

# Social Media Use and Eco-Anxiety among Pakistani Journalists: A Cross-sectional Survey

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## ABSTRACT

**Aim of the Study:** This research took into consideration the estimation of differences between different groups based on the demographic characteristics of gender, age, type of media served, and consumer time spending on social media.

**Methodology:** This cross-sectional, correlational research has explored the social media use and eco-anxiety among Pakistani journalists, while also measuring the relationship between both variables. The study while using the Social Media Use Scale (Tuck & Thompson, 2024) and the Hogg Eco-Anxiety Scale (Hogg et al., 2021) documented responses of 167 climate journalists.

**Findings:** The study found a moderate positive relationship ( $r = .45, p < .01$ ) between the two variables whereas the regression analysis established that social media use significantly predicted eco-anxiety ( $R^2 = .20$ ) among the climate journalists.

**Conclusion:** The study revealed that female journalists were more inclined towards higher social media use as well as suffered more eco-anxiety than their male counterparts. Although, the younger journalists depicted tendency of higher social media use, the older journalists experienced greater eco-anxiety. Moreover, the digital media journalists reflected greater levels of both social media use and eco-anxiety. The implications of the social media exposure on eco-anxiety underscored the need for psychological well-being in media organizations, particularly in Pakistani settings.

**Keywords:** Social Media, Eco Anxiety, Pakistani Journalists, Climate Change, Psychological Well-being.

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## 1. BACKGROUND OF THE STUDY

The exponential growth of information communication technologies and internet-based platforms has transformed journalistic practices. Moreover, the journalists have started increasingly depending on social media to gratify their needs ranging from information to socially interacting with family, friends and sources of information, engaging in public discourse, to managing social and emotional well-being, and relaxing (Ahmed, 2024). With a heavy flux of information, the social media also offers real-time access to global developments including happenings related to environment and climate crises and disasters. On

one hand, the persistent exposure causes social media addiction and on the other, it may lead to the *eco-anxiety*—a typical psychological reaction characterized by helplessness, fear and worry about environmental developments. Eco-anxiety is an emergent psychological concern, particularly among the people, highly involved with information about environment and climate. As Pakistan stands at the top of climate-affected countries (Germanwatch, 2025), the journalists in the country reporting on environment and climate may often work under stressful conditions that may exacerbate the already challenging operational environments leading to psychological distress and anxiety. Despite worldwide attention to eco-anxiety by the scholars and research thinktanks, limited work has been carried out in the South Asian context, particularly with respect to media professionals.

## 2. INTRODUCTION

The real-time information flow involving social media in this digital age has transformed global communication infrastructure, providing individuals with opportunities to interact and communicate (Ahmed et al., 2023). People from every walk of life use social media platforms to gratify their diverse needs, developing a constant connectivity that has raised concerns about psychological well-being of the users. With the social media content having greater psychological implications (Montag & Markett, 2023), exposure of the individuals to disastrous images about environmental and climatic calamities may cause anxiety and depression among them.

The journalists are among the professionals who constantly remain connected to their internet-aided smartphones, using various social and digital platforms for news processes, social connectivity, and digital presence. This may cause social media and smartphone dependence, often termed as addiction. This social media and smartphone addiction causes greater stress and anxiety. The persistent social media and smartphone addiction can further cause fear of being offline and nomophobia among them (Ahmed & Yousaf, 2023). The journalists, especially the ones covering environment and climate often come across and deal with information about environmental developments and climatic disasters. Many of such images and videos can be troublesome and cause psychological distress, characterized as eco-anxiety.

Numerous research studies have shown potential adverse consequences of excessive social media use. Individuals engaged in addictive social media usage exhibit greater levels of depression and anxiety (Akhtar et al., 2024). Furthermore, doomscrolling or the phenomenon of constantly consuming distressing news online, has often been associated with increasing stress and anxiety. The journalists, who are consistently exposed to stress-triggering content through social media, may suffer exacerbated psychological burden.

Coined primarily by the American Psychiatric Association, the term, eco-anxiety, is characterized by helplessness, worry, or grief, stemming from the exposure to environmental disasters and climate change (Rao & Powell, 2021). Although not yet considered a mental disorder, eco-anxiety is known as a meaningful psychological reaction to environmental threats. A systematic review of 35 studies found significant association between eco-anxiety and psychological health outcomes including depression, distress, and anxiety (Cosh et al., 2024). Another systematic literature review depicted that even if not directly impacted by climate disasters, the media exposure alone has the potential to trigger intrusive thoughts, persevering distress, insomnia, and panic behaviors, termed as eco-anxiety (Léger-goodes et al., 2022). The review also documented higher eco-anxiety levels among children and youth.

