Research Paper

Self-Esteem, Body Image and Social Media Usage Among the Adolescents

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ABSTRACT

The study, involving 132 students, aimed to investigate the relationship between adolescent social media usage, body image, and self-esteem. Key findings include: Social Media and Self-Esteem: Mean values for social media usage and self-esteem were 62.88 and 74.64, respectively. A significant negative correlation (-.308**) was found, indicating that increased social media usage was associated with lower self-esteem. Body Image and Social Media Usage: Mean values for body image and social media usage were 22.80 and 62.88, respectively. A strong negative correlation (-.516**) was observed, suggesting that elevated social media usage was linked to lower body image satisfaction and Self-Esteem and Body Image: Mean values for self-esteem and body image were 74.64 and 22.80, respectively. A significant positive correlation (.330**) was found, indicating that higher self-esteem was associated with better body image satisfaction. Regression Analysis: Linear regression analysis showed that both social media and self-esteem significantly predicted body image among teenagers. For every unit increase in body image, there was a .649 variance in self-esteem and a -.706 variance in social media. Gender Differences: Girls exhibited higher levels of body image satisfaction and global self-esteem compared to boys. However, more girls than boys experienced body image issues. There were no significant gender differences in social media usage. Mann-Whitney U Tests: Gender differences in self-esteem and body image were observed, with females showing greater concern about their bodies than males. However, no significant gender differences were found in social media usage. Overall, the study underscores the detrimental effects of social media on adolescent self-esteem and body image, particularly among females. It emphasizes the importance of intervention and education programs to address these issues and promote positive mental health outcomes.

Keywords: *Self-Esteem, Body Image, Social Media usage and Adolescents*

Adolescence is universally recognized as a critical stage in human development, marked by profound physical, cognitive, emotional, and social transformations. Numerous scholars and psychologists have extensively studied and acknowledged the significance of adolescence. Physical Development: Puberty, a hallmark of adolescence, brings rapid physical changes such as growth spurts, sexual maturation, and hormonal fluctuations. These changes lay the foundation for adulthood. Steinberg, L. (2017).

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"Adolescence." McGraw-Hill Education. Cognitive Development: Piaget's formal operational stage characterizes adolescent cognitive development, marked by abstract thinking, hypothetical reasoning, and increased cognitive flexibility. Piaget, J. (1972). "Intellectual evolution from adolescence to adulthood." Human Development. Identity Formation: Erikson's psychosocial theory identifies adolescence as a pivotal period for resolving the identity versus role confusion crisis, where individuals form a cohesive sense of self. Erikson, E. H. (1968). "Identity: Youth and Crisis." Norton & Company. Social Development: Adolescents seek autonomy and develop a sense of identity within social contexts. Peer relationships and the exploration of social roles contribute to the formation of interpersonal skills. Brown, B. B., & Larson, J. (2009). "Peer relationships in adolescence." Handbook of Adolescent Psychology. Emotional and Psychological Changes: The surge in emotional intensity, exploration of self-identity, and the quest for independence characterize the emotional landscape of adolescence. Steinberg, L. (2008). "A social neuroscience perspective on adolescent risk-taking." Developmental Review. Risk-Taking Behavior: Adolescents often engage in risk-taking behaviors as they explore boundaries and test their abilities. This experimentation is seen as a normal part of identity development. Spear, L. P. (2000). "The adolescent brain and age-related behavioral manifestations." Neuroscience & Biobehavioral Reviews. Educational and Career Choices: Adolescents face decisions about their educational paths and career aspirations, reflecting their emerging identities and interests. Super, D. E. (1990). "A life-span, life-space approach to career development." Career choice and development. Parental and Family Dynamics: The renegotiation of parent-adolescent relationships is central to this stage, involving a balance between autonomy and support. Steinberg, L., & Silk, J. S. (2002). "Parenting adolescents." In Handbook of Parenting, Psychology Press. Identity Formation: Psychological Significance: Identity formation is a central task during adolescence, as individuals strive to answer fundamental questions about who they are, what they value, and where they fit in society. This process involves exploring various roles, values, and beliefs to establish a coherent and stable sense of self. Implications: Successfully navigating this stage contributes to the development of a strong and positive self-identity, providing a foundation for future psychosocial well-being. Failure to form a clear identity may lead to identity confusion and difficulties in making life choices. Erikson, E. H. (1968). "Identity: Youth and Crisis." Norton & Company. Self-esteem: Psychological Significance: Self-esteem, the evaluation of one's worth and competence, is particularly salient during adolescence. It reflects the individual's perception of their abilities, appearance, and overall value. Adolescents often seek validation from peers and societal standards, influencing their self-esteem. Implications: Healthy self-esteem is associated with positive mental health outcomes, resilience, and the ability to cope with challenges. Conversely, low self-esteem can contribute to issues like depression, anxiety, and risk-taking behaviors. Rosenberg, M. (1965). "Society and the Adolescent Self-Image." Princeton University Press.

