

SOCIAL MEDIA ADDICTION AND SELF ESTEEM: A STUDY ON EMERGING ADULTS

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ABSTRACT

Social media addiction is a growing concern in the current generation of teenagers and adults seeking attention or common grounds of communication, it meddles with our day to day lives in someway or the other. The effect of social media on our self-esteem is the focus of this research paper showing different aspects of self esteem and the influence of social media addiction. A total of 80 participants (male and female) were taken as samples and survey was conducted with the help of two tests which are 1. Rosenberg self-esteem scale and 2. Social Media Addiction Scale Student Form (SMAS-SF). The results of the research suggested that addiction of social media does significantly affect our self-esteem. The implications of this study could be used to avoid using much time in front of the screens and more time in the physical world and exploring ourselves and our surroundings better while contributing to the society in the best possible way with starting with our family and friends if they are in need.

Key words- social media addiction, self-esteem, internet addiction, social anxiety, Facebook addiction

1. INTRODUCTION:

Social media is emerging as an important aspect for social development and friendships during adolescence and growing adulthood. In this review, we consider how young generation's friendships over social networking platform reflect broader sociocultural shifts and face-to-face communities to "networked individualism"- a sociality system that places the individual at the centre of generally personalized social networks unencumbered by physical limitations (Wellman, Digital cities II: Computational and Sociological Approaches, 2002, pp. 10-25).

The usage of social media is growing exponentially to the degree of fetching close to one third of the entire world's population as of January 2016, and is only drastically increasing. In point of fact, social media statistics have been reporting an average annual increase of 10% in total number of users. These extremely striking statistics have been generating researchers' interest in studying this phenomenon and impact on every aspect of individuals' lives. This study is an attempt to contribute to the knowledge that is building in relation to this phenomenon by examining the relationships between the addictive use of social media in contrast to self-esteem and satisfaction with life.

The term 'Addiction' means no control over one's desires concerning particular habit or a strong feeling to continue it, knowing that it could harm them in many ways. A prolonged use of the social network can lead to its misuse.

1.1 SOCIAL NETWORKING ADDICTION

Social networking addiction is a term that can be used to refer to someone spending too much time on the internet using facebook and other forms of social media – to a degree that it interferes with their daily life activities. A social network addict could be considered to be someone with a habit to use social media in a very excessive amount - constantly checking Facebook or "stalking" people's profiles.

Researchers at Chicago University concluded that social media addiction can be stronger than addiction to booze and cigarettes following an experiment in which they recorded the desires of several hundred people for several weeks. Social Media desires ranked ahead of desires for cigarettes and alcohol. And at Harvard University, researchers experimented people on functional MRI machines to scan their brains and see what happens when they talk about themselves, which is what individuals essentially do over social networks. They found that self-disclosure communication stirred their brain's pleasure centres just like food and sex does. Plenty of clinicians have observed symptoms of depression, anxiety and some psychological disorders in individuals who spent too much time online, but little hard evidence has been found proving that social media was responsible for the symptoms.(Walker, 2018)

1.2 SELF ESTEEM-

In psychology, the term self-esteem is used to define a person's entire sense of personal value and self-worth. In other words, how much we like and value ourselves.

Self-esteem is often stated as a personality trait, which means that it tends to be enduring and constant.

Self-esteem might involve a variety of beliefs about yourself, such as the evaluation of your own beliefs, behaviours, emotions and appearance.

Extreme high and low ends of the self-esteem spectrum can be harmful, so in an ideal world, it's best to maintain a balance. A positive yet realistic view of yourself is generally considered to be ideal.

It is known that self-esteem is sometimes referred to as self-respect or self-worth, and plays an important role in success. Too less of this can leave people feeling depressed or defeated. It also leads to individuals taking bad decisions, fall into destructive relationships, or fail to live up to their full potential. A grandiose sense of self-esteem, as displayed in narcissistic personality disorder, might be repulsive to others and can damage personal relationships.