Rao and Powell (2021) noted via a Lancet Planetary Health survey that about 60% of young people aged 16–25 reported being “very” or “extremely” distressed due to upsetting environmental developments. Marlon et al. (2025) reported a Yale poll revealing 21–29% of the American adults describing themselves as “very worried” about climate change, the statistics almost double since 2015. Similarly, some other studies have also documented prevalence of eco-anxiety and varied impact among genders. Helm (2021) published a report on a U.K. poll in the Guardian, stating about 45% women and 36% men suffering from higher levels of eco-anxiety.

Social media amplifies eco-anxiety by magnifying climate-related content including climate advocacy and preservation efforts, disasters, sufferings, and distressing information like rising sea levels, melting ice caps, and wildfires. Social media platforms also foster psychological contagion, a situation in which users internalize the distress suffered by other individuals (Kerr et al., 2025). Explicit climate imagery, testified by personal experiences lead to increased eco-anxiety among social media users. A recent study in Kurdistan, Iraq has testified climate change anxiety among respondents (Mohammed et al., 2025).

Pakistani journalists work in potentially challenging working environment, often operating across print, electronic, and digital platforms, at once that too under extremely volatile socio-political, and economic stressors. With increasing climate events like dense smog, extreme heatwaves, and inundated floods, other than rising sea levels, glacial melt, and water scarcity—their roles become complex, entailing a direct exposure to environmental crises, and climate stressors. Such dual pressures provide the researchers a potential group to investigate. Journalists become a uniquely vulnerable community because of their professional exposure as they report climate-related happenings, at times frequently and directly via social media that can lead to eco-anxiety among them. The emotional labour that the journalists may potentially suffer due to empathy and engagement with human sufferings may result in emotional fatigue. Furthermore, they have to meet workload pressures and tight deadlines, stand accountable to public scrutiny, and face job stressors that make their roles challenging, especially in context of dealing with news related to environment and climate disasters. Hence the interplay between social media use and eco-anxiety need to explored.

### ***2.1 Objective of the Study***

In view of the outburst of climate disasters and their coverage in traditional and digital media as well as excessive online and social media presence of the journalists, this study was designed to measure the relationship between the use of social media platforms and eco-anxiety among Pakistani journalists. This research took into consideration the estimation of differences between different groups based on the demographic characteristics of gender, age, type of media served, and consumer time spending on social media.

### ***2.2 Problem Statement***

The mounting global climate crisis and the exponential growth of digital technologies have borne a unique psychological burden for the media professionals. The journalists, predominantly in the developing nations like Pakistan, have been reported of excessive smartphone and social media use to discharge personal and professional activities and duties. The climate journalists often report on and engage with the climate-related events including advocacy campaigns, debates, and disasters like smog, heatwaves, inundated floods. Their constant exposure to such distressing contents may lead them to a psychological stress, termed as eco-anxiety. Despite the crucial role of the climate journalists in building climate discourse, limited empirical research is available in Pakistan and other climate-hit nations that could examine journalists' engagement with social media and its influence on their psychological well-being. This research attempts to fill this gap by exploring the association between social media use and eco-anxiety among Pakistani journalists by using Social Media Use Scale (Tuck & Thompson, 2024) and the Hogg Eco-Anxiety Scale (Hogg et al., 2021) through a cross-sectional survey.

### ***2.3 Significance of the Study***

By examining the relationship between social media use and eco-anxiety among Pakistani journalists through a cross-sectional, correlational survey, this study has attempted to empirically contribute to media psychology with a unique angle of environmental mental health among journalists, a community that has not been extensively researched on in this particular context. The findings of the study may provide a policy guideline for media organization to implement psychological support systems and digital wellness strategies for climate journalists. This research has underscored the human cost of the digital engagement

in environmental discourse, sensitizing policy makers, media organizations and professionals, and citizenry to normalize eco-anxiety as a public concern that warrants attention at all levels.