Body Image: Psychological Significance: Body image, encompassing thoughts and feelings about one's physical appearance, becomes a focal point during adolescence. Changes in physical appearance during puberty, combined with societal beauty standards, can significantly impact body image. Implications: Positive body image is linked to higher self-esteem and overall well-being, while negative body image is associated with psychological distress, disordered eating, and mental health issues. Media influence and societal expectations contribute to the complexity of body image dynamics. Cash, T. F., & Smolak, L. (2011). "Body image: A handbook of science, practice, and prevention." Guilford Press. Interconnectedness: Dynamic Interaction: Identity formation, self-esteem, and body image are interconnected and influence each other. A positive self-identity can enhance self-esteem

and contribute to a healthier body image. Social and Cultural Influences: Societal standards, cultural expectations, and peer interactions play significant roles in shaping these aspects. Media representations of idealized body types and social comparisons can impact identity development, self-esteem, and body image. Brown, B. B., & Larson, J. (2009). "Peer relationships in adolescence." Handbook of Adolescent Psychology. The increasing prevalence of social media usage among adolescents has become a notable aspect of contemporary adolescence. While social media platforms offer avenues for communication, self-expression, and connection, their pervasive influence has raised concerns about potential impacts on the psychological well-being of adolescents. Rapid Rise in Social Media Usage: Statistics: Studies consistently highlight the exponential increase in social media usage among adolescents. Platforms like Instagram, Snapchat, Facebook, and TikTok have become integral to their daily lives. Rideout, V. J., & Robb, M. B. (2018). "Social Media, Social Life: Teens Reveal Their Experiences." Common Sense Media. Impact on Self-Esteem: Social Comparison: Adolescents engage in constant social comparison on social media, often measuring their lives against curated and idealized representations of others. This can lead to feelings of inadequacy, lower self-esteem, and a distorted self-perception. Fardouly, J., Diedrichs, P. C., Vartanian, L. R., & Halliwell, E. (2015). "Social comparisons on social media: the impact of Facebook on young women's body image concerns and mood." Body Image. Body Image Concerns: Idealized Standards: Social media often perpetuates unrealistic beauty standards, influencing adolescents' perceptions of their own bodies. Exposure to carefully curated images can contribute to body dissatisfaction and the development of negative body image. Perloff, R. M. (2014).

"Social media effects on young women's body image concerns: Theoretical perspectives and an agenda for research." Sex Roles. Cyberbullying and Social Pressures: Online Harassment: Social media platforms can be a breeding ground for cyberbullying, with adolescents experiencing peer pressure, exclusion, and harassment online. Such negative interactions can have severe implications for mental health. Hinduja, S., & Patchin, J. W. (2010). "Bullying, cyberbullying, and suicide." Archives of Suicide Research. Fear of Missing Out (FOMO): Comparison Anxiety: The constant exposure to peers' activities and social events can contribute to the fear of missing out (FOMO), leading to anxiety and stress among adolescents who perceive their social lives as less fulfilling. Przybylski, A. K., Murayama, K., DeHaan, C. R., & Gladwell, V. (2013). "Motivational, emotional, and behavioral correlates of fear of missing out." Computers in Human Behavior. Potential Positive Influences: Social Support and Connection: Despite concerns, social media can provide a sense of social support and connection for adolescents. Positive online interactions can enhance well-being and contribute to a sense of community. Valkenburg, P. M., & Peter, J. (2009). "Social Consequences of the Internet for Adolescents: A Decade of Research." Current Directions in Psychological Science. Implications for Parental Guidance and Intervention: Parental Monitoring: Parents play a crucial role in guiding adolescents' social media usage. Open communication, education about online risks, and setting boundaries can mitigate potential negative impacts. Moreno, M. A., Jelenchick, L., Cox, E., Young, H., Christakis, D. A., & Becker, T. (2011). "Parent reactions to explicit music content in adolescent media." Pediatrics.

