"LEARNING ABOUT YOUNG PEOPLE'S LOW SELF ESTEEM THROUGH THE USE OF SOCIAL MEDIA"

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CERTIFICATE

This is to certify that this dissertation titled "Learning About Young People's Low Self Esteem Through the Use of Social Media" is a record of genuine and original work done by Jayakrishnan V S, Reg. No 210011034057 of IVth semester Masters of Social Work course of this college under my guidance and supervision and it is hereby approved for submission.

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DECLARATION

I, Jayakrishnan V S hereby declare that the research work titled "Learning about young people's low self-esteem through the use of social media " submitted to the M G University, Kottayam, is a record of genuine and original work done by me under the guidance of Dr. Sheena Rajan Philip Head, social work department, Bharata Mata School of Social Work, Thrikkakara and this research work is submitted in the partial fulfillment of the requirements for the award of the degree of Master of Social Work specializing in family and child welfare.

I hereby declare that the results embedded in this research have not been submitted to any other University or Institute for the award of any degree or diploma, to the best of my knowledge and belief.

Place: Thrikkakara

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ABSTRACT

The purpose of this research is to look at the phenomena of poor self-esteem among young people aged 15 to 25 in Kerala, especially the role of social media in contributing to this problem. Concerns have been expressed concerning the influence of social media use on self-esteem and overall well-being as it has grown in popularity among young people. The study tries to examine the association between social media use and poor self-esteem, with an emphasis on Kerala's distinct socio-cultural setting. The study employs a quantitative research approach, with self-administered questionnaires used to collect data from a sample of young people who actively use social media. The polls contain questions about social media usage, self-esteem, and the influence of social comparison on self-perceptions.

The study intends to find any significant associations between social media use and poor self-esteem among study participants using statistical analysis. It also aims to investigate the specific features of social media use that lead to poor self-perceptions, such as comparisons of physical appearance, achievements, relationships, and material assets. The study will also look at if there are any differences in self-esteem and social media usage depending on socio-cultural backgrounds, environmental variables, and mental health indicators.

The outcomes of this research project will add to the current body of knowledge on the influence of social media on young people's self-esteem. The study is likely to give useful insights into the particular dynamics and issues experienced by young people in Kerala in terms of self-esteem and social media use. The findings may be used to build targeted treatments and tactics to promote positive self-image, mental well-being, and healthy social media habits among young people.

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CHAPTER – 1

INTRODUCTION

INTRODUCTION

Within the virtual realm of social media, young people find themselves entangled in a web of self-doubt, where low self-esteem becomes an unwelcome companion.

Social networking sites are online platforms that allow individuals to create virtual profiles, connect with other users, and share content such as photos, videos, and status updates. These sites facilitate social interaction and enable users to form and maintain relationships with others.

The establishment of social networking sites was an important turning point in the growth of the internet and communication technologies. Social networking sites have their roots in the late 1990s and early 2000s. SixDegrees.com, Friendster, and MySpace were among the first to create features similar to current social networking sites. The major goal of these platforms was to connect individuals, facilitate social interactions, and develop online communities. The introduction of sites such as Friendster, MySpace, and subsequently Facebook, Twitter, and Instagram transformed the way people communicated and shared information on the internet. However, it was Facebook, which debuted in 2004, that changed the notion of social networking and promoted it on a worldwide basis.

Social networking sites, at their core, seek to connect individuals. Social networking services, at its heart, seek to cross geographical borders, allowing users to interact with friends, family, acquaintances, and even strangers from all over the world. They created a virtual environment for people to exchange personal updates, images, videos, and opinions, fostering a sense of belonging and connection. The original goal was to mimic and improve the social features of offline interactions in an online setting.

One of the primary goals of social networking sites was to promote socializing and relationship formation. Users might use these platforms to identify and interact with individuals who shared similar interests, hobbies, or backgrounds. Social networking services sought to promote the finding of like-minded individuals and nurture new connections and relationships by allowing users to establish profiles and exchange personal information.

