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(IJEPC)**www.ijepec.com**INFLUENCE OF SOCIAL MEDIA USAGE MEDIATED BY
INFLUENCER VIDEO CLIPS ON NEGATIVE EMOTIONAL
STATE OF DIFFERENT GENERATION IN BEIJING, CHINA**Ming Yang^{1*}, Ali Salman²¹ Faculty of Language Studies and Human Development, University Kelantan, Malaysia
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DOI: 10.35631/IJEPC.956024This work is licensed under [CC BY 4.0](https://creativecommons.org/licenses/by/4.0/)**Abstract:**

This study examines the relationship between negative emotional states, influencer video clips, and social media usage in Beijing, China among various generations. For creating online survey questionnaires, a sample of 502 participants underwent cluster sampling using a positivist philosophy and deductive approach. Likert scales were used to measure a variety of variables, such as learning new information, social inclusion, communication skills, and leisure and recreation. Reliability tests, correlation matrices, multiple regression, mediation, and moderation tests were all included in statistical analyses. The results show that negative emotional states are significantly impacted by social media variables, with influencer video clips serving as mediators. It was discovered that the influence of varying generations on negative emotional states was mitigated by the relationship between learning new information, communication abilities, and leisure and recreation. The research adds to the body of knowledge and sheds light on the complex dynamics of social media's psychological effects, providing useful information for academics, decision-makers, and practitioners in the digital age.

Keywords:

Influencer Video Clips, Negative Emotional State, Generational Differences, Social Inclusion, Communication Skills, Leisure And Recreation, Psychological Well-Being

Introduction

Digital platforms that enable data transmission across networks lets users communicate with one another, are referred to as "social media" [Mahoney & Tang, 2024]. According to [Irbo & Mohammed, 2020], it benefits from user participation more than traditional media, allowing for two-way communication. With user involvement, new media platforms like blogs, podcasts, and virtual reality have supplanted traditional media like television and movies. New interactive forms of media replace older ones as technology advances, impacting social, cultural, political, and economic spheres [Bhanye et al., 2023]. The Internet, social media, and a dominant media outlet in China have a big impact on politics, the economy, and civil society. Important platforms are WeChat, Youku, Douyin, Bilibili, Sina Weibo, and Douyin. The impact of social media has spilled over into traditional media, changing things like TV hosts interacting with viewers in real time on social media [Lu et al., 2021]. Previously passive consumers are now actively creating content for mass communication, a powerful force that shapes behaviour and ideologies [Liu, 2022].

Social media also referred as Web 2.0, is a dynamic field that is hard to define. Common requirements include enabling users to engage, interact, express, and receive information, as well as facilitating both personal and mass communication simultaneously [Mulyana et al., 2020]. Users prefer obtaining information through social media in this era of heavy reliance on mobile phones, as it encourages active discovery and connection-building. Social media deviates from the constraints of traditional media thanks to its high levels of interactivity, immediacy, personalization, and aggregation [You et al., 2023]. Social media presents a variety of user-generated content, which is different from controlled mainstream content and promotes a richer media landscape. According to a 2021 survey conducted by the China Internet Network Information Centre (CNNIC), communication, knowledge acquisition, affordability, specialized information access, online shopping, and increased business revenue are the main reasons why people who are not currently using the Internet decide to become netizens. According to the survey, more people of all ages are using the Internet, which highlights social media's widespread influence [CNNIC, 2021].

Social media is implicated in affecting the negative emotional state of its users, particularly the younger generation. [Keles et al., 2020] associates social media usage with depression and other mental health problems in China. Notably, China boasts the world's largest Internet user base, with a 71.6% penetration rate as of June 2021 [CNNIC, 2021]. Mobile phones, especially instant messaging applications, dominate as the preferred Internet access device [CNNIC, 2021]. The per capita weekly online duration among Chinese Internet users averages 27.9 hours, showcasing the pervasive nature of online engagement. As social media usage increases globally, researchers are investigating its diverse negative emotional impacts, ranging from mental health issues and addiction to participation in online movements such as cancel culture [Ng, 2020]. In China, the lucrative advertising market has seen social media, particularly live streaming, emerge as a profitable commercial platform [Greenwald, 2020]. Beyond commercial aspects, social media in China serves as a platform for marginalized voices, fostering discussions on socio-political issues and prompting real-world actions. One study suggest that higher smartphone usage correlates with increased anxiety, with content on social media influencing users' emotions, especially during uncertain periods like the COVID-19 lockdown [Shen et al., 2021]. These dynamics underscore the need to scrutinize the emotional state of different Generation based on their social media usage.

As indicated in the problem statement above, the causal relationship of the study has been identified as listed below.

RO 1: To employ descriptive statistics to assess the level of agreement for each variable under study.

RO 2: To determine the key factors associated with social media and their impact on the negative emotional state across different generations in China.

