

Usage of Social Media and Self Esteem among College Students

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Abstract: The study explores the relation between usage of social media and self esteem among college students. A survey method is used for conducting the study. The population of the study is arts and science under graduate college students from Malappuram district, Kerala state. The sample selected for the study is a total number of 122 arts and science under graduate college students that have been selected through a stratified random sampling. The tool used for study to assess self esteem is Rosenberg's Self-Esteem Scale. Usage of social media assessed by a four point scale Social Media Usage Questionnaire developed by the researcher. The tool has 25 items from the dimensions of purpose of usage of social media, pattern of usage, frequency of usage and time spend on social media. The statistical techniques used for analysing the data are mean, standard deviation, t-test and correlation. The study found a negative correlation between usage of social media and self esteem among college students. It is also found that there is significant difference in usage of social media based on gender and locale and there is no significant difference in usage of social media based on stream of subjects. It is also found there is significant difference in self esteem based on gender and no significant difference is found based on locale and stream of subjects among college students. The study discusses some needed measures to instigate judicious use of social media that can enhance the self esteem among college students.

Keywords: Social Media, Usage of Social Media, Self Esteem, College Students.

1. INTRODUCTION

The students of this generation are rightly 'google generation' as their life is highly immersed in to online culture. The advent of social media as web 2.0 internet technology brought the sharing of knowledge and information ubiquitous and easy to access by anyone. The emergence of social media re-wrote the media culture totally and dominated over all form of media by surpassing even the systems of mass communication. The education system is also greatly renovated by effective integration of social media in teaching and learning process. Though there are many positive implications of social media for education, there are lot of negative impacts as well. The excessive use or addiction of social media usage may cause many physical and psychological problems. Many behavioural and psychological problems like depression, unfair comparison, stress, anxiety and cyber bullying etc. are reported by many recent studies. Self esteem is one's basic constituent of satisfied life which necessitates the study on its dimensions in relation to usage social media among college students.

2. SELF ESTEEM

Self-esteem is a person's positive or negative evaluation of the self. ^[1] It is an individual's judgment regarding the 'self' as worth or valuable and competent in all aspects. In a self- perception, self-esteem is responsible for evaluative or judgmental emotional component of one's personality and it is a basic driving force in personal, social, cultural and existential values. ^{[2],[3]} The self-esteem may be developed over time like stable traits or may be resulted as responsive to events and contexts which are occurring daily like one's fluid state. ^[4] The dynamics of self-esteem is the evaluation of

self in relation to social, cultural, religious, moral, familial, body and physical factors. The perceived worth and competence are highly responsible for constituting one's self esteem as the competence attaches one's capabilities and the worth facilitates the feeling that he/she is valuable.

3. RATIONAL FOR THE STUDY

The injudicious usage of social media or its addiction adversely affects the mental wellbeing or psychological development of students. Self acceptance as the basic constituent of self esteem, necessitates more positive evaluation towards one's self. The addiction of social media generally causes upward comparison, depression, anxiety and stress etc. The satisfaction and joyfulness in the life cannot be developed or attained unless there is sufficient self esteem to balance one's personality. Hence the study on self esteem of college students in relation to social media is essential to analyse the relationship not only for ensuring mental or psychological wellbeing but also to guide the students to use social media judiciously with balancing for their use for entertainment and education.

4. REVIEW OF RELATED STUDIES

Gallagher (2017) found study that there exists a relationship between social media and self-esteem among teenagers. It is also found that there is non-significant positive correlation of self-esteem with how often participants posted on social media, the hours spent on social media correlation was reported, the greatest number of friends on, the number of social media accounts, how often the participants checked their social media after they have posted something and some other dimensions. It is also shown that self-esteem score negatively correlated if the participants did not receive as favourable responses.^[5] Meshioye (2016) found that the self-esteem there is a weak positive and significant relationship with social media. It is also found that the male participants and social media intensity have a negative correlation though it was not statically significant. It is also found that body strength had no significant relationship with social media intensity. Sexual attractiveness and social media intensity have a weak positive relationship with social media intensity. The weight concern has a weak positive correlation though it was not statically significant.^[6]