REVIEW OF RELATED LITERATURE

In a study of 136 UK girls, researchers discovered that middle adolescent self-esteem diminishes due to changes in body image, which are impacted by sociocultural variables such as unrealistic media portrayals of female beauty. The study proposes early educational interventions to assist girls in deconstructing commercial and media images, ultimately

decreasing body satisfaction. Dohnt and Tiggemann (2006) investigated the impact of peer and media influences on the development of body satisfaction in young girls, including the desire for thinness and contentment with appearance. The findings revealed that girls' desire for thinness, appearance satisfaction, and self-esteem were temporally antecedent to peer perception of thinness, indicating a culture that negatively effects body image and self-esteem.

Amazue (2014) investigated the influence of media, body image, and location on the self-esteem of female Nigerian teenagers. 385 pupils from rural and urban Nsukka communities participated in the study. The findings revealed that media, body image concerns, and location all had a substantial impact on pupils' self-esteem. The study stated that self-esteem building programmes in Nigerian secondary schools should be established to help teenagers cope with mass media influences and enhance cultural orientation.

The study examined the relationship between self-esteem and body image dissatisfaction among young Romanian university students by Eurasian Journal of Educational Research, (2016). Results showed a negative correlation, with 31% of body dissatisfaction determined by BMI and weight and fat deposits. The study concluded that self-esteem is better correlated with subjective body image parameters.

Franchina, V., & Lo Coco, G. (2018) Internet-based media, particularly social networking sites, significantly influence body image concerns, particularly among adolescents. This study reviews existing research on the impact of idealized social media models, particularly thin-ideal models for girls and muscular-ideal models for boys, on adolescents' body perceptions. However, further investigation is needed to understand the effects of pressure from social media on body image concerns in men.

The study by Yang, H., Wang, J. J., Tng, G. Y., & Yang, S. (2020) explores the relationship between social media and smartphone use and body image in female adolescents. It found that excessive social media use leads to unhealthy body esteem through intensified cognitive internalization, aggravated appearance comparisons, and anxiety about negative evaluation. Screen time for specific smartphone activities also harmed body image, independent of social media use. The findings highlight the multifactor mechanism underlying the negative impacts on female adolescents.

In a study published in (2021), Vall-Roqué, Andrés, and Saldaña examined how 2601 Spanish women between the ages of 14 and 35 used social networking networks (SNS) in response to the COVID-19 shutdown. Findings indicated that during lockdown, SNS use significantly increased, especially when it came to following Instagram profiles that prioritized looks. While the older group displayed higher drive for thinness, the younger group displayed more body dissatisfaction and drive for thinness. According to the study, lockdown may have raised the risk of eating disorders and SNS use in adolescent and young females.

According to a study conducted by Steinsbekk et al. (2021), social media use influences appearance self- esteem from childhood to adolescent. The study discovered that active social media use, rather than simply commenting or liking, can have an impact on happiness. According to the findings, future research should focus on specific social media behaviours.

The study by Shukla and Srivastava (2022) on the Effect of Mass Media on Teenage Girls' Body Image and Self-Esteem. The study investigates the impact of social media on teenage girls' body image and self-esteem. It contends that beauty is dependent not only on appearance, but also on experiences such as seeing, hearing, and touching.

A study by Pop, L. M., Iorga, M., & Iurcov, R. (2022) on 427 medical students found a significant relationship between social networking sites (SNSs) and loneliness, self-esteem, and body-esteem. The study found that SNSs were used for socialization, entertainment, and academic tasks, with students spending 3.38 ± 0.80 hours per day on them. The use of Snapchat was positively correlated with self-esteem, while TikTok negatively correlated with weight status. Most students exercised to lose or prevent weight gain, and had high body esteem. The study suggests that SNSs should be used in clinical settings to reach patients and provide medical and psychological intervention.

