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Research Paper

# Impact of Positive Affirmation on Self Esteem and Psychological Well Being

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## ABSTRACT

This study examines the impact of positive affirmation on self esteem and psychological well being. Using a sample of 120 participants, we employed the Rosenberg Self- Esteem Scale (RSES), Psychological Well Being Scale (PWBS) and Satisfaction with Life Scale (SWLS) to assess these constructs. Result indicates that in the first model, the effectiveness of positive affirmations showed a moderate positive correlation with self-esteem although the impact was not statistically significant and the second model revealed a significant impact of positive affirmations on psychological well-being. The correlation coefficient indicated a moderate positive relationship between positive affirmations and psychological well-being, and the regression analysis confirmed the significance of this relationship. These findings highlight the potential of positive affirmations in enhancing psychological well-being, which encompasses various aspects such as emotional resilience, life satisfaction, and overall happiness.

***Keywords:*** *Positive Affirmations, Self-Esteem, Psychological Well Being, Young Adults*

This study delves into the pervasive impact of positive affirmations on self esteem and psychological well being of individuals. Positive affirmations are the regularly repeating positive statement to oneself in an effort to improve overall wellbeing, boost self esteem, cultivate a more positive self image and a healthy happy life. For example- if an individual uses positive affirmations daily he/she will think more positively and calmly as comparatively to one who do not use. Using positive affirmation often leads to build confidence and positivity towards life. Research in this area has often showed that using positive affirmations in daily life do impact one's self esteem and psychological well being. From childhood, positive affirmations are taught in school settings but only few apply that to their lives later. Positive affirmations can influence one's thinking, way of seeing things, way of overcoming challenges and to live a better healthy lifestyle with a good self esteem and healthy psychological well being. "Positive affirmation" is a mental health technique that involves regularly repeating positive statements to oneself in an effort to improve overall wellness, boost self-esteem, and cultivate a more positive self-image. In general, affirmations are succinct, direct statements that uphold noble qualities, beliefs, or

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objectives. Positive affirmation is based on the theory that the ideas we consistently focus on influence our opinions, attitudes, and actions. By repeating positive traits or objectives over and over, people can rewire their subconscious minds to adopt more constructive thought patterns and build a more positive outlook on life. Positive affirmations span a wide range of subjects, including resilience, self-confidence, self-love, wealth, success, gratitude, and personal growth. They are widely used as a technique for self-improvement, personal development, and stress management. The term "self-esteem" describes a person's total subjective assessment or view of themselves, which includes their sense of competence, worth, and value. It has to do with how people feel about their skills, looks, interpersonal connections, and general deservingness as human beings. Self-esteem affects many facets of life, such as relationships, mental health, productivity at work and in the classroom, and general well-being. Repetition of positive remarks or phrases to oneself with the aim of fostering positive self-beliefs, self-esteem, and confidence is known as affirmation. These affirmations frequently highlight a person's qualities, value, and strengths in an effort to combat negative self-talk and self-doubt. A condition of optimal mental health marked by happy feelings, resilience, a sense of purpose, and the capacity to carry out daily tasks with ease is referred to as psychological well-being. It includes a range of aspects of psychological functioning, including as resilience, emotional and social well-being, self-worth, and life satisfaction. People use positive affirmations, which are statements or phrases, to help people develop positive attitudes, feelings, and beliefs. Affirmations can significantly improve psychological well-being when utilized correctly because they encourage resilient thinking, boost self-esteem, encourage positive self-talk, and lessen negative feelings.

## THEORETICAL FRAMEWORK

***Tools***

**Rosenberg Self- Esteem Scale (RSES)-**

It is a 10-item measure of self-worth and self-esteem. Morris Rosenberg created the scale in 1965, and it's one of the most popular ways to gauge an adult's level of self-esteem. Six positive items (items 1, 2, 4, 6, 7, and 8) and four negative items (items 3, 5, 9, and 10) make up the RSES. The Likert scale has four points: 1 for severely disagree, 2 for disagree, 3 for agree, and 4 for strongly agree. better scores indicate better levels of self-esteem. The lowest possible total score is 0 and the highest possible score is 30.

