

Facebook and Self-esteem

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ABSTRACT

Social networking sites are now part and parcel of everyone's life. It has created and great impact on life, that is the way we think, behave and also our emotions are affected by it. So this research was under taken. Hypotheses -There is correlation between facebook use and self-esteem. Sample- The sample was collected randomly from the women who use facebook account. The age group 20 yrs to 25yrs All the women participated in the research were educated. Few were completing their graduation and few had just completed their graduation and pursuing post graduation. The total size of the sample was 200 women. When the correlation between the use of facebook and self esteem was calculated it was -0.802, this means that there is negative correlation between the use of facebook and self esteem. More the use of facebook lower is the self esteem. The correlation is also very high.

Keywords: Facebook, Self esteem, Education

Everyone is on Facebook! This is what we are seeing. From about half a million Facebook users in 2007 we have landed to about 126 Million Facebook users currently in India. As per a research report by IAMAI we have about 300 Million Internet users of which almost 40% use Facebook. Facebook and other social networking sites have become a prime reason for Internet penetration in the urban and rural populace of this country. As per age distribution of facebook users in India, largest user base is of age group 18-24 years which constitute about 49.1% of the Indian facebook users followed by 25-34 years which constitute about 26.8% of the Indian facebook users. As of gender wise distribution males have larger representation with 76% as compared to females who are 24% of total Indian facebook users. It is very much evident that facebook serves as a great platform for people to promote themselves by changing profile pictures, status updates and showing how many hundreds of friends you have.

Self-esteem refers to how you feel about yourself overall; how much esteem, positive regard or self-love you have. It's not a quality that changes very much since it is related to a broad sense of personal value or self worth. People with high self-esteem tend to see the universe as a pretty friendly place. Self-esteem is known to be under the influence of multiple factors, for

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instance self-assessed emotions concerning being proud or happy vis-à-vis feeling humiliated or ashamed of a behavior. The former has a direct positive influence on self-esteem., while the latter leads to a negative outcome on self-esteem.. A growing body of research shows that self-esteem has been particularly prone to decrease after engaging in behavior (e.g., social comparison) 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.

Social relations and acceptance have a profound influence on people's overall perception of themselves and their overall well-being. Research demonstrates that using computer mediated technologies to communicate and socially interact with peers increases perceived social support and thereby boosting self-esteem. In the beginning of the 21st century social networks such as Facebook have emerged, allowing people to socially communicate with each other through digital means.

Facebook is now the predominant social networking site with over one billion active users, and it is estimated that this number will increase significantly as Facebook is introduced in developing countries. Approximately ninety percent of college students have a Facebook account, and it is estimated that the average amount of time spent on this social networking site ranges from thirty minutes to over two hours on a daily basis. With all this time spent on a networking site that allows users to create a profile, upload pictures, and share information about the self with others, one must wonder what the implications are on an individual's feelings of self-worth and self-esteem. The importance of this study was to explore the relationship between on-line social networking sites, particularly Facebook, and the self-esteem of college students. Research has indicated that more time spent on Facebook is related to low self-esteem. It appears that the more time that is spent online leads to a decline in face-to-face communication with family and peers which can lead to feelings of loneliness and depression.

REVIEW OF LITERATURE

Chen and Lee's study indicates that communication overload links Facebook interaction with reduced self-esteem. However, some research suggests that self-esteem level is related to one's on-line social behavior. For example, one study discovered an association between Facebook use and social capital, which is the benefits or resources available through social relationships. It was found that those with lower levels of self-esteem. benefited more and had greater social capital due to Facebook use than those with higher levels of self-esteem (Tazghini & Siedlecki, 2013). Results from a study of one hundred Facebook users at York University implied that individuals with low self-esteem spend more time online and have more self-promotional content on their social networking profiles (Pantic, 2014).

On the other hand, in a study by Valerie Barker, it was discovered that people with reportedly high self-esteem use Facebook more as a means to communicate with peer group members and pass time (Barker, 2009). Findings by Kraut et al. indicate that introverts using the

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Internet experienced decreased involvement in the community and increased levels of loneliness, whereas extroverts experience decreased loneliness and more community involvement (Kalpidou, Costin, & Morris, 2011).

METHODOLOGY

Objective of the study:

- Understanding the relation between facebook use (time spend, profile picture, number of friends ect.) and self-esteem..

Hypothesis:

- There is correlation between facebook use and self-esteem..

Sample:

The sample was collected randomly from the women who use facebook account. The age group 20 yrs to 25yrs. All the women participated in the research were educated. Few were completing their graduation and few had just completed their graduation and pursuing post graduation. The total size of the sample was 200 women.

The sample excluded men from the study, women age above 25yrs, employed women were not included in the research, the economic status of women was considered.

Research tool:

Two questionnaires were used.

1. ***The Rosenberg Self-Esteem Scale.*** It is a 10-item scale that measures global self-worth by measuring both positive and negative feelings about the self. The scale is believed to be uni-dimensional. All items are answered using a 4-point Likert scale format ranging from strongly agree to strongly disagree.
2. ***Facebook variables:*** A questioner was prepared, it consisted 15 questions regarding the usage of facebook. Such as amount of *time spent* on facebook on an average day and *number of friends* on facebook, their frequency of status updates per week and number of photos they were present in which they themselves have posted, about their obsession for facebook was also checked in the questioner.

Procedure of data collection:

Rapport was established with the participants at first place. Sometimes the groups of 10 to 15 women were given the test to solve. The data was mostly collected in college and university campus.

RESULT AND DISCUSSION

The self esteem scale score (max =40 Min=10) in the collected data the lowest score was 15 and the highest score was 37. This shows that the young women are having high self respect. But the no of women having high score on the self esteem were very less. The women score average self esteem score was more than low score of self esteem.

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Many young women were not using facebook they were more on what's App and Instagram. But those who were on facebook were quite active on it. The numbers of friends on the friends list of facebook was between 501 to 1000 for almost 70% of women. But very rarely they changed their profile picture, few women were there who have no profile picture and some were there who have not changed there profile picture from years. All the facebook users logged in facebook at least once a day. Once they have logged in the facebook the time send on facebook is between 30min to 1hr. Very few were there who were on facebook for more than 2hrs. All were using mobile for operating the facebook account.

When the correlation between the use of facebook and self esteem was calculated it was -0.802, this means that there is negative correlation between the use of facebook and self esteem. More the use of facebook lower is the self esteem. The correlation is also very high. When the use of facebook goes high the person starts living in the virtual world. The person starts believing that the things are facebook are complete reality. Due to facebook the person start showing the good things and hiding the negative things or rather dining the qualities of self. The person gets detached or goes away from the real world. This is one of the reasons that the self respect gets lowered. The person is not satisfied with self.

CONCLUSION

There is negative correlation between the use of facebook and self esteem.

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