The study focuses on adolescent girls since physical appearance is important for their self-esteem. Colak, Bingol, and Dayi's (2023) investigation discovered no significant relationship between self-esteem levels and age or education of parents. However, there was a negative association between self-esteem and social media addiction, and a good correlation between self-esteem and body image.

MATERIALS AND METHOD

Research Design
A Quantitative research design to investigate the relationship between adolescent self-esteem, body image, and social media usage. Inferential statistical techniques of correlation will be employed.

Statement of the problem
The study's aim is to investigate adolescent self-esteem, body image, and social media usage. and study will be helpful in understanding if there lies a relationship between self-esteem, body image, and social media usage among adolescents. The study will also help us to see if there is any impact of self-esteem, body image, and social media usage among adolescents and the gender differences in each variable.

Objectives of the study
- To understand the significant relationship between self-esteem and social media usage among adolescents.
- To understand the significant relationship between social media and Body image among adolescents.
- To understand the significant relationship between self-esteem and body image among adolescents.
- To see the significant influence of Self- esteem on body image among adolescents.
- To see the significant influence of Social media on body image among adolescents.
- To find out the significant difference in self- esteem between females and males.
- To find out the significant difference in body-image between females and males.
- To find out the significant difference in social media between females and males.

Hypothesis
- H_01: There is no significant relationship between self-esteem and social media usage among adolescents.

- H_02: There is no significant relationship between social media and body image among adolescents.
- H_03: There is no significant relationship between self-esteem and body image among adolescents.
- H_04: There is no significant influence of Self- esteem on body image among adolescents.
- H_05: There is no significant influence of Social media on body image among adolescents.
- H_06: There is no significant difference in self- esteem between females and males.
- H_07: There is no significant difference in body- image between females and males.
- H_08: There is no significant difference in social media between females and males

Operational Definition
- **Self-esteem:** Rosenberg (1965), one of the pioneers in this domain, stated that self-esteem refers to an individual overall positive evaluation to the self. He added, that high self-esteem consists of an individual respecting himself and considering himself worthy.
- **Body Image:** The American Psychological Association (APA) defines body image as "the mental picture one forms of one's body as a whole, including its physical characteristics and one's attitudes toward these characteristics."
- **Social media:** Social media are interactive technologies that facilitate the creation and sharing of information, ideas, interests, and other forms of expression through virtual communities and networks." By (APA)
- **Adolescence:** According to (APA) Adolescence is characterized by marked biological and physiological changes, volatile emotions, and boundary-testing behavior as individuals explore and assert personal identity, learn to navigate peer relationships, and transition to independence. Adolescence can be defined in numerous ways, considering factors such as physical, social, and cognitive development as well as age.

Variables
Self-Esteem, Social Media and Body Image are the three variables of the study. Self-esteem and social media are an Independent Variable and Body image is a dependent variable.

Socio-Demographic Variables
The demographic variable used for the study was the age of the students in their 10-18.

Inclusion Criteria:
- Adolescents under the age of 18

Exclusion Criteria:
- Students with history of social media addition
- Students with Cognitive Impairment-Intellectual Disability
- Students with Severe Mental Health Problems

Sample and Technique
A sample of 132 students have been taken for the study, the information has been collected through questionnaire in the form of Google forms. Convenient sampling is used in the research.

Table 1 Classification of participants based on Gender.

