

## **Age and Gender Differences in Face book Intensity and Self Esteem**

**Dr. Komal Chandiramani<sup>1</sup> and Dr. Daisy Sharma<sup>2</sup>**

<sup>1</sup>(Assistant Professor, Department of Psychology, Keshav Mahavidyalaya, University of Delhi, India)

<sup>2</sup>(Assistant Professor, Department of Psychology, Keshav Mahavidyalaya, University of Delhi, India)

Corresponding Author: Dr. Daisy Sharma

---

**Abstract:** Facebook have become increasingly popular and almost an integral part of everyday life. An excessive use of facebook leads to greater psychological distress and in turn reduces self esteem on one hand but can offer benefits to users experiencing low self esteem on the other. The purpose of this study was to investigate whether there are differences between different age and gender groups of adults when they are compared simultaneously on measures of facebook intensity and self esteem. A purposive cum convenience sampling technique was used to collect a sample of 70 males and females of 18-25 years of age in New Delhi. The participants were administered Facebook Intensity Scale ((Ellison, Steinfield & Lampe, 2007) and Rosenberg Self-esteem Scale (Rosenberg, 1989). Descriptive statistics (means and standard deviations) were used to analyze the data. Pearson product-moment correlation coefficients were used to specify the relationship between the variables. A two-way MANOVA was conducted to determine whether significant main and interaction effects exist on the dependent variables i.e. Facebook Intensity and Self Esteem. Results indicated significant main effects concluding that young adults are more prone to facebook use and hence lower self esteem as compared to older adults. Also females use facebook more than males but this may not lead to essential differences in their level of self esteem. The research was concluded by briefly foregrounding some of the study's limitations and future directions.

**Keywords:** Age, Facebook Intensity, Gender, Self esteem

---

Date of Submission: 28-02-2018

Date of acceptance: 19-03-2018

---

### **I. INTRODUCTION**

With the advent of Internet a decade ago, online social networking sites, such as Facebook have become increasingly popular and almost an integral part of everyday life. Since its launch in February 2004, Facebook has become one of the most popular websites in the world (Andreassen,2015) and a part of 84% of an individual's daily routine (Denti et.al., 2012). Young adults (between 18 and 25 years old) constitute the biggest age group (accounting for approximately 30%) of the total user population (Kim & Davis, 2008; Lee, Sim, Tan & Trevor, 2006)

The two most important online activities of a facebook user are media sharing and self-disclosure through facebook posts. Research has revealed that over four billion pieces of content are uploaded by facebook users including 250 million photos (Wilson, Gosling, & Graham, 2012). Facebook also has various that expose different kinds of personal information like relationship status; religious and political views etc. (Ellison, Steinfield & Lampe, 2007). Previous research have stated that exposure to facebook may have positive relationship to social connection which changes an individual personality (Lee, Sim, Tan & Trevor, 2006) but may lead to feelings of inadequacy and deprivation. People feel that others have better lives than themselves (Chen & Lee, 2013). They become curious to see what other friends are doing, how they look and behave (Joinson, 2008). It was reported that, by looking a happy photos of others, people tend to believe that others are always happy and live good lives in contrast to their own (Chou & Edge, 2012).

Griffiths, Kuss, and Demetrovics (2014) pointed out that there is an urgent need to examine the intensity of facebook use. Facebook addiction is defined as excessive involvement in Facebook activities and is a frequent cause of problems in everyday social functioning (Elphinston & Noller, 2011).

An excessive use of facebook leads to greater psychological distress and in turn reduces self esteem (Chen & Lee, 2013). Self-esteem reflects an overall in the individual sense of self-worth or personal value. Various researchers have defined the construct differently. Rosenberg (1989) described self-esteem as the totality of an individual's thoughts and feelings with reference to him/her as an object. Branden (1969) defined it as an experience of being competent to cope with the basic challenges of life and being worthy of happiness. It

is also states as the subjective evaluation a person makes and maintains about himself or herself and the extent of belief in their capability, worth, and significance, which is conveyed through their attitudes and verbal behaviour (Wilson, Fornasier, & White, 2010). Overall, Self-esteem is referred to how negatively or positively an individual perceives their own self-worth, one's sense of pride, positive self-evaluation or self-respect (Meyer, 2008; Suzuki & Shunsuke, 2013).

Individuals derive their level of self-esteem from the match that exists between their self-concept and their ideal self. It incorporates a notion of self-worth that involves confidence, respect, and satisfaction with oneself (Davis 1999). It reflects a feeling of value, accepting of self that a person carries with him/her all the time (Guindon ,2002). Self-esteem has been seen as a personality trait that tends to be enduring and stable. For well over a century now research on self-esteem has been a part of psychology (Strandell, 2015).

### ***Age and Gender Differences in Facebook Intensity***

Previous research has stated that girls are more likely to show physical appearance comparison and this result in posting more photos online and hence being more active on facebook. This comparison can be threatening to their self-worth and may lead to lower levels of self-esteem (Nesi & Prinstein, 2015). Also, females are more likely than males to use facebook to establish and maintain their social networks. Also they share more photos than males (Stefanone, Lackaff, & Rosen, 2011). Even further, it has been found that more time spent on Facebook evokes more frequent episodes of jealousy among females (McAndrew & Jeong, 2012).

