

## A study of social media impact on self esteem and sleep hygiene on young adults

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### ABSTRACT

Social media is a platform where people get connected all around the world. The advent of social media has transformed the entire world into a global village where lines between online and offline, and digital and physical have become finer, faces are bent over a device, eyes glued to a screen and thumbs scrolling, chatting, sharing. Social media has a great impact on sleep and self esteem of young adults. The research is conducted to study sleep hygiene and self esteem on 64 young adults (32 males and 32 females) of age group 18-25. Standardized measures of social media addiction, self esteem and sleep hygiene were used. The results found out that there is no significant correlation between self-esteem and social media usage, also, sleep hygiene and social media usage. Further the results showed that there is no gender difference in social media usage, self esteem and sleep hygiene. The increase amount of using social media must be avoided for better wellbeing.

**Keywords:** *Social Media Impact, Sleep Hygiene, Self Esteem, Young Adults*

*“Don't use social media to impress people; use it to impact people” ~ Dave Willis*

The first social media site was born in 1997 one of the first true social media sites SixDegrees.com in which you could set up a profile page, create lists of connections, and send messages within networks. In the 1980s and '90s, according to the History on the technology news site Digital Trends, the internet's growth enabled the introduction of online communication services such as CompuServe, America Online, and Prodigy. They introduced users to digital communication through email, bulletin board messaging, and real-time online chatting. Since then, social media is a fast-growing phenomenon in India, as more and younger Indians are getting access to smartphones and internet. With 250+ million social network users, India has the second highest number of social media users in the world. Facebook, YouTube, and WhatsApp dominate the social media space in India. Instagram is also very popular amongst urban Indian youth. Millennials constitute the most active group on social media users. Majority youth use internet for 1-5 hours which has a great impact on the self-esteem and sleep hygiene.

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According to a study by Jan et al., (2017) on impact of Social Media on Self-Esteem on 150 students from institute of business management suggest that there is a strong relationship between social media and self-esteem. Increase in social media usage causes the self-esteem of individuals to decrease. According to a study conducted by Woods & Scott (2016) on 467 Scottish adolescents who used social media more both overall and at night and whose who were emotionally invested in social media experienced poorer sleep quality, lower self esteem and higher levels of anxiety and depression.

### *Self esteem*

As defined by Schunk (1985), “Self-esteem implies an awareness of one’s value system and one’s emotional evaluation of one’s self-worth”. Self-esteem expert Rosenberg (1965), defined self-esteem quite simply one’s attitude toward oneself. He described it as a “favourable or unfavourable attitude toward the self”.

Vogel et al., (2014) conducted a study which results showed that participants who used Facebook most often had poorer trait self-esteem. According to a study by Valkenburg (2006), consequences of friend networking sites (e.g., Friendster, MySpace) for adolescents' self-esteem and well-being results showed that Positive feedback on the profiles enhanced their self-esteem and well-being, whereas negative feedback decreased their self esteem and well-being.

### *Sleep hygiene*

As defined by Berhanu, Mossie, Tadesse and Geleta (2018) “people who get enough quality sleep have more energy, better cognitive function, healthier immune systems, and improved memory, alertness, attentiveness, and performance throughout the day”. Bruce and Lunt (2017) stated that sleep has an important role in maintaining health and wellbeing; this relationship is becoming increasingly recognised for adolescents and young adults.

According to a study conducted by Mausumi et al., (2016) suggested that 63.48% of medical students has a poor sleep quality which had statistically significant relationship with age, year of study, hostel residence, socio-economic condition, body mass index, smoking, alcohol intake, caffeine consumption, exercise, stress and excessive use of mobile/laptop.

According to Levenson et al., (2016) a study on 1763 US young adults showed that Compared with those who rarely or very rarely check social media 30 minutes before bed, those who often or very often check social media at that time had increased sleep disturbance.

## **METHODOLOGY**

### *Sample*

The sample consisted of 64 young adults of 18-25 age (32 males and 32 females) from Chandigarh.

### *Measures*

The following standardized measure were used:

- 1. Bergen social media addiction scale (BSMAS):** The scale is devised by Andreassen et al., (2016) a six-item self-report scale that is a brief and effective psychometric instrument for assessing at-risk social media addiction on the Internet.

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2. **Rosenberg self-esteem scale:** The scale as given by Rosenberg (1965) is a 10-item scale that measures global self-worth by measuring both positive and negative feelings about the self.
3. **PROMIS:** Sleep Disturbance Adult measure is the 8-item PROMIS Sleep Disturbance Short Form that assesses the pure domain of sleep disturbance in individual age 18 and older.

### Procedure

The participants were informed about the purpose of the research and the questions were filled through google forms. The participants were assured of the confidentiality of the information to elicit their honest responses without fear of inhibitions. Standardized psychological tests were administered to participants.

## RESULTS

*Table 1: Showing T –test for all variables*

	Group	N	Mean	Median	Df	P Value	T Ratio
Social Media Usage	Female	3	11.4	11.5	0.533	0.362	-0.918
	Male	2	12.3	12.0	0.749		
Self Esteem	Female	3	26.3	26.0	0.524	0.450	-0.760
	Male	2	26.9	27.0	0.580		
Sleep Hygiene	Female	3	21.7	22.0	0.471	0.211	1.265
	Male	2	21.0	21.0	0.318		

*Table 2: Showing correlation of all variables*

	Social Media Usage	Self esteem	Sleep hygiene
Social Media Usage	—		
Self esteem	0.086	—	
Sleep hygiene	-0.162	0.113	—

Note. \*  $p < .05$ , \*\*  $p < .01$ , \*\*\*  $p < .001$

## DISCUSSION

The results found out that there is no significant correlation between self esteem and social media usage, also, sleep hygiene and social media usage. Further the results showed that there is no gender difference in social media usage, self esteem, and sleep hygiene.

According to a study by Alonzo et al., (2019) young individuals who are excessively active on social media suffer from poor sleep quality, anxiety and depression. Clement (2019) states that there are 2.5 billion social media and smartphone users globally and a study by Adams et al., (2017) and Deloitte, (2017) found out there has an increase in the number of social media users in night time.

## CONCLUSION

Social media is a platform where people get connected all around the world. Social media has a great impact on sleep and self esteem of young adults. The research was conducted to

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study sleep hygiene and self esteem on young adults of age group 18-25. Standardized measures of social media addiction, self esteem and sleep hygiene were used. The results found out that there is no significant correlation between self esteem and social media usage, also, sleep hygiene and social media usage. Further the results showed that there is no gender difference in social media usage, self esteem and sleep hygiene. We found no significant correlation in the variables. This research was conducted on a very small sample of 64 but future researches on a large scale can give us a more in-depth insight.

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### ***Conflict of Interest***

The author declared no conflict of interest.

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