

## “SOCIAL MEDIA ADDICTION & IT’S IMPACT ON SELF ESTEEM AMONG SCHOOL STUDENTS: A CORRELATIONAL RESEARCH APPROACH”.

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### ABSTRACT

**Background:** ‘Social Media’ have become the irreplaceable part of modern-day life. Social media are interactive technologies that let virtual communities and networks create, share, and aggregate material (such ideas, interests, and other kinds of expression).<sup>1,2</sup> Social Media Addiction can be defined as the over and problematic use of social media to a point where the user spends too much time on Social Media sites including Facebook, WhatsApp, Twitter, Instagram, telegram etc. Social media addiction affects young people and school going adversely and are not limited to poor cognitive functioning, academic impairment, engagement in risky activities and poor dietary habits. It also affects the psychological health leading to behaviour disorders, poor self-esteem and depression, anxiety and other psychiatric conditions. The aim of the current paper, was to assess the social media addiction and self-esteem levels among school students and to determine the relationship between them.

**Materials and Methods:** The following study adopted a Descriptive, Correlational design. 100 Senior Secondary school students from a selected school in Rajouri were assigned using Stratified random sampling technique. The data was collected using a Modified Bergen Social Media Addiction Scale (BSMAS) and Rosenberg Self Esteem Scale (RSE). **Results:** Findings of the study revealed that the Pearson’s Coefficient of Correlation (**r**) calculated at **0.67\*\*** for finding the relationship between Social Media Addiction and Self-Esteem levels was statistically significant at  $P < 0.01$  level. The Chi square ( $\chi^2$ ) statistics calculated established significant association for both social media addiction and self-esteem levels with Gender (**Social Media Addiction level:  $\chi^2$  14.43\*\*, df=03,  $P < 0.01$  level & Self-esteem level: 09.61\*\*, df=02,  $P < 0.01$  level**). **Conclusion:** The findings of the study confirmed that there was a significant moderate negative correlation between Social Media Addiction and Self Esteem level(s) among Senior Secondary school students. **Key Words:** Social media, Addiction, Problematic Social Media Use, Technology, Excessive Mobile Phone Use, Internet Addiction, Addictive behaviour, Self Esteem, Senior Secondary School Students, Impact, BSMAS, RSE, Correlational Research.

### INTRODUCTION

Social media has become the primary way to connect and communicate with friends and other social groups. Today, almost 90% of young adults between the ages of 18 and 29 yrs. use social media, which is a significant 78% rise from just over ten years ago. Furthermore, people with at least some college experiences are more likely to use social media than people with less education.<sup>3</sup> The term “social media addiction” often used interchangeably with “problematic social media use” refers to the frequent overuse of social media or participation

in virtual online communities leading to detrimental effects on the user or their peers. Also, causing an Impaired general functioning and a decline in general well-being with an increased risk of other mental health issues, sleep issues, scholastic difficulties, and daytime weariness etc.<sup>4</sup> Social media addiction is related to excessive mobile phone use, which is frequently linked to potentially dangerous and/or upsetting behaviours (such as signs of uncontrolled use, detrimental effects on several facets of everyday life like interpersonal issues, and interference at work). It is a behavioural addiction that has many characteristics in common with more well-established substance addictions. Yet to be coined in to a diagnosis, it is being argued that there is a lack of necessary data/studies pertaining the addictive behaviour.<sup>5</sup> Recent statistics indicate that as of January 2016, about one-third of the world's population was using social media, demonstrating the exponential growth in its use. Instagram had over 400 million monthly active users and 80 million daily shared photos with 3.5 billion likes per day as of March 2016; Twitter had 310 million monthly active users; LinkedIn had over 433 million active users; and Facebook had over 1.09 billion daily active users on average. In terms of gender disparities, women use social media more frequently than men (62%), and they spend an average of 46 minutes a day on it, compared to men's 31 minutes as observed by multiple studies.<sup>6</sup> Numerous studies demonstrated that technological addictions, such as those to the Internet and social networking sites, had negative correlations with academic performance and positive correlations with stress, anxiety, and depression, all of which had a detrimental impact on quality of life.<sup>7</sup> A 2016 study conducted by Woods Et al, among 467 Scottish teenagers to examine the usage of social media in relation to their anxiety, sadness, self-esteem, and sleep quality, found that sleep quality, self-esteem, anxiety and depression levels, emotional engagement were more with excessive social media usage including overnight social media use. Teens who spent more time on social media had higher levels of anxiety and sadness, lower self-esteem, and insomnia. Poorer sleep quality was predicted by nighttime social media use along with anxiety, depression and poor self-esteem. These results revealed a positive connection between teenage social media use and a number of wellbeing-related factors and a moderate negative correlation with self-esteem ( $r = -0.41$ ).<sup>4</sup> Another 2016 comparative study was conducted by Masthi Et al, on social media addiction between public and private high school students of urban Bengaluru, India. Five public and five private high schools in various wards of Bengaluru city were selected and a total sample of 760 students from grades eight, nine, and ten were chosen by simple random sampling (380 from public and 380 from private high schools). The results concluded that 39.05% of social media users attended public schools, while 60.95% attended private ones ( $z = 10.31$ ,  $p < 0.001$ ). Common social media addictions observed were WhatsApp (61.15%) in private schools and Online gaming (69.23%) in public schools. the total prevalence of social media addiction was 19.96% ( $z = 3.47$ ,  $p < 0.001$ ). 70.67% of the subjects experienced one or more physical symptoms, such as neck pain, tension, eye strain, and weariness. 67.42% of students in private schools and 51.01% of students in public schools, respectively, showed behavioural changes, sleep disturbances, and poor personal hygiene, as well as psychological changes, anger, loneliness, and frustration ( $z = 3.85$ ,  $p < 0.001$ ). The study also concluded that the social media addiction was more among private school students compared to public school