Another goal of social networking sites was to create a venue for self-expression and self-promotion. Users were encouraged to personalize their online personalities by choosing

profile photographs, writing biographies, and sharing information that represented their interests, accomplishments, and experiences. Individuals may use these sites to shape their online identities and display themselves to others in ways that matched their chosen image or objectives.

Furthermore, social networking sites aimed to facilitate communication and information sharing on a mass scale. They introduced features such as status updates, comments, likes, and shares, enabling users to engage in real-time conversations, express opinions, and disseminate news or content. These sites recognized the power of user-generated content and aimed to create a democratic platform where everyone's voice could be heard.

Youngsters, in particular, have embraced social networking sites with great enthusiasm. These platforms offer an avenue for self-expression and enable users to connect with friends, family, and even strangers from across the globe. Through social networking sites, young individuals can easily share their achievements, experiences, and emotions, fostering a sense of belonging and validation.

The positive aspects of social networking sites are numerous. Firstly, they promote connectivity and allow individuals to maintain relationships with friends and family, regardless of geographical barriers. Youngsters can stay in touch with loved ones, exchange messages, share photos, and celebrate milestones together, bridging the gap created by distance. Secondly, social networking sites facilitate the discovery of new interests and hobbies. By connecting with like-minded individuals, young people can explore new ideas, join communities, and engage in discussions that expand their knowledge and horizons. Moreover, these platforms have become powerful tools for self-promotion and personal branding. Youngsters can showcase their talents, creative works, and achievements, potentially opening doors to various opportunities in fields like art, entrepreneurship, and entertainment.

However, social networking sites also come with their fair share of negatives. One of the most concerning aspects is the impact on mental health. Constant exposure to curated online profiles and highlight reels can lead to feelings of inadequacy and low self-esteem, as individuals compare their lives to the seemingly perfect lives portrayed by others. Cyberbullying is another significant issue, as anonymity and the wide reach of social media can amplify harassment and cause emotional distress. Additionally, excessive use of social

networking sites can lead to addiction and a decrease in real-world social interactions, potentially hindering the development of vital social skills.

Social media has revolutionized communication and self-presentation among young people, but concerns have emerged about its impact on self-esteem and well-being. This research aims to explore the issue of low self-esteem among young individuals in the context of social media, specifically examining how these platforms contribute to negative self-image and feelings of inadequacy.

Over the past two decades, social media platforms like Facebook, Twitter, Instagram, and Snapchat have gained immense popularity, becoming integral parts of young people's lives. While they offer various benefits, such as self-expression and social connection, they also present challenges and pressures, particularly related to self-esteem.

The significance of this study lies in its focus on understanding how young people's self-esteem is negatively impacted by social media and, specifically, through social comparison. By investigating this relationship, the study aims to uncover the detrimental effects of social comparison on young individuals' self-perception and overall well-being. Understanding the significance of social comparison as a major factor in young people's self-esteem is crucial because it sheds light on the specific mechanisms through which social media exerts its influence. It highlights the harmful consequences of constantly comparing oneself to others, particularly in the context of curated and idealized representations prevalent on social media platforms.

By comprehending the negative impact of social comparison on young people's self-esteem, the study aims to contribute to the development of interventions and strategies that can help mitigate these effects. This knowledge can inform the creation of educational programs, guidance for parents and educators, and interventions aimed at fostering healthier self-perception and promoting positive mental well-being among young individuals in the digital age.

Ultimately, the significance of this study lies in its potential to improve young people's lives by raising awareness about the detrimental effects of social comparison on self-esteem and informing the development of targeted interventions and preventive measures to counteract these negative influences.

Numerous studies have investigated the effects of social media on self-esteem, focusing on social comparison. Social comparison theory suggests that individuals evaluate themselves in relation to others, and social media provides a unique environment for such comparisons. Previous research has highlighted the significance of social comparison on these platforms and its impact on self-perceptions and self-esteem.