Additional research has found that, a higher percentage of women uses facebook more than once per day, spending more time on the site than men (Kittinger, Correia, & Irons, 2012). They are more interested in knowing the relationship status and activities of others. They use their profile pictures as means for impression management and are more interested in the educational and career accomplishments of others compared to males (McAndrew & Jeong, 2012). Males also tend to post more self-promotional photos of themselves engaging in risk behaviors compared to females whose photo uploads tend to more romantic (Peluchette & Karl, 2008).

It seems that females use social networking sites like Facebook to stay in contact with their friends, while males use it more to make new friends (Barker, 2009). This was further validated in another study in which it was found that females use Facebook as a way to maintain relationships, pass time, and be entertained; whereas males use the site to develop new relationships (Nazir, 2012). Females spend more time maintaining their Facebook profiles and also are more strongly concerned about appearance (Stefanone, Lackaff, & Rosen, 2011). They tend to upload more photos than males and are tagged in more photos than males; however, females also untag themselves more frequently from pictures than males due to displeasure with their appearance (Pempek, Yermolayeva, & Calvert, 2009).

Additional research has found that on average young adults report an average of 358 Facebook friends, with females reporting an average of 401 friends compared to males reporting 269 friends on average (Pempek, Yermolayeva, & Calvert, 2009). Barker (2009) noted that males are more likely to use Facebook for social compensation and social identification, especially in young males transitioning from high school to college. Research predicted age differences in the size and composition of social networks as well as the amount and quality of social contacts sought (Fung, Carstensen, & Lang, 2001; Lang & Carstensen, 2002). Younger adults have future oriented goals, so they may have large number of facebook contacts who may be potentially useful resources for information gathering and career networking (Lang & Carstensen, 2002). As individuals age and their perceptions of future time become more limited, they increasingly value close and emotionally gratifying relationships and prioritize quality over quantity in offline social networks (Carstensen, 2006). Older adults have a greater proportion of close social circle in their offline networks compared to younger adults (Fung, Carstensen, & Lang, 2001; Green, Richardson, Lago, & Schatten-Jones, 2001). Furthermore, older adults are more likely than younger adults to be satisfied with their current network size and do not want to increase it by adding new friends (Lansford, Sherman, & Antonucci, 1998).

A study by Pfeil, Arjan, and Zaphiris, (2008) showed that young adults had larger network of friends but had friends within their own age range whereas older adults had friends of a comparatively wider age range. Hughes, Rowe, Batey, & Lee, (2012) determined that younger users are more likely to use social networks for social purposes, whereas older users tend to use social networks more for information purposes. Overall, young adults use facebook to build new relationships whereas older adults use facebook to reconnect with old relationships.

### ***Age and Gender Difference in Self esteem***

Previous research has shown that self-esteem is a U-shaped process where self-esteem increases during childhood and then decreases during adolescence before rising again in young adulthood, and the changes during this process were more dramatic for girls than for boys, where the drop in self-esteem was more drastic for girls (Cai, Wu, Luo, & Yang, 2014; Meyer, 2008). Over the years it has been shown that boys usually report

higher levels of self-esteem than girls (Sprecher, Brooks, & Avogo, 2013). Specifically, a large number of cross-sectional, longitudinal, and cohort-sequential studies have provided evidence that across cohorts, samples, and measures, (a) men tend to have higher self-esteem than women and (b) that both men and women show age-related increases in self-esteem from late adolescence to middle adulthood (Kling, Hyde, Showers, & Buswell, 1999; Robins, Hendin, & Trzesniewski, 2001).

As most studies to date have found that girls present lower self-esteem than boys (Kling, Hyde, Showers, & Buswell, 1999; Twenge & Campbell, 2001), Bleidorn et al. (2015) conducted a cross-cultural study in 48 countries and reported that a lower self-esteem in girls hinder their ability to cope with challenges in the social world, and would be a significant risk factor for the development of internalising problems (Lee & Hankin, 2009). Erol and Orth (2011) stated no significant gender differences in the level of self-esteem. Some studies have pointed out that self-esteem is a stable characteristic and does not change with age.

### ***Relationship between Facebook Intensity and self esteem***

Facebook can enhance 'social self-esteem', referring to perceptions of a user's physical appearance and close relationships; this is especially evident when Facebook friends give positive feedback (Valkenburg, Peter & Schouten, 2006). Ellison, Steinfield, & Lampe (2007) also found that Facebook users with low-self-esteem may seek the social opportunities created on Facebook that creates positive benefits for one's self-esteem. So, people who spend longer online have lower self-esteem and are trying to build a social connection with other users to improve self-esteem levels (Mehdizadeh, 2010). Hence, the above researches hinted at a social compensation motive that is Facebook use may offer benefits for users experiencing low self-esteem like psychological well being.

Burrow and Rainone (2016) reported that a positive feedback on Facebook should boost levels of self-esteem. Facebook offers a false sense of security to its users (Best, Manktelow, & Taylor, 2014). Tazghini and Siedlecki, (2013) evaluated the difference in Facebook activity between those who report high levels of self-esteem compared to those who report lower levels, their activity online is different. Those with higher levels of self-esteem seem to be more active in posting new pictures or status updates whereas those with lower levels of self-esteem are not comfortable sharing information about themselves in that setting.

