ROLE OF CLOSED FACEBOOK GROUPS IN MENTAL WELL-BEING OF PAKISTANI WOMEN

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Abstract

This study was conducted with the primary objective of exploring the relationship between Facebook group usage and the mental well-being of women. It also delved into the correlation between social support and women's mental well-being. The theoretical framework of Uses and Gratification was employed, illustrating how women, through their engagement in Facebook groups, are empowered to satisfy their emotional, informational, entertainment, psychological, and social needs. The participants of this research were female members of Facebook groups. A quantitative method was adopted to conduct the study, revealing that Facebook groups serve as a platform for social support, empowering women to overcome mental health issues and maintain their well-being.

Keywords: *Facebook groups, mental well-being, social support, gratification of needs*

Introduction

In the modern era, social media has made the world a global (Walkosz et al., 2008). Social media includes social networking sites as a subcategory (Bai et al., 2012). Women can resolve all of their problems through social media by interacting with others and gathering information (Lodhia & Stone, 2017).

In January 2021, there were 2.58 billion monthly active Facebook users. As a result, Facebook has become the largest networking site in the world (Statista, 2021). However, it's the women who have played a significant role in shaping the Facebook group community. Users on Facebook can express themselves in two ways. Facebook pages and Facebook groups are the first and second, respectively. Individuals use Facebook pages for specific purposes and interactions, while Facebook groups, often initiated and led by women, help bring people together who share the same interests (Delacroix et al., 2019).

Facebook groups, with their unique feature of self-subscribing forums, are not just platforms for sharing information and supporting those going through similar experiences. They are empowering spaces where survivors and people suffering from serious illnesses can find solace and strength. The feature enables patients and/or healthcare providers to communicate via posts, fostering a sense of community and shared understanding. This dynamic environment allows medical professionals not just to support and counsel, but also inspire individuals and groups towards behavior modification and self-control (Partridge et al., 2018).

Members of closed Facebook groups have a virtual forum to talk about sensitive topics, which reduces loneliness, anxiety regarding the prediction, and uncomfortable symptoms. Additionally, people may become more knowledgeable and prepared to interact with the healthcare system (DeDíez et al., 2012)

Significance of the Study

In Pakistan, women are facing a number of restrictions depending on both their social class and gender. In these situations, women discovered the internet to be a vast platform for communication, maintaining social connections, getting information, and entertainment. Women in Pakistan use Facebook groups (Shah, 2016). Therefore, this study aims to determine the importance of closed Facebook groups for the mental well-being of women. Media professionals will find a way to understand how already existing social media platforms like Facebook might be beneficial for the mental health of Pakistani women. This research will provide a dimension for future researchers to research other social media platforms and women in academia.

Rationale of the Study

Facebook has 2.58 billion monthly active users (Statista, 2021). In 2019, 55.4 percent of female Facebook users worldwide were female, compared to 44.6 percent of male users. Globally, women utilize social media more than men (McGillivray et al., 2016; Jones & Harvey, 2019). Due to the increased usage of Facebook among women, researchers selected this topic to find out the role of Facebook groups in the mental well-being of Pakistani women.

Objectives of the Study

- To find out the extent and reasons for the participation of Pakistani women in closed Facebook groups.
- To explore the relationship between social support and the mental well-being of women.
- To know the perception of women about the closed Facebook groups regarding their mental well-being.
- To find out the relationship between self-disclosure and the mental well-being of Pakistani women.

Hypotheses

H_1: There is an association between the usage of closed Facebook groups and the mental well-being of Pakistani women.

H_2: Facebook groups provide social support for women's mental well-being

Literature Review

Graff et al. (2018) proposed that private Facebook groups like Hematology Women Physician groups helped improve members' knowledge, emotional health, and level of education. A survey was conducted within a group to determine the effect of the group's content on the members. An online survey was used. The survey consisted of 12 questions. Group members were given access to the survey by sharing its URL with them. The group members' opinions on the effectiveness were researched through a survey about demographics and general Facebook usage against this particular close hematology-related group. According to the results, the group has a very positive impact on members of the female physician group in terms of practice, emotional well-being, and education.

