

The Effect of Social Media Usage and Self-Esteem Among Adults

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ABSTRACT

This study aimed to study if social media usage has an impact on the self-esteem of adults. A total of 121 participants took part in the research. Participants ranged in age from 18 to 30. The research is a quantitative study that uses two questionnaires to attain information from the participants. The questionnaires were The Rosenberg Self-Esteem Scale and Social Networking Addiction Scale. These results revealed that there was a negative relationship between the amount of time people spent on social media and their self-esteem level. Females spend more time on social media than males. Overall, the findings indicate that excessive social media usage may contribute to lower self-esteem among adults, potentially due to its association with addictive behaviours and internal conflict.

Keywords: *Social Media Usage, Self-Esteem*

Nearly every teenager (94%) in developed nations uses social media apps, such as Snapchat, Instagram, and Facebook (NORC Centre for Public Affairs Research, 2017) and many people post “selfies” (Anderson & Jiang, 2018). Visual communication dominates children and adolescents’ social media use, which includes posting of photos and videos of themselves and others and commenting on them. (Nesi, Choukas-Bradley, & Prinstein, 2018). Studies conducted over the past few decades have indicated that among adolescents, especially girls, their perception of their physical appearance significantly influences their overall self-esteem more than any other aspect of themselves. (Harter, 2012; von Soest, Wichstrom, & Kvaalem, 2016; Wichstrom & von Soest, 2016).

Social networking sites (SNSs) and applications have emerged as indispensable tools for social interaction and communication in today's modern world (Kuss & Griffiths, 2011). These platforms serve as virtual communities where users can establish public profiles, engage with real-life friends, and connect with new acquaintances (Kuss & Griffiths, 2011). Popular social networking applications and sites like Facebook, Twitter, WhatsApp, Instagram, and Snapchat have facilitated instant global connectivity with just a click or tap, particularly catering to the younger demographic (Kuss & Griffiths, 2011).

The widespread availability and affordability of the internet have made such connectivity feasible (Kuss & Griffiths, 2011). Consequently, contemporary society heavily relies on technology for socializing, with being "online" considered the norm (Kuss & Griffiths, 2017). Many young individuals exhibit behaviors such as constant smartphone use, including keeping

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their devices nearby while sleeping and compulsively checking them throughout the day (Carbonell et al., 2012). Research suggests that social networking serves as a primary motivator for regular smartphone usage (Andreassen et al., 2013; Griffiths et al., 2014). However, excessive engagement with social media platforms can lead to addiction (Cerniglia et al., 2019; Kuss & Griffiths, 2011, 2017; Sussman et al., 2011). Studies have also highlighted potential negative impacts of social networking on face-to-face interactions and other offline activities (Davies & Cranston, 2008). Davies and Cranston (2008) found that 23% of participants expressed addiction as a significant concern related to their social networking habits.

The impact of social media usage on individuals' self-esteem has been a subject of considerable scholarly inquiry, with divergent findings suggesting both positive and negative effects. Research by (Toma and Hancock, 2013) and (Valkenburg and Peter, 2009) has highlighted the potential for social media platforms, particularly Facebook, to fulfill users' needs for self-worth and enhance the quality of existing friendships, thereby contributing to heightened subjective well-being. However, contrasting perspectives presented by Marino et al. (2017) and Morrison and Gore (2010) have drawn attention to the detrimental consequences of excessive social media engagement, linking it to elevated levels of depressive symptoms and negative self-perceptions. Moreover, studies such as those conducted by Chou and Edge (2012) underscore the phenomenon where frequent Facebook users perceive others as leading happier lives, potentially exacerbating feelings of inadequacy. Amidst this complexity, Cash et al. (2012) suggest that individual differences play a critical role, indicating that while for most individuals social media usage may not have discernible effects, for others, it could serve as a maladaptive means of coping with distress. Consequently, understanding the nuanced interplay between social media usage and self-esteem necessitates a comprehensive examination of individual traits that may predispose individuals to detrimental online behaviors.

