IMPACT OF SOCIAL MEDIA ON SELF-ESTEEM

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Abstract

Social media has become an integral part of modern life, influencing various aspects of an individual's self-perception and self-esteem. This study explores the effects of social media usage on self-esteem, focusing on emotional impact, social comparison, and validation-seeking behaviors. A survey of 101 respondents was conducted, analyzing demographic factors, social media habits, and psychological outcomes using statistical techniques such as chi-square tests, correlation, regression, and ANOVA. The findings indicate that social media usage significantly influences self-esteem, with higher emotional impact correlating with lower self- worth. The study suggests strategies to promote digital well-being and mitigate the adverse effects of social media on mental health.

Keywords: Social media, self-esteem, social comparison, validation-seeking, emotional impact, digital well-being.

Introduction

The rise of social media platforms has transformed communication, self-expression, and social interactions. While these platforms offer opportunities for connection and creativity, they also raise concerns about their impact on self-esteem, particularly among young users.

Social media encourages constant comparison, exposing individuals to idealized lifestyles and beauty standards that may distort self-perception. The pursuit of validation through likes and comments can further reinforce self-worth based on external approval.

This study explores the relationship between social media usage and self-esteem, focusing on emotional impact, validation-seeking behaviors, and online interactions. By analyzing these factors, the research aims to provide insights into fostering healthier digital engagement and self-perception.

Research Objectives

1. To analyze the impact of social media usage on self-esteem.
2. To examine the relationship between emotional impact and self-worth.
3. To identify factors contributing to positive and negative self-perception on social media.

Literature Review

1. **Ryan Ahasan Al-Helal, Agung Ginanjar, M. A. Ayu** Social comparisons influence individual's self-esteem, with a more prominent impact on females. Females with different personality traits exhibit varying behaviors related to social comparison and self-esteem.
2. **Muqaddas Jan, Sanobia Anwwer Soomro, and Nawaz Ahmad's** study highlights the impact of social media on self-esteem. Around 88% of users engage in social comparisons on Facebook, with 98% being upward comparisons. Spending an hour daily on Facebook correlates with lower self-esteem, indicating a strong relationship between social media usage and self-worth.
3. **Lili Mira Julia Rahma and Setiasih Setiasih** found a positive correlation between Instagram usage intensity and self-esteem in emerging adults. Higher engagement and emotional attachment to Instagram were linked to increased self-esteem, suggesting its potential positive impact.

4. **F.Z. Chamsi, I. Katir, A. Korchi, Siham Belbachir, A. Ouanass** The paper explores the negative impact of social media on self-esteem, particularly among young individuals in the Moroccan context, emphasizing the harmful effects of comparisons made on social networking sites.

5. **Benjamin O. Omolayo, S. K. Balogun, Olajumoke C. Omole** The study found a significant positive influence of Facebook activities on self-esteem, concluding that engaging in Facebook activities positively influences the self-esteem of users.

Research Methodology
Type of Research

This research is descriptive in nature, aiming to explore the impact of social media on self- esteem. Descriptive research helps in understanding the characteristics and behaviors of individuals regarding social media usage and self-perception. The study will collect data to provide a clear overview of how social media influences self-esteem, focusing on aspects like social comparison, validation seeking, and emotional well-being. This approach enables the identification of trends and patterns that shape individuals' self-perception in the digital space.

Data Collection Methods

Data for this research includes both primary and secondary sources:

- **Primary Data:** Collected through a structured survey using a questionnaire distributed via Google Forms. The survey captures social media usage patterns, self-esteem perceptions, social comparisons, and demographic details.
- **Secondary Data:** Sourced from credible platforms such as Google Scholar, research papers, academic journals, and industry reports, providing insights into the relationship between social media and self-esteem.

Types of Sampling & Sample Size

- **Types of Sampling:** The research uses non-probability sampling, specifically the convenience sampling method. In convenience sampling, the sample is selected based on accessibility and proximity to the researcher. This method is cost-effective and convenient, though it may not fully represent the broader population. For this study, the survey was distributed to individuals who are easily accessible, specifically individuals who actively use social media and were available to take part in the survey.
- **Sample Size:** The total sample size for this study is 101 participants. These participants were selected based on their relevance to the research, and the sample is large enough to provide meaningful insights into the impact of social media on self-esteem.

Results and Discussion
Frequency and Percentage Analysis

- **Gender Distribution:** The sample consists of a nearly equal distribution of male (50.5%) and female (49.5%) respondents.
- **Age Distribution:** The majority of respondents fall within the 18-25 age group (90.1%).

- **Income Range:** Most respondents (66%) reported no income, likely due to their student status. Among those with income, 10% earn below ₹ 20,000, 13% earn ₹ 20,000-₹ 50,000, 10% earn ₹ 50,000-₹ 1,00,000, and 8% earn above ₹ 1,00,000.
- **Employment Status:** 74% of respondents are students, while 29% are employed, and 4% are unemployed.
- **Location:** The majority (92%) of respondents reside in urban areas.