A study was conducted by Stellefson et al. (2019) to evaluate the effectiveness of diabetic foot care information available on Facebook groups. Diabetes patients need correct foot care education and care to prevent future medical issues. 57 Facebook groups relevant to diabetes were chosen for this study, and each post in those groups was examined to determine its value. After using regression analysis, 16 Facebook groups were discovered to be

beneficial for people with diabetes looking for information on foot care. Each group had over 265 members, and messages were helpful in 45% of the cases. Members of the group stated that they now wash their feet every day after joining Facebook groups, which increased their awareness of their feet. In addition, it was found that medical professionals, including practitioners and nurses, saw these Facebook groups as a significant forum for helping and educating people with diabetes.

Stanfield et al. (2017) examined how Facebook groups affect social workers. In this study, the researcher adopted a small-scale case study approach. An online survey was used. Participants had to complete the online survey. This study's survey looked into the participant's reasons for joining groups. Participants' attitudes towards being a group member were also measured via survey, and it also focused on any problems that participants may have experienced with other group members. Findings showed that group members found Facebook groups to be beneficial for expanding their knowledge about various issues. They may freely discuss any social topic. Additionally, it helps social workers improve their understanding of how to develop communication tactics that are more successful in solving social issues.

Thai, Sheeran, and Cummings (2019) designed a study investigating Facebook groups' role in helping students achieve their educational goals. The researcher examined the effects of the official course Facebook group in this study. This study conducted a quasi-experiment, with second-year students as the experiment's target demographic on a university campus. According to the study's conclusions, students who participated in Facebook course groups displayed solid social ties, positive relationships with teachers, and very little course-related stress, in contrast to those who did not. Additionally, it has been found that these official Facebook groups give students a stronger sense of social connection while increasing their course participation. In light of the findings of the entire study, the researcher concludes that Facebook groups are an effective source of information for college students.

Yannopoulou et al. (2019) studied how Facebook groups may help outraged citizens by providing them with information about social movements. Investigations were also conducted into how this knowledge affected citizens' behavior patterns. This study aimed to assess how political online content affects people's perspectives and encourages them to participate actively in political movements. Eight focus groups were studied for the data collection. This study showed that Facebook groups related to politics are vital for providing information to people who rely on it. People participate actively in group posts, encouraging society members to become interested in political issues.

Bernabe-Martín and Fernandez-Rio (2020) evaluate parents' perceptions of the effectiveness of study-related Facebook groups by conducting research. In this research, 27 mothers and 13 fathers made up the study's sample. The researcher employed a mixed methodology in this study. In this study, the interviewing technique was employed. The survey's findings revealed that parents believed Facebook groups were a successful method to study, as shown by the quantitative analysis's total of 15,875 visits and 2823 parent responses. In Facebook groups, it was discovered that Tuesday and Thursday were the busiest days. Six themes were identified as the primary reasons for parents to join Facebook groups, including unique experiences, changing one's perspective on the subject, creating a space where information can be shared safely, having pleasant experiences, and having a positive learning community.

Hsu et al. (2018) conducted a study to evaluate Facebook groups' impact on online purchasing. Communication channels have recently transformed into business platforms, particularly for purchasing. The consumption model for online buying was used in this study. Facebook groups are regarded as the most critical community communication tool in Taiwan.

The three main parts of this study's methodology were building the web request and user testing secondly, developing a Kano two-dimensional quality questionnaire secondly, and doing appropriate data analysis. The researcher discovered that six traits encourage customers to purchase any product. According to the researcher's findings, women between the ages of 41 and 50 who remain at home are more likely to purchase things online from Facebook groups.