Facebook can also boost self-esteem in people who struggle with social anxiety because communication through facebook is much easier for them rather than communicating face to face (Joinson, 2004). Those with low self-esteem have greater social capital due to facebook use than those with higher levels of self-esteem (Tazghini & Siedlecki, 2013). They tend to compensate by becoming active in on-line activities, such as spending more time on Facebook, increasing the frequency of logging on to Facebook, and having more friends on Facebook. Similar findings have also been reported by Ellison, Steinfield and Lampe (2007). Anderson, Fagan, Woodnutt and Chamorr-Premuzic (2012) found disclosure of personal information seem to predict the level of self-esteem. People with low self-esteem use disclosure as a tool to gain acceptance, whereas those with high self-esteem are only concerned with their popularity among their chosen circle of Facebook friends.

But, researchers also pointed out that girls reported lower self-esteem partly due to greater emotional expression and more media influence than boys (Polce-Lynch, Myers, Kliewer & Kilmartin, 2001). Mehdizadeh (2010) also found a negative correlation between self-esteem and Facebook use. Participants who rated lower on the Rosenberg Self-Esteem Scale (Rosenberg, 1965) had a correlation with a greater amount of time spent on Facebook per session and a greater number of Facebook logins. Also, people who spent more time on facebook were more likely to have low self-esteem (Kalpidou, Costin & Morris, 2011). On the contrary, Wilson, Fornasier and White (2010) found no link between self-esteem and social media use.

The rapid adoption of social media has shaped contemporary culture. Facebook use among people is not only highly prevalent but also socially important as it can improve social fluency and increase the bridging of social capital. The previous review of literature has pointed out the positive and negative impact on self-esteem due to facebook use keeping in consideration the age and gender differences. Also, it is important to understand the relation between facebook use and self-esteem in the Indian context. The present study aims to expand the scope of previous studies in understanding how facebook use and self-esteem varies with age and gender. Based on the previous review of literature, the following hypotheses were formulated:

HA1 (Main Effect): There will be significant difference between age groups (18-21 years and 22-25 years) when they are compared simultaneously on the measures of Facebook intensity and self-esteem.

HA2 (Main Effect): There will be significant difference between male and female groups when they are compared simultaneously on the measures of Facebook intensity and self-esteem.

HA3 (Interaction Effect): There will be significant interaction age and gender groups of adults when they are compared simultaneously on the measures of Facebook intensity and self esteem.

## II. METHOD

### *Design and Participants*

A 2 × 2 factorial design was used. The independent variables were age (18-21 years and 19-25 years) and gender (male and female). Two dependent variables were measured i.e. Facebook intensity and Self Esteem. A purposive cum convenience sampling technique was used to collect a sample of a total of 140 males and females of 18-25 years of age in New Delhi.

**Table 1** shows number of participants by age and gender

Age	Gender		
	Male	Female	Total
18-21 years	35	35	70
22-25 years	35	35	70
Total	70	70	140

### *Instruments*

**Biographic Information Schedule:** Biographic information schedule was used to record gender, age and whether they use social media (Facebook)

**Face book Intensity Scale:** Developed by Ellison, Steinfield and Lampe (2007) is used to measure Facebook usage beyond simple measures of frequency and duration, incorporating emotional connectedness to the site and its integration into individuals' daily activities. The scale is self administered with 8 items having 5-point response categories. Internal reliability of the scale is excellent with a Cronbach's alpha of 0.89 (Warner, 2009)

**Rosenberg Self-esteem scale:** Developed by Rosenberg (1989) assesses one's level of self esteem. The scale is self administered with 10 items having 4-point response categories. High scores indicate high self esteem. Internal reliability of the scale ranges from 0.77 to 0.88 (Blascovich & Tomaka, 1993).

### *Procedure*

The objective of the present research was to study age and gender differences in Facebook intensity among adults. A purposive cum convenience sampling technique was used to collect a sample of 70 males and females of 18-25 years of age in New Delhi. Participants were informed about the nature and purpose of the study and an informed consent was obtained from interested participants stating that the questions answered would be kept anonymous and the identity of the participants would be kept confidential. Also they were told that participation was completely voluntary and could be terminated at any time. The Facebook Intensity Scale (Ellison, Steinfield & Lampe, 2007) and Rosenberg Self-esteem Scale (Rosenberg, 1989) were administered and it took approximately 10 minutes for the respondents to complete these questionnaires. Descriptive statistics (means and standard deviations) were used to analyze the data. Pearson product-moment correlation coefficients were used to specify the relationship between the variables. A two-way MANOVA was conducted to determine whether significant main and interaction effects exist on the dependent variables i.e. Facebook intensity and Self Esteem

## III. RESULTS

The purpose of this study was to investigate whether there are differences between different age and gender groups of adults when they are compared simultaneously on measures of Facebook intensity and self esteem. The data was analysed using both Descriptive and Inferential statistics

