

INTERNSHIP TRAINING

At

IQVIA CONSULTING AND INFORMATION SERVICES INDIA PRIVATE LIMITED,

NEW DELHI

By

DR.AARUSHI KHOSLA

PG/21/002

UNDER THE GUIDANCE OF

DR.PUNEET YADAV

PGDM (Hospital and Health Management)

2021-2023



**International Institute of Health Management Research
New Delhi**

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**International Institute of Health Management Research
New Delhi**

(Completion of Dissertation from respective organization)

The certificate is awarded to

DR. AARUSHI KHOSLA

In recognition of having successfully completed his/her Internship in the department of

DISEASE MANAGEMENT AND HEALTH SYSTEMS

And has successfully completed her Project on

IMPACT OF SOCIAL MEDIA ON MENTAL HEALTH OF ADOLESCENT

Date - 15-05-2023

Organization- IQVIA Consulting & Information Services India Pvt. Ltd.

She comes across as a committed, sincere & diligent person who has a strong drive & zeal for learning.

We wish her all the best for future endeavours

Lakshya Sharma
(Training & Development)

Dr. Anshul Sharma
(Zonal Head-Human Resources)

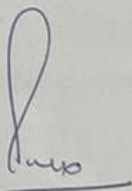
TO WHOMSOEVER IT MAY CONCERN

This is to certify that **DR.AARUSHI KHOSLA** student of PGDM (Hospital & Health Management) from International Institute of Health Management Research, New Delhi has undergone internship training at from **16-02-2023** to **15-02-2023**.

The Candidate has successfully carried out the study designated to him during internship training and his/her approach to the study has been sincere, scientific and analytical. The internship is fulfilment of the course requirements.

I wish him all success in all his/her future endeavours.

Dr. Sumesh Kumar
Associate Dean
(Academic and Student Affairs)
IIHMR, New Delhi



Dr.Punit Yadav
Professor
IIHMR, New Delhi

15-06-2023

Certificate of Approval

The following dissertation titled **IMPACT OF SOCIAL MEDIA ON MENTAL HEALTH OF ADOLESCENT** at **IQVIA Consulting & Information Services Pvt. Ltd.** is hereby approved as a certified study in management carried out and presented in a manner satisfactorily to warrant its acceptance as a prerequisite for the award of **PGDM (Hospital & Health Management)** for which it has been submitted. It is understood that by this approval the undersigned do not necessarily endorse or approve any statement made, opinion expressed or conclusion drawn therein but approve the dissertation only for the purpose it is submitted.

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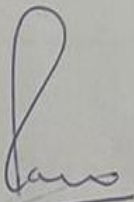
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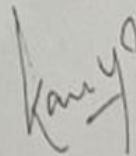
This is to certify that **Dr.Aarushi Khosla**, a graduate student of the **PGDM (Hospital & Health Management)** has worked under our guidance and supervision. She is submitting this dissertation titled **"IMPACT OF SOCIAL MEDIA ON MENTAL HEALTH OF ADOLESCENT"** at **IQVIA Consulting & Information Services Pvt.Ltd.** in partial fulfilment of the requirements for the award of the **PGDM (Hospital & Health Management)**.

This dissertation has the requisite standard and to the best of our knowledge no part of it has been reproduced from any other dissertation, monograph, report or book.



DR. PUNIT YADAV

**PROFESSOR
IIHMR DELHI.**



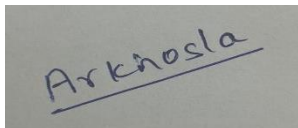
KAVYA SHARMA

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CERTIFICATE BY SCHOLAR

This is to certify that the dissertation titled **IMPACT OF SOCIAL MEDIA ON MENTAL HEALTH OF ADOLESCENT** and submitted by **DR. AARUSHI KHOSLA**, Enrolment No – **PG/21/002** under the supervision of **DR. PUNIT YADAV** for award of PGDM (Hospital & Health Management) of the Institute carried out during the period from **16-02-2023 to 15-05-2023** embodies my original work and has not formed the basis for the award of any degree, diploma associate ship, fellowship, titles in this or any other Institute or other similar institution of higher learning.

A rectangular box containing a handwritten signature in blue ink that reads "Arkhosla".

Signature

FEEDBACK FORM

Name of the Student: Dr. Aarushi Khosla

Name of the organization in Which Dissertation Has Been Completed:
IQVIA Consulting & Information Services India Pvt.Ltd.

Area of Dissertation: Public Health (Team- Disease Management & Health Systems)

Attendance: Satisfactory

Objectives achieved:

1. Improved on competencies like –
 - Project documentation
 - Secondary review
 - Power point presentation
2. Acquainted with the project delivery processes

Deliverable:

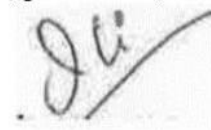
- Assisted in three Projects
- Supported in developing project related documents like data collection tools, interim reports, modules etc.

Strengths: Diligent and Smart, works efficiently within the stipulated timelines

Suggestions for Improvement:

Work on improving skills on time management and report writing.

Suggestions for Institute (course curriculum, industry interaction, placement, alumni): N/A



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Name of Guide/Supervisor	Dr./ Prof.: <i>Dr Puneet yadav</i>		
Title of the Summer Training/ Dissertation	<i>Impact of social media on Mental health of adolescent</i>		
Plagiarism detect software used	"TURNITIN"		
Similar contents acceptable (%)	Up to 15 Percent as per policy		
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Acknowledgment

A Dissertation is a golden opportunity for learning and self-development. I consider myself fortunate for have been provided with this opportunity to learn and grow in a Public health Sector.

I would like to take this opportunity to express my deepest gratitude and appreciation to all those who have supported me throughout my dissertation journey.

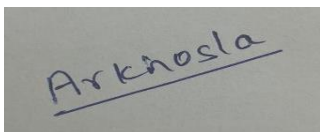
First and foremost, I am immensely grateful to **Kavya Sharma** (Head Disease Management & Health Systems, IQVIA), **Iti Kaushik** (Consultant – DM& HS) for providing me with this opportunity for their guidance, expertise, and unwavering support throughout the entire research process. Their invaluable advice, insightful feedback, and encouragement have been instrumental in shaping this dissertation.

I would also like to extend my heartfelt thanks to **Dr.Khushboo Malik, Lakshya Sharma** for their valuable input and valuable suggestions that have helped me throughout my journey at IQVIA.

I would like to express my gratitude to **Dr. Puneet Yadav (Dissertation , Mentor)** willingness to share their time, knowledge, and experiences has contributed significantly to the quality and depth of this study.