These studies have revealed that young people frequently compare themselves with their peers on social media, particularly in areas like physical appearance, academic achievements, lifestyle, and social status. These comparisons can lead to negative self-image and feelings of inadequacy, contributing to low self-esteem.

Furthermore, research has shown that the curated and idealized representations often displayed on social media platforms shape self-perceptions and contribute to negative self-image. Young people may feel pressured to present themselves in a certain way and compare themselves unfavorably to the carefully constructed online personas of others.

One notable study conducted by Fardouly, Diedrichs, Vartanian, and Halliwell (2015) delved into the effects of social media, particularly Facebook, on young women's body image concerns. The researchers found that those who spent more time on Facebook reported higher levels of appearance-focused comparisons, body dissatisfaction, and negative mood. This suggests that exposure to the seemingly idealized and curated representations of others' appearance on social media can significantly contribute to negative self-image and emotional well-being.

Building on this research, Perloff (2014) examined the impact of social media, including Facebook, on body image concerns among college-aged women. The study revealed that exposure to social media platforms was associated with increased body dissatisfaction and a greater desire for thinness. Furthermore, women who frequently posted photos of themselves on these platforms experienced higher levels of body surveillance. The act of self-presentation and the engagement in appearance-related activities on social media seemed to intensify the scrutiny individuals placed on their own bodies, further exacerbating negative self-image.

In the realm of image-focused platforms like Instagram, McLean and Paxton (2016) investigated the influence of these platforms on body image concerns among young women. Their findings indicated that exposure to "fitspiration" images, which promote

often unrealistic body ideals, led to higher levels of body dissatisfaction and negative mood. Importantly, participants reported engaging in appearance-based comparisons and displayed an increase in exercise and dietary restraint behaviors after viewing such content. This suggests that the exposure to idealized and aspirational images on social media can elicit negative emotions and behaviors related to body image.

Longitudinal research conducted by Fardouly et al. (2018) examined the relationship between social media use and body image dissatisfaction in adolescent girls over time. The study demonstrated that higher levels of social media use predicted increased body dissatisfaction in girls. The mediating role of appearance comparisons was also identified, suggesting that frequent exposure to others' images on social media contributes to negative self-image through the process of comparing oneself with others.

Another aspect explored by Vogel, Rose, Roberts, and Eckles (2014) was the impact of Facebook usage on self-esteem and body image among college-aged women. The study revealed that engaging in appearance-related social comparisons on Facebook was associated with decreased self-esteem and body satisfaction. In particular, upward social comparisons, wherein individuals compare themselves to others perceived as better off, had a significant influence on negative self-image.

In summary, these studies collectively emphasize the detrimental effects of excessive social media use, exposure to idealized images, appearance-focused comparisons, and engagement in appearance-related activities on young people's self-image. The constant exposure to carefully curated and often unrealistic depictions of others' bodies can foster dissatisfaction with one's own appearance and contribute to negative emotions. However, it is essential to recognize that the relationship between social media and negative self-image is multifaceted, influenced by individual factors, and shaped by psychological processes. Further research in this area continues to expand our understanding of how social media impacts young people's self-perception and body image.

The objective of this research is to thoroughly examine and understand the intricate relationship between social media use and negative self-image among youth. To achieve this overarching goal, the study will pursue several specific objectives, each targeting a key aspect of the research topic.

The first objective is to explore the occurrence and extent of social comparison behaviors among young people on various social media platforms. By carefully analyzing and evaluating the prevalence and frequency of social comparison, the study aims to gain valuable insights into how frequently youngsters engage in comparing themselves with others on social media. This objective will provide a solid foundation for understanding the role of social comparison in shaping youth's self-image and its potential contribution to negative self-perception.