### *Descriptive Statistics*

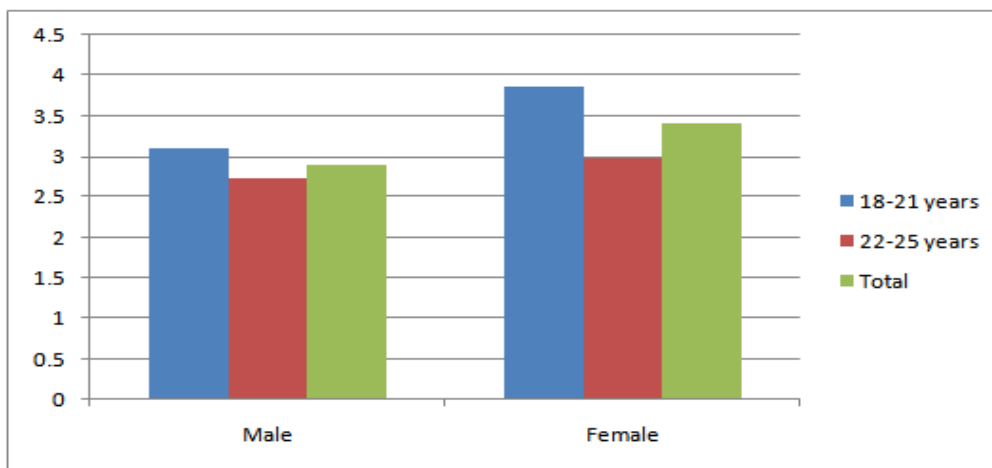
**Table 2** shows Descriptive Statistics of Dependent Variables

Measures	Gender	Age (in years)	Mean	SD	N
Facebook Intensity	Male	18-21	3.11	1.00	35
		22-25	2.73	0.90	35
		Total	2.92	0.96	70
	Female	18-21	3.86	0.78	35
		22-25	3.00	0.85	35
		Total	3.43	0.92	70
Self Esteem	Male	18-21	21.37	6.12	35

		22-25	24.82	5.47	35
		Total	23.10	6.02	70
	Female	18-21	20.91	5.12	35
		22-25	25.05	6.50	35
		Total	22.98	6.17	70

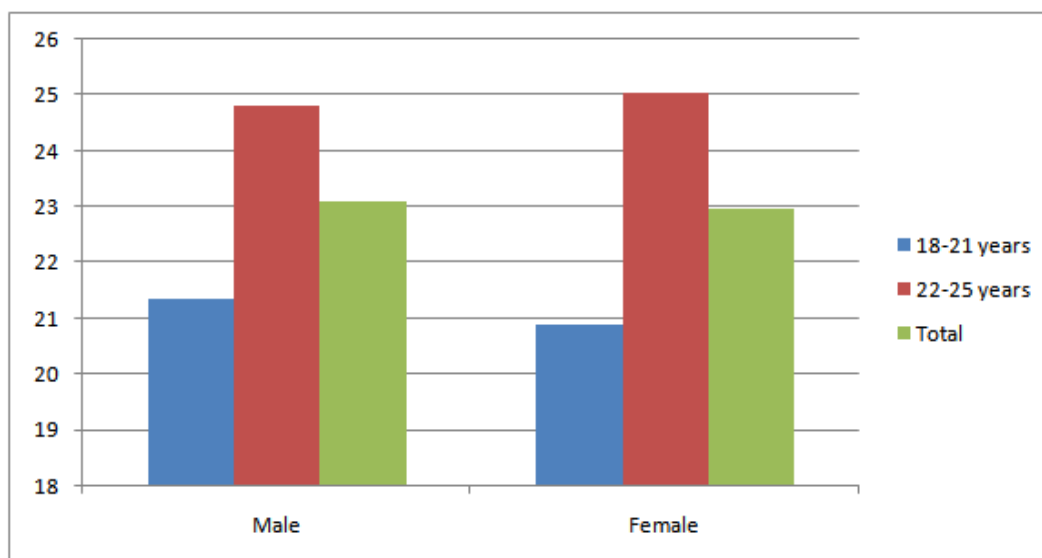
Table 2 indicates descriptive statistics of facebook intensity and self-esteem as dependent variables. On the measure of facebook intensity, it can be seen that females have a higher mean as compared to males. But on the measure of self-esteem, males have a higher mean as compared to females.

Graph 1 shows the graphical presentation of the means of males and females of 18-21 years and 22-25 years of age on the measure of facebook intensity



It can be seen from graph 1 that females have higher mean for facebook intensity under both age groups as well as the total mean

Graph 2 shows the graphical presentation of the means of males and females of 18-21 years and 22-25 years of age on the measure of Self-esteem



It can be seen from graph 2 that females have a higher mean for self esteem under 22-25 year age group but males have a higher mean under 18-21 year age group as well as the total mean

**Inferential Statistics**

The hypotheses were tested using a two-way multivariate analysis of variance (MANOVA). To use MANOVA, there is an assumption of multivariate normality which can be tested by Shapiro-Wilk test of normality.

