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## ORIGINAL

# THE INFLUENCE OF SOCIAL MEDIA ON ATHLETE MENTAL HEALTH AND PERFORMANCE IN SWEDEN

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### ABSTRACT

This study investigates how social media affects athletes' performance and mental health in Sweden. Athletes' lives now revolve around social media since it provides them with channels for fan interaction, self-promotion, and sponsorship opportunities. However, they also come with drawbacks, such as performance anxiety, issues with body image, and cyberbullying. The research was based on primary data analysis to determine the research using SPSS software, and the generated results included descriptive statistics, correlation coefficient, and model summary, which also explained the regression analysis between them. This study examines the complex link between social media and athlete well-being, drawing on previous research and observations from Swedish sports organizations, psychologists, and athletes. Significant research shows that although social media may increase an athlete's reach and visibility, it can also increase stress and worry, adversely affecting performance and mental health. Swedish sports organizations are putting policies in place to assist athletes in navigating the digital realm as they become more aware of how important it is to handle these issues. These tactics include encouraging positive role modelling, teaching athlete's responsible social media usage, and implementing policies to deal with cyberbullying. The overall result found that social media directly influences athletes' mental health and performance in Sweden. Stakeholders' cooperation and ongoing research will be crucial to provide evidence-based treatments and promote a positive environment for athletes in Sweden. By maximizing social media's benefits and minimizing its drawbacks, Sweden hopes to equip athletes to succeed in the digital era, both on and off the pitch.

**KEYWORDS:** Social Media (SM), Athlete Mental Health (AMH), Performance (PP), Sweden (SS), Sport Organization (SO)

## 1. INTRODUCTION

Social media is a versatile online platform connecting people from unlimited fields and aspects of life to one place. While this platform offers its users multiple benefits, various demerits can affect people's mental health (Schinke et al., 2018). The same is the case for the athletes in Sweden, where different players can become susceptible to multiple dark features of social media and can get their mental health affected. This effect on mental health not only deteriorates the player's health but also limits his performance in the field. Where multiple factors of social media usage can negatively impact an athlete's performance, positive influences can also not be neglected (Rice et al., 2016). Mental health needs to be at its best for everyone in any field of life, including athletes from different sports fields. Like other countries, Sweden's athletes face the exact impacts of social media usage on their mental health and, eventually, their performance. The first thing that influences the athlete's mental health is social media's growing expectations and pressure (Purcell et al., 2022). The increased spotlight from coaches, fans, followers, and sponsoring agencies can lead to an elevation in anxiety and stress for the athlete, which can lower performance. The Swedish National Board of Health and Welfare has conducted a study that unveiled the rising depression in Sweden's people, including the proportion of 15% and 25% in men and women, respectively (Malm et al., 2019). The same levels were recorded for the men and women experiencing anxiety in Sweden. Cyberbullying is another vital trigger from social media platforms that heightens the degradation of the mental health of athletes. The reason is that public figures and athletes face backlash, negative comments, and trolling from people. These negative comments and activities can easily degrade the mental health of any person by lowering their confidence, boosting anxiety, and lack of performance in the field. Also, the overly exposed insights into everyone's lives on social media can cause an element of comparison in athletes. They might start comparing their accomplishments and lifestyle with others and can start lacking self-esteem. This feeling of slackening self-esteem can make them susceptible to depression, making them feel unaccomplished (Lundqvist et al., 2023). With all such experiences mounted together, social media can take a severe toll on athlete's mental health. Therefore, for treating depression and anxiety of such kinds, Swedish people are recommended to boost their physical activities. Moreover, social media has set various impractical and vague beauty standards. These bizarre and peculiar standards depict certain ideal physique conditions for athletes. Now, sportsmen, specifically those involved in sports that require prominence on their physique, might get under peer pressure to keep certain body types and appearances. This pressure of upholding a certain body physique can induce eating disorders in athletes, leading to not only mental health weakness but also may lead to bodily damage as well (Bentzen et al., 2022). Poor time management in any field can prove to fail. That is exactly what social media users can face by