I would like to express my gratitude to my family and friends for their unwavering support, love, and understanding throughout this challenging journey.

Lastly, I would like to acknowledge **Dr. Pankaj Talreja (Mentor, IIHMR Delhi)** for his constant support and guidance throughout my journey at IIHMR. His belief in my abilities and willingness to listen at my problems have been a constant source of motivation.



Dr. Aarushi Khosla

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PART A

ORGANIZATION PROFILE

ABOUT IQVIA

Global Existence

IQVIA is a global leader in providing research and consulting in healthcare and life sciences sector

IQVIA is the world's leading provider of healthcare survey, consulting & health intelligence services with **over 60 years** of experience. We operate in over **100 countries** and serve **over 5,000 healthcare customers** across 6 continents. IQVIA accommodate key healthcare organizations and decision makers around the world, spanning government agencies, donor agencies, policymakers, researchers, life science and healthcare companies, consumer health and medical device manufacturers, as well as distributors, providers, payers, and the financial community.

Our global data and analytics **capabilities draw on data from 100,000+ suppliers and on insights from more than 55 billion healthcare transactions** managed annually. We connect knowledge across all aspects of healthcare to help **more than 5,000 healthcare clients globally** to improve patient outcomes and operate more efficiently. The depth of experience available through IQVIA is well-recognized in the industry, as is the commitment to monitor and assess safety, benefit/risk, efficacy, consequenceiveness, quality of care and value.

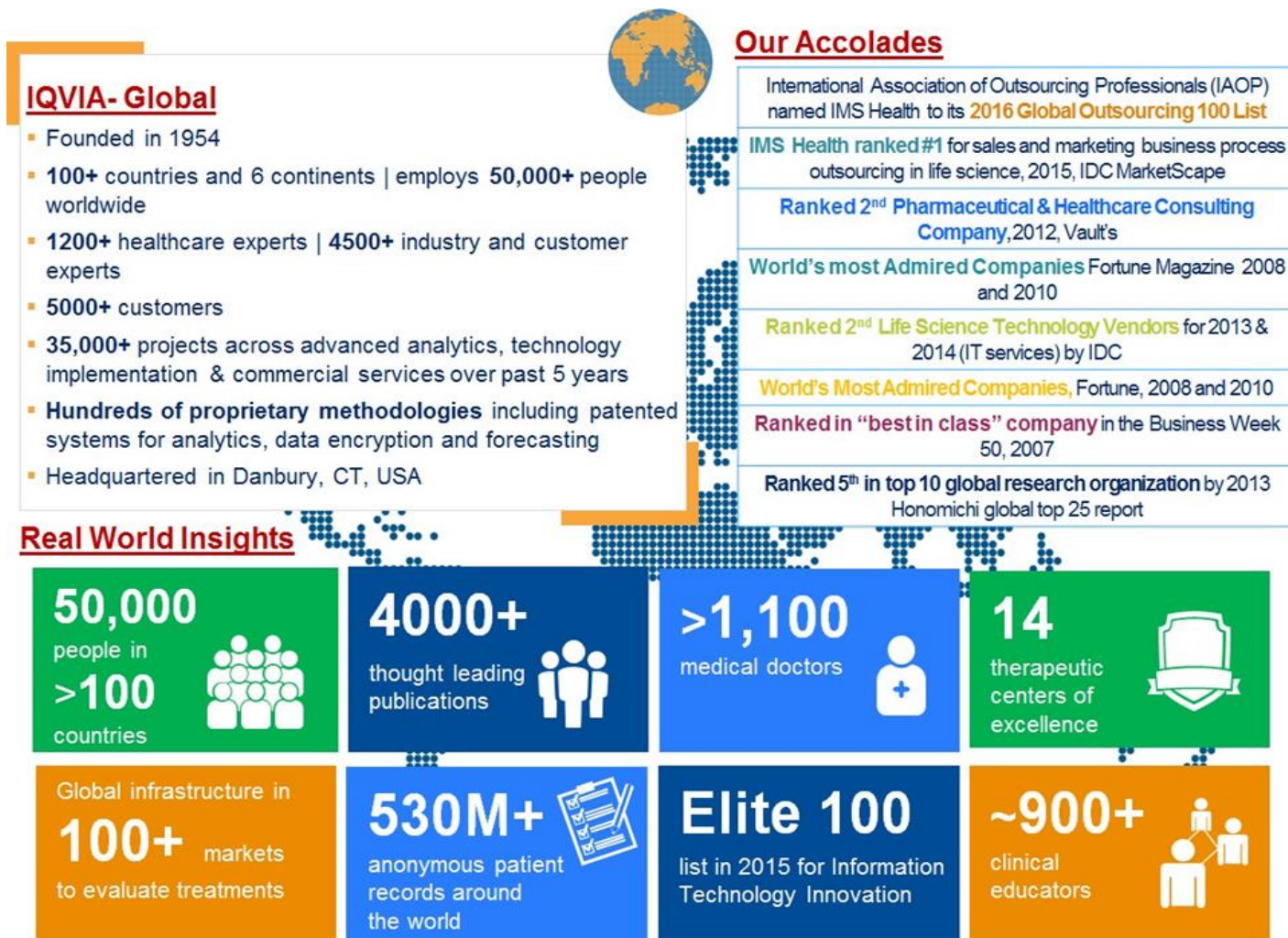


Figure1 – Global insights about IQVIA

Our highly experienced teams from our global practices bring specialist skills and insights from large international mandates. Our team have worked on over 200 relevant projects globally and helped some of the world's largest organisations to deliver challenging programs and projects in the areas of healthcare and pharmaceuticals. Globally, all **leading private healthcare companies, government stakeholder and donor agencies** credence on insights provided by us for their business decisions.

Some of our major clients in comprise



Figure 2- Global Partners of IQVIA

IQVIA has significant experience in advising **Governments, international NGOs, multidimensional funding agencies in the emerging markets in areas ranging from strategic direction to program management, national health surveys, commodity assessment and mapping, program management, procurement and supply chain assessment, in country development, monitoring and evaluation, pharmaceutical market assessment, private sector engagement, medicine access, policy and regulatory review, health data analytics etc.**

Our partnership with leading academia and international organizations supports their work.

By providing information and data to researchers.



Figure 3 – Information Providers

IQVIA India

In India, we have over 13 years of experience and a **strong existence in the healthcare market across data, analytics and consulting services** and is the **"ONLY"** integrated healthcare informatics **player in India, with solutions across healthcare sector value chain**. IQVIA India has a deep heritage of providing best-in-class market intelligence to the healthcare industry stakeholders. Our range of

services comprises business strategy, market research, and performance tracking tools, global market insights, regulatory policy support, operations improvement and allied technology solutions.