Pruchniewska (2019) analyzes the effectiveness of Facebook private groups by conducting research. In this study, the researcher examined the groups in which professional women start to help other women improve their professions. The interview technique was employed in this study. In this study, 26 women were questioned. The findings of this study showed that these private groups are beneficial in helping group members deal with their professional concerns through discussions. This study helps understand the fourth wave of the women's movement as it relates to digital social media.

Alqassim et al. (2019) conducted a study on how women find Facebook groups to support their emotional needs. Asynchronous Remote Communities (ARC) technique was employed to reach the target population. Because it was difficult to reach the target demographic via telephone interviews or in-person meetings, the researcher used (ARC). The ARC technique is helpful in Facebook studies because participants frequently use this social media site. The researcher in this study examined the experiences of those females who experienced at least one miscarriage. This study aimed to understand participants' awareness of the emotional support they receive through Facebook groups. Researchers concluded that Facebook groups were very beneficial to individuals in terms of their emotional support. Additionally, the study indicated that people who were not as frequent Facebook users were still interested in posting to these groups.

Prescott, Rathbone, and Brown (2020) studied how open Facebook groups are used for online peer support and identified any similarities or variations between Facebook groups in the UK and the US. This study used relevant vital terms to conduct an organized search of open Facebook groups relating to mental health. The posts from 14 UK and 11 US groups were collected over three months, and Nvivo software was used to analyze the content thematically. The results of this study confirm those of previous research that shows the value of online peer-to-peer support for people looking for information on mental health. In this study, similar language regarding gender inequity, a lack of understanding, and stigmatization was found in both UK and US posts. The study emphasizes the benefits of sharing personal experiences and provides more insight into the advantages of online peer support for group members' mental health and overall well-being.

Theoretical Framework

The current research examines the role of closed Facebook groups in the mental well-being of Pakistani women. So, the researcher has selected the Uses and Gratification theory as more applicable to this study. The researcher also explains how this theory relates to this study.

Research Methodology

This study employed a qualitative research design. A qualitative research design collects ideas on a particular topic and comprehends a situation, experience, or event from a human viewpoint. Using qualitative methods, questions involving experience and meaning are addressed, typically from the participant's point of view (Hammarberg et al., 2016).

Population

This study included all female members of closed Facebook groups, a rare population with a limited number of Facebook group members.

Sample size

A sample is the representative part of the total population. The sample size for this study consisted of five female members of any closed or women-oriented Facebook groups. Different female Facebook group members and psychiatrists were samples of this study.

Sampling Technique

The participants of this study were purposively selected. The interviewees were three female members and two psychiatrists who were also members of closed Facebook groups.

Instrument

This study employed a semi-structured interview protocol. The questions for the interview were created after a literature review, keeping in mind this study's objectives and research questions.

Table 1

Description of Facebook group members for interview

Participants	Designation	Age	Duration of joining Facebook groups
Participants 1	Clinical Psychologist	30	Three years
Participants 3	Assistant Professor	32	Five years
Participants 5	Housewife	29	Six years

Qualitative Data Analysis and Interpretation

1st Participant

Purpose of Using Facebook Groups

The central theme of the first participant was the purpose of using Facebook groups, which had one connecting theme, i.e., helping people. The participant explained that she uses Facebook groups to help people and to raise awareness about mental health. The participant said that;

"My purpose in using these groups is to show how much I can show my productivity. Does anyone need my help in these groups? My purpose of using these groups is to help someone because there is already very little awareness of psychological issues among people, so wherever I feel my awareness or my help is needed, then I participate"

Mental Health issues

The second central theme was mental health issues, which had four sub-themes, i.e., issues in Pakistan, victims, reasons for mental health issues in Pakistan, and solutions. The participant explained the central theme as depression is standard and high in women of Pakistan. The reasons for mental health issues can be seen in different ways, as stated by the participant;

"When it comes to mental health issues in Pakistan, depression, anxiety disorder, and schizophrenia are widespread"

"Statistics show that depression is widespread and higher in women of Pakistan. Women suffer more mental health issues as compared to men."