with a multitude of physical, behavioural and psychological problems observed among school students who presented with mild social media addiction levels.<sup>8</sup>

## OBJECTIVES OF THE STUDY

1. To assess the social Media Addiction and Self-Esteem level(s) among Senior Secondary School Students.
2. To determine the relationship between Social Media Addiction and Self-Esteem levels of senior Secondary School Students.
3. To find out the association between Social Media Addiction and Self-Esteem levels of senior Secondary School Students and selected demographic variables.

## HYPOTHESES

- ❖ H<sub>1</sub>-There is significant Negative Co-relationship between the Mean Social Media Addiction and Self-Esteem levels of Senior Secondary School Students.
- ❖ H<sub>2</sub>- There is significant association between Social Media Addiction and Self-Esteem levels of Senior Secondary School Students with selected Demographic variables.

## METHODOLOGY

**Research Approach:** Quantitative research approach.

**Research Design:** Non-experimental, Descriptive-Correlational design.

**Population:** Senior Secondary School Students, Rajouri.

**Settings:** Higher Secondary School, Rajouri District, Jammu & Kashmir.

**Sample Size:** 100 Senior Secondary School Students (11<sup>th</sup> & 12<sup>th</sup> Standard).

**Sampling Technique:** Stratified random sampling.

## TOOLS AND TECHNIQUE

**Tool-A:** Demographic Performa was used to assess the Demographic characteristics such Age, Gender, Religion, Type of Family, Father's Education, Mother's Education, Father's Occupation, Mother's Occupation, Monthly Income, Type of Social Media Account and Purpose of Use.

**Tool-B:** A modified Bergen Social Media Addiction Scale (BSMAS) was used to assess the social media Addiction level of school students.

**Tool-C:** Rosenberg Self Esteem Scale (RSES) was used to assess the Self Esteem levels of students.

**Method of Data collection:** The data was Collected from a selected Higher Secondary school in Rajouri from 10<sup>th</sup> August 2017 to 9<sup>th</sup> September 2017. The samples for the study were derived using stratified random sampling. After Obtaining the sampling frame, the higher secondary school was selected using lottery method. The students were enrolled under 02 different strata i.e., the 11<sup>th</sup> and 12<sup>th</sup> standard. Using computer generated random table, 50 students were enrolled from each stratum to form the final 100 samples for the study. After getting the sanction to conduct the study, the investigator(s) then obtained Informed consent from the samples and ensured confidentiality throughout the conduct of study.

## Inclusion criteria:

Students willing to participate and available at the period of data collection.

Who can understand English/Urdu.

**Exclusion criteria:** High school students and Senior Secondary students unavailable during the data collection period were excluded.