We have offices in Gurgaon, Mumbai, Delhi and Bangalore with total employee strength of over 3,000. Our existing data assets and customized large data collection activities are extensively used by our clients in the public, private and non-for-profit sector on regular basis along with our analytics and consulting service providing.

Our existing data assets encompasses of detailed information on 3 lac Doctors, 1 lac chemist, 25 thousand hospitals, 22 thousand drugs stockiest. Our team also captures over 8 lac live transcriptions from approx. 5thousand empanelled doctors and drug sales information from over 5 thousand stockiest monthly. Our field and project teams have experience of working across 50 cities in India with state government, NGOs and international funding agencies.

We have a strong focus on the Government and Public sector (GPS) in India. Our Public Health Government Practice in India works with the key Central Ministries, State Governments and International Donor Agencies across India on significantly large mandates in various areas of Health Policy & Strategic Planning, Health financing, Quality Assurance and Improvement in Health Facilities, Health and Hospital Information Systems by IT solutions, Public Private Partnerships and Monitoring & Evaluation, drug procurement and supply chain system etc.

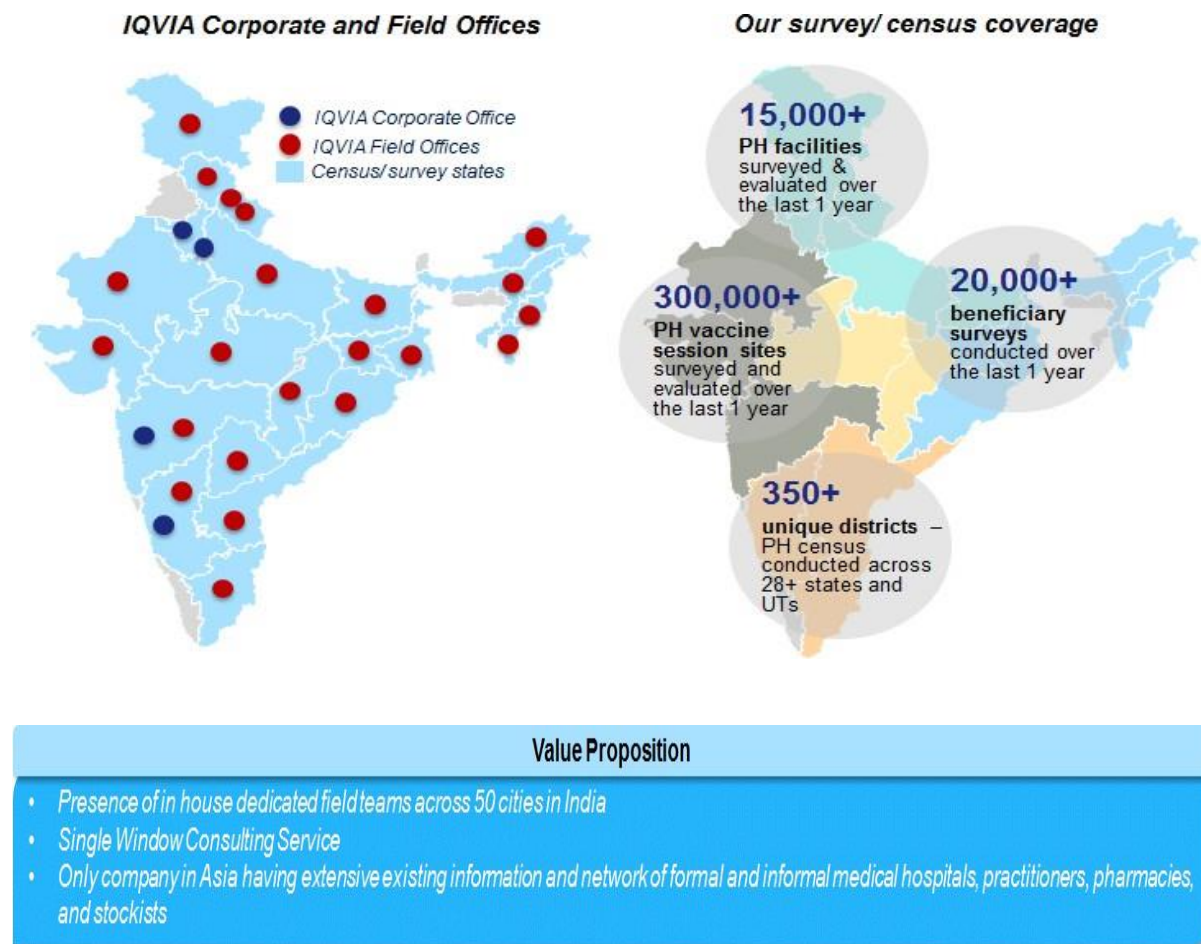


Figure 4- Value Proposition

We have prior **experience of working on projects funded by government and international donor agencies including The World Bank, UNDP, CHAI, JSI, USAID Deliver, NPPA, DoP, Niti Aayog, PSI, BMGF, DFID, Pharmexcil, Tata Trusts, and Micronutrient Initiative etc.**

Some of our major clients comprise:






Hospitals	Government	Pharmaceutical
		
International/Donor Agencies	Technology	Other healthcare stakeholders
		

Figure 5 – Projects worked

Our Core Services

We have accumulated in-depth knowledge of the India health system and policy trends through the extensive interaction with health system stakeholders, as well as, work in areas of public health.

We have worked extensively in the arena of Healthcare policy and established thought leadership on policy trends by leveraging broad connections with stakeholders from key government divisions and

healthcare institutions. We are currently collaborating with Department of Pharmaceuticals, India on Pharmaceutical pricing policy initiatives.

In 2013, the IQVIA India Institute and OPPI (Organization of Pharmaceutical Producers of India) jointly produced a thought leadership study on “Understanding Healthcare Access in India” as a knowledge initiative in collaboration with government policy makers, industry and academics. This provided an opportunity for multi-sector stakeholders to exchange thinking on key issues in the Health Care Access including affordability and quality of care, and to stimulate discussions on policy options.

Quality Assurance

- IQVIA Public Health provider consulting team has senior professionals from industry who are certified as Principal Assessor for National Accreditation Board for Hospital [NABH] and have achieved the distinction of Certification and Lead Auditor for ISO 9000 Quality Systems.
- **Global experience in evaluating health systems performance and providing policy recommendations:** As a global team covering all major markets, we have extensive experience working on health-related topics and providing solutions to public health organizations and local governments and can share best practices from emerging and developed markets across the globe.