**Table 3** indicates multivariate normality using Shapiro-Wilk's Test on the dependent measures of Facebook intensity and Self esteem

Shapiro-Wilk test of normality			
	Statistic	Df	Sig.
Facebook Intensity	0.982	140	0.062
Self- esteem	0.983	140	0.079

**Table 3** indicates the Shapiro-Wilk test of normality. The data for both the variables i.e. facebook intensity and self-esteem is normal as the significant value is greater than 0.05

**Table 4** indicates correlation matrix of the dependent variables

Measures	Facebook Intensity & Self Esteem
Pearson Correlation	-0.774**

\*\*p<0.01

To use MANOVA, the multiple dependent variables should be related with each other at a low to moderate level (Leech, Barrett, & Morgan, 2005). Table 4 indicates a moderate strength of association between the two variables. Hence, the assumption of MANOVA is met as there is no multi-collinearity. MANOVA is robust to violations of homogeneity of variance/covariance matrices. The multivariate homogeneity of covariance matrices tested with Box's M test revealed that the M value of 17.27 was not significant (p = .59). Therefore, the assumption of homogeneity of covariance matrices was satisfied.

**Table 4** indicates Two-way MANOVA Results for Facebook intensity and self esteem

	Wilks' Lambda	F-Value	Significance	Partial Eta Squared
Main Effects				
Gender	0.83	13.88**	0.00	0.17
Age	0.88	8.98**	0.00	0.12
Interaction Effect				
Gender*Age	0.97	2.30	0.10	0.03

\*\*p<0.01

Table 4 shows the results of two-way MANOVA for facebook intensity and self esteem. MANOVA analysis was performed for the dependent measures using gender and age as independent factors. The MANOVA revealed a significant multivariate effect for Gender, Wilks' lambda = .83, F= 13.88, p < 0.01, partial  $\eta^2$  = 0.17. 7 and significant multivariate effect for Age, Wilks' lambda = .88, F= 8.98, p < 0.01, partial  $\eta^2$  = 0.12. The two way interaction effect was not significant.

**Table 5** indicates a combined univariate ANOVA table for the dependent measures i.e. Facebook Intensity and Self-esteem

Source	Dependent Variable	F	Sig.	Partial Eta Squared
Gender	Facebook Intensity	11.53	0.001	0.078
	Self esteem	2.18	0.908	0.000
Age	Facebook Intensity	17.08	0.000	0.112
	Self esteem	14.86	0.000	0.099
Gender *Age	Facebook Intensity	2.56	0.112	0.018
	Self esteem	0.12	0.728	0.001

A separate two-way univariate analysis of variance (ANOVA) for each of the dependent variables was conducted. The Levene's test revealed that the assumption of homogeneity of variances was met for Facebook intensity [F(3,136) = .78, p > .05] and for self-esteem [F(3,136) = 1.76, p > .05]. The ANOVA results as shown in Table 5 revealed significant Gender effects on facebook intensity (F =11.53, p < .05, partial  $\eta^2$  = .07). Significant Age effects were also found for facebook intensity (F =17.08, p < .05, partial  $\eta^2$  = .11) and self-efficacy (F =14.86, p < .05, partial  $\eta^2$  = .09).

#### IV. DISCUSSION

Use of social media to communicate and socially interact with others increases perceived social support and thereby enhance the self-esteem. However, Self-esteem is prone to decrease after engaging in social

comparison behaviours that could result in being socially rejected or disliked by others. In fact, it does not require a real-life situation to experience social rejection in order for self-esteem to be negatively influenced. Thus, Social relations significantly impact people's overall perception of themselves, their self esteem and their overall well-being.

Thus, the purpose of this study was to investigate whether there are differences between different age and gender groups of adults when they are compared simultaneously on measures of social media and self esteem. Past researches have established both a positive and negative relation between facebook use and self esteem (Mehdizadeh, 2010; Tazghini & Siedlecki, 2013). For the present study, a purposive cum convenience sampling technique was used to collect a sample of 70 males and females of 18-25 years of age in New Delhi. Descriptive statistics (means and standard deviations) were used to analyze the data. Pearson product-moment correlation coefficients were used to specify the relationship between the variables. A two-way MANOVA was conducted to determine whether significant main and interaction effects exist on the dependent variables i.e. Facebook Intensity and Self Esteem.

The first hypothesis stated significant difference between age groups when they are compared simultaneously on the measures of Facebook intensity and self esteem. The study revealed significant age effects on facebook intensity and self esteem. The multivariate tests revealed that the combination of facebook intensity and self esteem is significantly different for age groups. In this study, younger adults were defined as 18 to 21 years of age, and older adults were 22 to 25 years of age. Younger adults had significantly high facebook intensity as compared to older adults. Even the results of the mean score analysis reveal a clear picture of age differences for the variables under study (Graph 1). This can be supported by previous research stating that younger adults give more importance to online networks whereas older adults value emotionally gratifying relationships and have a greater proportion of close social circle in their offline networks (Fung, Carstensen, & Lang, 2001; Green, Richardson, Lago, & Schatten-Jones, 2001). Interestingly, older adults who have a greater proportion of close social circle in their offline networks have significantly higher self esteem as compared to young adults which is consistent with previous researches (Cai, Wu, Luo, & Yang, 2014; Meyer, 2008). Hence, it can be stated that young adults use more facebook and as a result have low self esteem. It can also be the social compensation motive i.e. Facebook offers a false sense of security to individuals with low self esteem (Best, Manktelow, & Taylor, 2014) so they may try to build a social connections with others to improve self-esteem levels (Mehdizadeh, 2010).