In the past two decades, it has hardly been discovering social media platforms which turned the habit of communicating, connecting, and presenting identity in the digital world into a different experience. Social media has enabled the world's population to globalize their personal communications by these platforms like Facebook, Instagram, Twitter, and LinkedIn where people can easily connect to any virtual community, any social network anywhere in the globe. Given the plethora of positive features that social media brings with it, such as enabling people to communicate easily, disperse information, and offer each other social support, health experts have become worried about the consequences of social media being so omnipresent in the lives of people, including its effect on mental health.

Self-esteem, yielding the mental designation of an individual's deserved deeming price, helps in building up the person's belief, feelings, and way of behaving. It may be likened to an overall sense of wellbeing, consisting of happiness, self-respect, self-confidence, and self-esteem, which leads to one's psychology, behavior, relationships, education, career, and mental health. Looking at the role the self-esteem plays in individuals' lives, we will focus on the respective issues and the ways it is shaped and maintained or else broken.

In the past few years, researchers have taken up the task of social media's impact on self-identity formation as its dominance over public intercourse has been increasing due to its nature of self-presentation, social comparison, and the urge for validation through others. Using social media, people create and manifest their identities in ways that have kindled metaphoric online-offline divide bridges, which the social media has facilitated. By

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means of personalized accounts, the adjusted pictures, and the fabricated phrases, people put on facade that is supposed to match the socially accepted beauty, fame, and happiness standards.

Another connection that is to social comparison can be linked with process of self-presentation on social media is by evaluating individuals in reference to others within their social networks. In addition to the endless stream of curated feeds showing luxury lifestyles, vacation pictures of exotic locations and flawless personal moments on the social media platforms, users may be saturated by inaccessible standard values like beauty, accomplishment, and happiness.

Our social media inherent culture of seeking validation behaviors for deeper the comparison of person's self-esteem problem. Many times, individuals strive to attain behaviors, worthy in their eyes, that they often get by way of earning likes, comments, and shares to which they relate validation of their worth and acceptance. A growing trend of such digital validation may result in the obsessive nature, where the maximization of social media interactions may succeed even real-life activities and situations. Thus, significant e-flow variations as well as engagements lead to serious self-esteem problems, when individuals start comparing themselves to the one, they are going through in their online community.

The relation between social media usage and self-esteem has caught much attention in academic research, but most of the literature have taken into consideration only the adolescents and young adults' populations with little or no attention given to explain the case of the adults. Social media cocoons include adults as well as they also actively take part in the social medial ecology by sharing their opinions and establishing professional networks and personal relationships. Although it can be precisely determined that the specific mechanisms contributing to the connection between social media usage and self-esteem in adults are not yet totally graspable, research remains ongoing.

Numerous studies have connected Facebook usage with positive outcomes, such as fulfilling users' needs for self-worth and improving friendship quality. Conversely, some researchers have found negative effects, like increased depressive symptoms associated with excessive social media use. While some users perceive others as happier, these adverse impacts stem more from how individuals use Facebook rather than the platform itself. For certain individuals, Facebook serves as a maladaptive coping mechanism. Therefore, it's crucial to explore personal characteristics that could forecast detrimental online behaviors for prevention purposes.

REVIEW OF LITERATURE

Jan (2017) studied the effect of social media on self-esteem, the sample used was 150 students from a business management institute, surveyed through interviews and questionnaires. The sample used was limited to the students who used mostly Facebook being the most popular site that represents social media. During the review of literature, findings revealed that there is a strong impact of social media on self-esteem, as self-esteem decreases, the social media usage increases. One hour spent on Facebook daily results in a 5.574 decrease in the self-esteem score of an individual. Approximately 88% of people engage in making social comparisons on Facebook and out of the 88%, 98% of the comparisons are upward social comparisons.

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Raymer (2015) studied the effect of social media sites on the self-esteem. The study aimed to see the relationship of online social media sites, particularly Facebook with the esteem levels of college going students. The method used was survey, which consisted of a self-esteem scale as well as some other scales, Rosenberg Self-Esteem Scale, the Body Esteem Scale, the Facebook Intensity Scale, and the Eating Attitudes Test-26. data was interpreted using a correlation test and T-test. During the review of literature, findings revealed that females spend more time on social media than males and have more friends on Facebook than the males have. The studies also indicated that females have low body image satisfaction and more drive to be thin than males.