"The first reason is our socio-culture. Our socio-culture demands a lot from women, so when they are not met, their mental health is affected. The second reason is psychological; like even if the physical effects of men on women are not visible in this society, psychological effects are visible. Due to this, depression is becoming very high in women. And the 2nd is the biological changes, hormones change in women, so there are fluctuations, so this can also be a reason."

"First of all, accept mental or psychological issues in society. The second method is to stop overthinking. Try to spread positivity in society as much as possible because positivity is essential for mental stability."

Mental Well-Being

The second theme of the first participant was mental well-being. It comprised three sub-themes, i.e., definition, positive effects of Facebook groups, and adverse effects of Facebook groups. Facebook groups have played both roles in the mental well-being of women. The participant utters that;

"Mental well-being is that a person has maintained himself from the physical point of view. His mental stability should be so high that it means that his ability to think and understand is good. He does not depend on others. He should not be anxious, which means he should not be a victim of competition, and he should keep himself happy the way he wants to be feeling that happiness."

"The role of Facebook groups can be seen in both ways. If we look at the positive side, these groups help people to know where to go next, like some people contact specialists for their psychological issues through these posts."

"The negative side is that the psychotic patients in these groups look at different psychological problems related posts and start searching for knowledge about mental health issues. Incomplete knowledge can lead to danger, while the psychological patient is already in a sensitive psychological state, incomplete knowledge of psychological problems in these groups and further research on them will further increase the mental problems."

Role of Facebook Groups in Social Support

The fourth theme, the role of Facebook groups in social support, had one connecting theme, i.e., a coping mechanism. Social support affects everyone. It is natural, but it depends on how people take it. The participant explains social support through Facebook groups as;

"Social support affects some people's psychology more, and some people do not. It depends on the coping mechanism. However, social support does affect me because I come to the fact that so many people have understood my problem and told me that they have the same problem. On the other hand, if it is not getting good feedback, it is a comparison. Comparison leads a person to many mental health issues."

2nd Participant

The second participant in this study was an Assistant professor.

Purpose

The central theme of the second participant was the purpose, which had two connecting themes, i.e., relaxation and social awareness. The participant explained that she uses Facebook groups to relax from her busy routine and get knowledge about society. The participant said that;

"I prefer using these groups when I want to take a break from my robotic life or relax my mind, and I also use these groups for social awareness."

Variety of Subject Matter

The Second central theme of the second participant's variety of subject matter in Facebook groups consisted of two connecting themes: satisfaction and depression. As the participant explained, different topics in Facebook groups make the participant satisfied or depressed.

"Women's challenges are the same worldwide in every society. Women's problems are the same whether they are stay-at-home women or working outside the home. When women share posts related to their lives, you are unintentionally attracted to these posts."

"Reading about homogeneous situations gives you the mental peace or satisfaction that you are not the only one in the world who lives or faces such a situation."
"Posts related to domestic abuse, domestic violence, crime, etc. lead me to depression and anxiety."

Mental Health Problems

The second major theme of the second participant's mental health problems consisted of two connecting themes, i.e., stress/depression and reduction. The participant said that she also suffers from psychological issues, and to reduce them, she watches motivational videos. It was explained as:

"Most of the time, I face stress or depression. I motivate myself that I can do this, I have to do this, so it is the same way we deal with stress and depression somewhere in life."

"I watch motivational videos to reduce stress and depression and try to reduce it as much as I can."

"Closed Facebook groups also help me in reducing stress or depression. Like, there is a group called 024 Mummy. It includes mothers from Africa, Australia, and America; believe me, children all over the world are the same, and when mothers from other countries share their child-related worries in these groups. By reading posts in this group, I feel that children of the whole world are like this. In this way, Facebook groups help me to reduce my anxiety and stress."