RO 3: To examine the influence of social media factors, mediated by influencer video clips, on the negative emotional state across various generations in China.

RO 4: To assess the mediating effect of influencer video clips on the relationship between influencing factors of social media and individuals' negative emotional state in different generations in China.

The subsequent sections of the paper are structured as follows: Section 2 provides a comprehensive review of existing literature pertaining to various narrative techniques employed in microfilm production, audience satisfaction, and the determinants influencing audience satisfaction. In Section 3, the authors engage in a detailed discussion of the reviewed topics, presenting a synthesis of the paper's findings. Section 4 serves as the conclusion, encapsulating the summary of findings and delineating the contributions made by this study. Finally, the paper concludes by delineating avenues for future research in the realm of continuous inquiry.

Literature Review

This chapter of this research provides previous literatures related to the current study.

Negative Emotional State

The idea of a "negative emotional state" refers to the complex relationship that exists between feelings and mental health. Academics acknowledge that people can identify a "negative emotional state" with several variables impacting their emotional experiences. This field of study investigates the causes and severity of negative affective states, the influence of outside factors on emotional responses, and the psychological and physiological aspects of emotional distress [Wang & Liu, 2020]. An increasing amount of scholarly literature indicates that social media usage negatively impacts people's emotional health. Unhealthy and problematic social media use habits, particularly in younger people, have been connected to issues like decreased focus and productivity, elevated anxiety and depressive symptoms, emotional disengagement, and other related outcomes. Inversely, social media platforms are vital sources of support for people, especially for young people and people of colour. This underscores the significance of online mental health services and the availability of health-related information.

Problematic social media use frequently results from its easy accessibility and ensuing over-reliance, which raises the possibility of mental health issues. According to [Li et al., 2021] research, self-identity and heavy social media reliance are positively correlated, but emotional factors like depression are negatively correlated. It has been scientifically demonstrated that excessive and harmful use of social media platforms is associated with lowered cognitive functioning, hampered interpersonal communication, and compromised general social

functioning [Taylor, 2020]. The terms "mental health" and "emotional well-being" are synonymous because of their close relationship. Comprehensive emotional welfare is facilitated by strong interpersonal relationships, a purposeful life direction, self-awareness, personal growth, independence, and the capacity to affect one's environment [Maurer et al., 2023]. Emotional well-being is negatively impacted by negative outcomes such as stress, anxiety, loneliness, despair, and difficulties with self-esteem as well as lower life satisfaction. For outcomes associated with emotional distress, including subclinical ones, the term "emotional health" is used [Sandin, 2021].

Neck stiffness, deteriorating vision, wrist pain, and back problems are just a few of the negative physical effects of excessive internet device use that contributes to social media addiction [Malakhimov, 2022]. Users who communicate online tend to divulge more personal information voluntarily than those who interact in person. On the other hand, people control how much of their personal information is disclosed in an anonymous manner. Fear of Missing Out (FoMO) influences social anxiety by making people make more deliberate decisions about how to present their online personas. FoMO encourages people to create positive online personas, which can result in excessive brooding and negative emotional outcomes concerning one's self-perception [Yin, 2022]. Young Chinese users of Weibo, who view the platform as recreational, report feeling anxious about social situations, safety, writing, and technology, all of which add to their overall low emotional state.

Social Media Usage

For socioeconomic development and decision-making, information is a basic human need. Numerous academic fields, such as psychology, consumer behaviour, and health communication studies, have studied information-seeking behaviour. According to one study, there are generational disparities in internet usage: Generation X places more value on news and current events, while millennials prefer mobile phones for leisure [Loh et al., 2021]. WeChat is one of the most important social media apps for the workplace because it improves communication and information gathering [Zhang et al., 2021]. Empirical research on migrant workers and rural development has revealed that social media plays a distinct role in the negative emotional state of Chinese millennials. In rural areas, employment and knowledge generalization have benefited from the internet's role in information dissemination [Kamutuezu et al., 2021]. Social media sites provide migrant workers with a sense of community and useful information that helps them adjust to life in cities.

Advertising spending has moved to social media platforms because of online marketing, hastening the spread of information [Olutade, 2021]. The influence of social media on public opinion is apparent, as demonstrated by its part in the early phases of the COVID-19 pandemic [Han et al., 2020]. Young people from rural areas, particularly millennials, move to cities, forming communities on social media and navigating strange environments [Lewis et al., 2021]. For rural migrants, social media provides quick access to information, which aids in assimilation and integration.

Information Acquisition

Data collection from both internal and external sources is referred to as information acquisition or scanning [Zhao, 2021]. It is essential for societal and economic progress and a universal human need. To make educated decisions, consumers actively seek out information from both internal and external sources [Fan, 2021]. Searches for external information heavily rely on

social media platforms, particularly among millennials. Influencer marketing on social media involves users searching for information to make well-informed decisions, which in turn influences purchases [Synnott, 2021]. External and cognitive search costs are associated with online information retrieval. Online searches are now more convenient due to the accessibility and ease of the Internet, which has decreased the perceived cost of external searches. According to [Setiawan et al., 2020] customers emphasize convenience as the main advantage of online shopping and actively seek out novel ways to find information.