Rahma (2016) studies the impact of social media on self-esteem. There were two main objectives of the research: 1) I that what kind of media users is, 2) thus, I will look at how social media influence authenticate self-worth. 1) an intensive systematic literature review was carried out, and 2) a questionnaire was distributed amongst different social media users to elicit their opinions on how the use of social media has impacted their self-esteem. In the review of literature process, it was noticeable that a single class of social media users each had high self-esteem and the seven categories all felt good about themselves. This is why people analogize social media to a major cause of self-esteem drawback.

Steinsbekk (2021) studies the impact of the use of social media on the appearance of self-esteem from childhood to adolescence. The method used was interview, children of 10, 12, and 14 years of age were selected for the interview. Appearance self-esteem was captured by the Self-Description Questionnaire I and the Self-Perception Profile for Adolescents. During this review of literature, findings revealed that due to increased social media use there was a decrease in self-esteem from the ages 10 to 12 and 12 to 14, but in girls only. Self-oriented social media use did not impact appearance self-esteem, and no reverse influence from appearance self-esteem to social media use was revealed.

Yue Chen (2023) investigated how older adults' ability to use social media affects their informational use, feelings of loneliness, and self-esteem. The survey conducted in this study aimed to gather information from a total of 276 Chinese senior citizens between the ages of 60 and 90. Additionally, a structural equation model was created to analyze the data collected. During this review of literature, studies have shown that having a strong sense of confidence in using social media is linked to higher levels of self-esteem, lower feelings of loneliness, and increased use of informational content. This confidence also plays a role in increasing happiness, through a reduction in loneliness and an increase in self-esteem. While using informational content can help reduce feelings of loneliness, it does not appear to have a significant effect on self-esteem.

Meshioye (2016) studied the impact that social media has on how young adults perceive their body image, their level of anxiety, and their self-esteem. The study aimed to examine how media influences the self-esteem, body image, social anxiety, and age of students enrolled in a college at the third level in Ireland. The sample used was 100 participants in the age group of 18-25. There were 4 questionnaires used and it was a quantitative study. The questionnaires were The Facebook Intensity Scale, (Ellison, 2007), The Rosenberg Self – Esteem scale, SES (Rosenberg, 1965), The Body Esteem Scale (Franzoi & Shields, 1984) and the social comparison scale (Allan & Gilbert, 1995). During this review of literature, it was discovered that the way individuals compare themselves to others on social media affected the relationship between low self-esteem and certain Facebook behaviours, such as the amount of time spent on the platform or using it for simulated experiences. For females, high levels of

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self-esteem were directly linked to using Facebook for social interaction, while low self-esteem indirectly influenced it.

Bergagna (2018), in her research, has set out to evaluate the propensity to contrast personal Facebook activities with other people and whether self-esteem level is a determinant of the time spent on Facebook. The sample of my study was 250 Italian students at the graduate and undergraduate level. The data was collected using the hard copy of the survey that the individuals filled out during their own time. Through the review of the literature, it is discovered that the text deals with a phenomenon, namely the influence of the level of self-esteem on Facebook usage by the individual. It investigates how the orientation towards social comparison moderates the relationship between low self-esteem and two aspects of Facebook use: the amount of time that someone spends on it, as well as the emotionalism of gaining Facebook likes. The survey established that in girls, high self-esteem was a direct cause of Facebook being used as a social channel, while low self-esteem was an indirect factor.

Valkenburg (2021) conducted research that estimated the level of depression that teens face due to excessive indulgence in social media. To find the inconsistent results about SMU effects on teenagers, a theory is provided; it also may be that the same SMU effect may not show up on all adolescents. The study was to try and affirm the theory. For this, a sample of 387 teenagers was selected and assessed weekly for self-esteem and SMU over three successive weeks. Everyone was asked to report their SMU and self-esteem six times per day, as the lifestyle of teenagers consists of six continuous periods – sleeping, meals, and school are the most common. This research had a preregistration protocol, indicating that the results are not doubtful and are transparent. After examining the data of different research conducted, it was found out that only a small percentage (8%) of adolescents who use social media experience significant psychological effects on their self-esteem. To some, the effects are not very strong, however, the majority of the 8% are seen to have had a negative impact. Such results demonstrate that from now on study how media influences people should not be limited by over-generalizations but rather be explored about differences culturally and biologically.