The second objective is to identify the specific aspects that young individuals tend to compare themselves with others on social media. By delving deep into the attributes or areas of comparison that are most prevalent among young people, such as physical appearance, material possessions, or social experiences, the research aims to uncover the factors that significantly impact their negative self-perception. This objective will provide a comprehensive understanding of the specific dimensions of social comparison that play a prominent role in shaping youth's self-image.

The third objective of this research is to examine the types of social media use that are associated with negative self-image among young individuals. Through a detailed investigation of different patterns and modes of social media use, including factors like excessive time spent, specific platform preferences, or specific online behaviors, the study aims to unravel the relationship between these variables and negative self-perception. This objective will contribute to a deeper understanding of how different aspects of social media engagement can influence youth's self-image.

In summary, this research endeavors to comprehensively investigate the complex relationship between social media use and negative self-image among young individuals. By exploring social comparison behaviors, identifying influential aspects, examining various types of social media use, and proposing effective strategies for positive self-image promotion, the study aims to contribute to a deeper understanding of how social media affects youth's self-perception and provide practical insights to foster a more positive digital environment.

While previous studies have provided valuable insights, ongoing research continues to deepen our understanding of the complex relationship between social media and self-esteem. Researchers are exploring the interplay between social media use, mental health,

and well-being to identify additional factors that influence self-esteem. Given the ever-changing nature of social media platforms, continuous investigation is necessary to inform interventions and policies that foster healthier online behaviors and cultivate positive self-image among young individuals.

This research study adopts a quantitative research methodology, utilizing a questionnaire as the primary data collection tool. The objective is to gather numerical data from individuals aged 15 to 25 in Kerala who actively engage with social media platforms. The questionnaire will assess various aspects, including social media usage patterns, types of social comparison behaviors, and self-esteem levels. Additionally, the renowned Rosenberg Self-Esteem Scale will be incorporated into the questionnaire to measure participants' self-esteem. The collected data will undergo quantitative analysis, employing appropriate statistical techniques to explore the relationship between social media use, social comparison, and self-esteem. Ethical considerations will be upheld throughout the research process, ensuring participant confidentiality and privacy. By employing this methodology, the study aims to provide a quantitative understanding of how social media use influences social comparison and self-esteem among young individuals in Kerala.

The choice of this research topic is deeply motivated by my personal experiences and the impact social media has had on my own self-esteem. Like many others, I have personally felt devalued and developed negative self-image while using social media and engaging in comparisons with others. These experiences have sparked a strong desire within me to delve deeper into the underlying dynamics and effects of social media on self-perception, particularly among young people.

My own encounters with negative self-image on social media have instilled a profound sense of empathy and understanding. I have witnessed firsthand the potential harmful effects of constantly comparing myself to others, resulting in feelings of inadequacy and diminished self-worth. This personal connection fuels my passion to conduct research that aims to shed light on the factors contributing to these experiences and to uncover ways to alleviate their impact.

Furthermore, my desire is to make a positive difference in the lives of young individuals. I recognize the significant influence that social media holds over the self-esteem and well-being of young people in today's digital age. By exploring the complexities of social

comparison and its consequences, my research aims to contribute to the development of interventions, strategies, and recommendations that can promote healthier self-perception among youth.

In simple language, I have personally experienced feelings of devaluation and negative self-image while using social media. This has led to a strong desire to understand why this happens and how it affects other young people. I want to help others feel better about themselves and navigate social media in a healthier way. I know firsthand the negative impact of comparing oneself to others on social media, feeling like I don't measure up and that my worth is diminished.

Through this research, my aim is to uncover the reasons behind these experiences and find ways to alleviate their negative effects. By studying social media and its influence on self-esteem, I hope to find solutions that can improve the well-being and mental health of young individuals. I want to provide guidance and support to young people who often find themselves trapped in a cycle of comparing themselves to others on social media.

Ultimately, the personal motivation behind this research lies in my desire to make a positive difference and empower young individuals to cultivate a healthy self-perception. By gaining insights into the impact of social media on self-esteem, my research aims to contribute to a better understanding of these issues and provide practical strategies to promote positive self-image in the face of social comparison.