Performance Improvement: for healthcare service providers IQVIA offers a range of expertise which encompass.

Supply Chain Management: IQVIA Public Health assists clients understand their existing material use and purchase patterns, inventory management and vendor management practices. This helps the client assess its annual needs for various day to day material and medicine requirements. Upon identifying the key drivers of inefficiency in a client's overall procurement and supply chain system the IQVIA team assists clients in implementing mechanisms such as rationalization of SKUs (Stock Keeping Units) to optimize inventory levels; Procurement mechanisms such as tendering, bid process management and vendor management.

- **Total Performance Improvement:** IQVIA Public Health helps clients achieve their desired performance through its Total Performance improvement plan which helps clients enhance revenues and optimize costs.
- **Process Optimization:** Inefficient service delivery processes can lead to higher patient waiting times as well as lack of adequate personnel at peak operations which leads to higher operation burdens for the providers as well as lower patient satisfaction. Healthcare providers seeking insights regarding their service delivery processes can undergo business process re-engineering mechanisms to streamline their operations consequenceively. IQVIA helps clients implement mechanisms across facilities planning, operations and maintenance as well as contract management mechanisms such as PPPs etc.
- **Other Services:** IQVIA Public Health's other services comprise improving utilization of facilities such as OT, OPD, Imaging services; Performance benchmarking; Designing & implementing clinical KPIs; Specialty COE design

Program Management:

IQVIA Public Health helps clients with long term projects/programs by undertaking end- to-end project management

- **Program Design:** Clients seeking help in creating a prospective project/program can approach IQVIA Public Health for advisory on mapping the entire project/program landscape and on a phase by phase implementation plan.
- **Program Implementation:** IQVIA Public Health can provide clients with full time support during the implementation of their project/program by deploying a team of experts as the Project/Program Management Unit.
- **Monitoring & Evaluation:** The progress can during a program/ project can deviate from its envisioned path if proper monitoring mechanisms are not in place. IQVIA can help clients with monitoring & evaluation services providing information on bottlenecks and their respective solutions for keeping a project on-track.
- **Infrastructure Advisory:** Clients *envisioning to establish healthcare infrastructure can receive IQVIA's support across a range of activities which can help them make informed decisions*
- **Gap Assessment Study:** IQVIA Public Health can provide clients with detailed gap assessments for infrastructure requirement when they are considering construction or upgradation of their infrastructure projects.
- **Feasibility Studies & Project Structuring:** The experts at IQVIA Public Health can advise clients on the feasibility of their vision, identifying key hurdles which need to be addressed by structuring a project consequenceively

- **Bid Process Management & PMC Support:** A consequenceively bid process management approach can help clients identify the right service providers while maintaining transparency and fairness.
- **Institutional Strengthening & Capacity Building:** IQVIA can help clients develop public institutions' internal capacity by upgrading existing personnel's skill sets. IQVIA's services encompass:
- **Capacity assessment:** Designing "To-Be" roles and conducting a skill gap assessment of the skill set and expertise of existing personnel
- **Organisation Restructuring & Capacity Building:** Preparation of new organisation chart, job descriptions, roles and responsibilities, KPIs and recruitment strategy for additional manpower
- **Implementation Support:** Designing detailed work plan, organisation and facilitation of workshops and training sessions, assisting the management identify HR services vendors
Strengthening public institutions through training delivery for existing personnel and creating a monitoring & evaluation mechanism for the training provided to personnel

Dedicated Supply Chain Practice with Specialists in Public Health Supply Chain

IQVIA has one of the largest public health practices with nearly a decade of service devoted to the public sector and an internal structure to support and enhance our services to Governments and multi-lateral funding agencies.

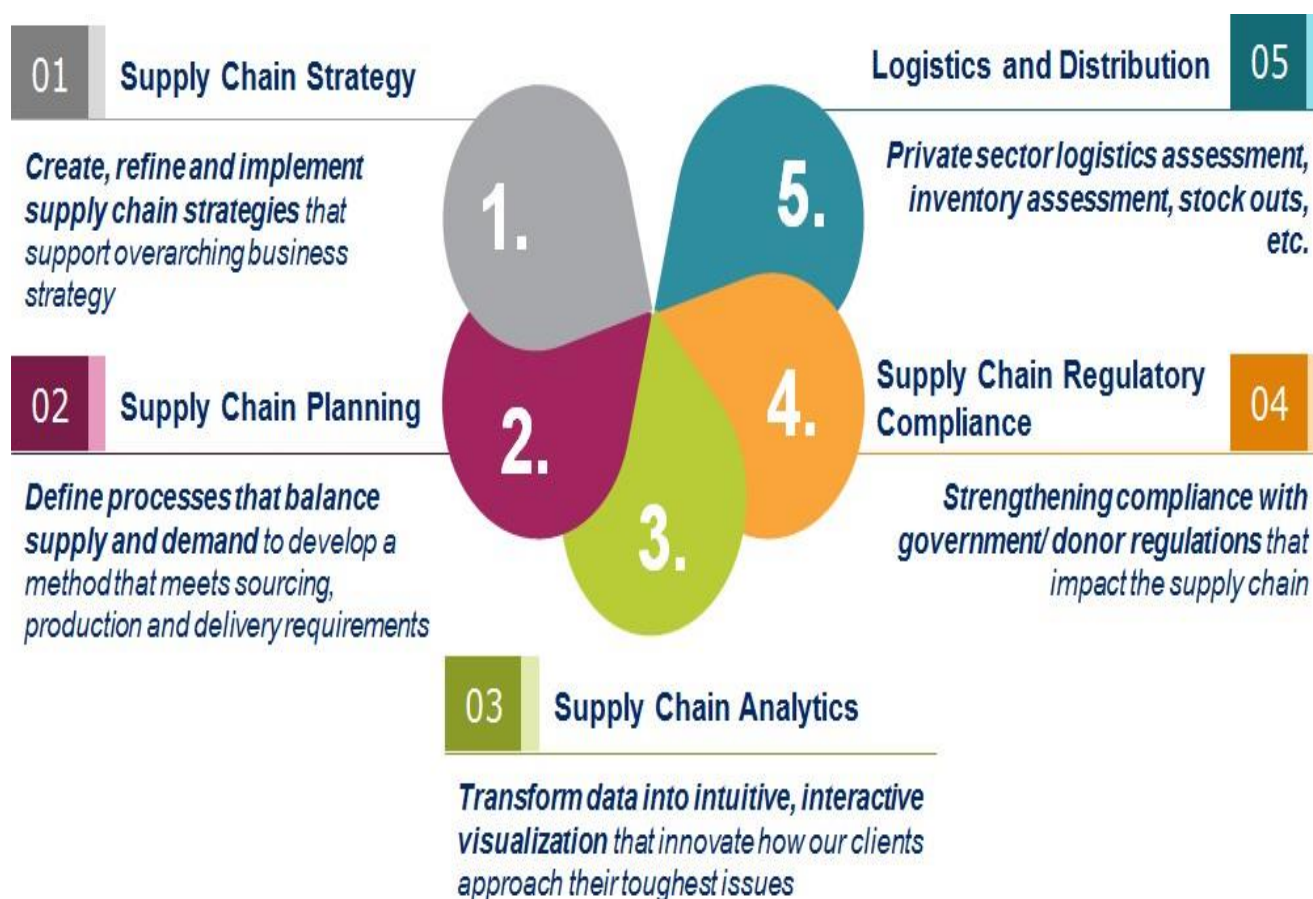
IQVIA Health has significant experience in advising Governments across the world in areas ranging from healthcare surveys to technology to transformational insights.