Krause (2019) We have analysed various studies to understand how using social network sites affects users' self-esteem. The analysis suggests that self-esteem is influenced by three different processes that involve self-evaluative information: social comparison, social feedback processing, and self-reflection. Because social networking sites have a unique environment, the accessibility and quality of self-evaluative information are different from other platforms, which can lead to online-specific effects on users' self-esteem. The studies reviewed indicated that when users compare themselves to others on social networking sites, it usually results in a decrease in self-esteem. Conversely, receiving positive feedback or using these platforms for self-reflection is generally linked with a boost in self-esteem.

Burrow (2017) studied the impact of positive feedback received on social media on one's self-esteem is influenced by the purpose behind it. For instance, the question "How many likes did I get?" can have varying effects on self-esteem depending on the motivation behind asking it. The sociometer theory suggests that how people feel about themselves is related to how they are valued in their relationships. When people receive positive feedback from others in social situations, their self-esteem increases, but this effect may vary depending on how much direction they have in life. Two studies were conducted with a total of 342 participants. The results showed that those with a stronger sense of purpose were less affected by positive feedback received through social media. This suggests that having a sense of purpose can reduce the impact of positive social feedback on an individual's self-esteem.

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Kose (2019) investigated the correlation between addiction to social media and the level of self-esteem among students enrolled in Turkish universities. The purpose of this study is to identify the psychological dimensions of social media addiction in young adults, highlight their significance and provide scientific evidence for the existing literature. Normality tests have been carried out to process the data. It has been found that women tend to be more addicted to social media for mood modification and to keep themselves occupied. The addiction level to social media increases with an increase in the number of Instagram followers. Moreover, fake account owners and stalkers are more prone to social media addiction than others. Additionally, a moderate negative correlation has been observed between self-esteem levels and social media addiction—the correlation coefficient increases for users with more than 500 followers in the relapse and conflict categories.

Andreassen (2017) researched how the excessive use of social media, narcissistic tendencies, and self-esteem are interconnected. A survey was conducted on a convenient sample of 23,532 Norwegians via an open web-based questionnaire. The survey included the Bergen Social Media Addiction Scale (BSMAS), the Narcissistic Personality Inventory-16, and the Rosenberg Self-Esteem Scale. The study found that people who scored higher on the BSMAS were generally younger, female, single, students, had lower education, lower income, and lower self-esteem, and were more likely to exhibit narcissistic traits. These factors accounted for 17.5% of the total variance. The results were also consistent with previous research on addiction, indicating that women may be more prone to developing addictive behaviour related to social interaction than men.

N. Berry (2018) researched how social media affects the mood, self-esteem, and paranoia of people with psychosis. The main goal of the research is to examine how social media use affects people with psychosis and to explore the growing body of evidence that suggests both favourable and unfavourable outcomes. During the research, a group of 40 individuals who did not have psychosis were selected to participate. They were asked to complete 1084 assessments related to their social media usage, perceived social rank, mood, self-esteem, and paranoia over six days, using a technique called the experience sampling method (ESM). Studies indicate that the use of social media can result in adverse psychological effects for individuals, regardless of whether they have psychosis or not. As a result, it is important to take this into account when providing healthcare services.

Güven (2019) researched how social media usage affects an individual's self-esteem and overall satisfaction with their life. The objective of the research was to analyze how social media usage among college students in the United States is related to their self-esteem and overall satisfaction with life. To achieve this purpose, the Social Media Addiction Questionnaire (SMAQ) was used to assess the participant's level of social media addiction. The survey also collected demographic information for the research participants. In addition to the SMAQ and demographic questions, the participants completed the Rosenberg Self-esteem Scale, the Satisfaction with Life Scale and the Positive Affect and Negative Affect Scale. The sample used was 188 students. During the review of the literature, it was revealed that the use of social media can help determine an individual's self-esteem, both negative and positive emotions. However, there is no relation between the use of social media and life satisfaction. Also, the findings suggest that there is a strong and positive association between an individual's self-esteem, positive emotions, and overall satisfaction with life.