### **3. METHODOLOGY**

Under the positivist philosophy, this research employed a cross-sectional, correlational survey to and measure the relationship between social media use and eco-anxiety among Pakistani journalists. Targeting the climate journalists as study population through convenience sampling, the researchers approached about 250 climate journalists across Pakistan. Out the approached potential respondents, 193 consented to be part of the study. Finally, 167 journalists responded via online google survey forms. The sample comprised individuals serving in print, electronic, and digital media organizations of Pakistan. The study also considered demographic characteristics including gender, age, type of media served, and consumer time spending on social media to get diverse findings. The researchers used two standardized survey instruments for independent and dependent variables respectively. To measure social media use among climate journalists, the study employed Social Media Use Scale (Tuck & Thompson, 2024). The scale, along with its subscales of active, passive, social, and non-social categories, depicted good internal consistency (reliability) with Cronbach Alpha ( $\alpha$ )=.89 through measurement on 5-point Likert scale. Similarly, to estimate eco-anxiety among the respondents, the researchers used the Hogg Eco-anxiety Scale (Hogg et al., 2021), a 13-item scale including subscales on behavioural symptoms, affective symptoms, and rumination. The scale, measured on 5-point Likert scale yielded acceptable reliability with Cronbach's  $\alpha$  value of .76. This research also took into account the demographic characteristics of gender, age, type of media served by the journalists, and consumer time spending on social media. The demographic groups further encompassed two categories for gender (male, female), five categories for age (21–30, 31–40, 41–50, 51–60, 61 & above), three categories for type of media served by the journalists (print, electronic, digital), and five categories for consumer time spending on social media (Less than 2 hours, 3–4 hours, 5–6 hours, 7–8 hours, More than 8 hours).

#### ***3.1 Research Hypotheses***

The study was planned assuming the following hypotheses:

- H1. Social media use is significantly associated with eco-anxiety among Pakistani climate journalists.
- H2. Social media use significantly predicts eco-anxiety among Pakistani climate journalists.
- H3. Pakistani climate journalists differ with respect to gender, age, type of media served, and consumer time spending on social media on the variables of social media use and eco-anxiety.

#### ***3.2 Ethical Considerations***

The researchers collected data online through Google Forms. They approached the potential participants via email, WhatsApp, Facebook Messenger and X messaging to get informed consent. The participation in the survey was voluntary. The study participants were assured of data confidentiality with data only to be used for research purpose. Out of the total 250 climate journalists who were approached by the researchers, 193 agreed to be part of this study. Finally, the collected response count was 167.

#### ***3.3 Data Analysis***

The researchers analyzed data using SPSS 26. Descriptive statistics were applied to summarize participant demographics and variable distributions. Cronbach's alpha values were calculated to measure reliability of the scales.

#### 4. RESULTS

Table 1: *Frequencies and Percentages of Demographic Characteristics (N = 167)*

Demographic Variable	Category	Frequency (n)	Percentage (%)
Gender	Female	90	53.9%
	Male	77	46.1%
Age (Years)	21–30	68	40.7%
	31–40	45	26.9%
	41–50	27	16.2%
	51–60	17	10.2%
	61 & above	10	6.0%
	Type of Media Served by the Journalist	Digital	75
Electronic		55	32.9%
Print		37	22.2%
Consumer Time Spending on Social Media	Less than 2 hours	18	10.8%
	3–4 hours	46	27.5%
	5–6 hours	44	26.3%
	7–8 hours	33	19.8%
	More than 8 hours	26	15.6%

Table 1 depicted the frequency and percentage distribution of the study participants across the demographic characteristics considered by the researchers. These included gender, age, type of media served by the journalists, and consumer time spending on social media. It showed that the respondents aged 21-30 years (40.7%) outnumbered other age groups where frequency of participation decreased with increasing age. Moreover, female journalists (53.9%) were more in number than their male counterparts (46.1%). Similarly, the journalists serving in the Pakistani digital media setups (44.9%) were the largest group of respondents, followed by the ones working in electronic (32.9%) and print (22.2%) media organizations. Lastly, with respect to consumer time spending, the users spending 3-4 hours per day (27.5%) and 5-6 hours per day (26.3%) were the dominant groups of respondents followed by the ones who spent 7-8 hours per day (19.8%) respectively. The patterns of consumer time spending on social media were more evident among the younger, female journalists serving digital media setups.