IQVIA Health India team has conducted multiple Public Health supply chain/logistics assessments South Asia and Africa markets in **supply chain related to gap/bottleneck analysis, strategy,**

Institutional review, organizational restructuring, manpower assessment, capacity building, review & documentation of policies/ SOPs/ manuals, etc.

Our practice comprises experts providing comprehensive advisory services to both **public and private sector clients** and to **all levels of government, legislative agencies, municipalities, nodal agencies, redevelopment agencies, NGOs, and public-sector corporations.**

The key service providing's in are: -



PART B

PROJECT REPORT

IMPACT OF SOCIAL MEDIA ON MENTAL HEALTH OF ADOLESCENT – A NARRATIVE REVIEW

BACKGROUND

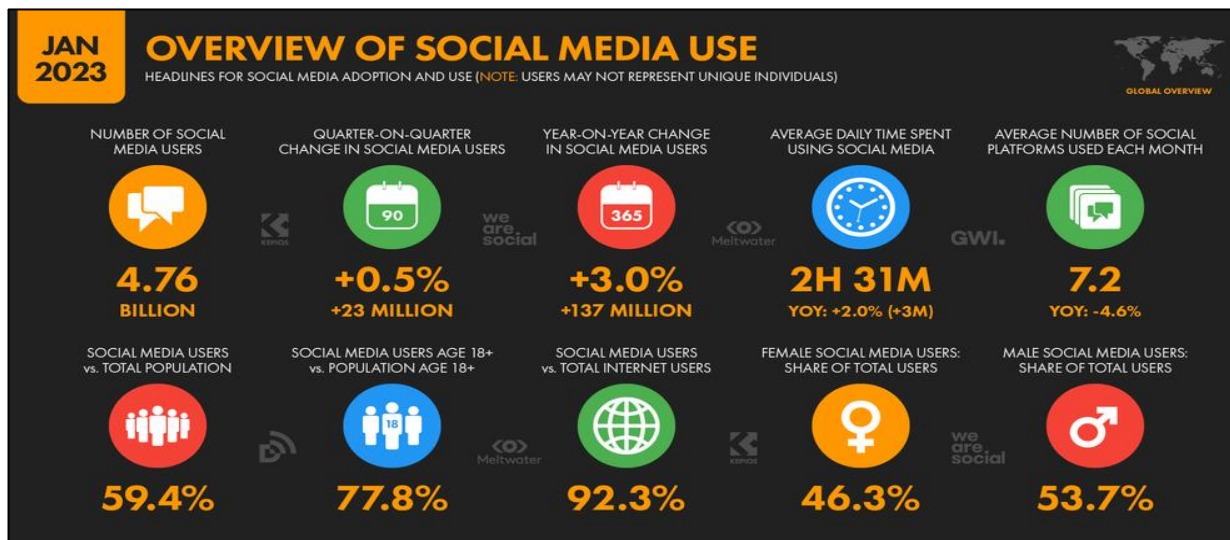
According to a systematic review conducted by Karim F et al, making social relationships with others can help people cope with stress, anxiety, and depression. . The 'digital age' is a common term used to describe the twenty-first century. About 62.6% of active mobile phone users worldwide, or over two thirds, have access to the internet. 72% of smartphone owners in India access news directly from their devices.

One of the main mental health-related causes of disability is depression. The fourth most common cause of mortality for people aged 15 to 29 is suicide. A mental condition affects one in seven 10 to 19-year-olds worldwide, which accounts for 13% of the disease burden in this age range.

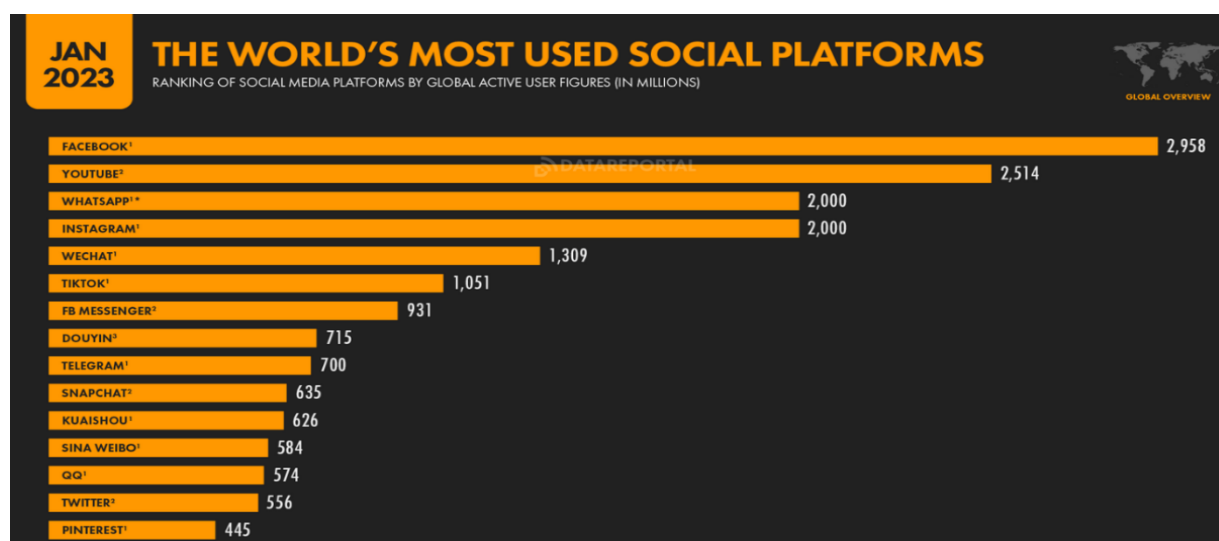
INTRODUCTION

AN OVERVIEW OF SOCIAL MEDIA.