Acar (2022) discussed the effects of teenager's emotional problems related to their addiction to social media and their self-esteem levels. The study's motive embraced scrutiny of both the

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emotional issues and social media addiction which impact self-esteem among teenagers. The study was aimed not only to examine the relationship between emotional problems and social media addiction on self-esteem but also to test whether social media addiction mediates this relationship. Consequently, 221 adolescents were recruited from this age group of 13 to 17 years were used as the sample. With the course of this research review, it became the understanding that there is a link between psychological problems and social media addiction in teenagers, which leads to a drop in their self-esteem. Current research suggests that social media addiction, which plays a role in separating emotional health from self-esteem, is partly mediated by that link. Thus, teens have it vice versa to those who are already struggling with emotional problems; the possibility of getting addicted to social networks is higher and it can bring even more serious problems to do with decreased self-esteem.

Schivinski (2020) carried out a research study that awesome social media use motives, psychological well-being, and self-esteem and moods through social media and problematic social media use. The study placed a specific emphasis on negative Facebook use. For the study sample, I chose a group of 584 social media users. The technique was an IOP survey. Based on the review of the literature, it came to the surface that a segment of the respondents could be accounted for as problematic users. These discoveries contribute to the diversity and breadth of the existing knowledge body on the drawbacks of excessive sexual media use.

ÇUTUK (2021) researched to examine how social media addiction, cognitive absorption, and self-esteem are related to each other. The objective of the research was to explore the interconnections between social media addiction, cognitive absorption, and self-esteem. 361 university students, consisting of 198 females and 163 males, were included in the sample. The research gathered data from three different scales: the Social Media Addiction Scale (SMAS), Cognitive Absorption Scale (CAS), and Rosenberg Self-Esteem Scale (RSES). Structural Equation Modeling (SEM) was used to analyze data. The results indicated that there was a positive and significant correlation between cognitive absorption and social media addiction, which implies that cognitive absorption predicted social media addiction. Furthermore, the findings revealed a negative and significant association between self-esteem and social media addiction, which suggests that self-esteem predicted social media addiction.

Miljeteig (2022) researched the association between self-esteem and social media. The sample used was participants who responded to the messages sent on their smartphones for two weeks and informed social media usage and current state of self-esteem. According to the research, women with low initial self-esteem tend to use social media more frequently, while men with low initial self-esteem tend to use it less. Women who use social media frequently may have lower current self-esteem, but there is no such association found among men. Additionally, people with less stable self-esteem use social media more often, regardless of gender. These findings suggest that for women, there is a reciprocal relationship between self-esteem and social media use, where social media use may contribute to lower self-esteem and lower self-esteem may lead to more frequent social media use. In contrast, social media use appears to have a less detrimental effect on men.

Ahmed (2021) explored the mediating role of problematic social media use in the relationship between social avoidance/distress and self-esteem. The sample used was 370 college and students at the university of Bangladesh as they are heavy users of social media. Participants were administered a survey including questions regarding socio-demographics, the Bergen Social Media Addiction Scale (BSMAS), the Rosenberg Self-Esteem Scale (RSES), and the

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Social Avoidance and Distress Scale (SADS). The findings indicated that problematic social media use (PSMU) played a partial mediating role in linking social avoidance/distress to self-esteem levels. Additionally, social avoidance/distress was found to predict self-esteem levels, whereas the impact of PSMU on this relationship was not statistically significant. Conversely, self-esteem levels were predictive of social avoidance/distress.