having distractions for hours, and then this distraction can lead to poor time management, ultimately worsening the athlete's performance. Athletes in Sweden have been surveyed, and many of the young rising players spend their valuable time and energy on social media while not focusing on training. This lack of focus and practice leads to worse performance on the field. Not only is the valuable time lost but the sleep cycle of athletes is also affected. The disruptions in sleep patterns can lead to a negative impact on physical health and performance. Furthermore, privacy concerns are the main rising issue with well-known social media personalities, including famous athletes. Due to sponsors and the pressure of keeping up with the bright image on social media, sometimes athletes overshare their life experiences and can, therefore, get involved in controversial debates as the fans and other followers tend to dig more into their personal space (Lundqvist & Andersson, 2021). This invasion into personal space leads to disturbance of their mental health and imposes depression, nervousness, and anxiety. Besides these negative impacts on athletes' mental health and performance, social media can also provide a positive outlook. Through social media platforms, athletes get positive fortification and support from people, which can help boost their self-belief and confidence. This boost in confidence and morale can lead to healthy mental health and a more productive performance on the field. With being the cause of depression social media platforms can also lead Swedish athletes to reach out to communities and networks that can help them deal with their mental health issues and seek advice (Kvillemo et al., 2023). This access to different resources can help them regain their lost confidence and restore their performance. Brand management is another positive influence of social media on athletes' mental health, as they can use their fame to launch their brand and promote it on their social media handles to increase their reach and bring their vision to their audience. This can positively impact their business and incomes, leading to healthy mental health and performance (Henriksen, Schinke, Moesch, et al., 2020). On the other hand, many athletes may have to face backlash from certain sponsorships and sometimes they might have to sponsor ideas or campaigns that do not align with their values. This clash can cause them to rethink their standards, making them victims of overthinking. With such overthinking, athletes tend to have broken focus on their training, and with lower training comes failed performance on the field, adding up to another reason for keeping social media usage at a certain limit. A study of tennis players in Sweden was performed, and the results showed more positive influences than negative impacts (Limin et al., 2023). Due to continuous involvement in content creation and coaching experiences, tennis players were found to have a motivating journey toward their career goals. They were able to grow through their tennis clubs (Dohlsten et al., 2021).

## **2. Literature Review**

Researchers claim that excessive use of smartphones develops

smartphone addiction in youth. The overuse of mobile phones develops mental health problems that negatively impact the academic grades of young students. studies show that students with smartphone addiction show poor physical health and are inactive. the chances of neck and shoulder pain in smartphone-addicted youth are higher(Alotaibi et al., 2022). studies predict that social media has greatly impacted the lives of people all around the world. The lives of the majority of people are based on the use of social media to complete their daily life tasks. The trend of using social media has increased during the lockdown period of the COVID-19 pandemic. During the pandemic covid19, social media was used to provide children with online education. Besides the many benefits of social media, there are still certain risks. These risks negatively impact the lives of young, growing children and divert their attention from their studies(Bozzola et al., 2022). the researchers elaborate that using soil media excessively leads to the development of addictive behaviour in children. addiction to gaming and gambling is observed in most excessive social media users(Castrén et al., 2022).Studies suggest that elite sports players disturb their mental and physical health to achieve better performance in the sports field. unstable consequences are associated with the field of elite sports.to provide Swedish athletes with sustainable elite sports practices with athlete-centred training (Dohlstén et al., 2021). Scholars' studies pay attention to the fact that sports are regarded as one of the physical activities that improve athletes' mental well-being and physical health. the athletes who actively participate in sports-based physical activities are more active and vigilant. The model based on the concept of Mental Health Through Sports has been developed to promote the importance of sports among youth and its possible positive impact on mental health (Eather et al., 2023). Studies predict that a lot of female athletes practising endurance training develop RED-S. the RED-S is a disorder that develops in young female players with inappropriate eating habits. addiction to exercise-based activities and utilization of less nutritional food by female athletes results in the development of RED-S in them. The low availability of energy makes female athletes lose strength in sports playing competitions, negatively impacting their mental health (Fahrenholtz et al., 2022). Studies explain that an athlete's social identity makes him recognizable in the sports field after he retires from sports. the social identity and recognition of athletes provide them satisfaction and intensify their mental well-being (Haslam et al., 2021). Studies claim that international sports psychology organizations have developed think tank programs for engaging the youth in activities related to international sport-based scooters. in these organizations, different sports-related topics are discussed. The main topic of discussion in these programs is to develop effective sports strategies to improve the mental health of athletes(Henriksen, Schinke, McCann, et al., 2020). Studies explain that e-sports stakeholders play a major role in promoting e-sports activities in athletes. e-sport is an online sports training program that provides training to athletes using social media platforms. the reasonability of e-sports stakeholders is to

