The Impact of Social Media on Self-Esteem

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Abstract: Social media is a platform which helps to connects the world. It is a computer tool which allows people to create, share or exchange ideas, information, images, videos and other forms of expression via virtual communities and networks. Social media has immense popularity and its power has long lasting effects on people and leads to change in behavior. This research paper examines the relationship between the social media and its impact on behavioral change of the youth. Adolescence and young adulthood are crucial stage in development where youth begin to form their own identity and create meaningful relationships but the usage of social media can impact on area of their development hence this paper evaluates the impact of social media on self-esteem of youth. Thispresent study is based on both primary and secondary data. Simple random sampling is used to select the samples of the study. The analysis of data is been done with simple statistics using the MS-Excel.
Key Word: Adolescence, Self-esteem, Social media, Social networking sites, Young adulthood.

I. INTRODUCTION

Early twenty first century is the emergence and growth of social networking sites in the entire world. Social media is interactive computer-mediated technologies that helps to build relationships and strong personalities, share and exchange of information and knowledge also to connect with world and have better social lives. Social media enables people around the globe to interconnect via internet, video call, chat, share content and many other functionalities. The common and widely used social media networking sites are Facebook, Instagram, Twitter, WhatsApp, YouTube and more. Social media exhaustively used by the Youth and it has major impact on user's behavioral, moral, educational change. It has been observed that youth often engage themselves in social media than real world. Social media become major part of youth's life. It has both positive and negative impact, it depends on individuals how they use but prolonged usage can lead to negative reactions towards their mental health he or she can be suffer from cyberbullying which means sending messages of intimidating or threatening nature through electronic communication media and it also causes sleeping disorders, stress ,depression and lowers the self-esteem. Self-concept is what we think about the self; self-esteem, is the positive or negative evaluations of the self, as in how we feel about it. One's academic achievement, happiness, socialization, performance and satisfaction of life can be predict by Self-esteem so that it is also known as self-worth, self-regard, self-respect and self-integrity. Many theories suggested self-esteem is basic need or motivation of human beings. Self-esteem is one of hierarchy of human needs. It is usually asses through self-report inventories and most widely used instruments are Rosenberg self-esteem scale (RSES), Coopersmith Inventory. Carl Ransom Rogers was an American psychologist and the founder of the humanistic approach to psychology believed the unconditional acceptance of clients can increase the self-esteem of client, if a person thinks themselves being worthless and incapable of being loved can impact self-esteem of an individual. Social media become part of youth's everyday life. Through social media youth build new relationships and meet new people and engage in online relationship. Their involvement in virtual world (social media) and the real world will have impact on self-esteem. These social networking sites implicitly leads youth to compare themselves to other. Sometimes this comparison may motivate youth to achieve something or influences to reach media standards but also lowers the self-evaluation sensibility due to lack of ability and capacity to reach standard needs. Hence, this study attempts to evaluate a relationship between social media and self-esteem of youth.

II. REVIEW OF LITERATURE

Media is a traditional and technical views has tended to see media as a modifier of a human speech communication(Chen, 2013).The self-concept is what we think about the self , self-esteem is a positive or

