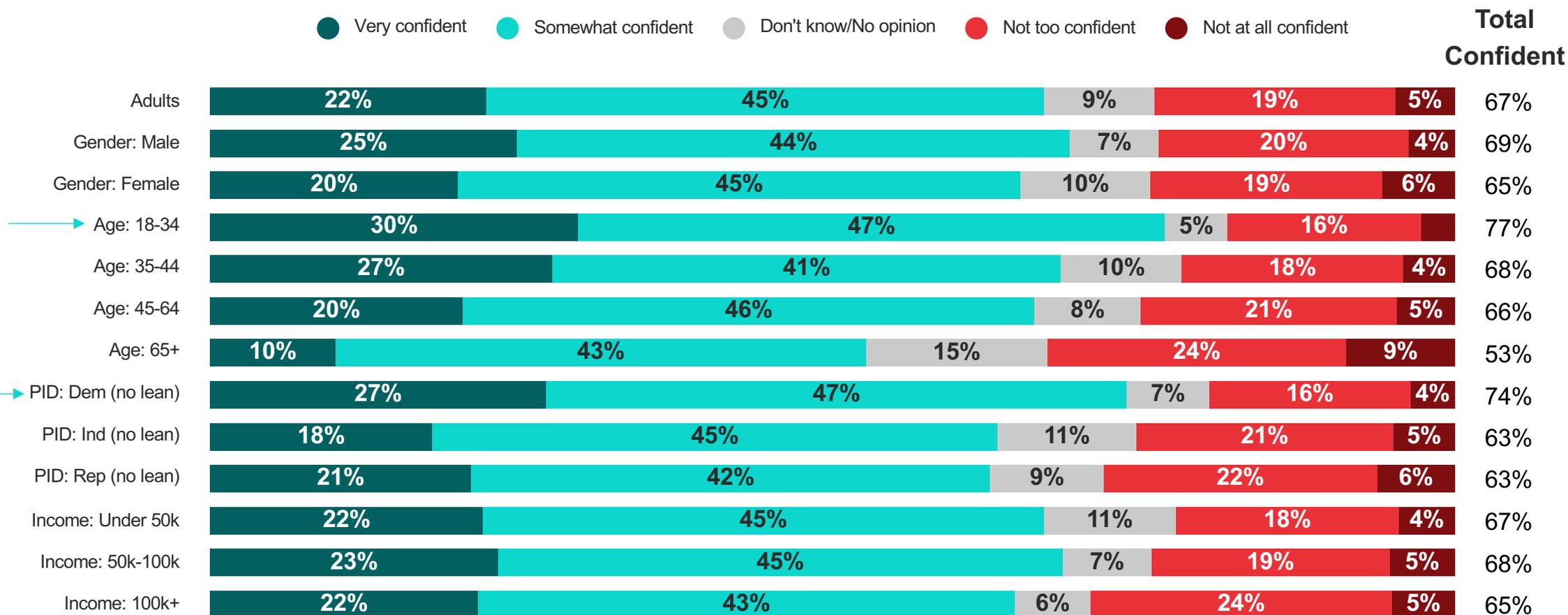
If a friend or family member posted information on social media suggesting they might be struggling with a mental health issue, how **confident** would you be in your knowledge about how to best help them?



SOCIAL MEDIA AND MENTAL HEALTH

Adults ages 18-34 (77%) and Democrats (74%) are most likely to say they are *confident* in their knowledge of how to help a loved one who indicates mental health struggles on social media.

If a friend or family member posted information on social media suggesting they might be struggling with a mental health issue, how **confident** would you be in your knowledge about how to best help them?





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