Self-esteem levels at the extreme high and low ends of the spectrum can be harmful, so ideally, it's best to strike a balance somewhere in the middle.

Why Self-Esteem Is Important

Self-esteem plays a substantial role in success and motivation throughout your life. Low self-esteem can hold you back from succeeding at work or school because you may not believe in yourself to be capable of success.

On the other hand, having a healthy self-esteem may help you accomplish because you steer life with a positive, assertive attitude, which is very essential and believe in yourself.

Factors That Influence Self-Esteem

There are many different aspects that may influence self-esteem. Hereditary factors might play a role because they help shape the overall personality, but often it is our experiences that form

the basis of our overall self-esteem. Those who constantly receive overly negative or critical assessments from family, friends, etc, will likely experience having low self-esteem.

Additionally, your age, inner thinking, any potential illnesses, physical limitations, disabilities or your job can affect your self-esteem.

Signs of Healthy Self-Esteem

You probably have a good self-esteem if you exhibit the following signs:

- Our Confidence
- Our Positive outlook towards every situation
- Capacity to see overall strengths and weaknesses and accepting them
- Not letting negative experiences impact overall perspective
- Expressing your needs
- Capability to say no

Signs of Low Self-Esteem

If you exhibit any of these signs of a low self-esteem you might begin to work on good and healthy habits.

- Having a Lack of self-confidence
- Feelings of excessive shame, lack of self-worth.
- Having a belief that everyone else is better than you
- High intensity of fear of failure
- Having a Negative outlook in every situation
- Only focusing on your weaknesses and not the strengths
- Not being able to accept positive feedback
- Not being able to express your needs

2. PRESENT STUDY

The present study seeks to see the effect of social media on self esteem. Teenagers can use social media to find community, but their self esteem is often negatively affected by this culture of comparison.

The debate is on whether social media is damaging the self esteem of teens. Some studies suggest that connecting online with groups of people can be advantageous to teens, while other research arguments to a rise in symptoms of eating disorders, anxiety and depression. There is type of competition among teenagers with respect to social media use, this also creates low self esteem among teenagers who can't keep up to the mark of likeability on social media and makes them feel worse about themselves which hamper their self esteem.

PROCEDURE

First, the target sample was approached, and then through Google form the sample was given the instructions about the test. There were no right or wrong answer for the question been asked, the sample simply had to tick according to their suitability.

METHOD

RATIONALE-

The finding is yet out on whether mental health of teens is being damaged by social media addiction. It's difficult to get a good explanation on the issue that social media is constantly evolving and changing. So, we're here making refined educated presumptions based on current

studies. enough data is not there yet to the potential long-standing pros and cons of living on “likes and dislikes”.

The present study seeks to see the effect of social media on self esteem. Teenagers might be using the platform of social media to find common communities, but their mental health is frequently harmfully affected by this culture of evaluation.

OBJECTIVE-

- To study the effect of social media on self esteem among emerging adults

HYPOTHESIS –

- There will be a significant effect of social networking addiction on self esteem among emerging adults

SAMPLE-

Sample will be collected with the help of random sampling method. This study will be conducted on college going adults around the age of 18-23. The sample size to be taken for the study is 80.

PROCEDURE-

First, the target sample will be approached, and then, we will build rapport with them. After rapport formation, the sample will be given the instructions about the test. There is no right or wrong answer for the question been asked, the sample simply have to tick according to their suitability.