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negative evaluation of the self as in how we feel about it(Smith and Mackie,2007).The development of technology in the world have made social media as an advanced way of lifestyle for people to communicate with each other and all around the world. These social media networking sites let individuals to create profile, upload photographs, status and send personal and public massages (Tufekci,2008). Mediated communication is used as a technical medium for transmission across time and space. In recognition of the way most used communication media. Poly-media is an anthropological notion that explains why people selected one media than other. The situation of the poly-media is in which the media are mediated by the relationship as well as the other way around (Miller, 2016). Social media is influential to technology and it may not be harmful by itself but the combination and the prolong use of social media can lead to harmful effect in development. Parents need to be aware of their children activities in a social media and don't let them to use for long time. Guide them to use for a good cause and teach social and technical skills because it has both negative and positive aspects.Their high involvement can lead to addiction that delays emotional and social development (Bryant, 2018). The study on social media implications on mental health have generated mixed results. Through social media we can get positive experience of being connected with friends and online community and also has a possibility to experience negative emotion and the fear of missing out people and it affect self-esteem of a individual that leads to poor sleep quality , anxiety and even depression (Chen and Lee, 2013). Social media risks include privacy violation, cyberbullying or sexting. When a persoan tormented, threatened, harassed, humiliated, embarrassed or targeted by another user is called cyberbullying (Patchin and Hinduja, 2012). Sexting is defined as sending, receiving or forwarding sexually explicit messages, pictures or images via mobile phones, computer and another digital device (Gifford, 2009). Youths are becoming a victim through social media. Self-esteem is basic need for human survival. Humanist psychologists Abraham Maslow introduced his concept of needs in 'Theory of human motivation'. Healthy esteem is based on higher level needs of self-respect and competence and it depends on self-praise or internal feelings of accomplishment (Maslow, 1943). People engage types of comparison on a social media upward and downward comparison. Upward comparison can motivate people to achieve and replicate their comparison target and reach targets and inspires to improve our abilities and skills. Downward comparison takes place when we try to create positive image of ourselves through favorable comparisons with others who are worse than us. This tend to give an impression of that we are better than someone else but in other side these comparisons have a negative effect on a self-esteem of a people due to the negative evaluation and inferiority of a self (Vogel, et al., 2014). Social media become venue to form relationship. Acceptance and interpersonal feedback on self are two major features of social media. Opinion and feedback of a friends or a people affect one's self-esteem. Self-esteem can't be solid or a fluid it varies with time and event of a life while negative feedback decreases self-esteem and the positive feedback increases the self-esteem. The frequency of usage of social media by youth has indirect effects on their self-esteem and well-being (Volkenburg ,et al., 2006).

III. OBJECTIVES

The objective of study is to determine the effect and influence of social media to study relationship between social media and self-esteem of youth.

IV. METHODOLOGY

Primary and Secondary data was collected for this study. Random sampling technique was used and data was collected by questionnaire method. Questionnaire were distributed and asked to fill up the answers through Google form by participants of the sample who belongs to age group of 15 to 29 and total sample size was 100. The collected data was analyzed through MS Excel and WPS spreadsheet to find the relationship between social media and self-esteem of youth.

V. RESULTS AND DISCUSSION

The significance of the study was to determine the relationship between the social media use and the self-esteem of youth. Based on the data collected Figure 1 shows that the result of usage of various social networking site in which 32 percent of people use WhatsApp ,30 percent of Instagram and 22 percent of YouTube , 13 percent of people use Facebook and other sites not used much therefore WhatsApp and Instagram are most used social media, YouTube and Facebook comes in following order. These social media often used to gain information and other motives to use social media is to develop relationship and to connect new people (Figure 2).Social media tends to form an integral part of youth's lives .It is not only about entertainment and wasting of time but it also gives some knowledge and create awareness of the surroundings and the world and consequently youths become more informed about current affairs and it is easier to study and carry out research work. In 21st century social media become a platform to express individual's views, ideas, opinion, beliefs and showcasing one's talent and skills through writing a blog , photography etc and it also helps to explore a new things in a digital world .
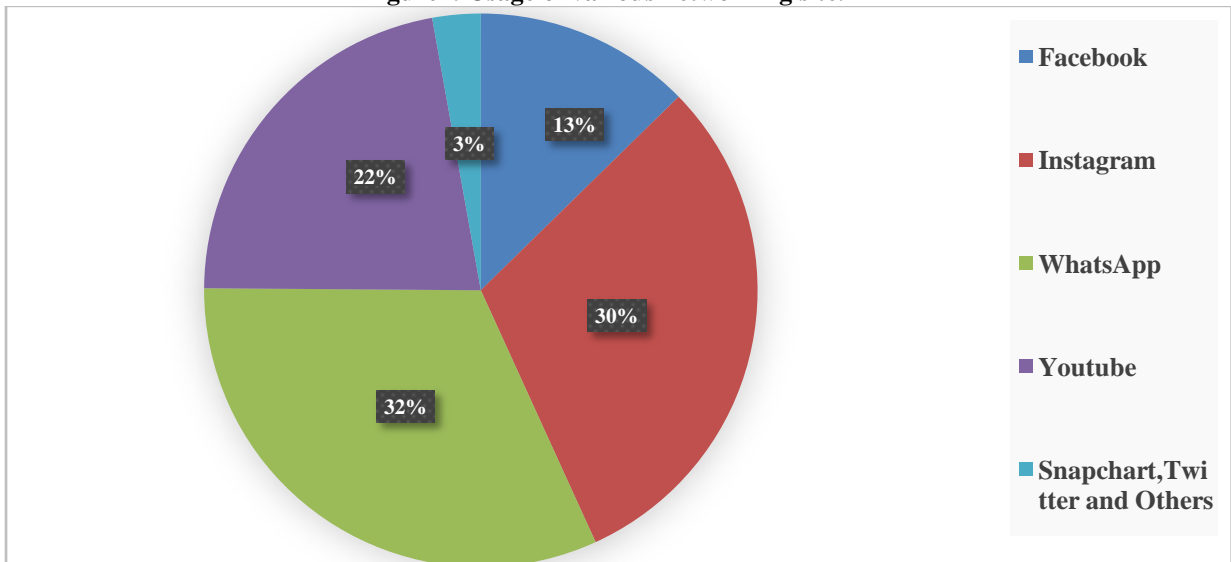
Figure1: Usage of various networking site.