ensure that the e-sports is positively impacting the mental health of athletes. Also, these stakeholders ensure that sports athletes are getting constructive criticism on their sports-playing skills so that athletes can improve their game-playing skills(Hong, 2023). Studies suggest that HP coaching is one of the most demanding professions in sports-related areas. The female HP coaching athletes number ranges from eight to twenty percent. The mental health of female coaches providing high-performance training gets disturbed due to continuous training sessions. also, female HP coaches face many problems providing athletes with sports-based training in this male-dominated sports society (Kenttä et al., 2020). Scholars' studies reveal that soccer players in Sweden face a lot of mental health problems. Continuous sports training sessions negatively influence the performance of elite soccer players. such mentally depressed soccer players in Sweden are provided with mental health-based intervention therapies that enhance their mental health (Kvillemo et al., 2023). Studies show that developing Swedish athletes as players in the sports field improves their quality of life. athletes with more experience in sports often show gratitude behavior (Lundqvist et al., 2021). Scholars' studies provide evidence that athletes with unitive experience in the sports field show good mental health. the unitive experiences reduce and minimize the chances of sports-related anxiety in athletes and strengthen their mental well-being (O'Brien & Kilrea, 2021). Moreover, social networking programs promote group exercise-based sports activities for youth. these group exercise programs aim to reduce sports-related anxiety in young college sports players.in college-level sports institutes, social media is used as a social networking platform to make students aware of the importance of teamwork in sports(Patterson et al., 2021). Scholars' studies predict that social media has become one of the most used platforms globally. Social media actively plays a main role in indulging youth in useful activities. Through sports-related marketing on social media, many of the younger generation have become interested in sports-related fields.by participating in sports-based activities, youth's mental health improves (Schønning et al., 2020). Studies scholars suggest that e-sports platforms improve athletes' psychological skills and influence their game-playing skills. through social media support and guidelines, a young athlete's scan develops self-regulation(Trotter et al., 2021). Research scholars reveal that many Swedish sports players are involved in sports gambling(Vinberg et al., 2020).moreover, around twenty to forty per cent of the young generation is suffering from mental health problems due to different risk factors. abuse, as well as social neglect, makes youth mentally ill (Walton et al., 2021).the athletes learn to tackle Beha's real problems by participating in team sports. positive psychological and behavioural outcomes are seen in athletes involved in team sports programs(Zuckerman et al., 2021).moreover, improving athletes' social identity through sports is the responsibility of sports field-associated coaches. The positive social identity of athletes has a positive impact on athletes' mental health (Stevens et al., 2024).

### **3. Methods of Research**

The research was based on primary data analysis to measure the influence of social media on athletes' performance in Sweden. For measuring the research, SPSS software was used, and the results generated included descriptive statistics, correlation coefficients, model summaries, and chi-squares that explained the regression analysis between them.