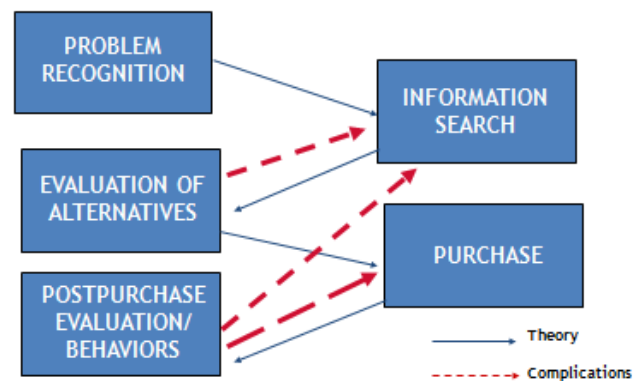


Figure 1: Information Search and Purchase Decision Making Process

The information processing model delineates the sequential stages from stimulus exposure to long-term memory retention. Information seeking is the intentional search for knowledge to fulfil needs; it includes the search for both essential and optional information [Atoy et al., 2020]. The process of making a purchase involves identifying a problem, conducting research, applying critical thinking, and deciding. Therefore, the following hypothesis:

Hypothesis 1: Information acquisition through social media has a significant effect on the negative emotional state of individuals across different generations in China.

Social Inclusion

Social inclusion tackles barriers associated with gender, age, geography, occupation, ethnicity, and more to increase marginalized communities' capacity, sense of worth, and participation. According to [Williams, 2021], the COVID-19 pandemic brought to light long-standing structural disparities that disproportionately affected women, people with disabilities, and minorities. Health problems and an increase in violence during lockdowns presented new challenges for marginalized communities. Higher death rates were caused by discrimination and past disadvantages in some communities [Mishra et al., 2019]. Addressing the effects on individuals and society depends on social inclusion, which is both ethically right and commercially feasible. According to estimates, gender inequality alone costs the world's human capital \$160.2 trillion [Martins, 2023]. Long-term effects include a decline in GDP and human capital as well as a rise in social unrest.

The World Bank acknowledges the importance of social inclusion in development initiatives and the Environmental and Social Framework, emphasizing it as central to its mission [Mukhi et al., 2020]. To be resilient to shocks in the future, whether they are social unrest or health-related, inclusive mechanisms are essential. Although the social inclusion has different meanings, it is generally agreed to be good for happiness and mental health. Individual

satisfaction and participation levels are measured using both objective and subjective components. Improving marginalized people's capacity for full societal participation must take precedence over alleviating poverty, illness, or age-related demands. According to [Boardman et al., 2022], social inclusion has a positive effect on mental health and well-being and highlights the need of advocacy against discrimination and support.

Addressing knowledge gaps, support networks, and neighbourhood features is necessary to remove barriers to social inclusion. According to [Allen et al., 2021], inclusion affects markets, services, and physical locations on both an individual and a collective level. With few independent definitions of social inclusion, the literature frequently characterizes the latter as social exclusion [Artiles et al., 2021]. It is believed that marginalization and inclusion are intertwined, and that marginalization can be empowering in that it challenges prevailing narratives. According to [Malek et al., 2021], social inclusion is complex and encompasses three different viewpoints: empowerment, participation, and access. People who are excluded are more likely to experience low self-esteem, loneliness, and health problems. According to [McArthur et al., 2021], obstacles to inclusive action include limited resources, a shortage of skilled practitioners, data standardization, and opportunities for feedback.

Therefore, the following hypothesis proposed:

Hypothesis 2: Social inclusion facilitated by social media has a significant effect on the negative emotional state of individuals across different generations in China.

Communication Skills

Talking, writing, reading, and listening are all parts of communication. Proficient speakers pay attention, are well-spoken, and appreciate different points of view. According to [Ansah 2020], it includes a range of expressions, such as words, sounds, gestures, and signs. It's critical to recognize one's communication style, whether it be assertive, passive-aggressive, aggressive, or passive. Global interaction has been transformed by the rise of social media, which has made it possible to share content through a variety of user-generated media. Online media includes sites like podcasts, blogs, and websites. Online advertising and customer service have been revolutionized by Facebook Chatbots [Shaalán et al., 2022]. Social media has impacted news consumption patterns and greatly aided in the global dissemination of knowledge. Younger generations, Gen Z and Millennials in particular, have different expectations for news, looking for interesting, educational, and entertaining material [Szymkowiak et al., 2021].