TOOLS-

1. **Rosenberg Self-esteem scale (RSES)** is the most widely used instrument for the measurement of global self-esteem. Its brevity (10-item) and user-friendly format saved lots of investigator’s time in research by Bagley and Mallick (2001). This 10-item scale assesses an individual’s feelings of self-worth when the individual compares himself or herself to other people.
2. **Social Media Addiction Scale Student Form (SMAS-SF)** SMA-SF is a 5-point Likert-type scale consisting of 29 items grouped under 4 factors (virtual tolerance, virtual communication, virtual problem and virtual information). The statistical analysis indicates that the scale is valid and reliable enough to be used in determining the social media addictions of secondary school, high school and university students

RESULT AND DISCUSSION-

RESULT TABLE-

Table 1: Showing the coefficients of correlation of independent variable, Social media Addiction (virtual tolerance, virtual communication, virtual problem, virtual information) with Self Esteem and Subjective happiness.

Correlations

			VIRTUAL TOLERANCE	VIRTUAL COMMUNICATION	VIRTUAL PROBLEM	VIRTUAL INFORMATION
Rosenberg	Self	Pearson	-.085	-.256*	-.263*	-.060
Esteem scale	Correlation	Sig. (2-tailed)	.456	.022	.018	.598
	N		80	80	80	80

Table 1: From this table it is apparent that virtual communication and virtual problem has significant negative correlation with self esteem.

3. CONCLUSIONS

Social Networking was initially facilitated for interpersonal communication, socialization, etc. But nowadays, Social networking has become an irresistible temptation and necessity to live a full filled life.

self-esteem is a person's entire sense of self-worth and/or personal value, how much oneself appreciates and like themselves. Self-esteem can be considered as a personality trait, as it tends to be enduring and stable. It involves a variety of beliefs about oneself, such as the appraisal of your own emotions, beliefs, appearance, and behaviour. SWB (subjective well-being) is the scientific term life satisfaction and happiness—feeling and thinking that your life is going not badly, but well. So the present study seeks to study the effect of social networking addiction on subjective happiness and self esteem. It was hypothesized that social networking addiction will have a significant effect on subjective happiness and self esteem.

From the research finding we conclude that virtual communication and virtual problem has significant negative correlation with self esteem.

According to Bellar, et. al., (2017) conducted a study to examine whether different measures of social disconnectedness—subjective loneliness, network quality, network size, living alone—have differential effects on the health of older adults. The results states that network quality and subjective loneliness were the best prediction of mental health; contrarily, living alone and network size were the best predictions of cognitive and physical health.

Another study by Baturay, et. al., (2016) investigated the impact of grade point average and general positive health over Facebook addiction via self-esteem under provision of daily use of Facebook. The findings shows that self esteem is a critical and shaping construct when the impact of both general health positive and GPA is decreasing on Facebook addiction. College students with low general health-positive feelings and GPA have low SE, which increases the possibility of becoming a social media addict. Daily use of Facebook is another triggering factor.

Alzougool (2018), conducted a study to examine the effect of 'motives' for Facebook use on need among everyday users in Jordan. Results stated that 38.5% participants were Facebook addicts. 6 motives were significantly associated with facebook addiction, namely companionship and exhibitionism, entertainment, and passing time and escapism, social curiosity, relationships maintenance and relationships formation. Among these 6 motives, passing time and escapism,

relationships maintenance and companionship and exhibitionism, are the strong predictors of this addiction.

Tang, et. al. (2017) conducted a study to investigate addictions to Internet use, online social networking and online gaming, also their associations with depressive symptoms in young adults in China, Singapore, and the United States. The results stated that male participants were more addicted to online gaming and Internet use whereas female students were more addicted to social networking. In students with different internet-related addictions, the odds of depression were highest in China. This kind of addiction is a new concern to public health for young adults, especially in Asia-Pacific areas. Depressive symptoms are found to be associated with it.

A very popular study by Hawi, et. al. (2016) to study the relations among social media addiction, self-esteem and life satisfaction in university students. Results showed that social media addiction has a negative association with self-esteem, and the latter with satisfaction with life, it had a positive association. Furthermore, path analysis stated that the effect of addiction of social media on satisfaction with life is mediated by self-esteem.

All the above studies states that social media addition does have a significant effect on self esteem, hence the hypothesis is proved.

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