Closed Facebook Groups

The last central theme of the second participant was closed Facebook groups, which had four connecting themes, i.e., social support, connection, opinion and experiences, and mental well-being. The participant believes that closed Facebook groups have made the world a global village. Social support from Facebook groups helps her to cope with psychological issues. Facebook groups have positive effects on mental well-being. It was explained as:

"I think social support has a positive impact on mental well-being. Most of the time, social support from Facebook groups helps me to cope with psychological issues."

"Through these groups, the world is becoming a global village. You are so far away from the different countries, but through the posts, you get to know what is happening in the lives of people far away."

"Reading the opinions and experiences of different women is good for my mental well-being. I feel like I am not alone. This is happening in the world and will continue to happen, but how do we handle this or face these challenges? That post may not be so inspiring, but the comments on these posts that women are making based on their life experiences or giving advice inspire me."

"If we look at the role of Facebook groups in women's mental well-being, it has a positive effect. Some negative effects also come on mental well-being. However, if we look at the benefits of these groups in the mental well-being of women, they outweigh the downsides."

3rd Participant

The 3rdparticipant of this study was a housewife.

Purpose

The central theme of the third participant was the purpose of using Facebook groups, which had two connecting themes, i.e., the gratification of needs and social awareness. The participant uses Facebook groups to fulfill their needs and also get reviews about social and political issues. As explained by the participant,

"I use Facebook groups like mothers-related groups to meet my needs. How different issues are discussed there related to children's good parenting, what health-related things gave children to eat, how can we change their behavior, and what steps can we take for their learning?"

"These groups discuss Various social issues, so I use them to review social and political views and express my thoughts or opinions. These groups also help me with household issues."

Variety of Subject Matter

The second central theme of the third participant was a variety of subject matter in Facebook groups, which had two connecting themes, i.e., satisfaction and depression. Different kinds of topics make the participant satisfied or depressed. It was explained as:

"If we talk about groups related to children or mothers, when they talk about good parenting or children's problems, because I am also a mother and most of them are facing similar problems, I feel thrilled when my problem is solved without saying anything."

"Women often talk about different topics like domestic violence and women's rights. Mostly, women comment on their posts and tell them how to prevent domestic violence. For example, a woman wanted to separate from her husband due to domestic violence; different people discussed this issue in the form of comments. The legal expert contributed to the discussion and fully guided the woman on how to resolve her issue legally when such issues are openly discussed and resolved. All these things help me in satisfaction or mental well-being."

"Children's increased use of phones and then increasing children's health or mental problems due to phone use such topics bother me. "

"When women discuss their relationship-related problems such as the increasing rate of divorce, domestic violence, sexual abuse, extramarital affairs, etc. These types of topics make me feel very sad, but such topics lead me to stress and depression."

Mental Health Problems

The second major theme of the third participant was mental health problems, which had two connecting themes, i.e., stress/depression and reduction. The participant often suffers psychological problems. Facebook groups help participants cope with stress. It was explained as follows:

"There are many times in my life that I suffer from mental stress. If there is a situation for which there is no solution, then such things lead me to stress and anxiety."

"Sometimes my child starts to get very angry, due to which I suffer from mental stress. So, when I see these groups, I am told how to correct the child's bad mood and what kind of activities should be done to the child, which can change their behavior. What things keep the children away? Facebook groups help us how we can get out of these problems and cope with stress."

"In our society, everyone has almost the same problems. Sometimes, I find the solution before asking the question in these groups. People talk about the problems that are trending. However, when they are discussed, it gives me a way to reduce my stress or anxiety."

