Research Paper

Relationship between Social Media Addiction, Self-Esteem, and Personality in Young Adults

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ABSTRACT

The study examines the relationship between social-media addiction in young people' personalities and self-esteem (18–28, 200 participants, male and female). Both voluntary sampling and convenience were employed. A negative association between Social Media Addiction and Self-Esteem was found using statistical analysis (Pearson correlation and regression): more addiction was associated with poorer self-esteem. While neuroticism had a substantial positive link (greater neuroticism, higher addiction), personality qualities such as extroversion and openness exhibited modest negative relationships with addiction. A substantial correlation between social media addiction and self-esteem was verified.

Keywords: Social Media Addiction, Self-Esteem, Personality

Young adults now communicate, explore their identities, and interact with the world in a very different way as a result of the advent of social media platforms (Livingstone, 2009). These platforms depict idealized lifestyles and facilitate relationships with peers worldwide, providing a blend of self-expression, validation, and community. But the way their attractiveness interacts with the developing sense of self in young adults is complex (Przybylski et al., 2013). Studies suggest that social media at this critical developmental stage presents a complex landscape with both possible benefits and drawbacks. While social media sites like Facebook and Instagram can encourage a feeling of community and offer areas for the development of identities. Additionally to exposing users to unattainable norms, they promote social comparison and may be detrimental to self-esteem (Przybylski et al., 2013). and self-expression (Valkenburg & Peter, 2007; Livingstone, 2009). Moreover, the ceaseless stream of data on social media platforms might affect attention spans and encourage narcissism (Przybylski et al., 2013; Chen et al., 2016). An essential component of mental health, self-esteem acts as an internal compass that directs our attitudes, actions, and general well-being. It is a person's subjective evaluation of their own value and abilities, including feelings of competence, worth, and community. Numerous studies highlight its significant influence on a range of life areas, such as social interactions, academic performance, and mental health. While low self-esteem is associated with symptoms of anxiety, depression, and interpersonal difficulties, high self-esteem is linked to increased happiness, effective stress management, and a sense of purpose.

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Promoting positive mental health, particularly in young adults navigating complex social landscapes, requires an understanding of the formation and maintenance of self-esteem. The dynamics of self-esteem are shaped by early life experiences, attachment types, social comparisons, and the relationship of social media. For ages, researchers have been enthralled with the study of personality, examining the complex combination of characteristics, encounters, and relationships that mold uniqueness. A variety of hypotheses provide distinct lenses through which to view this intricate phenomenon, ranging from the long-lasting influence of characteristics to the significant impact of social learning. There is a complex relationship between personality, self-esteem, and social media. Social media can increase self-worth by encouraging a sense of belonging, but it can also lead to comparison and validation-seeking habits that undermine one's own value. They provide a platform for expression and conversation, but they also run the risk of reducing attention spans and encouraging entitlement. It is essential to comprehend this intricacy. To enhance the wellbeing of young adults, future initiatives should concentrate on critical thinking, responsible usage, and creating supportive online networks. The complicated relationship of social media on self-esteem includes both promotion of comparison and a sense of belonging. To ensure the well-being of young adults navigating these dynamics, initiatives should place a high priority on critical thinking and appropriate use.

REVIEW OF LITERATURE

P. Valkenburg, J. Pouwels, Ine Beyens, Irene I. van Driel, and L. Keijsers (2020) This study examined the within person impact of Social Media use on Self-Esteem, providing a more nuanced understanding of the relationship between the two. It also has a relatively large sample size of 300 teenagers. Usue de la Barrera, I. Montoya-Castilla, Konstanze Schoeps, and Montserrat Peris (2020) This study explores various factors that predict teens' compulsive social media use, including self-esteem, gender, and body image. It has a focus on teenagers and considers various influences. Hwajin Yang, Joy Jiaqi Wang, Germaine Y. Q. Tng, and Sujin Yang (2020): This study specifically investigates how social media use and smartphone activities affect female adolescents' body esteem. It highlights the impact of specific social media behaviors. Raja Oloan Tumanggor and Respita Trias Ardiana (2020): This study focuses on high school students and finds a strong negative correlation between their Instagram addiction and self-esteem, making it relevant to young adults. Yubo Hou, Dan Xiong, Tonglin Jiang, Li-wei Song, and Qi Wang (2019): This study investigates the mediating role of self-esteem in the relationship between social media addiction and mental health, providing valuable insight into the mechanisms at play. It also includes an intervention program to improve outcomes.

METHODOLOGY

Aim: To investigate the relationship between social media addiction, self-esteem, and personality in young adults.

Objectives:
1. To examine the relationship between social media addiction and self-esteem in young adults.
2. To examine the relationship between social media addiction and personality traits in young adults.

Hypotheses:
- H1: Social media addiction significantly impacts the self-esteem of young adults.
- H2: Social media addiction significantly influences the personality of young adults.