Sex	No. of Participants	Percentage %
Male	71	71%
Female	61	61%

Description of Tools
Rosenberg Self-Esteem Scale (RSE)
The purpose of the 10 item RSE scale is to measure self-esteem. Originally the measure was designed to measure the self-esteem of high school students. However, since its development, the scale has been used with a variety of groups including adults, with norms available for many of those groups. Scoring: As the RSE is a Guttman scale, scoring can be a little complicated. Scoring involves a method of combined ratings. Low self-esteem responses are "disagree" or "strongly disagree" on items 1, 3, 4, 7, 10, and "strongly agree" or "agree" on items 2, 5, 6, 8, 9. Two or three out of three correct responses to items 3, 7, and 9 are scored as one item. One or two out of two correct responses for items 4 and 5 are considered as a single item; items 1,8, and 10 are scored as individual items; and combined correct responses (one or two out of two) to items 2 and 6 are considered to be a single item. The scale can also be scored by totalling the individual 4 point items after reverse-scoring the negatively worded items. Reliability: The RSE demonstrates a Guttman scale coefficient of reproducibility of .92, indicating excellent internal consistency. Test-retest reliability over a period of 2 weeks reveals correlations of .85 and .88, indicating excellent stability. Validity: Demonstrates concurrent, predictive and construct validity using known groups. The RSE correlates significantly with other measures of self-esteem, including the Coopersmith Self-Esteem Inventory. In addition, the RSE correlates in the predicted direction with measures of depression and anxiety.

Body self-image questionnaire-short form (BSIQ-SF)
The development and cross-validation of the BSIQ-SF was reported in a poster presentation at the 2005 ACSM Annual Meeting (pdf available from David Rowe). Reference: Rowe, D. A. (2005). Factorial validity and cross-validation of the Body Self-Image Questionnaire (Short Form) in young adults. Medicine and Science in Sports and Exercise, 37, S148; or Rowe, D. (2005, June). Factorial validity and cross-validation of the Body Self-Image Questionnaire (Short Form) in young adults. Presented at the American College of Sports Medicine National Convention, Nashville, TN.

Items are scored on a 1-5 point scale, with a=1, b=2, c=3, d=4, and e=5. The BSIQ should not be used for a summed "total body image" score. Each subscale score ranges from a minimum of 3 to a maximum of 15. Note: Item 1 should be reverse-scored, i.e., a=5, b=4, c=3, d=2, and e=1. Subscales are OAE = Overall Appearance Evaluation; HFI = Health Fitness Influence; II = Investment in Ideals; HFE = Health-Fitness Evaluation; AG = Attention to Grooming; HD = Height Dissatisfaction; FE = Fatness Evaluation; NA = Negative Affect; SD = Social Dependence.

There are also 5 social desirability items that have been added in all prior research with the BSIQ. They fit the same Likert scale response format, and can be added to the BSIQ-SF if desired, in order to test for socially desirable responses. These are included in the earlier, 51-item version of the BSIQ (from which the BSIQ-SF was developed) – see file named BSIQ versions 02. Also, see a) Hays, R. D., Hayashi, T., & Stewart, A. L. (1989). A five-item measure of socially desirable response set. Educational and Psychological Measurement, 49, 629-636, and b) Hays SDRS-5 instructions (both available from David Rowe).

Social Networking Usage Questionnaire

Based on our theoretical framework, we developed statements related to social networking usage. The generated statements intended to capture social networking usage of university students. Therefore, the summated assessment procedure proposed by Likert (1932) was used to develop the present scale. We identified 56 items related to social networking usage from previously developed instruments. These were aligned so they could all be answered using a 5-point Likert scale, with each statement rated on five anchors, (Always=5, Often=4, Sometimes=3, Rarely=2 and Never=1). The above extensive literature review guided us in producing an instrument with robust psychometric properties to measure the social networking usage of university students. It is much helpful for these items to be strong when used in a Likert format (DeVellis, 2016).

Reliability Analysis, The Cronbach's alpha is used to measure the internal consistency among the items. According to Gliem & Gilem (2003), the reliability coefficient Alpha normally ranges between 0 and 1. The rule of thumb specified by George & Mallery (2003) for interpreting Cronbach's alpha is that "above 0.80 is acceptable." Hence, the present scale Cronbach's alpha of social networking usage ($\alpha= .830$), indicates good internal reliability. Thus, our reliability analysis suggests that social networking usage questionnaire is internally consistent. The reliability calculations are presented in Table 3. Content Validity Content validity was established at the time of developing a preliminary draft of the research instrument by carrying out critical discussions with nine experts who reviewed, 56 statements selected for the first draft. The contents of each item were critically examined by these experts to review the suitability and relevancy of these items for a social networking usage questionnaire. Only those statements were retained for the second draft which had at least 75%-85% agreement among experts with regard to relevance of items. The experts were of the opinion that the remaining 42 statements were completely satisfactory and relevant to measure the social networking usage of university students in India, confirming the social networking usage questionnaire was a sufficiently valid instrument for piloting.