Figure 2: Purpose of social media usage.

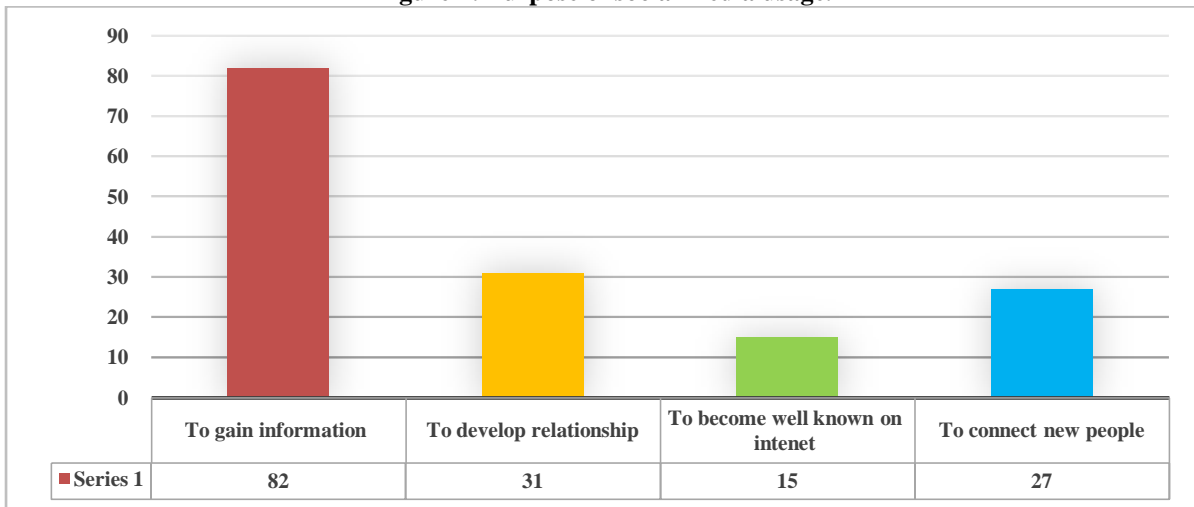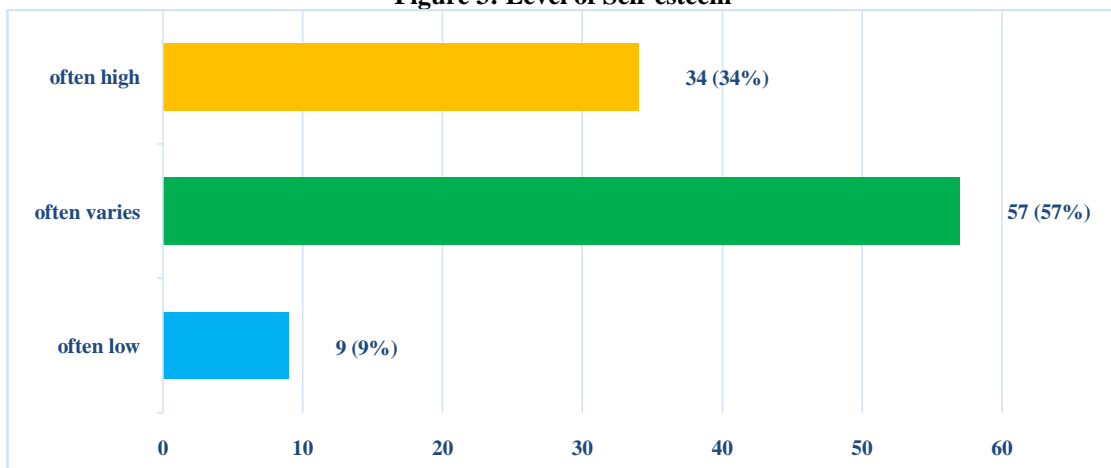|	To gain information	To develop relationship	To become well known on intenet	To connect new people
■ Series 1	82	31	15	27