Yousaf (2021) investigated the mediating role of self-esteem between attachment styles and social media addiction among young adults. A sample of adults from the Sargodha University was recruited. Relationship Questionnaire, Social Media Addiction Scale (Student Form) and Rosenberg Self-Esteem Scale were used to measure attachment styles, social media addiction and self-esteem respectively. A sample of 350 adults was assessed. During this review of literature, it was found that there was a direct positive effect of attachment style which is secure on one's self esteem. Insecure style of attachment harms self-esteem and has positive impact on addiction of social media. A high self-esteem was found to be impacting the addiction of social media. It was found that there is a positive relationship between addiction of social media and self-esteem and a negative relation between secure attachment styles and addiction of social media.

METHODOLOGY

Aim

To study the impact of social media usage on self-esteem among adults

Objectives

- To investigate the effect of social media usage on self-esteem among adults.
- To assess the correlation between conflict as a subtype of the social media and self esteem

Hypothesis

- (H1) There will be a significant negative correlation between social media and self-esteem.
- (H2) There will be a significant negative correlation between conflict as a sub scale of social media and self-esteem.

Variables

Two psychological variables social media usage and Self-esteem respectively are taken. The potential experimental variable is social media usage, and therefore the potential dependent variable is Self Esteem.

Sample: A total of 121 participants gave their consent to participate in the current study; out of whom 59 were males, 62 were females. All the participants were briefed about the study. The age range was found to be from 18 to 30. Demographic information, such as age, gender, economic status, area of residence, was also collected from each participant to explore potential relationships with the variables chosen. Convenience sampling procedure was used to reach the participants. The data was collected from participants living in and around Delhi NCR, India

Inclusion and Exclusion Criteria

Inclusion Criteria:

- Must fall within the age range of 18 to 30 years.

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- Should have at least a high school diploma or its equivalent, to assure a baseline level of cognitive capability.
- Must be capable of giving informed consent.
- Must be available for the entire length of the study, to guarantee comprehensive data collection and consistent involvement.

Exclusion Criteria:

- Those who work night shifts or have irregular working hours, mitigate the potential effects of sleep disruption on cognitive functions.
- Individuals who have previously participated in similar research, to prevent data contamination and bias.
- Participants with significant language barriers that could hinder their ability to understand study materials or accurately complete assessments. These criteria aim to maintain a study population that is homogeneous concerning the variables being studied, while also excluding those whose conditions might obscure the relationship between cognitive failures and decision-making capabilities.

Tools Used

In this research, we utilize two key instruments to quantitatively evaluate the effect of social media usage and self-esteem among adults.

The Social Networking Addiction Scale (SNAS)

The Social Networking Addiction Scale (SNAS) by Daria J. Kuss and Mark D. Griffiths, is a tool developed to assess individuals' addictive tendencies towards social networking sites (SNSs). It measures various aspects of social media usage that may indicate addiction or problematic behavior. The scale typically consists of items that inquire about the frequency and duration of social media use, feelings of preoccupation or obsession with social networking, loss of control over usage, negative consequences resulting from excessive use, and attempts to reduce or control usage. The scale follows the component model given by Griffiths (2005) which highlights the importance of dimensions in addictions. The scale typically consists of a series of Likert-type items or statements related to various aspects of social networking behaviour. The SNAS consists of 21 items grouped into six dimensions, reflecting different aspects of social networking addiction: Salience, Mood Modification, Tolerance, Withdrawal, Conflict, Relapse. Each item presents a statement related to social networking behaviour, and respondents rate their level of agreement using a seven-point Likert scale, ranging from "Strongly Disagree" to "Strongly Agree."

The Self-Esteem Scale (SES)

The Self-Esteem Scale (SES) is a widely used psychometric instrument developed by sociologist Morris Rosenberg in 1965 to measure an individual's self-esteem or self-worth. The scale aims to assess the degree to which a person holds positive or negative attitudes and feelings about themselves. The SES typically consists of 10 items, each formulated as a statement about one's self-perception. Respondents are asked to indicate their level of agreement or disagreement with each statement using a four-point Likert scale, ranging from "strongly agree" to "strongly disagree." The scale includes both positively and negatively worded items to minimize response bias.