This is an average of 4 new users per day, or an annualised growth rate of 3%. Nine out of ten users utilise social media each month, according to recent statistics of ten users utilise social media each month, according to recent statistics.



There are currently 6 social media platforms who claim over 1 billion hits every month, of which Facebook as the biggest of them all. Media platforms that each claim one billion or monthly active users



Social media has undoubtedly become a significant part of our everyday lives, but it has also contributed to a number of mental health issues. *Suicide is the fourth most common cause of death for people between the ages of 15 and 29.* People with severe mental problems frequently die young, sometimes by as much as two decades, due to physically treatable conditions. One in seven 10 to 19-year-olds globally have a mental illness, which accounts for 13% of the

disease burden in this age group. Adolescent behavioural disorders, sadness, and anxiety are the main causes of illness and impairment.

NEED/RATIONALE OF STUDY

The rationale / need of study mainly is to know the impact of social media on adolescents. The study would help us to determine about the social media impact on behaviour signs such as depression, anxiety in adolescents. Since in the era of digital age, social media acts as a platform for infodemic spread of data and has been one of the risk factor for adolescent mental health, therefore the role of infodemic management is to be determined through this study.

RESEARCH QUESTION

- How is social media usage is affecting the mental health of adolescents?

OBJECTIVES OF STUDY

Primary Objective:-

1-To assess social media impact on the mental health of adolescents.

Secondary Objective:-

2-To find how social media platform acts as a risk factor for infodemic spread among adolescent.

3-To observe signs of behaviour change in adolescents such as anxiety, depression.

4 -To observe the co-relation of infodemic spread and mental health of adolescent

5- To find out the possible strategies required for infodemic management

REVIEW STRATEGY

The research publications and academic papers consulted from Pub Med and Google Scholar will be the **sources of data utilised**.

Infodemic, social media, and behaviour change are the **keywords** used.

SELECTION CRITERIA

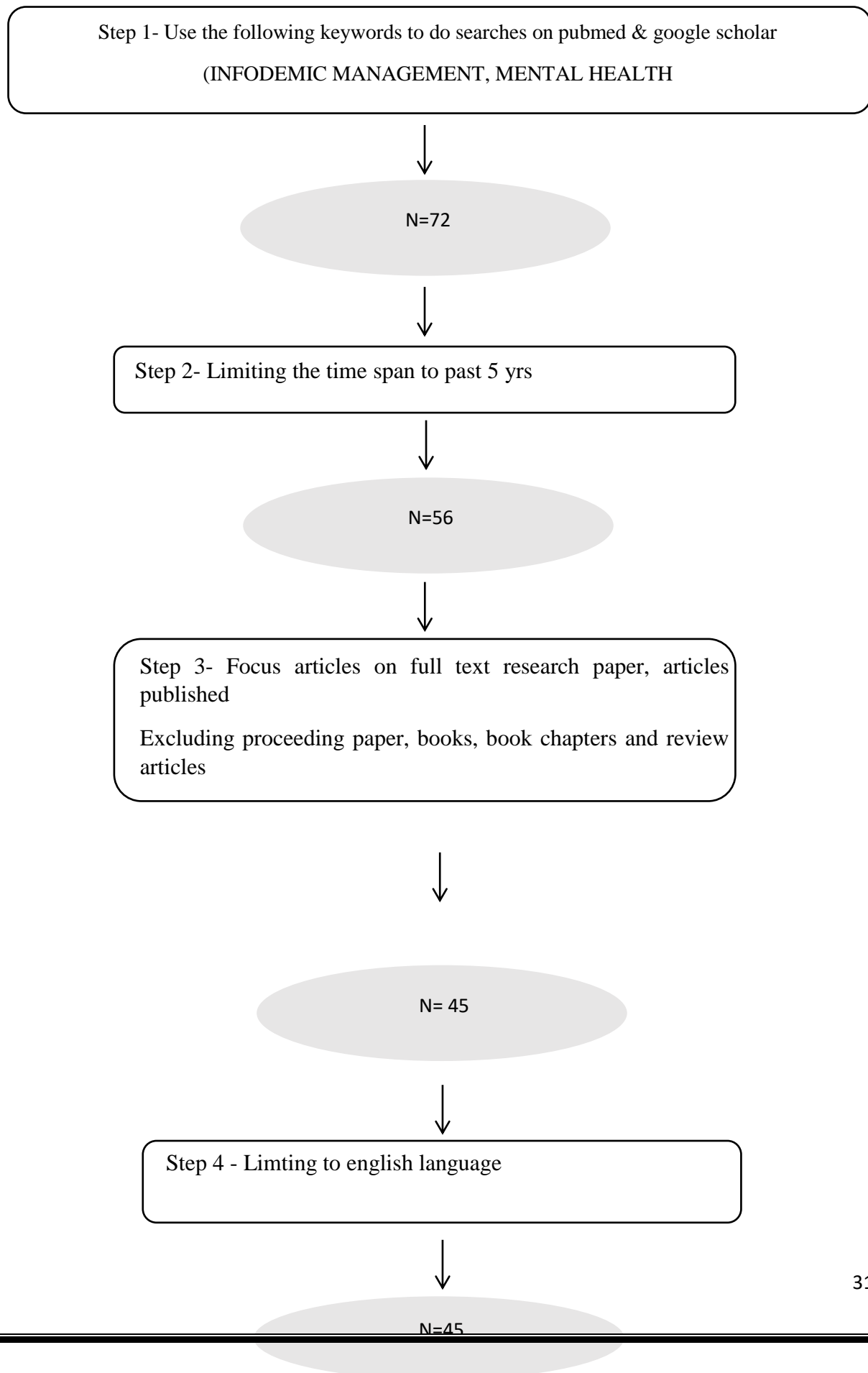
- **Inclusion criteria-** Published articles of past 5 years, full text research papers will be included in the review focusing on the adolescent mental health.
- **Exclusion criteria-** Duplicate papers and non- reviewed articles will be excluded in selected final articles.