#### **3.1 Influence of Social Media on Athletes**

Social media can be a source of motivation and inspiration and a platform to showcase achievements. It can also be a source of distraction and added pressure. Athletes may need to constantly perform and maintain a specific online personality, which can affect their focus and mental readiness during competitions. Understanding the influence of social media on mental health and performance is crucial for athletes, coaches, and sports psychologists to provide appropriate support and interventions. Encouraging athletes to use social media in a balanced and mindful manner can help them harness its benefits while minimizing its negative impact on their mental health and performance. Building strong support systems within sports teams and organizations can help athletes navigate social media challenges and maintain their mental well-being. Social media plays a significant role in shaping athletes' mental health and performance. By recognizing social media's positive and negative influences and implementing strategies to promote its responsible use, athletes can liberate these platforms and enhance their mental well-being and overall performance in sports.

#### **3.2 Social Media Influence on Athletic Mental Health in Sweden**

The influence of social media on athletic mental health and performance in Sweden has specific variations. Social media can provide Swedish athletes opportunities for self-promotion, fan engagement, and networking within the sports community, contributing to their mental health and performance. Athletes in Sweden, like their fellows worldwide, may face challenges such as pressure, criticism, and comparison on social media platforms, which can impact their mental health and performance negatively. Understanding the unique characteristics of the Swedish sporting culture, such as emphasis on teamwork, equality, and work-life balance, can influence how athletes in Sweden receive and engage with social media. Sweden has a strong focus on mental health awareness and sports system.

Athletes may have access to resources and programs that address mental health issues intensified by social media use. Swedish sports organizations, coaches, and sports psychologists can develop intervention strategies that consider the cultural and social media landscape in Sweden to support athletes in managing the effect of social media on their good health.

Collaboration between sports organizations, mental health professionals, and social media platforms can create a supportive environment for Swedish athletes to operate social media healthily and productively. Encouraging mutual supportive networks among Swedish athletes can promote a sense of community and solidarity, helping them cope with the challenges posed by social media. Acknowledging the potential benefits and pitfalls of social media and implementing tailored strategies and support systems, Swedish athletes can harness the positive aspects of social media while safeguarding their mental health and problems.

### **3.3 Effects of Social Media on Sweden Athlete's Performance**

Analyzing how social media affects the performance of athletes in Sweden involves considering both the positive and negative impact of social media engagement on their athletic struggle. Social media platforms allow Swedish athletes to increase their visibility, attract sponsors, and connect with brands, which can positively impact their careers and performance. Athletes in Sweden can engage directly with their fans through social media, building a loyal fan base and collecting support that can boost their motivation and confidence during competition. Social media allows Swedish athletes to build and promote their brand, showcasing their achievements, values, and personality, which can enhance their demand and career prospects. Athletes in Sweden may face increased pressure to perform well due to the security and expectations from fans, sponsors, and the media on social media platforms, leading to stress and performance anxiety. Excessive use of social media can distract athletes from their training, recovery, and competition preparations, affecting their focus, discipline, and, ultimately, performance on the field. Criticism, cyberbullying, and negative comments on social media can have harmful mental effects on the mental health and confidence of Swedish athletes, potentially impacting their performance negatively. Providing Swedish athletes with education and training on responsible social media use, including strategies for managing pressure, handling criticism, and setting boundaries, can help reduce their negative impacts.

Encouraging athletes to practice mindfulness, set limits on social media usage, and prioritize self-care and mental well-being can help maintain a healthy balance between online engagement and athletic performance. Establishing sports systems within sports organizations, including access to mental health professionals, coaches, and peers, can offer Swedish athletes the resources and guidance they need to navigate social media challenges effectively. In conclusion, social media can have both positive and negative effects or influence on the performance of athletes in Sweden. By understanding these impacts, implementing strategies to maximize the benefits, and mitigating the risks associated with social media use, Swedish athletes can leverage these platforms to enhance their performance while safeguarding their

mental health and well-being.