Figure 3: Level of Self-esteem

Figure 3 shows the level of self-esteem in youth. 57 percent of youth's self-esteem often varies and 34 percent of youth has high self-esteem and 9 percent has low self-esteem. Result suggested that self-esteem of youth often varies because of their crucial stage in a development where youth begin to form their own identity

and create meaningful relationship. In this period, they face and go through lot of identity crisis and confusion and complications of self-concept. Other findings of research suggested that Youth are most passionate and interest in usage of social media. Most of an Individual spends 3 to 4 hours on social media. The people who spend more time on a social media will get more affected as compared to who spend less hours in social media. They feel an important when they gain more friends and the followers and it increases the self-esteem of a person and in contrast loss of friends and followers might not directly impact on individual self-esteem but it implicitly affects the evaluation of self-content. Study says that people are not jealous or envious of those who have more friends or followers but they feel sad and unhappy about their self by not having more friends. The one who have a low self-esteem will worry about the number of likes and the comments of the post and also conscious about their posts and the profile being judged by others and also some of an individuals are victims of cyberbullying and sexting so that they feel more comfortable in real life than social media.

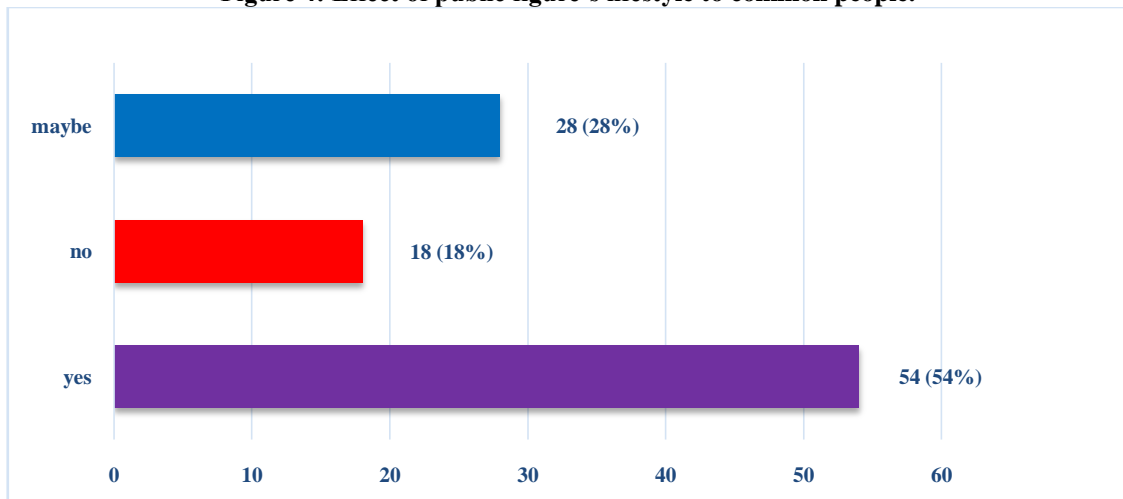**Figure 4: Effect of public figure's lifestyle to common people.**