Procedure

To collect data for the study Informed Consent was taken. Self-Esteem, Body Image and social media tools were given and responses were collected. Data was collected for the duration of 1 month. Following the data collection, analysis was conducted using IBM SPSS Statistical Analysis.

Statistical Technique

To study the relationship between Self-Esteem, Body Image and social media usage among the adolescents, the correlational analysis was used. And to see the impact of Self-esteem and social media usage on body image regression analysis was used in SPSS, and the to find out the gender differences Mann witiney U -test is used.

Research ethics followed

The data collected will only be used for the research purpose with the consent of the participants and will not be shared or used for any other purpose. The consent of the participants were taken to fill the questionnaire.

RESULTS AND DISCUSSION

The aim of the study was to understand the relationship between Self-Esteem, Body Image and social media usage among the adolescents. The study was conducted on 132 students. The analysis of the data is shown below.

Table 1: Showing the correlation between Self-esteem and social media.

Variable	*n*	*M*	*SD*	1
Self esteem	132	74.64	16.754	_
Social media	132	62.88	11.287	-.308**

*Note. **Correlation is significant at the 0.01 level (2- tailed)*

H₀1: There is no significant relationship between self-esteem and social media usage among adolescents.

Table 1 shows the mean value for Self-esteem and Social Media is 74.64 and 62.88 respectively, then standard division value for self-esteem and social media is 16.754 and 11.287 respectively. Correlation revealed a significant and strong negative correlation between Self-esteem and Social Media with a value of -.308** indicating that decreased of self-esteem with increased social media usage being associated.

Table 2: Showing the correlation between Social media and body image.

Variable	*n*	*M*	*SD*	1
Social media	132	62.88	11.287	_
Body image	132	22.80	5.195	-.516**

*Note. **Correlation is significant at the 0.01 level (2- tailed)*

H₀2: There is no significant relationship between social media and body image among adolescents.

Table 2 shows the mean value for Social Media and body image is 62.88 and 22.80 respectively, then standard division value for social media and body image is 11.287 and 5.195 respectively. Correlation revealed a significant and strong negative correlation between Social Media and body image with a value of -.516** indicating that with increased social media usage being associated with lower body image satisfaction.

Table 3: Showing the correlation between Self-esteem and body image.

Variable	*n*	*M*	*SD*	1
Self esteem	132	74.64	16.754	_
Body image	132	22.80	5.195	.330**

*Note. **Correlation is significant at the 0.01 level (2- tailed)*

H₀3: There is no significant relationship between self-esteem and body image among adolescents.

Table 3 shows the mean value for self-esteem and body image is 74.64 and 22.80 respectively, then standard division value for self-esteem and body image is 16.754 and 5.195 respectively. Correlation revealed a significant and positive correlation between Self-esteem and body image with a value of .330

Table 4: Influence of Self- Esteem on body image.

Variables	Regression weights	β Beta Coefficient	R^2	F	P value
Self-esteem On body image	2.092	.649	.421	94.435	.000

*** p<.001*

H₀4: There is no significant influence of Self- esteem on body image among adolescents.

A linear regression was conducted to evaluate how Self- Esteem might predict body image among adolescents. It predicts Self- Esteem on body image by .649 at the significance level of <.001. This suggests that for every 1 unit increase in body image, .649 variance is seen in Self- Esteem respectively. Therefore, the hypothesis that there is no significant influence of Self- Esteem on body image among adolescents, is rejected. In fact, there is a significant influence of self- esteem on body image (B=.649).

Table 5 Influence of Social media on body image.

Variables	Regression weights	β Beta Coefficient	R^2	F	P value
Social media on body image	-1.049	-.706	.499	129.503	.000

**p<.001

H₀5: There is no significant influence of Social media on body image among adolescents.

A linear regression was conducted to evaluate how social media might predict body image among adolescents. It predicts social media on body image by -.706 at the significance level of <.001. This suggests that for every 1 unit increase in body image, -.706 variance is seen in social media respectively. Therefore, the hypothesis that there is no significant influence of social media on body image among adolescents, is rejected. In fact, there is a significant influence of social media on body image (B= -.706).