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Procedure

A Google Form was created to gather data, and it included sections for demographic data, online identity development, impostor syndrome, and social media usage. The form had sophisticated questions to fully investigate each of these topics. A snowball sampling strategy was used to select participants, with the first contacts being asked to share the survey link with other possible participants. Accessibility and convenience of participation were guaranteed by the provision of clear instructions and an intuitive interface. Before answering any of the survey's questions participants had to give their informed consent. To ensure data accuracy and monitor survey completion, quality control procedures were put in place. The process of data analysis included organizing the gathered information into a structured dataset and carrying out both inferential and descriptive analysis. recognizing patterns and correlations with statistical tools. The data were analysed considering the study framework, and an extensive report was created that included a summary of the survey's methodology, findings, and conclusions as well as its significance for comprehending the formation of teenage identities and psychological health in the digital age. Examining Data Through Statistics: SPSS was used for data analysis. The use of correlation was made.

RESULT

Table 1: Correlations

| | | Social media | Self esteem |
|---------------------|-----------------------------------|--------------|-------------|
| Social Media | Pearson Correlation | 1 | -.201* |
| | Sig. (2-tailed) | | .028 |
| | Sum of Squares and Cross-products | 91443.700 | -3085.350 |
| | Covariance | 768.434 | -25.927 |
| | N | 120 | 120 |
| Self Esteem | Pearson Correlation | -.201* | 1 |
| | Sig. (2-tailed) | .028 | |
| | Sum of Squares and Cross-products | -3085.350 | 2571.592 |
| | Covariance | -25.927 | 21.610 |
| | N | 120 | 120 |

Table 2: Correlations

| | | Saliency | Mood Modification | Tolerance | Withdrawal |
|--------------------------|---------------------|----------|-------------------|-----------|------------|
| Saliency | Pearson Correlation | 1 | .682** | .714** | .578** |
| | Sig. (2-tailed) | | .000 | .000 | .000 |
| | N | 120 | 120 | 120 | 120 |
| Mood Modification | Pearson Correlation | .682** | 1 | .735** | .628** |
| | Sig. (2-tailed) | .000 | | .000 | .000 |
| | N | 120 | 120 | 120 | 120 |
| Tolerance | Pearson Correlation | .714** | .735** | 1 | .637** |
| | Sig. (2-tailed) | .000 | .000 | | .000 |
| | N | 120 | 120 | 120 | 120 |
| Withdrawal | Pearson Correlation | .578** | .628** | .637** | 1 |
| | Sig. (2-tailed) | .000 | .000 | .000 | |
| | N | 120 | 120 | 120 | 120 |
| Conflict | Pearson Correlation | .509** | .478** | .577** | .691** |
| | Sig. (2-tailed) | .000 | .000 | .000 | .000 |
| | N | 120 | 120 | 120 | 120 |

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|--------------------|---------------------|--------|--------|--------|--------|
| Relapse | Pearson Correlation | .465** | .398** | .488** | .516** |
| | Sig. (2-tailed) | .000 | .000 | .000 | .000 |
| | N | 120 | 120 | 120 | 120 |
| Self Esteem | Pearson Correlation | -.130 | -.058 | -.211* | -.166 |
| | Sig. (2-tailed) | .156 | .532 | .021 | .069 |
| | N | 120 | 120 | 120 | 120 |

| | | Conflict | Relapse | Self Esteem |
|--------------------------|---------------------|-----------------|----------------|--------------------|
| Salience | Pearson Correlation | .509 | .465** | -.130** |
| | Sig. (2-tailed) | .000 | .000 | .156 |
| | N | 120 | 120 | 120 |
| Mood Modification | Pearson Correlation | .478** | .398 | -.058** |
| | Sig. (2-tailed) | .000 | .000 | .532 |
| | N | 120 | 120 | 120 |
| Tolerance | Pearson Correlation | .577** | .488** | -.211 |
| | Sig. (2-tailed) | .000 | .000 | .021 |
| | N | 120 | 120 | 120 |
| Withdrawal | Pearson Correlation | .691** | .516** | -.166** |
| | Sig. (2-tailed) | .000 | .000 | .069 |
| | N | 120 | 120 | 120 |
| Conflict | Pearson Correlation | 1** | .511** | -.214** |
| | Sig. (2-tailed) | | .000 | .019 |
| | N | 120 | 120 | 120 |
| Relapse | Pearson Correlation | .511** | 1** | -.254** |
| | Sig. (2-tailed) | .000 | | .005 |
| | N | 120 | 120 | 120 |
| Self Esteem | Pearson Correlation | -.214 | -.254 | 1* |
| | Sig. (2-tailed) | .019 | .005 | |
| | N | 120 | 120 | 120 |