Misinformation, declining trust, economic crises, and global instability make it difficult for traditional media to connect with young people. There is an increase in incidental newspeople inadvertently finding information on social media, according to [Suryandini, 2022]. Algorithms for recommending news are important in determining how content is seen and in opening doors for publishers. With most of participants using them once a week, mobile devices are important for news consumption [Keib et al., 2022]. According to [Duffy et al., 2020], the rise of mobile devices in journalism is consistent with the mobilities paradigm, which highlights the significance of mobile news consumption and support for social networking apps. Avoiding conflict by being a passive communicator can result in misunderstandings and frustration. Loud voices and intimidating actions are used by aggressive communicators to control conversations. Despite their seeming passive exterior, passive-aggressive communicators use subtle forms of aggression that incite animosity. According to [Maloney & Moore, 2020] assertive communication is regarded as effective when it involves

an open dialogue without being overbearing. When expressing their needs, assertive communicators consider the viewpoints of others and strive for mutually agreeable solutions to conflicts.

Hypothesis 3: Communication skills through social media has a significant effect on the negative emotional state of individuals across different generations in China.

Leisure and Recreation Demand

The consumer surplus obtained from site visits is used to determine the recreational value of natural areas [Konwar & Goswami, 2021]. This computation is aided by recreational demand functions that represent yearly visit frequencies. The growing awareness of leisure's beneficial effects on health is known as recreational demand [Fancourt et al., 2021]. Traveling is mostly done for leisure and escape from everyday life. The pull and push paradigm are commonly acknowledged, highlighting entertainment as a primary driving force behind vacations [Crompton & Petrick, 2024]. One way to reduce stress and enhance mental health is through travel. The desire to travel to new social and physical locations has grown because of government restrictions on movement. People are searching for opportunities to travel because of the pandemic's stress, which has increased their need for recreation [Kim et al., 2024]. Humans travel to satisfy a variety of needs, such as relaxing, learning, growing, and escaping routine. Good leisure activities improve respect, role satisfaction, self-esteem, and self-improvement [Saltik & Akove, 2022].

Using the trip cost justification, the subsection focuses on recreational activities, destinations, and modifications [Liu, 2021]. Observing the location, frequency, and typical activities of leisure activities can provide light on people's preferences. The literature on recreation classifies places and activities generally [Sun et al., 2024]. Freshwater and saltwater regions are distinguished by water-based activities like boating and fishing. Land-based activities give more weight to the activity's nature than its location, except for unique situations like national parks [Youdelis et al., 2020].

Hypothesis 4: Engaging in leisure and recreational activities through social media has a significant effect on the negative emotional state of individuals across different generations in China.

Influencer Video Clips

Short-to-long influencer videos have gained significant traction on social media and are revolutionizing the way we interact with digital content [Taurino, 2023]. These brief films, which date back to 2009 and were first shared by well-known personalities with large fan bases, are used for marketing, entertainment, and information sharing. Influencer videos, as defined by academics, are short videos that can be shared on social media and are typically viewed for a few seconds to minutes [Rohde & Mau, 2021]. They are important for companies looking to increase customer loyalty and brand awareness because they concentrate on mobile platforms. Influencer videos, which span a variety of topics, including gaming, travel, and beauty, succeed when they are authentic and more closely resemble real suggestions than planned commercials [Glenister, 2021]. Because these videos are interactive, viewers are encouraged to participate, and a sense of community is created around influencers. Influencers use storytelling to captivate audiences in addition to product showcases, and they monetize their content through affiliate marketing, brand partnerships, and product offerings [Rosário, 2024]. Even though

influencers are well-known on sites like YouTube, TikTok, and Instagram, new platforms present fresh chances for them to interact with a variety of audiences.

Hypothesis 5: The effect of information acquisition on negative emotional state is significantly mediated by the influencer video clip.

Hypothesis 6: The effect of Social Inclusion on negative emotional state is significantly mediated by the influencer video clip. video clip.

Hypothesis 7: The effect of communication skills on negative emotional state is significantly mediated by the influencer video clip.

Hypothesis 8: The effect of Leisure and Recreation on negative emotional state is significantly mediated by the influencer video clip.

Generation

Baby Boomers, Generation X, and Generation Z are just a few of the generations that display unique traits shaped by their societal contexts. Comprehending the impact of these generational characteristics is essential across multiple research fields. Baby Boomers, who were born after World War II and lived through the mid-1960s, saw changes in society and the economy flourish [Medina, 2023]. Having grown up with traditional forms of communication, this generation Favors in-person relationships and could be less adaptable to sudden changes in technology. The generation X, which is frequently characterized as independent and flexible, was affected by the introduction of personal computers and the internet, which changed their work habits and communication preference [Hamzah & Kamariah Kamarudin, 2020]. China's Generation Z is distinguished by their innate affinity for digital technologies, having grown up in an era of unparalleled economic growth [Chen, 2021]. The newest workers in the workforce, this generation is reshaping global consumer markets. With an estimate over 200 million members, Gen Z has a major impact on the retail industry in China alone [Corbisiero et al., 2022]. What distinguishes them is their familiarity with digital tools for economic, entertainment, and communication.

