

2020 CFPR LUNCHTIME SEMINAR SERIES

CAN SOCIAL MEDIA USE HELP YOUNG ADULTS COPE WITH STRESS DURING THE COVID-19 PANDEMIC? A PANEL SURVEY IN CHINA

The COVID-19 pandemic is rapidly changing young people's lives. Many young adults face increasing stress and anxiety due to distancing. They are trying to find new forms of being together. An important platform for them to carry out life is social media. However, it remains unclear whether social media makes young people more emotionally healthy or less. This project aims to explore the mechanism through which social media can help young adults cope with stress during the COVID-19 pandemic. We conducted a two-wave panel survey among young adults in China. The results showed that social media use is beneficial to lower young adults' stress by reducing their sense of fatalism. However, excessive social media use can lead to social exhaustion, which weakens the positive impact of social media on stress management. This study provides important implications for health promotion targeting young adults during public health crises in the digital era.



Dr. Shaohai Jiang is an Assistant Professor in the Department of Communications and New Media at the National University of Singapore. He got his Ph.D. in Communication from Texas A&M University in 2017. Shaohai specializes in health communication, new media, and strategic communication. His research primarily looks at how communication and technology can improve people's health outcomes. Specifically, his projects examine patient-provider communication (face-to-face and online), eHealth and mHealth, and health campaigns and interventions.

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DATE: 16 OCTOBER 2020 | TIME: 12NN TO 1PM | VIA ZOOM

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