**Statistical analysis:** Both Descriptive and Inferential statistics were used to analyse the data [using SPSS version 20 (SPSS Inc., Chicago, IL)]. Descriptive statistics such as Frequency distribution and Percentage were used to describe the demographic data and Inferential statistics such as the Pearson's Correlation Coefficient 'r' was used to establish the relationship between Social Media Addiction and Self-Esteem levels of students. Chi Square test was performed to find out the association between Social Media Addiction and Self-Esteem levels with selected Demographic variables. ' $P < 0.05$ ' was ascertained as the minimum level of significance.

## RESULTS

### Section-I: Description of Sample Characteristics of students.

**Table 01:** Frequency distribution and Percentage of Senior Secondary School students.  
(N=100)

| SL NO.    | Demographic variables      | Frequency (f) | Percentage (%) |
|-----------|----------------------------|---------------|----------------|
| <b>01</b> | <b>Age (In years)</b>      |               |                |
|           | <17 yrs.                   | 15            | 15.00          |
|           | 17-18 yrs.                 | 80            | 80.00          |
|           | >18 yrs.                   | 05            | 05.00          |
| <b>02</b> | <b>Gender</b>              |               |                |
|           | Male                       | 38            | 38.00          |
|           | Female                     | 62            | 62.00          |
| <b>03</b> | <b>Religion</b>            |               |                |
|           | Hindu                      | 35            | 35.00          |
|           | Muslim                     | 55            | 55.00          |
|           | Others                     | 10            | 10.00          |
| <b>04</b> | <b>Type of family</b>      |               |                |
|           | Nuclear                    | 58            | 58.00          |
|           | Joint/Extended             | 42            | 42.00          |
| <b>05</b> | <b>Father's Education</b>  |               |                |
|           | Up to High School          | 55            | 55.00          |
|           | Higher Secondary and above | 45            | 45.00          |
| <b>06</b> | <b>Mother's Education</b>  |               |                |
|           | Up to High School          | 64            | 64.00          |
|           | Higher Secondary and above | 46            | 46.00          |
| <b>07</b> | <b>Father's Occupation</b> |               |                |
|           | Agriculture/Self Employed  | 75            | 75.00          |
|           | Govt./Private job          | 25            | 25.00          |
| <b>08</b> | <b>Mother's Occupation</b> |               |                |
|           | Homemaker                  | 89            | 89.00          |
|           | Govt./Private job          | 11            | 11.00          |
| <b>09</b> | <b>Monthly Income</b>      |               |                |
|           | <5000 Rs                   | 10            | 10.00          |
|           | 5001-10000 Rs              | 19            | 19.00          |
|           | 10001-15000 Rs             | 41            | 41.00          |

| SL NO. | Demographic variables             | Frequency (f) | Percentage (%) |
|--------|-----------------------------------|---------------|----------------|
| 01     | Age (In years)                    |               |                |
|        | >15000 Rs                         | 30            | 30.00          |
| 10     | Type of Social Media Account      |               |                |
|        | Facebook                          | 30            | 30.00          |
|        | Instagram                         | 38            | 38.00          |
|        | WhatsApp                          | 20            | 20.00          |
|        | Twitter                           | 08            | 08.00          |
|        | Others                            | 04            | 04.00          |
| 11     | Purpose of Use                    |               |                |
|        | Messaging/Connecting with Friends | 50            | 50.00          |
|        | Online Gaming and Entertainment   | 41            | 41.00          |
|        | Business, Productivity & Income   | 07            | 07.00          |
|        | Others                            | 02            | 02.00          |

## Section-II: Social Media Addiction & Self Esteem levels

**Table-02:** Frequency distribution and Percentage of Social Media Addiction levels among Senior Secondary School students.