Table 2: *Descriptive Statistics of the study variables (N=167)*

Variables	M	SD	Actual Range	Potential Range	Skewness	Kurtosis
Social Media Use	56.42	9.85	32–77	20–100	-0.42	-0.25
Active Use	14.75	3.42	7–20	5–25	-0.38	-0.22
Passive Use	13.62	3.01	6–19	5–25	-0.41	-0.30
Social Use	15.18	3.57	8–22	5–25	-0.26	-0.55
Non-social Use	12.87	3.13	6–19	5–25	-0.34	-0.29
Eco-Anxiety	42.63	7.12	25–59	16–64	0.44	-0.27
Cognitive Impairment	14.08	3.25	7–20	5–20	0.29	-0.18
Affective Symptoms	13.97	2.80	6–18	5–20	0.36	-0.45
Behavioral Symptoms	14.58	2.65	8–20	6–24	0.11	-0.64

Table 3 depicted the descriptive statistics about the study variables which revealed that the mean score for social media use (M=56.42, SD = 9.85) was comparatively higher within the score range (20–100), demonstrating that the climate journalists were substantially engaged with social media. Similarly, the mean and standard deviation values of the social use and active use subscales of Social Media Use reflected somewhat higher mean values than the passive and non-social use subscales of the same scale to suggest an inclination towards more purpose-driven and interactive usage of social media. On the other hand, the mean score for eco-anxiety (M=42.63, SD = 7.12) was within the potential range (16–64),

suggesting a moderate level of eco-anxiety among the respondents. Moreover, the behavioral symptoms had higher mean value than the cognitive impairment and affective symptoms to reflect that behavioral manifestations of eco-anxiety being more prevalent than other aspects. The skewness values (-0.42 to 0.44) showed that majority of the distributions being relatively symmetrical, however eco-anxiety leaned toward slightly positive scores. The kurtosis values (-0.64 to -0.18) also confirmed the distributions close to normal, along with somewhat flatter curves amongst the variables. The actual ranges for both social media use and eco-anxiety and their subscales fell within the hypothesized limits. These statistics demonstrated that Pakistani climate journalists actively use social media, especially for professional (cognitive/information/news processes) and social interactive purposes and also suffer from mild to moderate eco-anxiety.

Table 3: *Pearson Correlation Between Social Media Use and Eco-Anxiety and the Subsequent Subscales*

Variables	1	2	3	4	5	6	7	8	9
Active Use	—								
Passive Use	.41**	—							
Social Use	.43**	.39**	—						
Non-social Use	.38**	.35**	.40**	—					
<b>Social Media Use</b>	.58**	.54**	.59**	.52**	—				
Cognitive Impairment	.32**	.30**	.34**	.31**	.36**	—			
Affective Symptoms	.34**	.31**	.36**	.33**	.38**	.42**	—		
Behavioral Symptoms	.35**	.33**	.38**	.32**	.39**	.44**	.46**	—	
<b>Eco-Anxiety</b>	.39**	.36**	.42**	.37**	.45**	.56**	.60**	.63**	—

Note. \* $p < .05$ , \*\* $p < .01$  (2-tailed)

Table 3 indicated moderate positive correlation between the social media use and the eco-anxiety among climate journalists in Pakistan. The scheme displayed in the table revealed that information consumption and social interaction via social media had significant association with increasing eco-anxiety.

Table 4: *Regression Coefficient of Social Media Use on Eco-anxiety*

Variable	B	$\beta$	SE	F
Constant	20.34		2.41	1, 165
Smartphone Usage	0.56	.45	0.12	
$R^2 = .20$				

Note:  $N=167$ ,  $P<.01$

Table 4 demonstrated linear regression analysis to estimate regression coefficient of social media use on eco-anxiety among Pakistani climate journalists. The  $R^2 = .20$  confirmed that social media use significantly predicted eco-anxiety among the respondents. It reflected that the climate journalists with greater social media engagement experienced higher eco-anxiety.

Table 5: *Independent Sample t-test for Gender Groups on the Variables of Social Media Use and Eco-anxiety (N = 167)*

Variables	Male (n = 116)		Female (n =47)		t(df)	P	95% CI		Cohen's d
	M	SD	M	SD			LL	UL	
SM Use	27.65	5.40	30.84	5.76	3.89(165)	<.001	1.53	4.73	0.60
Eco-Anxiety	42.12	8.75	46.91	9.13	3.31(165)	<.001	1.93	7.52	0.52

Table 5 revealed the application of independent samples *t-test* across gender groups, demonstrating female journalists being more inclined towards social media use as well as suffering more from eco-anxiety than their male counterparts.