Table 6 Mann- Whitney U- test results for gender differences in self-esteem

Gender	N	Mean rank	Sum of ranks	df	U	Z	P	Inference
					1916.000	1.145	.252	Null hypothesis accepted
Male	71	70.01	4971.00	69				
Female	61	62.41	3807.00	59				

H₀6: There is no significant difference in self- esteem between females and males.

It is interpreted from the above table that self-esteem scores between male and female participants, with 71 males and 61 females. The mean rank for males is 70.01, while for females it is 62.41. The sum of ranks for both groups is 4971.00 for males and 3807.00 for females. The Mann-Whitney U test measures the strength of the relationship between the two groups, with U = 1916.000. The 1.145 Z-score measures standard deviations from the mean, and the p-value .252, P, indicates the probability of obtaining observed results. The null hypothesis is accepted, indicating no significant difference between the groups.

Table 7 Mann- Whitney U- test results for gender differences in body image

Gender	N	Mean rank	Sum of ranks	df	U	Z	P	Inference
					1623.5	-2.476	.031	significant
Male	71	58.87	4179.5	69				
Female	61	75.39	4598.5	59				

**p<.005

H₀7: There is no significant difference in body- image between females and males.

It is interpreted from the above table that males are 71 in number and females are 61 in number. The data collected from both sexes. was subjected to Mann- Whitney U-Test. The mean rank obtained from the test for body image in males is 58.87 whereas for females it is 75.39. This suggests a significant difference in body image in males and females at U= 1623.5 and p= <.005. The inferred suggestion would be that females have higher body image concerns than males among adolescents. Therefore, the hypothesis that there is no significant gender differences in body image among adolescents, is rejected.

Table 8 Mann- Whitney U- test results for gender differences in Social media

Gender	N	Mean rank	Sum of ranks	df	U	Z	P	Inference
					2041.5	-.567	.571	Null
Male	71	68.25	4845.5	69				hypothesis
Female	61	64.47	3932.5	59				accepted

H₀8: There is no significant difference in social media between females and males

It is interpreted from the above table that social media scores between male and female participants, with 71 males and 61 females. The mean rank for males is 68.25, while for females it is 64.47. The sum of ranks for both groups is 4845.5 for males and 932.5 for females. The Mann-Whitney U test measures the strength of the relationship between the two groups, with U = 2041.5. The -.567 Z-score measures standard deviations from the mean, and the p-value .571, P, indicates the probability of obtaining observed results. The null hypothesis is accepted, indicating no significant difference between the groups.

The present study explores the relationship between Self-Esteem, Body Image and social media usage among the adolescents. According to the results obtained, significant relationship exists between Self-Esteem, Body Image and social media usage among the adolescents. Self-Esteem and Social Media Usage the mean scores for these two variables were 74.64 and 62.88, respectively. The results showed a substantial negative connection (-.308**) between higher social media usage and poorer self-esteem. Social Media Usage and Body Image: The mean values for these two variables were 62.88 and 22.80, respectively. There was a significant negative association (-.516**) found, indicating that using social media more frequently was associated with having a worse body image. as well Body Image and Self-Esteem: The average body image and self-esteem scores were 22.80 and 74.64, respectively. A noteworthy positive connection (.330**) was discovered, suggesting that elevated self-worth was linked to improved satisfaction with one's body image. Regression Analysis: The results of linear regression analysis indicated that among teenagers, body image was significantly predicted by social media and self-esteem. There was a.649 variance in self-esteem and a -.706 variance in social media for each unit rise in body image. Gender Differences: Girls showed greater levels of satisfaction with their bodies and overall self-esteem than boys did. Nonetheless, body image problems affected more girls than boys. Gender disparities in social media usage were not statistically significant. The Mann-Whitney Unit Tests: It was shown that there are gender disparities in self-esteem and body image, with women expressing more body-related anxiety than men. Nonetheless, no appreciable variations in social media consumption by gender were discovered. In general, the study highlights the negative impacts of social media on teenage body image and self-

esteem, especially in girls. In order to address these problems and support healthy results for mental health, it highlights the significance of intervention and education initiatives.