Figure 4 shows effect of public figure's lifestyle to common people 54 percent of people said it affects common people and 28 percent are neutral and 18 percent of people said it won't affect hence it proves Youths easily get affected by the society standards, lifestyle of celebrities, model, public figure and when people tend to do upward comparison which might leads positive impact of reaching standards but at same time it might be evaluated self negatively and felt impossible to reach and match standards and this inferiority Complex leads to decrease in self-esteem.Other results also shows Youth won't compare their life to othercommon people based on the post of others why because individuals are mature enough to understand the difference and uniqueness of everyone's life and they believe that social media won't reflect accurately who they are in real life but some small amount of people who are more inclined towards social media will get affect and tries to copy and follow others in their lives.

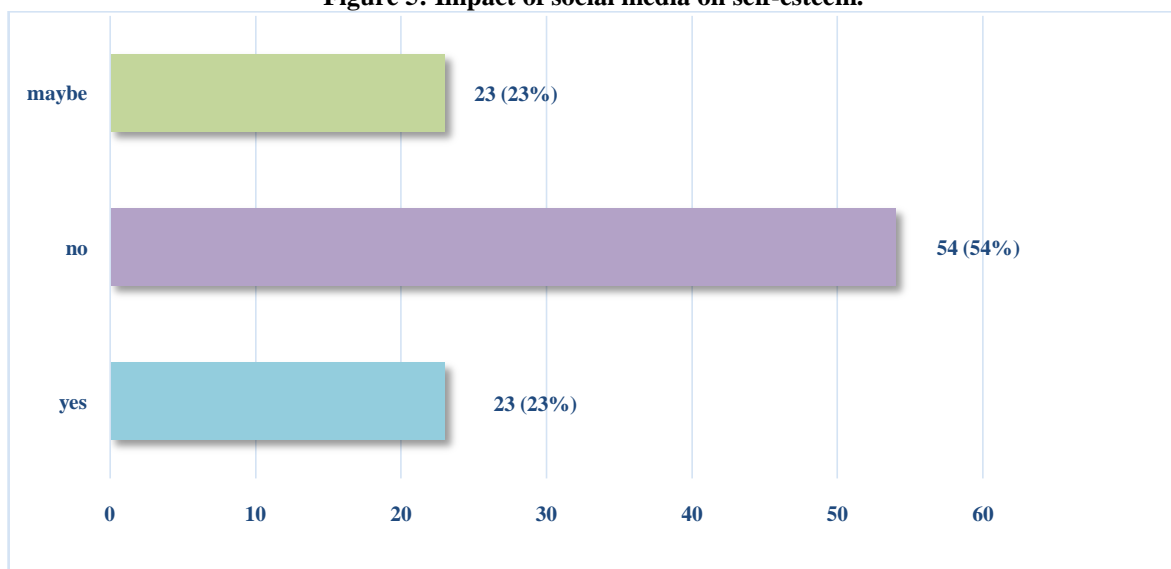**Figure 5: Impact of social media on self-esteem.**

Figure 5 shows percentage of impact of social media on self-esteem. 54 percent of people didn't influence and impacted by social media and 23 percent of people has impact of social media and another 23 percent of people partially has impact on self-esteem by social media. According to these findings of research social media does not impacts the self-esteem of youth but the usage of these sites indirectly affects self-recognition, self-actualization and self confidence that might influence change in evaluation of self later hence social media implicitly affects the self-esteem of youth.

VI. CONCLUSION

There is a significant relationship between the social media and the self-esteem. Individuals use social networking site to gain information and to develop good relationship. Majority of the people used to make upward comparison with others. According to study individuals are not much negatively affected by the social media and they use social media as one of the platforms to showcase their talents and skills. Social media is growing widely in all over the world and everyone has access to the social media. Parents and teacher should play an active role to guide a children regarding self-esteem, self-concept, self-confidence and also limit the access of internet and social media.

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