**Table 1:** Result of Descriptive Statistics

<b>DESCRIPTIVE STATISTICS</b>						
	<b>N</b>	<b>MINIMUM</b>	<b>MAXIMUM</b>	<b>MEAN</b>	<b>STD.</b>	<b>DEVIATION</b>
<b>SOCIAL MEDIA 1</b>	51	1.00	3.00	1.8431	.70349	
<b>SOCIAL MEDIA 2</b>	51	1.00	3.00	1.6275	.63121	
<b>SOCIAL MEDIA 3</b>	51	1.00	3.00	1.6275	.59869	
<b>ATHLETE MENTAL HEALTH 1</b>	51	1.00	3.00	1.7255	.63493	
<b>ATHLETE MENTAL HEALTH 2</b>	51	1.00	3.00	1.7451	.77054	
<b>ATHLETE MENTAL HEALTH 3</b>	51	1.00	3.00	1.6471	.59409	
<b>PERFORMANCE IN SWEDEN 1</b>	51	1.00	3.00	1.4706	.57803	
<b>PERFORMANCE IN SWEDEN 2</b>	51	1.00	3.00	1.4510	.57667	
<b>VALID N (LISTWISE)</b>	51					

The above results of table 1 represents descriptive statistics that describe each variable's minimum value, maximum value, mean value and standard deviation rate, including independent and dependent. Social media 1,2,3 2 are all considered independent variables. According to the result, their mean values are 1.8431, 1.6275, and 1.6275, all showing positive average mean values. The standard deviation rates are 0.7034, 0.6312, and 0.5986, showing that 70%, 63%, and 59% deviate from mean values. The athlete's mental health 1,2,3 these are considered mediator variables.

The result shows that mean n values are 1.7255, 1.7451, and 1.6471. These all show the positive average values of the mean. The standard deviation rates are 63%, 77%, and 59% deviate from the mean. According to the result, the overall minimum value is 1.000, the maximum value is 3.000, and the total observation is 51, respectively. According to the result, performance in Sweden 1,2 is considered as a dependent variable. Its mean value is 1.4510, 1.4706, and its standard deviation rate is 0.57, showing that 57% deviates from the mean.

### 3.4 Advantages and Disadvantages

Social media's impact on athletes' performance and mental health is a subject that is gaining attention everywhere, including in Sweden. Social media



networks give athletes chances for fan interaction, sponsorship arrangements, and self-promotion. They also come with difficulties, such as upholding a particular image, handling cyberbullying, and balancing social media use with exercise and recuperation. Sports organizations, psychologists, and researchers are examining the effects of social media on mental health and performance in Sweden, where players are frequently found on social media sites like Instagram, Twitter, and Facebook. There are some essential details about this subject:

1. Performance Pressure: Like other countries, Sweden may experience performance pressure from its athletes on and off the pitch. Social media gives users a venue for continuous peer comparison and public performance evaluation, which can increase pressure.

2. Body Image Issues: It is well known that social media sites encourage unattainable body ideals, which may impact athletes' self-esteem and perception of their bodies. Athletes may experience extra pressure to maintain specific body types portrayed on social media in Sweden, where sports culture places a strong emphasis on athleticism and physical fitness.

3. Cyberbullying and Online Harassment: Athletes are susceptible to cyberbullying and online harassment, especially those who are well-known. Negative feedback can have a negative impact on performance and mental health. Authorities and sports organizations in Sweden are realizing more and more how important it is to combat cyberbullying and help athletes who are being abused online.

4. Advocacy and Positive Role Modelling: Despite its drawbacks, social media may be an effective instrument for advocacy and positive role modelling. Swedish athletes have advocated for body positivity, mental health awareness, and other social problems through their platforms. By disclosing their battles and victories, athletes may encourage and uplift those going through comparable difficulties.

5. Balancing Social Media Use: In Sweden, coaches, sports psychologists, and support personnel assist athletes in setting appropriate limits on their use of social media. Some strategies include limiting screen time, engaging in self-care and mindfulness exercises, and creating a positive team environment offline.