Differential features of shopping across generations are highlighted by research conducted in the US, Australia, Indonesia, South Korea, Japan, and China [Fragkos et al., 2021]. Despite being big spenders, Generation Z, has unusual spending habits and frequently depends on parental support. Their spending habits are higher than the global average, according to [Thangavel et al., 2022]. Financial tools like instalment plans make it easier for Gen Z to access disposable income, demonstrating their flexibility in responding to changing economic environments.

Therefore, the following hypotheses were proposed:

Hypothesis 9: The effect of Information acquisition on negative emotional state is significantly moderated by the different generations.

Hypothesis 10: The effect of social inclusion on negative emotional state is significantly moderated by the different generations.

Hypothesis 11: The effect of Communication Skills on negative emotional state is significantly moderated by the different generations.

Hypothesis 12: The effect of Leisure and Recreation on negative emotional state is significantly moderated by the different generations.

Conceptual Framework

Figure 2 presents a conceptual framework that outlines the factors influencing the three variables in this subject. These variables include the independent variables, dependent variables, and moderating variables. The relationship between the variables is depicted through a unidirectional arrow, symbolizing the progression of the independent variable of social media usage intention towards the mediating variable, the influencer video clip, and ultimately leading to the dependent variables of negative emotional state.

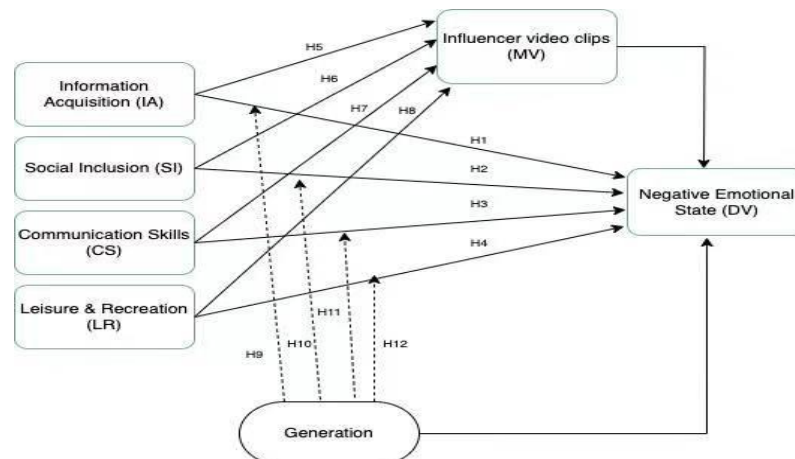


Figure 2: Conceptual Framework of the Research

Research Methodology

Research Design

This study implies a positivist research philosophy, which is consistent with the quantitative approach used to gather empirical evidence. For research approach, deductive technique is used to identify patterns and establish connections between variables in the context of social media usage, influencer video clips, and negative emotional states. The target population is consisted of Beijing, China people. Data will be collected using the cluster sampling technique, with online survey questionnaires.

Instrumentation and Measurement

A semi-structured survey questionnaire will be constructed to assess social media usage factors (information acquisition, social inclusion, communication skills, leisure and recreation demand), negative emotional states, and the mediating variable, influencer video clips. Responses from participants will be measured using Likert scales that range from 1 to 5. Existing measures from respectable studies will be adapted to each variable, ensuring relevance to study.

Table 1: Variable Measurement

Variable	Items	No.
Information Acquisition	1. Internal information	4
	2. External information	
	3. Objective Information	
	4. Subjective information	

Social media usage factors	Social Inclusion	1. Community inclusion 2. Holistic Health and Functioning 3. Community inclusion 4. Choice and Control 5. Wellness of mental health and physical health	4
	Communication Skills	1. Verbal Communication 2. Non-Verbal Communication 3. Visual Communication 4. Sound Communication	5
	Leisure and Recreation Demand	1. Demand for leisure 2. Demand for New Experience 3. Demand for Relaxation from Pressure 4. Demand for Psychological aspects	4
	Negative Emotional State	1. Emotional impact 2. Influencer effect 3. Appearance influence 4. Comparison distress	4
	Influencer Video Clips	1. Educational influencer video 2. Entertainment influencer video 3. Political influencer video 4. Financial influencer video	4

The measurement of Negative Emotional State is based on validated scales from [Li et al., 2021] and [Sandin, 2021], which include variables including mood, affect, and emotional well-being. The mediator, Influencer Video Clips, is measured using established criteria from [Jánská et al., 2024], which include Educational, entertainment, political and educational influencer video, and perceived influence. The Leisure and Recreation variable was adapted from [Liu et al., 2021] and it encompasses dimensions of recreational activities and leisure preferences. An adapted scale from [Szymkowiak et al., 2021] and [Suryandini, 2022] that covers competency in multiple communication forms is used to assess Communication Skills. The Social Inclusion scale, adapted from [Williams, 2021], assesses respondents' feelings of belonging and social connectedness. Questionnaire from past study was used to measure the extent and effectiveness of information acquisition [Zhao, 2021]. These several assessments, combined together, provide a complete questionnaire of the variables under investigation in the context of social media use and its impact on the negative emotional states of different generations in Beijing, China.