The second hypothesis stated significant difference between male and female groups when they are compared simultaneously on the measures of Facebook intensity and self esteem. The multivariate tests revealed that the combination of facebook intensity and self esteem is significantly different for gender groups. The study revealed significant gender effects on facebook intensity however no significant gender effect was found on self esteem. Females used more facebook as compared to males. Past researches also confirmed that females are more active on facebook as compared to males (McAndrew & Jeong, 2012). They use facebook to establish and maintain their social networks, share more photos (Stefanone, Lackaff, & Rosen, 2011; Kittinger, Correia, & Irons, 2012). They are more interested in knowing the activities of others and use their profile pictures as means for impression management (McAndrew & Jeong, 2012).

Women utilize their social networks in a different way than men because women may want to increase their connections by sharing their personal lives (Aldrich, 1989; Burt, 1998). They value social connections based on intimacy whereas men value social connections based on status and power (Lee & Robbins, 2000). Agrawal (2000) found that within social networks, women form stronger kinship and friendship relations than men. Therefore, social capital theory would expect, that although men may accumulate more friends to widen their network and improve their "status," the average time spent on Facebook per friend would be higher for females because of their tendency to establish closer bonds within a smaller group. However, self esteem in males and females did not differed significantly from each other as also pointed out by Erol and Orth (2011)

The third hypothesis stated significant interaction age and gender groups of adults when they are compared simultaneously on the measures of Facebook intensity and self esteem. The result of the present study indicates no significant interaction of age and gender on facebook intensity and self esteem. This would mean that the relationship between age and facebook intensity is not depend on gender and the same is true for self esteem. The findings of the present study confirmed that young adults are more prone to facebook use and have a lower self esteem. Also females use facebook more as compared to males but they reported similar levels of self esteem. Finally as no interaction effect was found, the relationship of facebook intensity and self esteem cannot be explained by age and gender combined.

The present study poses few limitations. One of the main limitations of this study was that it relied on the honesty and integrity of the participants. Rather than monitoring time spent on Facebook, the participants were asked to report how many hours they spent on this site on a daily basis. Also, the generalizability of the results from this study is limited as to the nature of the sample.

Future research should include a larger sample size. Additionally, when using the Facebook Intensity Scale, a longer period of time should be given to analyze the average collected time spent on Facebook. In the current study, individuals were asked to report the amount of time spent in minutes over the course of the week prior to their participation in the online survey. Due to any number of circumstances, this response may have been different if a longer time frame was given, such as a month. Also, the activities individuals participate in while on Facebook and the amount of time allotted for each activity can also be included. For example, how often do individuals view others' profiles, how often do they upload pictures, and how many times per day do they post Facebook statuses. It would be interesting to note if there are any differences in participation in these activities by gender and age. Finally, further research on age and gender interaction effects on online behavior and metacognitive characteristics such as self-monitoring and self-evaluation, and academic achievement during online learning is recommended.