6. Research and Education: To gain a better understanding of the connection between athlete mental health, performance, and social media, researchers are working in Sweden. Their goal is to provide evidence-based solutions that enhance athletes' well-being in the digital era by identifying risk factors and protective variables.

Table 2 (a): Result of Correlations

		CORRELATIONS							
		SOCIAL MEDIA 1	SOCIAL MEDIA 2	SOCIAL MEDIA 3	ATHLETE MENTAL HEALTH 1	ATHLETE MENTAL HEALTH 2	ATHLETE MENTAL HEALTH 3	PERFORMANC E IN SWEDEN 1	PERFORMAN CE IN SWEDEN 2
<b>SOCIAL MEDIA 1</b>	Pearson	1	-.089	-.047	-.009	.294*	-.039	.185	-.019
	Correlation								
	Sig. (2-tailed)		.534	.746	.951	.036	.784	.193	.893
	N	51	51	51	51	51	51	51	51
<b>SOCIAL MEDIA 2</b>	Pearson	-.089	1	.049	.289*	-.199	-.144	.326*	.251
	Correlation								
	Sig. (2-tailed)	.534		.734	.040	.161	.312	.020	.076
	N	51	51	51	51	51	51	51	51
<b>SOCIAL MEDIA 3</b>	Pearson	-.047	.049	1	.462**	.267	-.208	.459**	-.257
	Correlation								
	Sig. (2-tailed)	.746	.734		.001	.058	.142	.001	.069
	N	51	51	51	51	51	51	51	51
<b>ATHLETE MENTAL HEALTH 1</b>	Pearson	-.009	.289*	.462**	1	-.105	-.156	.305*	-.037
	Correlation								
	Sig. (2-tailed)	.951	.040	.001		.463	.274	.030	.794
	N	51	51	51	51	51	51	51	51
<b>ATHLETE MENTAL HEALTH 2</b>	Pearson	.294*	-.199	.267	-.105	1	.018	.005	-.231
	Correlation								
	Sig. (2-tailed)	.036	.161	.058	.463		.900	.971	.103
	N	51	51	51	51	51	51	51	51
<b>ATHLETE MENTAL HEALTH 3</b>	Pearson	-.039	-.144	-.208	-.156	.018	1	-.322*	.065
	Correlation								

**Table 2 (b):** Result of Correlations

		<b>SOCIAL MEDIA 1</b>	<b>SOCIAL MEDIA 2</b>	<b>SOCIAL MEDIA 3</b>	<b>ATHLETE MENTAL HEALTH 1</b>	<b>ATHLETE MENTAL HEALTH 2</b>	<b>ATHLETE MENTAL HEALTH 3</b>	<b>PERFORMANCE IN SWEDEN 1</b>	<b>PERFORMAN CE IN SWEDEN 2</b>
	Sig. (2-tailed)	.784	.312	.142	.274	.900		.021	.649
	N	51	51	51	51	51	51	51	51
<b>PERFORMANCE IN SWEDEN 1</b>	Pearson Correlation	.185	.326*	.459**	.305*	.005	-.322*	1	-.109
	Sig. (2-tailed)	.193	.020	.001	.030	.971	.021		.445
	N	51	51	51	51	51	51	51	51
<b>PERFORMANCE IN SWEDEN 2</b>	Pearson Correlation	-.019	.251	-.257	-.037	-.231	.065	-.109	1
	Sig. (2-tailed)	.893	.076	.069	.794	.103	.649	.445	
	N	51	51	51	51	51	51	51	51

\*. Correlation is significant at the 0.05 level (2-tailed).

\*\* . Correlation is significant at the 0.01 level (2-tailed).