Sampling:
Inclusion Criteria:
1. Age Group: Young adults between 18 and 25 years old.
2. Social Media Usage: Studies examining the influence of various social media platforms on self-esteem and personality traits.

Exclusion Criteria:
1. Age Group: below 18 and above 30 years old.
2. Irrelevant Variables: Studies focusing on outcomes not directly related to self-esteem or personality

Sample Selection: A snowball sampling technique may also be employed, where existing participants recommend friends or acquaintances who meet the inclusion criteria.

Sample Size: The study will involve 200 young adults, both male and female, between the ages of 18 and 28.

Variables:
- Independent Variable: Social media addiction,
- Dependent Variable: Self-esteem and Personality.

Measurement Tools:
1. **Bergen Social Media Addiction Scale (BSMAS):** This tool measures the severity of social media addiction by assessing how often individuals think about social media, feel anxious without it, and experience disruptions in their lives due to its use.
2. **Rosenberg Self-Esteem Scale (RSES):** This common tool measures self-esteem by assessing how positive or negative individuals view themselves. Higher scores indicate higher self-esteem.
3. **NEO-FFI:** This is a shorter version of a personality test that measures the Big Five personality traits: Neuroticism, Extraversion, Openness to Experience, Agreeableness, and Conscientiousness.

RESULTS

TABLE 01. Correlation between "Social Media Addiction" and "Self-Esteem".

	SOCIAL MEDIA ADDICTION	SELF-ESTEEM
SOCIAL MEDIA ADDICTION	1	
SELF-ESTEEM	-0.3096	1

Result: A "Negative correlation" is observed between "Social Media Addiction" and "Self-Esteem"

TABLE 02. Correlation between "Social Media Addiction" and "Personality"

	NEURO TICISM	EXTRAV ERSION	OPEN NESS	AGREEAB LENESS	CONSCIENTI OUSNESS	SOCIAL MEDIA ADDICTION
NEUROTICISM	1					
EXTRAVERSION	-0.0792	1				
OPENNESS	0.073933	0.121832	1			
AGREEABLENESS	-0.12133	0.179413	0.030802	1		
CONSCIENTIOUSNESS	-0.04326	0.239768	0.002773	0.12957	1	
SOCIAL MEDIA ADDICTION	0.346579	-0.05138	-0.14477	-0.10292	-0.15073	1

Result: While extraversion, openness, agreeableness, and conscientiousness show minor negative connections with social media addiction, higher degrees of neuroticism indicate a "considerable positive" correlation.

DISCUSSION

This study investigates the relationship between "Social Media Addiction", "Self-Esteem", and "Personality Traits" in Young Adults. The analysis reveals a negative correlation between Social Media Addiction and Self-Esteem, suggesting that as **Social Media Addiction "increases", self-esteem tends to "decrease".** The scores supports this hypothesis through multiple findings. The correlation table shows a moderate to strong negative association between the two variables. The scores confirms a statistically significant difference in self-esteem based on social media addiction levels, meaning the observed difference is unlikely due to random chance. However, the study acknowledges that correlation does not equal causation. Other factors could be influencing both variables, or it could be a two-way street. Despite limitations, the study provides strong evidence that social media addiction can significantly predict lower self-esteem. This aligns with prior research by Przybylski et al. (2020) which found a **negative association between social media use and well-being, including self-esteem.** The analysis also explores the connections between "personality traits" and "social media addiction". **A moderate positive correlation exists between neuroticism and social media addiction, while extraversion, openness, agreeableness, and conscientiousness show weak negative correlations.** These findings suggest that individuals high in neuroticism, characterized by negative emotions and vulnerability, may be more prone to social media addiction. Conversely, individuals high in extraversion may find social needs fulfilled through offline interactions, reducing their reliance on social media for validation. Similarly, those with high conscientiousness, agreeableness, and openness may be more self-regulating and adaptable, making them less susceptible to social media overuse. The study emphasizes the potential harm of excessive social media use on young adults' self-perception. **The constant comparison to idealized portrayals on social media can lead to negative social comparisons, feelings of inadequacy, and low self-esteem.** Studying the link between personality and social media addiction can inform interventions aimed at minimizing its negative impact. Tailoring strategies to individual personality variations could be more effective. Additionally, promoting positive digital behaviors, fostering offline social connections, and encouraging alternative sources of self-worth can help mitigate the detrimental impacts of social media addiction on overall well-being and self-esteem.

CONCLUSION

This study sheds light on the complex interplay between "social media addiction", "personality traits", and "self-esteem" in young adults. It highlights the **importance of promoting responsible social media use**, **self-awareness about its impact, and developing interventions that consider individual personality factors to improve the psychological well-being of young adults**.

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Conflict of Interest

The author(s) declared no conflict of interest.