Closed Facebook Groups

The last central theme of the third participant was closed Facebook groups, which had four connecting themes, i.e., social support, connection, opinion and experiences, and mental well-being. The participant stated that homogeneous issues help women to connect with other women and solve their problems. Facebook groups also play a vital role in the mental well-being of women. Facebook group's role can be seen in both ways. It was explained as:

"Yes, of course, social support plays a vital role in mental well-being, and sometimes social support also encourages. Many women suffer from different problems, but they do not openly talk about their problems. When she sees other women's posts in groups and people give her positive feedback, she is encouraged to know that we are not the only ones in the world with these problems."

"When someone talks about their problems in these groups, we feel that another human being is suffering from the same problem and is expressing our feelings and emotions by becoming our voice. Then, we connect. They comment on them and give their different opinions. The main purpose of interacting with each other is to solve problems."

"Sometimes opinions and experiences in these groups help you to maintain mental well-being. However, most of the time, it does not happen. Instead, we get worried and depressed after reading most people's opinions."

"These groups have both positive and negative effects on mental well-being. For example, if seen as positive, discussing domestic violence allows other women to know which institutions or platforms are available through which they can address or reduce the problem."

"Sometimes women share their stories, and other women make unethical comments about them, negatively affecting the mental well-being of the person posting. We see on both sides of the picture that these groups have positive and negative effects."

Discussion of Interviews

Closed Facebook groups are becoming very popular among women. These groups help women in their daily lives, but the mental well-being of women is also paramount. In the current part of this study, thematic analysis was used to find out the psychologists' and Facebook group members' perceptions about reasons for using Facebook groups, mental health issues in Pakistan, Facebook groups' role in mental well-being, and the relationship between social support and mental well-being of women.

The results of the current study explain the psychologist's and group members' perspectives on using Facebook groups. The Participants stated that they used Facebook groups for different purposes. According to the psychologists, they use Facebook groups to help people and provide awareness and guidance about mental health issues. These results are supported by a study conducted by (Naslund & Riefer, 2018). They stated that Facebook groups are helpful tools that practitioners utilize to engage and reach out to unreachable communities to promote mental health awareness, education, and support to persons suffering from severe mental illnesses. On the other hand, other participants use Facebook groups to get information and relax from their busy lives. Women use these groups to express their thoughts or feelings openly. By using Facebook groups, women are gratifying their needs. The participants stated they use Facebook groups for social awareness. These results align with the study proposed by (Holtz et al., 2015; Stanfield et al., 2017). These studies have reported that women join Facebook groups to share information about motherhood, relaxation, and entertainment. They have found Facebook groups to be highly helpful for expanding their knowledge about various social issues. They may freely discuss any social topic.

The participants explained that they feel satisfied or happy when they read homogeneous situation-related posts and that they are not the only ones in the world who live or are facing such a situation. When their problems related to parenting are solved without saying anything, it gives them pleasure. These results align with the study (Sjoberg & Lindgren, 2017). They reported that members of Facebook groups indicated they can easily discuss their questions in these groups and feel satisfied when reading the posts about similar situations. These groups are also very beneficial for helping new parents strengthen their parenting skills.

When women discuss their relationship-related problems, such as the increasing rate of divorce, domestic violence, sexual abuse, extramarital affairs, crime, etc, because of these types of topics, participants feel very sad; in fact, such topics lead them to stress and depression.

The psychologists declared that depression, anxiety disorder, schizophrenia, drugs, emotional regulation issues, and meaninglessness are becoming very common in Pakistan. These results align with the study proposed by (Javed et al., 2020). This study reported that Pakistan has a higher frequency of depression as a result of present socioeconomic difficulties. The most prominent mental diseases in Pakistan are Depression, schizophrenia, and drugs. Statistics show that depression is widespread and higher in women of Pakistan as compared to men. It is seen that the ratio is ½, which means if two women will have depression, then only one man will have depression. This result is supported by a study proposed by (Shah et al., 2022). They stated that in Pakistan, women tend to have more mental health issues than men. The first reason for mental health issues among women is our socio-culture. Our socio-culture demands a lot from women, so when they are not met, their mental health is affected. The second reason is the psychological effects of men; even if the physical effects of men on women are not visible in this society, the psychological effects are visible. Due to this, depression is becoming immensely high in women. The second reason is hormone changes in women. These results are similar to the study of (Arif et al., 2017). Pakistani women experience the most stress because of peer pressure, sexual harassment, and a lack of opportunities for advancement