The above results of table 2 represent that correlation coefficient analysis results describe Pearson correlation values, significant values, and the number of observation values of each end, including independent and dependent. The overall correlation result shows some positive and some negative, but all have significant interrelations. The influence of social media on athletic mental health and performance is a topic of growing interest in sports psychology. Social media platforms have become integral parts of athletes' lives, providing opportunities for self-promotion, fan engagement, and creating a support system. Social media platforms have become integral in the lives of athletes, impacting them in various ways. However, the impact of social media on mental health and performance can be both positive and negative. On the positive side, athletes can receive support and motivation from fans, teammates, and coaches through social media platforms, which can boost their confidence and mental health. Social media allows athletes to communicate with their fans, sponsors, and the media, helping them build their brand and increase their visibility in the sports world. Athletes can use social media to share their training routines, mental preparation techniques, and competition experiences, motivate others, and promote mental toughness.

Athletes may face pressure to perform well and criticism from fans or trolls on social media, which can negatively impact their self-esteem and mental health. Constantly displaying achievements and the lifestyle of other athletes on social media can lead to feelings of insufficiency, comparison, and fear of missing out (FOMO) among athletes. Excessive use of social media can distract athletes from their training, recovery, and performance goals, leading to decreased focus and productivity.

**Table 3:** Result of Model Summary

<b>MODEL SUMMARY</b>						
<b>MODEL</b>	<b>R</b>	<b>R SQUARE</b>	<b>ADJUSTED SQUARE</b>	<b>R</b>	<b>STD. ERROR OF THE ESTIMATE</b>	
<b>1</b>	.636 <sup>a</sup>	.405	.324		.47534	

a. Predictors: (Constant), Athlete Mental Health 3, Athlete Mental Health 2, Athlete Mental Health 1, Social Media 1, Social Media 2, Social Media 3

The above results of table 3 describes the model summary of model 1. The result represents R values, R square values, adjusted R square, and the standard error of the estimated value of model 1. According to the result, the R-value is 0.636, and the R square value is 0.405, showing positive 40% R square rates. The adjusted R square value is 0.324, and the estimated standard error value is 0.4753 show, which is a 47% estimated value between them.

**Table 4:** Result of ANOVA<sup>a</sup>

<b>ANOVA<sup>A</sup></b>						
<b>MODEL</b>		<b>SUM OF SQUARES</b>	<b>DF</b>	<b>MEAN SQUARE</b>	<b>F</b>	<b>SIG.</b>
<b>1</b>	Regression	6.764	6	1.127	4.990	.001 <sup>b</sup>
	Residual	9.942	44	.226		
	Total	16.706	50			

a. Dependent Variable: Performance in Sweden 1

b. Predictors: (Constant), Athlete Mental Health 3, Athlete Mental Health 2, Athlete Mental Health 1, Social Media 1, Social Media 2, Social Media 3

The above results of table 4 presents the ANOVA analysis related to the sum of square values, the mean square vandals the F statistic, and the significant value of each model, including regression and residual. The sum of the square value is 6.764; the residual value is 9.942, and the total value is 16.706. similarly, the mean square rate of regression and residual is 1.127 and 0.226. The F statistic value is 4.990, which shows a positive F rate. According to the result, the significant value is 0.001, which shows that positive and 100% significant level between them.

**Table 5:** Result of Coefficients

COEFFICIENTS					
MODEL		UNSTANDARDIZED COEFFICIENTS		STANDARDIZED T	SIG.
		B	STD. ERROR	BETA	
1	(Constant)	.422	.434	.971	.337
	Social Media 1	.220	.102	.268	2.161 .036
	Social Media 2	.259	.114	.283	2.274 .028
	Social Media 3	.461	.140	.478	3.290 .002
	Athlete Mental Health 1	-.035	.129	-.038	-.269 .789
	Athlete Mental Health 2	-.109	.101	-.145	-1.083 .285
	Athlete Mental Health 3	-.170	.117	-.174	-1.446 .155