Data Analysis

This study collected 502 valid and complete sample from survey. In order to investigate relationships, descriptive statistics, correlation and regression analysis was utilised, with a particular focus on examining the mediating effect. Cronbach's alpha was used for reliability and Kaiser-Meyer-Olkin (KMO) test was used for factor validity. The moderating variable, Generation, was used to analyse potential differences across age groups. Ethical considerations, such as getting informed consent and maintaining participant confidentiality, will be strictly followed throughout the study.

*Validity and Reliability***Table 2: Analysis Result for Reliability Test (N = 502)**

Variable Name	Cronbach's Alpha	Number of Items	KMO
IA	0.851	4	0.800
SI	0.949	5	0.856
CS	0.957	4	0.810
LR	0.924	4	0.722
MV	0.922	4	0.828
DV	0.862	4	0.791

Table 2 presents Cronbach's Alpha values for the variables ranging from 0.851 to 0.957. These results are within the standard acceptable range for reliability, which is considered greater than 0.70 [Kothari, 2004]. The variables IA, SI, CS, LR, MV, and DV have excellent internal consistency, which contributes to the measurement instruments' overall reliability. The Kaiser-Meyer-Olkin (KMO) values, which indicate sample adequacy, range from 0.722 to 0.856, all exceeding the usually acknowledged criterion as stated by [Greene, 2006] is 0.6. Social Inclusion (SI) has the highest reliability, with a Cronbach's Alpha of 0.949. The Kaiser-Meyer-Olkin (KMO) measure of sampling efficiency for SI is excellent (0.856) among all and very closer to 1. These findings support the variables' reliability and acceptability for the study, assuring the integrity of the data collected.

*Correlation and Normality Test***Table 3: Correlation Matrix**

	SD	MEAN	1	2	3	4	5	6
AVGIA	0.825	6.387	1					
AVGSI	0.685	6.520	0.719**	1				
AVGCS	0.719	6.573	0.510**	0.772**	1			
AVGLR	0.689	6.487	0.419**	0.675**	0.953**	1		
AVGMV	0.650	6.634	0.498**	0.633**	0.830**	0.805**	1	
AVGDV	0.637	6.617	0.527**	0.669**	0.855**	0.825**	0.814**	1

The correlation matrix in Table 3 shows how the factors are associated with each other. The range of correlation coefficients is 0.419 to 0.953. These numbers, which indicate the strength and direction of the associations, fall within the generally acknowledged range by [Kothari, 2004] -1 to 1. Positive correlations are identified, which signifies that an increase in one variable is typically accompanied by an increase in the other. AVGLR (Leisure and Recreation) and AVGCS (Communication Skills) have the highest correlation, at 0.953, which means they are very strongly associated. In contrast, the correlation between AVGIA (Information Acquisition) and AVGLR is the weakest at 0.419, suggesting a moderately positive association. Overall, the correlations demonstrate that the variables according to study are positively interconnected.

Multiple Regression Test**Table 4: Analysis Result of the Regression Test**

	Standardized Beta	Sig.	Model Sig.	R-Squared	Durbin- Watson
AVGIA	.136	0.00	0.00	0.782	1.521
AVGSI	-.047	0.28			
AVGCS	.567	0.00			
AVGLR	-.024	0.74			
AVGMV	.365	0.00			
Generation	-.059				

The findings of the regression analysis are displayed in Table 4. These results show valuable insights into the associations between the dependent variable and the predictor variables, namely Generation, AVGIA, AVGSI, AVGCS, AVGLR, and AVGMV. Standardised beta coefficients indicate the direction and magnitude of these associations. A positive beta value indicates an excellent effect, whereas a negative beta value indicates an adverse effect. Significantly, the AVGCS demonstrates the most substantial positive impact (0.567), signifying its formidable influence on the dependent variable. The positive impacts of AVGSI and AVGLR are comparatively milder, whereas Generation exhibits a negative impact. All of the statistical significance (Sig.) values fall below the conventional threshold stated by [Greene, 2006] of 0.05, thereby confirming that the observed effects are reliable. With an aggregate R-squared value of 0.782, a significant amount of the variance in the dependent variable can be accounted for by the predictors. The Durbin-Watson statistic of 1.521 suggests no significant autocorrelation.