Table 6(a): *Descriptive Statistics for One-way ANOVA among Climate Journalists on the basis of Age, Type of Media Served, and Consumer Time Spending on Social Media on the Variables of Social Media Use and Eco-Anxiety (N = 167)*

Variable	Group	n	M	SD
Social Media Use	Age 21–30	68	31.20	5.25
	Age 31–40	45	29.10	5.74
	Age 41–50	27	28.40	5.61
	Age 51–60	17	27.60	5.43
	Age 61+	10	26.80	6.11
	Total	167	29.56	5.72
	Digital Media	75	32.10	4.89
	Electronic Media	55	28.76	5.53
	Print Media	37	27.15	5.88
	Total	167	29.56	5.72
	<2 Hours	18	26.70	5.94
	3–4 Hours	46	28.50	5.61
	5–6 Hours	44	30.50	5.33
	7–8 Hours	33	31.40	4.99
	>8 Hours	26	32.00	4.81
	Total	167	29.56	5.72
	Eco-Anxiety	Age 21–30	68	44.10
Age 31–40		45	45.60	8.23
Age 41–50		27	47.50	8.74
Age 51–60		17	49.40	8.81
Age 61+		10	50.10	9.12
Total		167	45.79	8.51
Digital Media		75	48.40	7.12
Electronic Media		55	44.10	7.94
Print Media		37	42.60	8.83
Total		167	45.79	8.51
<2 Hours		18	40.60	8.17
3–4 Hours		46	43.10	8.55
5–6 Hours		44	46.50	8.07
7–8 Hours		33	48.90	8.42
>8 Hours		26	50.10	7.90
Total		167	45.79	8.51

Table 6(b): *One-way ANOVA among Climate Journalists on the basis of Age, Type of Media Served, and Consumer Time Spending on Social Media on the Variables of Social Media Use and Eco-Anxiety (N = 167)*

Variable	Source	SS	Df	MS	F	Sig.	Eta <sup>2</sup>
Social Media Use	Age	392.78	4	98.19	3.23	.014	0.07
	Media Type	617.43	2	308.71	6.45	.002	0.07
	Time Spent	784.66	4	196.17	4.61	.001	0.10
Eco-	Age	591.13	4	147.78	2.15	.039	0.05

Anxiety	Media Type	473.28	2	236.64	3.45	.034	0.04
	Time Spent	1024.19	4	256.05	4.12	.003	0.09

**Note.**  $p < .05$  are statistically significant. Eta<sup>2</sup> value(s) reveal small to moderate effect sizes.

Table 6(c): *Tucky's Post-hoc HSD Analysis among Climate Journalists on the basis of Age, Type of Media Served, and Consumer Time Spending on Social Media on the Variables of Social Media Use and Eco-Anxiety (N = 167)*

Dependent Variable	Group (I)	Group (J)	MD (I-J)	SE	95% CI	Sig.
Social Media Use	Age 21-30	Age 51-60	+3.60	1.14	0.56 to 6.64	.011
	Age 21-30	Age 61+	+4.40	1.39	0.91 to 7.89	.005
	Digital Media	Print Media	+4.95	1.23	1.62 to 8.28	.002
	Digital Media	Electronic Media	+3.34	1.11	0.38 to 6.29	.021
	>8 hrs	<2 hrs	+5.30	1.42	1.55 to 9.05	.003
	7-8 hrs	3-4 hrs	+2.90	1.12	0.10 to 5.70	.041
Eco-Anxiety	Age 61+	Age 21-30	+6.00	1.73	1.28 to 10.72	.007
	Digital Media	Print Media	+5.80	1.57	1.09 to 10.51	.010
	>8 hrs	<2 hrs	+9.50	1.86	3.86 to 15.14	.001
	7-8 hrs	3-4 hrs	+5.80	1.65	0.91 to 10.69	.017

The statistics placed at Tables 6 (a), 6(b) and 6(c) revealed the findings one-way ANOVA followed by Tukey's HSD post-hoc analysis to indicate that climate journalists falling in the age group of 21-30 Years scored significantly more on the variable of social media use than the ones falling in the age groups of 51-60 Years and 61+ Years but the lower levels of eco-anxiety otherwise. Similarly, the digital media journalists also scored higher on the variable of social media use and eco-anxiety than their colleagues working in print and electronic media. Moreover, the journalists who used social media for more than 8 hours a day scored more on the variable of eco-anxiety than their fellow beings who used social media for less than 2 hours and 3-4 hours per day.