(N=100)

| Social Media Addiction Level |     |               |     |                   |     |              |     |
|------------------------------|-----|---------------|-----|-------------------|-----|--------------|-----|
| Severe<br>>24                |     | High<br>18-23 |     | Moderate<br>12-17 |     | Low<br>06-11 |     |
| f                            | %   | f             | %   | f                 | %   | f            | %   |
| 09                           | 09% | 41            | 41% | 32                | 32% | 18           | 18% |

**Table-03:** Frequency distribution and Percentage of Self Esteem levels among Senior Secondary School students.

(N=100)

| Self Esteem Level |     |                 |     |            |     |
|-------------------|-----|-----------------|-----|------------|-----|
| High<br>>25       |     | Normal<br>15-25 |     | Low<br><15 |     |
| f                 | %   | f               | %   | f          | %   |
| 12                | 12% | 48              | 48% | 40         | 40% |

## Section-III: Relationship between Social Media Addiction and Self Esteem level(s)

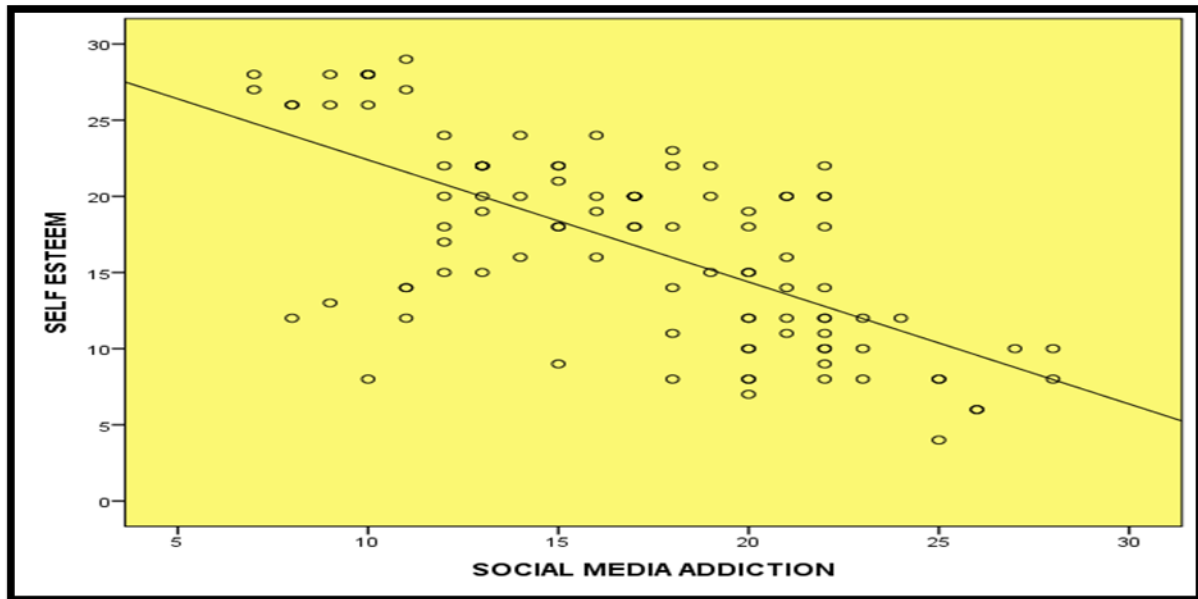
**Table 04:** Mean, Standard Deviation and 'r' value of Social Media Addiction and Self Esteem scores among Senior Secondary School students

(N=100)

| Parameter    | Mean Score | Standard | r       |
|--------------|------------|----------|---------|
| Social Media | 17.09      | ±5.26    | -0.67** |

|             |       |       |  |
|-------------|-------|-------|--|
| Self Esteem | 16.71 | ±6.33 |  |
|-------------|-------|-------|--|

**\*\*Significant at the 0.01 level.**



**Figure 01:** Scatter Diagram representing the Moderate Negative Co-relationship between Social Media Addiction and Self-Esteem levels among Senior Secondary School students.

#### **Section-IV: Association between Social media Addiction and Self Esteem levels with selected Demographic variables.**

**Table 05:** Association between Social Media Addiction & Self Esteem levels of Senior secondary school students with selected demographic variables.

(N=100)

| Demographic variables |        |     |        |     | Social Media Addiction Level |     |     |         |          |          |         |
|-----------------------|--------|-----|--------|-----|------------------------------|-----|-----|---------|----------|----------|---------|
| Gender                | Severe |     | High   |     | Moderate                     |     | Low |         | df       | $\chi^2$ | P value |
|                       | (f)    | (%) | (f)    | (%) | (f)                          | (%) | (f) | (%)     |          |          |         |
| Male                  | 04     | 04  | 24     | 24  | 06                           | 06  | 04  | 04      | 03       | 14.43**  | 0.002   |
| Female                | 05     | 05  | 17     | 17  | 26                           | 26  | 14  | 14      |          |          |         |
| Self Esteem level     |        |     |        |     |                              |     |     |         |          |          |         |
| Gender                | High   |     | Normal |     | Low                          |     | df  |         | $\chi^2$ | P value  |         |
|                       | (f)    | (%) | (f)    | (%) | (f)                          | (%) | 02  |         |          |          |         |
| Male                  | 07     | 07  | 23     | 23  | 08                           | 08  |     | 09.61** | 0.008    |          |         |
| Female                | 05     | 05  | 25     | 25  | 32                           | 32  |     |         |          |          |         |