**Satisfaction With Life Scale (SWLS)-**

The Satisfaction with Life Scale (SWLS) measures a person's general level of satisfaction with life as opposed to their level of satisfaction with particular areas of their life, such as their health or wealth. The scale's underlying theory is that people create their own definitions of success depending on the knowledge available to them at the time, and scores are expected to be determined by comparing actual life conditions to these definitions. A 5-item test intended to gauge an individual's overall life happiness based on cognitive assessments

**Psychological Well Being Scale (PWBS)-**

Six dimensions of psychological well-being are measured by the Ryff's Psychological Well-Being Scale, an 18-item self-report tool. 6 aspects include- autonomy, environmental mastery, self acceptance, personal growth, positive relations with others and purpose in life.

## LITERATURE REVIEW

This study aims to investigate the effects of virtual positive affirmation via text message or mobile app on wellbeing and self-esteem. Twenty-three individuals, predominantly Asian women between the ages of 18 and 22, were selected from psychology classes. A pre-test survey comprising the Flourishing Scale the Satisfaction with Life Scale (Diener et al., 1985), and the Rosenberg Self-Esteem Scale was provided to the participants. For two weeks, they got two virtual affirmations every day and were randomized to either the text condition or the mobile app. They were asked to retake the survey as a post-test measure at the conclusion of the two weeks. Between the pre-test and post-test results, there were notable improvements in the areas of self-esteem, thriving. (Lynnelle et al., 2020)

This study aims to investigate the potential benefits of self-affirmation beyond preserving a good self-image. They carried out two research in two cultures to determine the advantages of self-affirmation for psychological well-being in order to fill this vacuum in the literature. In comparison to control individuals, South Koreans who confirmed their values for two weeks experienced higher levels of eudaimonic well-being in Study 1. For four weeks, Study 2 participants from the United States engaged in a self-affirmation exercise. According to Study 1, self-affirmation boosted both hedonic and eudaimonic well-being (affect balance) after two weeks.However, these benefits were non-linear by week four, and the increases in affect balance were limited to susceptible participants, that is, those who had a low beginning level of eudaimonic well-being. All things considered, the advantages of self-affirmation seem to go beyond self-defense to encompass two different kinds of wellbeing. (Fuller and Nelson, 2021)

The goal of this study is to determine whether self-affirmation improves psychological well-being and lessens defensive resistance to health-risk information.144 experimental tests were conducted to determine the impact of modifying self-affirmation on these results. Extracted effect sizes underwent meta-analysis. Results: Random effects models revealed small but consistent positive effects of self-affirmation on each outcome across 34 tests of message. The findings imply that the use of self-affirmation inductions in conjunction with compelling health information has a beneficial impact on message acceptance, change intentions, and behavior that follows. Despite their modest size, the results are similar to those seen in meta-analyses of other interventions aimed at changing health-related behaviors. (Epton et al.,2022)

This research aims to investigate the immediate and extended impacts of a brief self-affirmation intervention, which is framed in terms of implementation intentions. The intervention is compared to an active control group that is matched to the target condition. The study's methodology involved randomly assigning 175 adult psoriasis patients to one of three groups. . Prior to randomization (at baseline), at week two (post-intervention), and at a one-month follow-up, the participants' mental health outcomes were evaluated. At two weeks after the intervention, analyses showed that S-AII had considerably higher improvement than N-AII and the control group in terms of well-being ($ds > 0.25$), depressive symptoms ($ds > -0.40$), and anxiety ($ds > -0.45$). At the 1-month follow-up, there was less of a difference between the groups, but the S-AII within-group changes over time in all mental health outcomes remained significant. (Sakuta et al.,2021)

## METHODOLOGY

***Aim of the study-*** To study the role of positive affirmation on self esteem and psychological well being.

***Objective***

To study the impact of positive affirmations on self esteem and psychological well being.

***Hypothesis***

- H1: Positive affirmation influence self esteem by creating more positivity towards oneself and life.
- H2: Positive affirmations impact psychological well being by enhancing one's psychological health and positive way of seeing or dealing with life's challenges.

## RESULT AND DISCUSSION

Results and findings concluded that people who uses positive affirmations in daily life tend to be high on self esteem and psychological well being as compared to one's who do not use. Here are the result table.

***Table 1: Regression Analysis of Hypothesis A Testing***

| Model Summary | | | | |
|---|---|---|---|---|
| **Model** | **R** | **R Square** | **Adjusted R Square** | **Std. Error of the Estimate** |
| 1 | .457[a] | 0.209 | 0.201 | 1.2593 |
| a. Predictors: (Constant), Effectiveness of Positive affirmations | | | | |

| **ANOVA** | | | | | |
|---|---|---|---|---|---|
| Regression | 1 | 41.1591494 | 41.1591494 | 25.9510684 | 0.102388799 |
| Residual | 98 | 155.430851 | 1.58602909 | | |
| Total | 99 | 196.59 | | | |

a. Dependent Variable: Self esteem

b. Predictors: (Constant), Positive affirmations

H0: There will not be a significant impact of Positive affirmations on self-esteem of the people.