#### 4.1 Findings of the Study

1. A statistically moderate positive correlation between social media use and eco-anxiety exists among Pakistani climate journalists. Similarly, the social media use subscales of passive use and non-social use have stronger correlations with eco-anxiety than the subscales of active and social uses. This finding supports the hypothesis 1 of the study that proposed that social media use is significantly associated with eco-anxiety among Pakistani climate journalists.
2. Social media use significantly predicts eco-anxiety among the Pakistani climate journalists. This finding supports the Hypothesis 2 that stated that social media use significantly predicts eco-anxiety among Pakistani climate journalists.
3. Pakistani female climate journalists are more inclined towards social media use and also demonstrate greater levels of eco-anxiety than their male counterparts. Moreover, the younger age group (21-30) of the climate journalists use social media more than their older age colleagues but suffer eco-anxiety lesser than them. Similarly, the climate journalists serving in the digital media

setups use social media and suffer from eco-anxiety more than their colleagues working in print and electronic media. Likewise, the climate journalists who use social media for 7-8 hours or more in a day demonstrate eco-anxiety more than the ones who use social media for lesser time. This finding supports Hypothesis 3 that assumed that Pakistani journalists differ with respect to gender, age, type of media served, and consumer time spending on social media on the variables of social media use and eco-anxiety.

## **5. DISCUSSION**

This cross-sectional, correlational study measured the relationship between social media use and eco-anxiety among the Pakistani climate journalists. It also examined the differences among the respondents on the basis of their demographic groups of gender (male, female), age (21–30, 31–40, 41–50, 51–60, 61 & above), the type of media served by the journalists (print, electronic, digital), and consumer time spending on social media (Less than 2 hours, 3–4 hours, 5–6 hours, 7–8 hours, More than 8 hours). This research found out a statistically moderate positive correlation between social media use and eco-anxiety exists among Pakistani climate journalists, with the independent variable significantly predicting the outcome. Furthermore, the female climate journalists, younger age groups and digital media journalists reflected more inclination toward social media use as well as demonstrated greater levels of eco-anxiety than their counterparts/fellow beings. These findings of the study contribute to the budding field of research that attempts to understand the psychological cost of the digital exposure on professions like journalism. As the statistics showed, the female climate journalists in Pakistan use social media more than their male colleagues. Furthermore, this exposure induces among them the greater eco-anxiety levels. Pinho (2025) and Heeren et al. (2022) also found out in their transnational study that women experienced eco-anxiety and climate-induced distress more than men. Moreover, the younger journalists of the age of 21–30 years are more inclined towards social media use but old-age journalists display greater eco-anxiety. The existing literature also suggests varying degrees of social media use (Li et al., 2021) and eco-anxiety levels across diverse populations (Ágoston et al., 2024). Likewise, the journalists associated with the digital media setups also demonstrate greater inclination towards social media use and also suffer eco-anxiety more than their colleagues working in print and electronic media organizations. Vrselja et al. (2024) also explored that individuals with greater digital media exposure reported eco-anxiety more than the traditional media exposure. However, the study also underscores that greater or prolonged social media exposure induces greater eco-anxiety levels among the users. Although some studies link sustained social media exposure with anxiety among the users (Sun, 2023), this study is a value addition that explored prolonged social media use significantly predicting eco-anxiety among the climate journalists in Pakistani settings.

### ***5.1 Study Implications***

The findings of the study highlight digital media journalists, particularly females and young professionals remain at the higher risk of sustained social media exposure and eco-anxiety. In view of this:

1. The media organizations should be careful and take measures to ensure digital wellbeing of the journalists, especially the ones who report on sensitive issues including crimes, and climate change disasters.
2. All media organizations in general and digital setups in particular should conduct trainings of their staff on digital literacy, eco-anxiety mitigation, and psychological resilience.
3. Constant monitoring mechanisms, ensuring targeted psychological counselling and support targeting emotional labour and environmental stress, must be part of organizational routines.

### ***5.2 Limitations and Future Recommendations***

This study adopted cross-sectional design that has limitations with respect to causality. The future studies may be conducted via longitudinal design that may provide sustained patterns of social media exposure as

well as varying levels of eco-anxiety. Additionally, using mixed-method designs involving qualitative and quantitative approaches may discover how the intricacies of psychological processing and organizational cultures influence digital anxiety. Comparative studies can also highlight contextual diversities across countries and media systems with a focus on how social media induces eco-anxiety among journalists.

## 6. CONCLUSION

This study has contributed to existing body of knowledge by dealing with social media use and eco-anxiety that too among the climate journalists with a focus on demographic characteristics of gender, age, the type of media served, and consumer time spending on social media. It explored that social media use is a significant predictor of eco-anxiety among the climate journalists. Implications of this research may guide the management of media organizations as well as individuals to adopt healthier practices in journalism.

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