The sample strategy involves :-

1- Assessing the Appropriateness of the Search Keywords:-

KEYWORDS/COMBINATION OF KEYWORDS	TOTAL NO OF ARTICLES (PUBMED & GOOGLE SCHOLAR)	LIMITING TIME SPAN TO 5yrs
Mental Health	PubMed- 507,723 Google scholar - 56,90,000	PubMed- 220,748 Google scholar - 18,000
Social Media	PubMed- 51,030 Google scholar - 89,20,000	PubMed- 33,660 Google scholar - 17,800
Social media AND Adolescent health	PubMed- 6,423 Google scholar -35,60,000	PubMed 3,840 Google scholar - 30,200
Infodemic Management	PubMed- 192 results Google scholar - 37,800	PubMed- 100 Google scholar - 18,100
Social media AND Behaviour change	PubMed- 446 results Google scholar - 45,60,000	PubMed- 281 Google scholar - 70,000

The search strings are presented in [Figure 1](#).



2: Determining Relevance

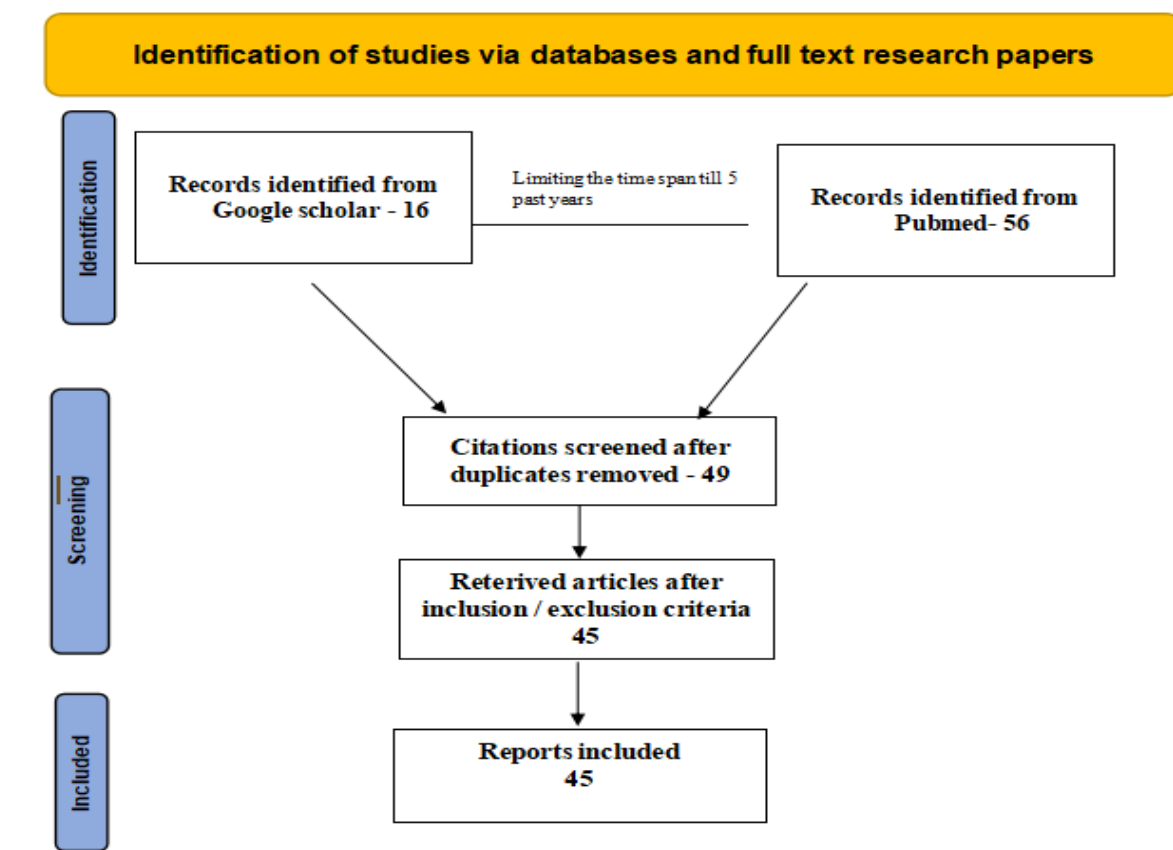
During the initial screening of the article titles and abstracts, papers that did not concentrate on mental health and how it affected sustainable consumption were disregarded. Certain publications have to be omitted due to overlapping studies in the closely connected fields of social media and mental health, editing handbooks, and trade magazines.

The first objective of the study is to evaluate how current social media trends have impacted young people's conduct and how those trends have impacted adolescents' mental health. Studies are now being conducted in a very different environment.

Ultimately, 45 articles were picked out for in-depth reading.

3-Assessing the quality

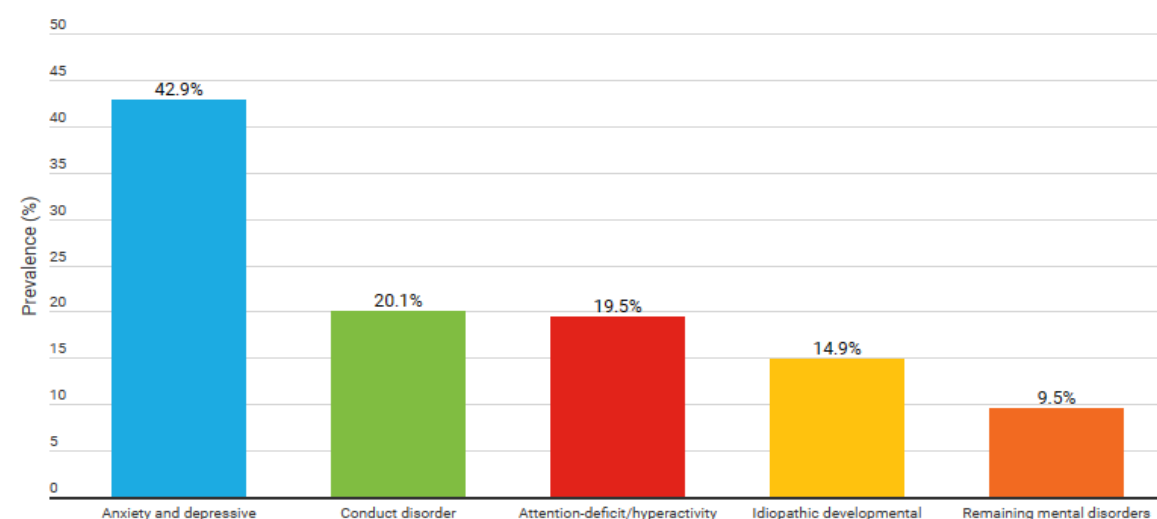
The quality is being determined through the PRISMA flow diagram wherein the identification & screening of articles is being determined. (Figure -3)