H1: There will be a significant impact of Positive affirmations on self-esteem of the people.

The p-value associated with the F-statistic is 0.102, which is greater than the commonly used significance level of 0.05. Therefore, we fail to reject the null hypothesis. This suggests that there is not enough evidence to conclude that there is a significant impact of positive affirmations on self-esteem. However, it's important to note that while the relationship between positive affirmations and self-esteem may not be statistically significant in this analysis, the moderate positive correlation observed in the model summary suggests that there may still be some relationship worth exploring further, even if it didn't meet the threshold for statistical significance in this particular analysis.

***Table 2: Regression Analysis of Hypothesis B Testing***

| Model Summary | | | | |
|---|---|---|---|---|
| **Model** | **R** | **R Square** | **Adjusted R Square** | **Std. Error of the Estimate** |
| 1 | .585[a] | 0.342 | 0.336 | 9.89173 |
| a. Predictors: (Constant), Effectiveness of Positive affirmations | | | | |

| ANOVA | | | | | |
|---|---|---|---|---|---|
| Regression | 1 | 5005.80229 | 5005.80229 | 51.1597977 | 0.04 |
| Residual | 98 | 9588.94771 | 97.8464052 | | |
| Total | 99 | 14594.75 | | | |

a. Dependent Variable: Psychological well-being
b. Predictors: (Constant), Positive affirmations

H0: There will not be a significant impact of Positive affirmations on Psychological well-being of the people.
H1: There will be a significant impact of Positive affirmations on Psychological well-being of the people.

To determine which hypothesis to accept, we typically examine the significance level (p-value) associated with the F-statistic in the ANOVA table. In this case, the p-value associated with the F-statistic is 0.04, which is less than the commonly used significance level of 0.05. Therefore, we reject the null hypothesis and accept the alternative hypothesis. This indicates that there is a significant impact of positive affirmations on psychological well-being. The regression analysis suggests that the effectiveness of positive affirmations is associated with changes in psychological well-being among individuals. Understanding the impact of positive affirmations on self-esteem and psychological well-being is essential in exploring avenues for promoting mental health and well-being. This discussion delves into the significance of positive affirmations, their influence on self-esteem and psychological well-being, and compares findings with previous studies to provide a comprehensive understanding of their effects. Positive affirmations are statements that individuals use to challenge and overcome negative thoughts or beliefs about themselves. They typically focus on one's strengths, capabilities, and positive attributes. The underlying principle is that regularly practicing positive self-talk can lead to improvements in self-esteem and overall psychological well-being.The regression analyses conducted in this study provide insights into the relationship between positive affirmations and self-esteem, as well as psychological well-being. In the first model, the effectiveness of positive affirmations showed a moderate positive correlation with self-esteem, although the impact was not statistically significant. This suggests that while there may be a relationship between positive affirmations and self-esteem, other factors may also contribute to self-esteem levels. On the other hand, the second model revealed a significant impact of positive affirmations on psychological well-being. The correlation coefficient indicated a moderate positive relationship between positive affirmations and psychological well-being, and the regression analysis confirmed the significance of this relationship. These findings highlight the potential of positive affirmations in enhancing psychological well-being, which encompasses various aspects such as emotional resilience, life satisfaction, and overall happiness.

## CONCLUSION

In conclusion, the examination of the impact of positive affirmations on self-esteem and psychological well-being reveals a nuanced and multifaceted relationship. While the regression analyses conducted in this study provide valuable insights, the findings underscore the complexity of the phenomenon and highlight the need for a comprehensive understanding of the factors that influence individual responses to positive affirmations. Although the effectiveness of positive affirmations in enhancing self-esteem did not reach statistical significance in the first model, the moderate positive correlation suggests a potential association that warrants further investigation. On the other hand, the significant impact of positive affirmations on psychological well-being observed in the second model

aligns with previous research demonstrating the beneficial effects of positive self-talk on emotional resilience, life satisfaction, and overall happiness. By synthesizing findings from regression analyses and comparing them with previous studies, this discussion contributes to our understanding of the role of positive affirmations in promoting mental health and well-being.

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***Conflict of Interest***

The author(s) declared no conflict of interest.

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