The participants reveal that they often face stress and depression in their lives. However, when they feel depressed, they watch motivational videos, and sometimes, it happens that they find a solution before asking the question in these groups. People talk about the problems that are trending. However, when they are discussed, it gives them a way to reduce stress or depression. However, one participant stated that although they get awareness and knowledge from these groups, these groups are not so helpful for reducing depression or anxiety.

The psychologists also explain some strategies for the reduction of mental health issues. Psychologists suggest that we must first activate ourselves, do physical activities, think positively, and try to accept things. The psychologists well explained mental well-being. They stated that mental well-being means that you do not have any psychological issues, you can use your abilities. You can play a positive role in the development of society. If you cannot do anything for society, in the end, Allah Almighty has given him power. You can use it comprehensively or intensively. These results are supported by the definition explained by (WHO, 2004). Facebook groups are becoming a global village. Women share their problems in these groups. Because of similar issues, they do not feel alone and connect. Different women comment on them and give their different opinions. Sometimes, these groups' opinions and experiences help women maintain mental well-being. These results are similar to the study of (DeDíez et al., 2012). They reported that in Facebook groups, women talk about sensitive topics, which reduces loneliness, anxiety regarding the prediction, and

uncomfortable symptoms. Additionally, people may become more knowledgeable and prepared to interact with the healthcare system.

Facebook groups are playing positive as well as negative roles in the mental well-being of women. The participant stated that on the positive side, Facebook groups are normed, which means people say they have the same mental health issues. Facebook groups provide an opportunity to connect with professionals or specialists. The opposing sides of these groups are unethical or harmful comments, incomplete knowledge, showing off wealth, and discussion of toxic relationships, which directly or indirectly affect the mental well-being of women. The negative results are encouraged by the study proposed by (Belluomini, 2015). Facebook group members face negative replies to their posts. Facebook group members also feel uncomfortable comparing their self-image and life satisfaction to other users. Furthermore, negative responses to posts lead to isolation and depression in women.

The last central theme was the Facebook group's role in social support. The participants stated that social support affects mental well-being in both ways, positively and negatively. On the positive side, the support women get is not given by family, spouse, and friends but is provided in these groups. Social support also encourages women when positive feedback comes. It encourages women to know they are not the only ones facing this problem. Different studies (Wright & Rains, 2013; Labrague, 2014) discovered that Facebook members' support, approval, and help were positively connected with women's mental or physical health. Additionally, being a part of a social support group helps reduce stress and empower women in their mothering. On the negative side, when women post something in these groups, they come into comparison. Moreover, the comparison directly or indirectly affects women's mental well-being. These results are supported by the study conducted (Ashford, 2017). He stated that through Facebook groups and social support, women compare their lives to other women's. For example, women compare the number of likes, comments, or positive feedback, which causes feelings of sadness and depression among women.

Conclusion

This study explored the role of closed Facebook groups in the mental well-being of Pakistani women. In this study, the researcher used a qualitative method.

The qualitative study showed that women use Facebook groups to get information about motherhood, relaxation, and entertainment. They found Facebook groups beneficial for expanding their knowledge about various social issues. By using Facebook groups, women are gratifying their needs. The results show that Facebook groups play both roles (positive and negative) in the mental well-being of women. Similarly, social support through Facebook groups affects mental well-being positively and negatively. The results of this study support the idea that online interaction via Facebook groups influences women's mental well-being (Burke, 2016). Overall, the findings suggest that Facebook groups play a significant role in the mental well-being of women by providing social support.

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