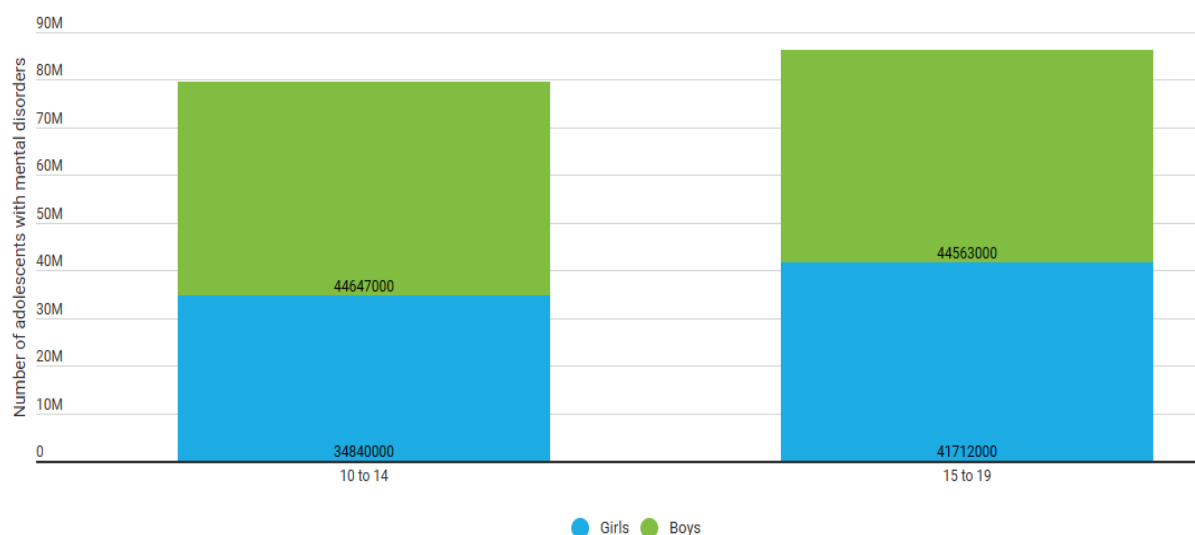
RESULT

- The current study's goal is to better understand how social media affects adolescent mental health, with an emphasis on the signs of behaviour change and the infodemic spread of news among teenagers. The literature review demonstrates how crucial social media platforms have become to the lives of teenagers. Social media's effects on mental health are concerning since young people are particularly vulnerable to them.
- The study found that using social media excessively can lead to a variety of mental health issues, including anxiety, despair, loneliness, and low self-esteem.
- 45 papers were chosen for further investigation after exclusion and inclusion criteria were applied to a total of 72 publications.
- The majority of the articles (n=45) focused on the last five years. Only 12 of the research publications in this study (n=12) discussed how social media affects adolescents' mental health. There were three longitudinal studies and seven cross-sectional studies (n = 7); the remaining research were systematic reviews.
- The study also suggests adolescents, both boys and girls, are known to be active users of social media. However, the specific usage patterns can vary depending on individual preferences and cultural factors.
- *The comparison of Girls and Boys revealed a greater proportion of girls being affected from mental health with social media use. These are primarily anxiety and depression.*

Prevalence of anxiety, depression, and other mental disorders among adolescent boys and girls ages 10-19, 2019



Estimates of number of mental disorders globally for girls and boys aged 10–14 and 15–19, 2019



The major goal of this study was an exhaustive review of the literature on how social media use affects mental health. The narrative review revealed a link between using social media and experiencing mental health problems. Most frequently, sadness and worry were present.

Among the 16 studies that made up the evaluation, there were assessed outcomes. Time spent, exercise level, and social media addiction were all noted as anxiety and depression risk factors. Anxiety plays a role in mental health problems. Due to their fear of losing something, teenagers who use social media frequently respond to and check all of their friends' messages out of

anxiousness. One unforeseen consequence of excessive social media use is depression. Does using social media affect one's mental health? Screen time is not the issue, according to a recent BYU study. BYU News, such as Facebook and other social networking sites, may lead to mental health issues. Another study found strong correlations between depression and mobile devices, SMS, gaming, and social media.

One study discovered a 70% rise in self-reported depressed symptoms in those who used social media. While a different investigation found that melancholy and time spent teenagers and Facebook use are positively connected. It was shown that there is a strong correlation between significant depression and people who engage in online activities and image management. In comparison to men, more women than men were addicted to social media.

Rumination, which is the constant act of thinking about something negative, harmful, or uncertain for a prolonged period of time, played a mediating function in exacerbating the symptoms. Information overload on Covid-19-related topics online led to rumination. Teenagers with mindfulness training were able to counteract this negative effect of rumination. Due to a lack of cognitive control, the obsession with using social media intensified psychopathological symptoms and increased a sensation of social isolation. On the other hand, concerned participants said that they used social media more frequently as a means of adapting to the current emergency and - to a lesser extent - as a way to stay in touch with family and friends. People who had Fear of Missing Out (FoMO) frequently used social media to find and share information. This created a vicious loop of rising social platform participation. Even if the information received was thought to be overwhelming, there was still a higher interaction with social media content. Although the effects of sizes were minimal, a study found that

following appearance-focused accounts on Instagram was associated with increased levels of body dissatisfaction, a desire for thinness, and poorer self-esteem in female adolescents.

LIMITATIONS OF STUDY

The study duration was much shorter for the review, in which the articles were selected less due to duration to time. Also, the articles referring to infodemic management was less available.

CONCLUSION

Social media is a new study that is rapidly growing and gaining popularity. Thus, there are many unexplored and unexpected constructive answers associated with it. Lately, studies have found that using social media platforms can have a detrimental effect on the psychological health of its users. However, the extent to which the use of social media impacts the public is yet to be determined. This systematic review has found that social media envy can affect the level of anxiety and depression in individuals. In addition, other potential causes of anxiety and depression have been identified, which require further exploration. The importance of such findings is to facilitate further research on social media and mental health. In addition, the information obtained from this study can be helpful not only to medical professionals but also to social science research. The findings of this study suggest that potential causal factors from social media can be considered when cooperating with patients who have been diagnosed with anxiety or depression. Also, if the results from this study were used to explore more relationships with another construct, this could potentially enhance the findings to reduce anxiety and depression rates and prevent suicide rates from occurring.

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