Summary

The purpose of the study, which included 132 students, was to look into the connection between teenage social media use, body image, and self-esteem. The analysis produced a number of important conclusions: The social media and Self-Esteem 74.64 and 62.88, respectively, were the mean values for social media usage and self-esteem, with standard deviations of 16.754 and 11.287. Increased social media usage was linked to lower self-esteem, according to a substantial and severe negative correlation (-.308**) found between the two variables. The study focuses on adolescent girls since physical appearance is important for their self-esteem. Colak, Bingol, and Dayi's (2023) investigation discovered no significant relationship between self-esteem levels and age or education of parents. However, there was a negative association between self-esteem and social media addiction. Body image and social media usage The averages were 22.80 and 62.88 for body image and social media usage, respectively, with standard deviations of 5.195 and 11.287. A noteworthy and robust inverse relationship (-.516**) was discovered between social media use and body image, indicating that elevated social media Lower body image satisfaction has been associated with media usage. The study by Yang, H., Wang, J. J., Tng, G. Y., & Yang, S. (2020) explores the relationship between social media and smartphone use and body image in female adolescents. It found that excessive social media use leads to unhealthy body esteem through intensified cognitive internalization, aggravated appearance comparisons, and anxiety about negative evaluation. Screen time for specific smartphone activities also harmed body image, independent of social media use. The findings highlight the multifactor mechanism underlying the negative impacts on female adolescents. Self-Esteem and Body Image with standard deviations of 5.195 and 16.754, the mean values for self-esteem and body image were 74.64 and 22.80, respectively. Self-esteem and body image showed a strong positive connection (.330**), suggesting that higher self-esteem was linked to better body image satisfaction. Clay et al. (2005) conducted a study on Body image and self-esteem among adolescent girls: In a study of 136 UK girls, researchers discovered that middle adolescent self-esteem diminishes due to changes in body image, which are impacted by sociocultural variables such as unrealistic media portrayals of female beauty. The study proposes early educational interventions to assist girls in deconstructing commercial and media images, ultimately decreasing body satisfaction. Regression Analysis the results of linear regression analysis demonstrated that among teenagers, body image was significantly predicted by social media and self-esteem. There was a.649 variance in self-esteem and a -.706 variance in social media for every unit rise in body image.

Gender Differences girls exhibited higher levels of body image satisfaction and global self-esteem than boys, while boys tended to have somewhat higher global self-esteem scores. more girls than boys have body image issues. But there were no appreciable variations in social media usage by gender. Prior Research studies showing the detrimental effects of social media on teenagers' self-esteem and body image provided credence to the findings. Issues with body image and self-esteem have been linked to sociocultural factors, media representations, and peer pressure. Mann-Whitney U Tests these tests were used to evaluate how social media usage, body image, and self-esteem differed between men and women. Gender disparities were not observed in social media usage, but there were in self-esteem and body image, with females showing greater worry about their bodies than males.

The study highlights the negative impacts of social media on one's self-esteem and body image of many teenagers, especially females, and emphasizes how critical it is to deal with these problems via intervention and education programs.

CONCLUSION

The study found a significant negative correlation between social media usage and self-esteem among adolescents, with increased usage leading to decreased self-esteem and lower body image satisfaction. However, higher self-esteem was associated with higher body image satisfaction. The study also found gender differences in self-esteem and body image, with boys having slightly higher global self-esteem scores but girls expressing higher body image concerns. Mann-Whitney U tests showed no significant differences in social media usage between genders, but females exhibited higher body image concerns. The study emphasizes the detrimental effects of social media on body image and self-esteem among adolescents, particularly girls, and emphasizes the importance of addressing these issues through education and intervention programs. However, the study may have limitations such as sample size and demographic homogeneity, and the cross-sectional nature of the study limits the ability to establish causality between variables.

Implementations aimed at promoting positive body image and self-esteem among adolescents could include educational programs focusing on media literacy, healthy online behaviors, and fostering resilience against societal beauty standards. Future research could explore longitudinal studies to better understand the long-term effects of social media usage on body image and self-esteem among adolescents and examine individual factors such as personality traits and coping mechanisms.

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Conflict of Interest
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