## REFERENCES

- [1] Agrawal, B. (2000). Conceptualising environmental collective action: Why gender matters. *Cambridge Journal of Economics*, 24, 283-310.
- [2] Aldrich, H.E. (1989). Networking among women entrepreneurs. In O. Hagan, C. Rivchum, & S. Donald (Eds.), *Women owned businesses* (pp. 103-123). New York, NY: Praeger.
- [3] Anderson, B., Fagan, P., Woodnutt, T., & Chamorro-Premuzic, T.(2012). Facebook psychology: popular questions answered by research. *Psychology of Popular Media Culture*, 1(1), 23-37.
- [4] Andreassen, C. S.(2015). Online Social Network Site Addiction: A Comprehensive Review. *Current Addiction Reports*, 2(2), 175–184.
- [5] Barker, V.(2009). Older adolescents' motivations for social network site user: The influence of gender, group identity, and collective self-esteem. *Cyberpsychology & Behavior*, 12(2), 209-213.
- [6] Best, P., Manktelow, R., & Taylor, B.(2014). Online communication, social media and adolescent wellbeing: A systematic narrative review. *Children and Youth Services Review*, 41, 27–36.
- [7] Blascovich, J. & Tomaka, J.(1993). Measures of Self· Esteem. In J.P. Robinson, P.R. Shaver & L.S. Wrightsman (Eds.), *Measures of Personality and Social Psychological Attitudes* (3 ed.), (pp. 115- 160). Ann Arbor: Institute for Social Research.
- [8] Branden, N.(1969). *The Psychology of Self Esteem*. New York: Bantam.
- [9] Burrow, A.L., & Rainone, N.(2016). How many likes did I get? Purpose moderates links between positive social media feedback and self-esteem. *Journal of Experimental Social Psychology*, 69, 232-236.
- [10] Burt, R.(1998). The gender of social capital. *Rationality and Society*, 10(1), 5-46.
- [11] Cai, H., Wu, M., Luo, Y.L.L., & Yang, J.(2014). Implicit Self-Esteem decreases in Adolescence: A Cross-Sectional Study. *PLoS ONE*, 9(2), e89988. <https://doi.org/10.1371/journal.pone.0089988>
- [12] Carstensen, L.L.(2006). The influence of a sense of time on human development. *Science*, 312, 1913–1915.
- [13] Chen, W. & Lee, K.(2013). Sharing, liking, commenting, and distressed? The pathway between Facebook interaction and psychological distress. *Cyberpsychology, Behavior, and Social Networking*, 16(10), 728-734.
- [14] Chou, H.G., & Edge, N.(2012). “They are happier and having better lives than I am”: The impact of using Facebook on perceptions of others' lives. *Cyberpsychology, Behavior, and Social Networking*, 15, 117-121.
- [15] Davies, D. (1999). *Child development: A practitioner's guide*. New York: Guilford Press.
- [16] Denti, L., Nilsson, I., Barbopoulos, I., Holmberg, L., Thulin, M., Wendebled, M., et al.,(2012). Sweden's Largest Facebook study: A survey of 1,000 Swedish Facebook users. Gothenburg, Sweden: Gothenburg Research Institute.
- [17] Ellison, N., Steinfield, C., & Lampe, C.(2007). The benefits of Facebook “friends:” Social capital and college students' use of online social network sites. *Journal of Computer-Mediated Communication*, 12, 1143–1168
- [18] Elphinston, R.A. & Noller, P.(2011) Time to Face it! Facebook intrusion and the implications for romantic jealousy and relationship satisfaction. *Cyberpsychology, Behavior and Social Networking*, 14(11), 631-635.
- [19] Erol, R.Y., & Orth, U.(2011). Self-esteem development from age 14 to 30 years: A longitudinal study. *Journal of Personality and Social Psychology*, 101, 607–619.
- [20] Fung, H.H., Carstensen, L.L., & Lang, F.R.(2001). Age-related patterns in social networks among European Americans and African Americans: Implications for socio-emotional selectivity across the life span. *International Journal of Aging and Human Development*, 52, 185–206.
- [21] Green, L.R., Richardson, D.S., Lago, T., & Schatten-Jones, E.C.(2001). Network correlates of social and emotional loneliness in young and older adults. *Personality and Social Psychology Bulletin*, 27, 281–288.



- [22] Griffiths, M.D., Kuss, D.J. & Demetrovics, Z.(2014). Social networking addiction: An overview and preliminary findings. En K. P. Rosenberg & L. C. Feder (Eds.), Behavioral addictions. Criteria, evidence, and treatment (pp. 119-141). San Diego, CA: ElsevierAcademic Press
- [23] Guindon, M. H.(2002). Toward accountability in the use of the self-esteem construct. *Journal of Counseling & Development*, 80(2), 204–214
- [24] Hughes, D.J., Rowe, M., Batey, M., & Lee, A.(2012). A tale of two sites: Twitter vs. Facebook and the personality predictors of social media usage. *Computers in Human Behavior*, 28, 561–569.
- [25] Joinson, A.N.(2004). Self-Esteem, Interpersonal Risk, and Preference for E-Mail to FaceTo-Face Communication. *CyberPsychology & Behavior*, 7(4), 472–478.
- [26] Joinson, A.N.(2008). Looking at, looking up or keeping up with people? Motives and use of facebook. In: Proceedings of CHI '08. ACM, New York, NY, pp. 1027–1036.
- [27] Kalpidou, M., Costin, D., & Morris, J.(2011). The relationship between Facebook and the well-being of undergraduate college students. *Cyberpsychology, Behavior, and Social Networking*, 14, 183-189
- [28] Kim, H. & Davis, K.(2008). Correlates of problematic internet use: Self-esteem, sensation seeking, subjective values and unrealistic optimism. Paper presented at the annual meeting of the International Communication Association, TBA, Montreal, Quebec, Canada Online.
- [29] Kittinger, R., Correia, C., & Irons, J.(2012). Relationship between Facebook use and problematic Internet use among college students. *Cyberpsychology, Behavior, and Social Networking*, 15(6), 324-327.
- [30] Kling, K.C., Hyde, J.S., Showers, C.J. & Buswell, B.N. (1999). Gender differences in self esteem, a meta-analysis. *Psychological Bulletin*, 125, 470-500.
- [31] Lang, F.R., & Carstensen, L.L.(2002). Time counts: Future time perspective, goals, and social relationships. *Psychology and Aging*, 17, 125–139.
- [32] Lansford, J., Sherman, A., & Antonucci, T.(1998). Satisfaction with social networks: An examination of socio-emotional selectivity theory across cohorts. *Psychology and Aging*, 13, 544–552.
- [33] Lee, A., & Hankin, B.L.,(2009). Insecure attachment, dysfunctional attitudes and low self-esteem predicting prospective symptoms of depression and anxiety during adolescence. *Journal of Clinical Child and Adolescent Psychology*, 38, 219-231
- [34] Lee, B.H., Sim, L.C., Tan, M.K. & Trevor, B.H.(2006). Getting to Know You: Exploring the Development of Relational Intimacy in Computer-mediated Communication, Article first published online: 23 June, 2006.
- [35] Lee, R.M., & Robbins, S.B.(2000). Understanding social connectedness in college women and men. *Journal of Counseling & Development*, 78, 484-491.
- [36] Leech, N.L., Barrett, K.C., & Morgan, G.A.(2005). SPSS for intermediate statistics: Use and interpretation: Lawrence Erlbaum Assoc Inc
- [37] McAndrew, F. & Jeong, H.(2012). Who does what on Facebook? Age, sex, and relationship status as predictors of Facebook use. *Computers in Human Behavior*, 28(2012), 2359-2365.
- [38] Mehdizadeh, S.(2010). Self-presentation 2.0: narcissism and self-esteem on Facebook. *Cyberpsychology, Behavior, and Social Networking*, 13(4), 357-364.
- [39] Meyer, W.J.(2008). Self-Esteem. In S. J. Loue & M. Sajatovic (Eds.), *Encyclopedia of Aging and Public Health* (pp. 718–718). Boston, MA: Springer US.
- [40] Nazir, B.(2012). Gender patterns on Facebook: a sociolinguistic perspective. *International Journal of Linguistics*, 4(3), 252-265.
- [41] Nesi, J., & Prinstein, M.(2015). Using social media for social comparison and feedback seeking: Gender and popularity moderate associations with depressive symptoms. *Journal of Abnormal Child Psychology*, 43(8), 1427-1438.
- [42] Peluchette, J. & Karl, K.(2008). Social networking profiles: an examination of student attitudes regarding use and appropriateness of content. *Cyberpsychology and Behavior*, 11(1), 95-97.
- [43] Pempek, T., Yermolayeva, Y., Calvert, S. (2009). College students' social networking experiences on Facebook. *Journal of Applied Developmental Psychology*, 30(2009), 227-238.
- [44] Pfeil, U., Arjan, R., & Zaphiris, P.(2008). Age differences in online social networking: A study of user profiles and the social capital divide among teenagers and older users in Myspace. *Computers in Human Behavior*, 25, 643–654.
- [45] Polce-Lynch, M., Myers, B., Kliewer, W., & Kilmartin, C.(2001). Adolescent Self Esteem and Gender: Exploring Relations to Sexual Harassment, Body Image, Media Influence, and Emotional Expression. *Journal of Youth and Adolescence*, 30(2), 225-244.
- [46] Robins, R., Hendin, H., & Trzesniewski, K.(2001). Measuring global self-esteem: Construct validation of a single-item measure and the Rosenberg self-esteem scale. *Personality and Social Psychology Bulletin*, 27(2), 151–161.
- [47] Rosenberg, M.(1965). *Society and the adolescent self-image*. Princeton, NJ: Princeton University Press.