a. Dependent Variable: Performance in Sweden 1

The above results of table 5 describes that linear regression analysis results represent unstandardized coefficient values related to beta and standard error. The result also describes the standardized coefficient value of beta. The regression analysis also presents the t statistic and the significant value of each independent variable. Social media 1,2 and 3 are considered independent variables. According to the result, the beta values are 0.220, 0.102, 0.268, 0.259, 0.114, 0.283, 0.461, 0.140 and 0.478. All of them show positive beta rates related to unstandardized and standardized coefficients. The t statistic value of social media is 2.161, 2.274 and 3.290, which shows a positive relation with performance in Sweden. The significant values of social media are 0.036, 0.028 and 0.002 It shows that 36%, 28% and 2% are significantly different between them. The athlete's mental health 1,2,3 is all considered as mediator variables according to the result t statistic values are -0.269, -1.083, and -1.446; its significant values are 0.789, 0.285 and 0.155 show, was that 78%, 28% and 15% significantly level between them.

The below results of table 6 represents that test statistical analysis results describe chi-square values of each variable, including independent and dependent. Social media is the main independent variable. According to the result, its chi-square value is 7.529. Similarly, social media is also considered independent in 2 and 3. According to the result, its chi-square value is 14.9941, and 17.765 shows favorable rates. The athlete's mental health 1,2,3 are considered mediator variables according to the result chi, square values are 14.588, 5.059, and 18.353 also, to show positive chi-square values. The performance in Sweden 1 and 2 is considered a dependent variable. According

to the result, its chi-square value is 22.235 and 23.412 shows positive rates between them. The overall significant value is 0.000, showing a 100% significant level between the dependent and independent variables.

**Table 6:** Result of TEST STATISTICS

TEST STATISTICS								
	SOCIAL MEDIA 1	SOCIAL MEDIA 2	SOCIAL MEDIA 3	ATHLETE MENTAL HEALTH 1	ATHLETE MENTAL HEALTH 2	ATHLETE MENTAL HEALTH 3	PERFORMANCE IN SWEDEN 1	PERFORMANCE IN SWEDEN 2
<b>CHI-SQUARE</b>	7.529 <sup>a</sup>	14.941 <sup>a</sup>	17.765 <sup>a</sup>	14.588 <sup>a</sup>	5.059 <sup>a</sup>	18.353 <sup>a</sup>	22.235 <sup>a</sup>	23.412 <sup>a</sup>
<b>DF</b>	2	2	2	2	2	2	2	2
<b>ASYMP. SIG.</b>	.023	.001	.000	.001	.080	.000	.000	.000

a. 0 Cells (0.0%) have Expected Frequencies Less than 5. The Minimum Expected Cell Frequency is 17.0.

#### 4. Conclusion

In conclusion, social media has a complex impact on athletes' mental health and performance in Sweden and other nations. In order to minimize possible harm and optimize the advantages of digital engagement, sports organizations, academics, and athletes must pay attention to the problems that social media poses in addition to the chances for connection and self-expression. In conclusion, social media's effects on Swedish athletes' performance and mental health are a complicated and developing topic. The research was based on primary data analysis to determine the research use of SPSS software. It generated informative results, including descriptive statistics, correlation coefficient, regression analysis, and a model summary. Social media platforms allow athletes to advocate, interact with fans, and promote themselves. However, they also present difficulties, including performance pressure, body image issues, and the potential for online abuse. Researchers, psychologists, and sports organizations in Sweden are actively examining this problem and creating plans to help athletes navigate the digital world. Sweden hopes to create a supportive atmosphere where players can succeed on and off the pitch by encouraging good role modelling, teaching athletes about responsible social media usage, and implementing policies to combat

cyberbullying. The overall research concluded that there is a direct and significant influence of social media on athlete performance in Sweden. In order to support athlete well-being in the digital era, stakeholders will need to work together and do ongoing research and education. By using social media's potential and minimizing its hazards, Sweden can enable athletes to utilize digital platforms as instruments for their own and their careers' advancement.

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