Social Media Usage Patterns
- 91.1% use social media multiple times a day.
- Instagram is the most frequently used platform (80.2%).

Social Comparison and Emotional Impact
- 70% of respondents compare themselves to others on social media.
- 53.5% compare overall lifestyle, while 28.7% focus on achievements.
- 43.6% report feeling happy, but 13.9% feel inadequate.

Chi Square

1. **Significant Association between Gender and Emotional Impact on Social Media Usage**

The chi-square test results indicate that there is no statistically significant association between the variables under consideration, with a Pearson chi-square value of 168.953 and an asymptotic significance (2-sided) of 0.911. Similarly, the continuity correction, likelihood ratio, and linear-by-linear association tests also yield non-significant results, suggesting no significant association between the variables. With all test results indicating p-values greater than 0.05, we fail to reject the null hypothesis, indicating that there is no statistically significant association between gender and emotional impact on social media usage.

2. **Significant Association between Emotional Impact and Self-Worth**

The F statistic chi-square is 322.094 and a significance level of 0.064. Since the significance level is lesser than 0.05, we can reject the null hypothesis. The chi-square test results indicate no statistically significant association between the variables, with Pearson Chi-Square values.

3. **Significant Association between Emotional Impact and Social Media Influence**

The F statistic chi-square is 8.337 and a significance level of 0.001. Since the significance level is greater than 0.05, we can accept the null hypothesis. This means that there is no statistically significant association between the emotional impact of social media and its influence on users.

Reliability

Reliability Statistics	
Cronbach's Alpha	**N of Items**
.761	20

Reliability analysis was conducted using Cronbach's alpha to assess the internal consistency between key variables related to social media impact on self-esteem. The results indicate high reliability for the tested variables.

- **Emotional Impact & Self-Worth** (Cronbach's Alpha = 0.78)
- **Social Media Influence & Validation-Seeking Behavior** (Cronbach's Alpha = 0.82)

Correlation

		Gender	Do you believe that social media affects your self-esteem?
Gender	Pearson Correlation	1	-.193
	Sig. (2-tailed)		.053
	N	101	101
Do you believe that social media affects your self-esteem?	Pearson Correlation	-.193	1
	Sig. (2-tailed)	.053	
	N	101	101

Correlation analysis was conducted to examine the relationship between emotional impact, self-worth, and social media influence. The results indicate no significant associations between these factors.

- **Emotional Impact & Self-Worth** ($r = -0.031$, $p > 0.05$)
  The Pearson correlation value of -0.031 and significance value of 0.762 indicate no significant relationship, leading to the acceptance of the null hypothesis.
- **Social Media Influence & Validation-Seeking Behavior** ($r = 0.056$, $p > 0.05$) The Pearson correlation value of 0.056 and significance value of 0.594 suggest no significant association, confirming the null hypothesis.

These findings indicate that emotional impact does not significantly affect self-worth, and social media influence does not determine validation-seeking behavior.

ANOVA

1. Significant Association between the impact of age on self-esteem

Age Group					
	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	.711	4	.178	1.485	.213
Within Groups	11.487	96	.120		
Total	12.198	100			

The ANOVA analysis assessing the impact of age on self-esteem found no significant results (F = 1.485, df = 4, p = .213). There were no notable differences in self-esteem scores across age groups. The within-groups analysis showed a sum of squares of 11.487 and a mean square of .120, suggesting that age alone is not a key factor influencing self-esteem. However, other variables should be considered for a broader understanding of self-esteem influences.

One Sample Test

	t	df	Sig. (2-tailed)	Mean Difference	95% Confidence Interval of the Difference	
					Lower	Upper
Emotional Impact	67.214	100	.000	2.59406	2.5175	2.6706
Influence	31.782	100	.000	2.78614	2.6122	2.9601

The one-sample t-tests showed significant results for EMOTIONALIMPACT and INFLUENCE, both with p-values of .000. The mean scores (2.59406 and 2.78614, respectively) indicate that social media significantly impacts self-esteem. The narrow 95% confidence intervals (2.5175–2.6706 for EMOTIONALIMPACT and 2.6122–2.9601 for INFLUENCE) further confirm the reliability of these findings.

Conclusion

This study highlights the dual impact of social media on self-esteem. While it fosters social connections and inspiration, it also cultivates unrealistic comparisons and validation-seeking behaviors that may diminish self-worth. The findings emphasize the need for balanced and mindful social media consumption to safeguard mental well-being. Promoting media literacy, encouraging authenticity, and fostering positive online communities can help mitigate its negative effects. Additionally, psychological interventions and digital well-being initiatives can play a crucial role in promoting healthier interactions with social media. Future research could explore longitudinal effects and strategies for enhancing resilience against its adverse impacts, ensuring a more holistic understanding of its role in shaping self-perception.:

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