- [48] Rosenberg, M.(1989). *Society and the adolescent self-image*. Middletown, CT: Wesleyan University Press
- [49] Sprecher, S., Brooks, J., & Avogo, W.(2013). Self-Esteem among Young Adults: Differences and Similarities Based on Gender, Race, and Cohort (1990–2012). *Sex Roles*, 69(5), 264–275.
- [50] Stefanone, M., Lackaff, D. & Rosen, D.(2011). Contingencies of self-worth and social networking-site behavior. *Cyberpsychology, Behavior, and Social Networking*, 14(1-2), 41-49.
- [51] Strandell, J.(2015). Culture, cognition and behavior in the pursuit of self-esteem. *Poetics*. <http://doi.org/10.1016/j.poetic.2015.08.007>
- [52] Suzuki, S., & Shunsuke, K.(2013). Self-Esteem. In M. D. Gellman & J. R. Turner (Eds.), *Encyclopedia of Behavioral Medicine* (pp. 1739–1740). New York, NY: Springer New York.
- [53] Tazghini, S., & Siedlecki, K. L.(2013). A mixed method approach to examining Facebook use and its relationship to self-esteem. *Computers in Human Behavior*, 29(3), 827– 832.
- [54] Twenge, J.M. & Campbell, W.K.(2001). Age and birth cohort differences in self-esteem: a cross-temporal meta-analysis. *Personality and Social Psychology Review* 5(4), 321-44.
- [55] Valkenberg, P.M., Peter, J., & Schouten, A.(2006). Friend networking sites and their relationship to adolescents' well-being and social self-esteem. *CyberPsychology & Behavior*, 9(5), 584-590.
- [56] Wilson, K., Fornasier, S., & White, K. M.(2010). Psychological Predictors of Young Adults' Use of Social Networking Sites. *Cyberpsychology, Behavior, and Social Networking*, 13(2), 173-177.
- [57] Wilson, R.E., Gosling, S.D., & Graham, L.T.(2012). A review of Facebook research in the social sciences. *Perspectives on Psychological Science*, 7, 203–220

IOSR Journal Of Humanities And Social Science (IOSR-JHSS) is UGC approved Journal with Sl. No. 5070, Journal no. 49323.

Dr. Komal Chandiramani " Age and Gender Differences in Face book Intensity and Self Esteem IOSR Journal Of Humanities And Social Science (IOSR-JHSS). vol. 23 no. 3, 2018, pp. 70-79.