Gallinari (2017) found that 'likes' on Instagram does not significantly affect the social self-esteem, performance self-esteem and appearance self-esteem among women in the age group 18-25. It is also found that a positive correlation between correlational relationship between number of 'likes' and appearance self-esteem.^[7] Vogel, Rose, Roberts, & Eckles (2014) found frequency of Facebook use was a significant predictor of self-esteem which shows that participants high with high Facebook use has lower self-esteem. The frequency of Facebook use was negatively correlated with self-esteem as participants with more exposure to Facebook tended to evaluate themselves more poorly. It is also found results also showed that frequency of Facebook use was a positive predictor of both the extent of upward comparisons and downward comparisons although the relationship was stronger for upward comparisons. It is also found that upward comparisons on Facebook also predicted lower self-esteem but, downward comparisons on Facebook did not predict self-esteem.^[8]

Virginia, Nyagah, Stephen & Mwanja (2015) found that the social networking influence the self-esteem and psychological wellbeing among secondary school student. Students have different purposes and motivation for using the social networking sites. It is also found that majority of students has an access to social media sites among secondary schools students. It is also found that there is higher level of use of Facebook than other social networking sites. Students have different purposes and motivation for using the social networking sites.^[9]

5. OBJECTIVES OF THE STUDY

1. To find out the significant difference in usage of social media among male and female college students.
2. To find out the significant difference in usage of social media among urban and rural college students.
3. To find out the significant difference in usage of social media among arts and science college students
4. To find out the significant difference in self esteem among male and female college students.
5. To find out the significant difference in self esteem among urban and rural college students.
6. To find out the significant difference in self esteem among arts and science college students
7. To find out the significant relation between usage of social media and self esteem among college students

6. HYPOTHESIS OF THE STUDY

1. There will not be significant difference in usage of social media among male and female college students.
2. There will not be significant difference in usage of social media among urban and rural college students.
3. There will not be significant difference in usage of social media among arts and science college students
4. There will not be significant difference in self esteem among male and female college students.
5. There will not be significant difference in self esteem among urban and rural college students.
6. There will not be significant difference in self esteem among arts and science college students
7. There will not be significant relation between usage of social media and self esteem among college students

7. METHODOLOGY

A survey method is used for conducting the study. The population of the study is arts and science college students of Malappuram district, Kerala. The sample selected for the study is a total number of 122 arts and science college students that have been selected through a stratified random sampling. The tool used for study to assess self esteem is Rosenberg's Self-Esteem Scale. Usage of social media assessed by a four point scale Social Media Usage Questionnaire developed by the researcher. The tool has 25 items from the dimensions of purpose of usage of social media, pattern of usage, frequency of usage and time spend on social media. The statistical techniques used for analysing the data are mean, standard deviation, t-test and correlation.

8. ANALYSIS AND DISCUSSION

Table-1: Comparison of usage of social media among male and female college students

Group	N	Mean	Standard Deviation	T-value	table value	Level of significance
Male	54	74.68	9.57	2.03	1.96	Significant at 0.05
Female	68	71.32	8.69			

Table-1 shows that the mean and standard deviation of social media usage among male and female college students is 74.68, 9.57 and 71.32, 8.69 respectively. The calculated t-value is 2.03 which is greater than the table value at 0.05 level. There is significant difference in social media usage among male and female college students as the male college students have higher level of social media usage than female students. Hence the null hypothesis which stated there is no significant difference in social media usage among male and female college students is rejected.

Table-2: Comparison of usage of social media among urban and rural college students

Group	N	Mean	Standard Deviation	T-value	table value	Level of significance
Urban	48	75.52	10.09	2.39	1.96	Significant at 0.05
Rural	74	71.14	9.71			

Table-2 shows that the mean and standard deviation of social media usage among urban and rural college students is 75.52, 10.09 and 71.14, 9.71 respectively. The calculated t-value is 2.39 which is greater than the table value at 0.05 level. There is significant difference in social media usage among urban and rural college students as the urban college students have higher level of social media usage than college students from rural areas. Hence the null hypothesis which stated there is no significant difference in social media usage among urban and rural college students is rejected.