**\*\*Significant at 0.01 level.**

## **DISCUSSION**



The findings of the present study revealed a 'Moderate to High' Social Media Addiction and a 'Normal to Low' Self-Esteem among the Senior Secondary School students (Mean addiction level,  $17.09 \pm 5.26$  & Mean Self-Esteem level,  $16.71 \pm 6.33$ ). Majority, 41% samples had high Social Media Addiction, 09 % presented with Severe addiction, 32% had Moderate and 18% presented with Low addiction respectively. 24% Males had High Social Media Addiction. These findings are in partial agreement with a similar research work of Kirkaburun Kagan, among Turkish adolescents which evaluated the direct and indirect relationships between teenage depression levels and self-esteem, daily internet use, and social media addiction. 1130 students, ages 12 to 18, registered in various schools in the southern Aegean region participated in the study. The "Social Media Addiction Scale," "Rosenberg Self-esteem Scale," and "Children's Depression Inventory" were utilized to gather data. The results showed that 20% of daily internet use is predicted by social media addiction and low self-esteem. Additionally, social media addiction was indirectly affecting depression, even while depression was clearly linked to self-esteem and regular internet use. 28% of adolescent depression could be predicted by the tested model. The results suggested a moderate social media addiction ( $75.12 \pm 22.32$ ).<sup>9</sup> In the current study, 48% samples presented with Normal Self-Esteem and 40% presented with Low Self-Esteem. The Correlation between Social Media Addiction and Self-Esteem levels among Senior Secondary students was  $-0.67^{**}$ , which was significant at 0.01 level as the computed value was greater than the table value. This indicated that there existed a negative substantial relationship between Social Media Addiction and Self-Esteem levels among Senior Secondary School students. The study conducted by Kirkaburun also revealed similar results. I.e., Significant relationships between depression, self-esteem and social media addiction have been observed. A strong negative correlation was observed between social media addiction and self ( $r = -0.9^{**}$ ,  $P < 0.01$  level).<sup>9</sup> Another parallel research conducted by Hawi Et al to find out the relation among social media addiction, self-esteem and life satisfaction in university students (364 samples) is partially supportive of the present study findings. The findings concluded that there was a low, negative correlation, ( $r = -0.23$ ,  $N = 364$ ,  $p < .001$ ), between social media addiction and self-esteem.<sup>6</sup> The present study revealed a significant association between Gender and Social Media Addiction ( $\chi^2 14.43^{**}$ ,  $P < 0.01$  level) & with Gender and Self-Esteem ( $09.61^{**}$ ,  $P < 0.01$  level). The study findings are in contradiction with findings by Koc Et al, who conducted a descriptive study in 2013 to explore the Facebook addiction among Turkish college students and its behavioural, demographic, and psychological health predictors. The Facebook Addiction Scale (FAS) along with General Health Questionnaire (GHQ-28) was administered to a total of 447 students. The results revealed that weekly time commitment, social motives, severe depression, and anxiety and insomnia positively predicted Facebook addiction. Neither demographic variables were associated nor gender was found to be a significant predictor.<sup>10</sup>

## CONCLUSION

The study was conducted to assess the Social Media Addiction and Self-Esteem levels and to determine their relationship among Senior Secondary School students. The results of the study confirmed that there was a Moderate Negative Co-relationship between Social Media Addiction and Self Esteem, significant at the 0.01 level. Hence, it is concluded that as the

Social Media Addiction level increases, the Self-Esteem level among School children decreases significantly.

## LIMITATIONS

The study was limited to 100 samples.

## RECOMMENDATIONS

A similar study can be replicated among university students.

A Comparative study can be done among school and college students.

## BUDGET

Self

## CONFLICTS OF INTEREST

Nil

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