Mediation Test**Table 5: Analysis Result of Mediation Test for Hypothesis**

Model (M: MV Y: DV)	Type of Effect	Effect	Model Sig.
X: IA	Direct	0.120	.000
	Indirect	0.291	
X: SI	Direct	0.656	.000
	Indirect	0.381	
X: CS	Direct	0.803	.000
	Indirect	0.258	
X: LR	Direct	0.804	.000
	Indirect	0.258	

Table 5 illustrates the results of the mediation test for each predictor variable (X: IA, X: SI, X: CS, and X: LR) on the dependent variable (DV), which is mediated by influencer video clips (MV). The direct effects reflect each predictor's direct impact on the dependent variable, with coefficients indicating the intensity and direction of the association [Greene, 2006]. Concurrently, the Indirect effects represent the mediated impact of influencer video clips [Greene, 2006]. A significant direct effect indicates that the predictor has a direct influence on the dependent variable, whereas a significant indirect effect supports mediation via influencer

video clips. The direct effects (0.120 for IA, 0.656 for SI, 0.803 for CS, and 0.804 for LR) represent the predictors' immediate impact on the dependent variable (DV). The indirect effects (0.291 for IA, 0.381 for SI, 0.258 for CS, and 0.258 for LR) show mediated influence via the mediator (MV), assisting to clarify the convoluted pathways. All direct and indirect effects are statistically significant ($p < 0.05$), suggesting a strong mediation connection. Confidence intervals are commonly used to assess the acceptable range for mediation effects, with distinct ranges being considered significant.

Moderation Test

Table 6: Analysis Result of Moderation Test for Hypothesis

Model (M: MV Y: DV)	Standardized beta	Sig.
Generation: IA	0.793	.000
Generation: SI	-0.383	.000
Generation: CS	0.864	.000
Generation: LR	0.298	.000

Table 6 shows the moderation test findings for the hypotheses, indicating that Generation moderates the associations between Influencer Video Clips (MV) and Negative Emotional State (DV) for various components (IA, SI, CS, and LR). The standardised beta values represent the intensity and direction of these moderating effects. A positive beta which includes Generation: IA (0.793), Generation: CS (0.864) and Generation: LR (0.298) indicates an amplifying impact, meaning that Influencer Video Clips have a stronger influence on Negative Emotional State as the Generation variable increases. In contrast, a negative beta, Generation: SI (-0.383) suggests a reduction in impact. All of the provided standardised beta values are highly significant (Sig. =.000), dropping much below the traditional threshold of 0.05, implying strong and reliable moderating effects within an acceptable range.

Hypothesis Testing

Table 7: Analysis Result for Hypothesis Testing

Hypothesis	Standard	Result
Hypothesis 1: Information acquisition through social media has a significant effect on the negative emotional state of individuals across different generations in China.	Beta (IA) > 0 Sig < 0.05	Accepted
Hypothesis 2: Social inclusion facilitated by social media has a significant effect on the negative emotional state of individuals across different generations in China.	Beta (SI) > 0 Sig < 0.05	Accepted
Hypothesis 3: Communication skills through social media has a significant effect on the negative emotional state of individuals across different generations in China.	Beta (CS) < 0 Sig < 0.05	Accepted
Hypothesis 4: Engaging in leisure and recreational activities through social media has	Beta (LR) < 0 Sig < 0.05	Accepted

a significant effect on the negative emotional state of individuals across different generations in China.

Hypothesis 5: The effect of information acquisition on negative emotional state is significantly mediated by the influencer video clip.	Indirect > Direct Model Sig. < 0.05	Accepted
Hypothesis 6: The effect of Social Inclusion on negative emotional state is significantly mediated by the influencer video clip. video clip.	Indirect > Direct Model Sig. < 0.05	Accepted
Hypothesis 7: The effect of communication skills on negative emotional state is significantly mediated by the influencer video clip.	Indirect > Direct Model Sig. < 0.05	Accepted
Hypothesis 8: The effect of Leisure and Recreation on negative emotional state is significantly mediated by the influencer video clip	Indirect > Direct Model Sig. < 0.05	Accepted
Hypothesis 9: The effect of Information acquisition on negative emotional state is significantly moderated by the different generations.	Beta Generation: (IA) > 0; Sig < 0.05	Accepted
Hypothesis 10: The effect of social inclusion on negative emotional state is significantly moderated by the different generations.	Beta Generation: (SI) < 0; Sig > 0.05	Rejected
Hypothesis 11: The effect of Communication Skills on negative emotional state is significantly moderated by the different generations.	Beta Generation: (CS) < 0; Sig < 0.05	Accepted
Hypothesis 12: The effect of Leisure and Recreation on negative emotional state is significantly moderated by the different generations.	Beta Generation: (LR) < 0; Sig < 0.05	Accepted