Table-3: Comparison of usage of social media among arts and science college students

Group	N	Mean	Standard Deviation	T-value	table value	Level of significance
Arts	69	72.71	9.87	0.79	1.96	Not Significant
Science	53	74.08	8.76			

Table-3 shows that the mean and standard deviation of social media usage among arts and science college students is 72.71, 9.87 and 74.08, 8.76 respectively. The calculated t-value is 0.79 which is lesser than the table value at 0.05 level. There is no significant difference in social media usage among arts and science college students. Hence the null hypothesis which stated there is no significant difference in social media usage among arts and science college students is accepted.

Table-4: Comparison of self esteem among male and female college students

Group	N	Mean	Standard Deviation	T-value	table value	Level of significance
Male	54	28.14	5.43	2.11	1.96	Significant at 0.05
Female	68	25.76	6.72			

Table-4 shows that the mean and standard deviation of self esteem among male and female college students is 28.14, 5.43 and 25.76, 6.72 respectively. The calculated t-value is 2.11 which is greater than the table value at 0.05 level. There is significant difference in self esteem among male and female college students as the male college students have higher level of social media usage than female students. Hence the null hypothesis which stated that there is no significant difference in self esteem among male and female college students is rejected.

Table-5: Comparison of self esteem among urban and rural college students

Group	N	Mean	Standard Deviation	T-value	table value	Level of significance
Urban	48	26.39	6.71	1.22	1.96	Not Significant
Rural	74	24.94	6.13			

Table-5 shows that the mean and standard deviation of self esteem among urban and rural college students is 26.39, 6.71 and 24.94, 6.13 respectively. The calculated t-value is 1.22 which is lesser than the table value at 0.05 level. There is no significant difference in self esteem among urban and rural college students. Hence the null hypothesis which stated that there is no significant difference in self esteem among urban and rural college students is accepted.

Table-6: Comparison of self esteem among arts and science college students

Group	N	Mean	Standard Deviation	T-value	table value	Level of significance
Arts	69	27.09	5.46	1.14	1.96	Not Significant
Science	53	25.88	6.24			

Table-6 shows that the mean and standard deviation of self esteem among arts and science college students is 27.09, 5.46 and 25.88, 6.24 respectively. The calculated t-value is 1.14 which is lesser than the table value at 0.05 level. There is no significant difference in self esteem among arts and science college students. Hence the null hypothesis which stated there is no significant difference in self esteem among arts and science college students is accepted.

Table-7: Correlation between usage of social media and self esteem among college students

Variables	N	r value	level of significance
Usage of social media	122	-0.34	0.01
Self Esteem			

Table-7 shows that the correlation between usage of social media and self-esteem among college students is -0.34. The correlation is negative and it shows that there is significant negative relation between usage of social media and self esteem among college students. Hence the null hypothesis which stated that there is no significant relation between usage of social media and self esteem among college students is rejected.

9. DISCUSSION

The study found that the higher level of usage of social media negatively correlates with the self esteem among college students. The finding is consistent with the studies of Vogel, Rose, Roberts, & Eckles 2014; Hawi & Samaha, 2016; ^[10]

Muqaddas & Sanobia & Nawaz, 2017).^[11] The study found that the students from urban areas have higher level of usage of social media than students from rural areas. This finding is consistent with the studies of Karmakar & Karmakar (2017).^[12] It is also found that male student have higher level of self esteem than female students. The finding is consistent with the studies of Birndorf, Ryan, Auinger, & Aten, 2005;^[13] Bleidorn et al., 2015;^[14] Sprecher, Brooks, & Avogo 2013;^[15] Zuckerman, Li, & Hall 2016).^[16] The finding that there is no significant difference in self esteem based on stream of subject is consistent with studies of Bhadawkar (2017),^[17] Navaneetham (2014).^[18]

10. CONCLUSION

Social media is unequivocally a great boon to the human on account of its wide reach and easy access to disseminate news and information effectively across the world. Banking greatly upon social media causes many psychological issues and problems especially among students. The negative impacts of social media should be taken seriously and properly given sufficient awareness for utilising social media in a healthy and useful mode. The paucity of self esteem generally causes for a withdrawal tendency that may lead to dismal academic performance of college students. It is necessary to frame needed policy that can be implemented in and outside of educational institutions. Proper counselling regarding the access and usage of social media and parental supports are pertinent in making the students well aware about the issue. The self esteem and other psychological issues among students can be handled if there is judicious usage of social media.

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