DISCUSSION

Table 1 displays the correlation between social media and self-esteem.

The information presented shows the results of a correlation analysis conducted on a sample of 120 individuals, examining the relationship between social media usage and self-esteem. The Pearson correlation coefficient (r) for social media and self-esteem is -0.201 . This indicates a negative correlation between Social Media usage and Self-Esteem. In other words, as Social Media usage increases, Self-Esteem tends to decrease, and vice versa. The negative correlation between Social Media usage and Self-Esteem suggests that there is a tendency for individuals who use social media more frequently to have lower levels of Self-Esteem, and those with higher levels of Self-Esteem tend to use social media less. The significance level (Sig.) for both correlations is 0.028 , which is less than the conventional alpha level of 0.05 . This suggests that the observed correlations are statistically significant at the 0.05 level, implying that they are unlikely to have occurred by chance. Covariance is a measure of how much two variables change together. The covariance between social media and self-esteem is negative, which is expected given the negative correlation coefficient. The sample size (N) for both variables is 120 , indicating that the analysis is based on a reasonably sized sample.

The significant negative correlation between social media usage and self-esteem indicates a noteworthy relationship between these two variables. This finding implies that as individuals

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engage more frequently with social media platforms, their levels of self-esteem tend to decrease, and vice versa.

Table 2 displays the correlation between Salience, Mood Modification, Tolerance, Withdrawal, Conflict, Relapse and Self Esteem.

Salience, Mood Modification, Tolerance, and Withdrawal: These variables are strongly correlated with each other, with correlations ranging from 0.578 to 0.735. The correlation coefficients indicate a significant positive relationship between these aspects of addiction. Individuals experiencing one aspect of addiction tend to experience others as well, suggesting a clustered pattern in addictive behaviours.

Conflict and Relapse: Conflict and relapse are positively correlated with each other, with correlations of 0.509 and 0.511 respectively. This suggests that individuals experiencing higher levels of internal conflict related to their addiction are more likely to relapse.

Self Esteem: Self-esteem shows weaker correlations with the other variables, ranging from -0.166 to -0.214. It has significant negative correlations with Salience, Mood Modification, and Withdrawal, indicating that lower self-esteem is associated with higher levels of these aspects of addiction. Self-esteem also shows a significant positive correlation with Conflict, suggesting that higher self-esteem may be related to increased internal conflict regarding addictive behaviours.

Which Variable is More Correlated with Self Esteem:

Among the addiction-related variables, Conflict has the highest correlation with Self Esteem (-0.214), followed by Relapse (-0.254) and Withdrawal (-0.166). Conflict and Relapse both have significant negative correlations with Self Esteem, indicating that lower self-esteem is associated with higher levels of internal conflict and a greater likelihood of relapse.

CONCLUSION

In summary, this study suggested that there was a negative relationship between the amount of time people spent on social media and their self-esteem level. Social media conforms individuals more and more to the desire of being connected and it gradually decreases their self-esteem. The inverse relationship of social media and self-esteem was observed by the fact that the factors of addiction which determine the direct correlation to social media, were also found to be negatively correlated to self-esteem. The aspect of gender is another important element, as males tend to score slightly higher on self-esteem but consume fewer social media than women. Overall, the findings indicate that excessive social media usage may contribute to lower self-esteem among adults, potentially due to its association with addictive behaviours and internal conflict. Consequently, interventions designed to improve the rightful social media behavior and rise self-esteem in adults might be advantageous in the end.

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Conflict of Interest

The author(s) declared no conflict of interest.

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