This study examined twelve hypotheses exploring the impact of social media variables on the negative emotional state across generations in China. Hypotheses 1–4, focusing on information acquisition, social inclusion, communication skills, and leisure and recreation, were supported, indicating substantial effects on negative emotional states. Inconclusive findings in similar contexts [Marjerison et al., 2021] underscored the need for further investigation into information acquisition's influence via social media on negative emotional states. Complexity in the impact of social inclusion across generations, consistent with prior research [McNeely et al., 2020], highlights the nuanced nature of this relationship. The significant effect of communication skills aligns with previous findings, emphasizing effective social media communication [Ramachandiran & Mahmud, 2019]. This study reinforces prior research by confirming the substantial impact of engaging in leisure and recreational activities through social media on individuals' emotional experiences [Grilli, 2021].

Hypotheses 5–8, investigating the mediating role of influencer video clips, were accepted, indicating that the effects of information acquisition, social inclusion, communication skills, and leisure and recreation on negative emotional states are significantly mediated by influencer video clips. The study aligns with past findings, emphasizing the major mediation function of influencer video clips in the relationship between information acquisition and negative emotional states [Grilli, 2021]. Findings from [Chen et al., 2021] for Hypothesis 6 and alignment with [Jánská et al., 2024] on the significant mediation effect of influencer video clips in the link between communication skills and negative emotional states further confirm the relevance of influencers in shaping emotional experiences.

Furthermore, Hypotheses 9, 11, and 12, investigating the moderating role of different generations, were accepted, indicating that the effects of information acquisition, communication skills, and leisure and recreation on negative emotional states are significantly moderated by different generations. However, Hypothesis 10, examining the moderating effect of social inclusion across generations, was rejected, suggesting that the influence of social inclusion on negative emotional states is not significantly mitigated by generation. Contrary to [McLean et al., 2022], this study dismisses the moderating role of various generations in the association between social inclusion and negative emotional states. The study validates [Moccia et al. 2021] findings that various generations have a moderating effect on the connection between communication skills and negative emotional states. In contrast to the findings of [Inkiwang et al., 2021], the study dismisses the role of various generations in mitigating the association between leisure and recreation and negative emotional states. This underscores the importance of understanding emotional intricacies linked to leisure and recreational activities while considering generational differences.

Discussion on the Result

The findings highlight the significant impact of social media variables on negative emotional states across generations in China [Marjerison et al., 2021]. Information acquisition, social inclusion, communication skills, and leisure and recreation all have substantial influences, showing the diverse nature of these interactions. The mediation effect of influencer video clips in these correlations is consistent with earlier studies [Grilli, 2021] and [Chen et al., 2021]. Furthermore, the moderating effect of different generations provides varied views to the understanding of social media's impact on emotional states, emphasising the importance of targeted methods for distinct age groups [McLean et al. 2022]. These findings contribute to the discussion of social media and its psychological repercussions [Marjerison et al., 2021].

Conclusion

In conclusion, this study examined the relationships between negative emotional states, influencer videos, and social media use in China across generations. Key findings from the study were revealed, providing practitioners, policymakers, and researchers with insightful information for the digital age. Specifically, social inclusion, communication skills, information gathering, and social media use for leisure and recreation all have a substantial impact on depressive states. Influencer video clips were found to have a significant impact on the relationship between social media variables and emotional well-being, confirming their mediating role. Furthermore, the correlations between negative emotions and social media factors were found to be moderated by generational differences. The study highlights the complexity of these relationships and the need for age-appropriate targeted strategies. Although the study adds to the conversation about the psychological effects of social media, it also

highlights certain drawbacks, including a small sample size, and suggests that future research should take a more thorough approach to examining the changing digital landscapes. In the end, cultivating a more salubrious digital milieu necessitates a sophisticated comprehension of the relationship among social media, influencer content, and mental health.

Future Work

Although this study offers insightful information, it has limitations that should be taken into consideration for further research. The difficulties in gathering a completely representative sample from China's enormous and diverse population emphasize the necessity of increasing efforts in sampling techniques. Since the study's cross-sectional design makes it difficult to determine causal relationships, it is important for future researchers to think about using longitudinal approaches to gain a more thorough understanding of the dynamics as they change. Although self-report measures were used in the study, objective metrics could improve the study's reliability and reduce bias. The study's emphasis on negative emotional states and cultural constraints may limit the generalizability of the findings, encouraging future research to examine positive emotions and take cultural quirks into account. Furthermore, examining particular social media platforms, influencer genres, and considering variables like socioeconomic status and digital literacy can offer a more nuanced understanding of the intricate interactions between digital environments and emotional wellbeing. Future scholars and decision-makers are urged to put sample diversity first, use longitudinal approaches, and welcome interdisciplinary teamwork to create evidence-based treatments that support digital well-being in the constantly changing social media environment.

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