This research aims to explore the phenomenon of low self-esteem among young individuals in the context of social media. By examining the historical context, previous studies, and ongoing research, we can deepen our understanding of the complex relationship between social media use and self-esteem. This knowledge will enable the development of interventions, educational programs, and policies aimed at promoting positive self-image and self-esteem among young individuals navigating the digital world.

CHAPTER – 2

REVIEW OF

LITERATURE

REVIEW OF LITERATURE

1. Impact of Social Media on Self-Esteem

Jan, Muqaddas and Soomro, Sanobia and Ahmad, Nawaz, Impact of Social Media on Self-Esteem (August 31, 2017). European Scientific Journal

The "Impact of Social Media on Self-Esteem" study by Jan Muqaddas, Soomro, Sanobia, and Ahmad, Nawaz was released in the European Scientific Journal in August 2017. The purpose of the study was to look at the connection between young adults' use of social media and their sense of self-worth.

The writers performed a thorough assessment of the literature on the subject and cited a number of research that looked at how social media affects self-esteem. They pointed out that young adults are using social media more and more, and that this use has been connected to a variety of psychological and social effects.

According to the authors, excessive use of social media might result in feelings of inadequacy, anxiety, and depression. They cited multiple research that showed a link between social media use and low self-esteem. They also mentioned how using social media might result in social comparison, which can increase one's own bad self-perception. The authors did, however, reference research that indicated a favorable correlation between social media use and self-esteem, indicating that social media can offer chances for social support, self-expression, and positive feedback.

Overall, they came to the conclusion that there is a complex and nuanced relationship between social media use and self-esteem and that additional research is required to properly comprehend how social media affects the self-esteem of young adults. Future research should, they advised, look into how personality differences and social support play a part in the relationship between social media use and self-esteem.

2. When Social Networking Is Not Working: Individuals With Low Self-Esteem Recognize but Do Not Reap the Benefits of Self-Disclosure on Facebook

Amanda L. Forest and Joanne V. WoodView all authors and affiliations, Volume 23, Issue 3, Sage Journals

The investigation into the association between self-disclosure on Facebook and self-esteem among people with various degrees of self-esteem was done in the study, which was published in Volume 23, Issue 3 of sage journals. The authors examined participants' levels of self-esteem and self-disclosure on Facebook in two investigations, one involving undergraduate students and the other adult participants.

The study's findings demonstrated that people with high self-esteem benefited from self-disclosure on Facebook, experiencing higher levels of positive emotion and social support. However, despite being aware of the possible advantages of self-disclosure, people with low self-esteem did not gain in the same ways.

The authors made the argument that people with poor self-esteem may be less likely to get encouraging comments and social support on Facebook, which may make it more difficult for them to benefit from self-disclosure. Additionally, they mentioned that those who have poor self-esteem may be more inclined to participate in negative self-disclosure, which might compound already unfavorable feelings toward oneself.

Overall, the study emphasizes how important it is to take into account personal characteristics like self-esteem when analyzing how social media use affects psychological well-being.

3.   Social comparison, social media, and self-esteem
Vogel, E. A., Rose, J. P., Roberts, L. R., & Eckles, K. (2014). Social comparison, social media, and self-esteem. Psychology of Popular Media Culture, 3(4), 206–222

In 2014, Vogel, E. A., Rose, J. P., Roberts, L. R., and Eckles published a study titled "Social comparison, social media, and self-esteem" in the journal Psychology of Popular Media

Culture. The purpose of the study was to investigate the connection between self-esteem, social media use, and social comparison.

The authors did a thorough assessment of the literature on the subject, looking at earlier studies that looked at social comparison theory-based research on how social media affects self-esteem. According to the social comparison hypothesis, people judge their own worth by how they stack up against others.

The authors emphasized that social media platforms offer many options for social comparison because of the carefully selected information and the freedom to show oneself whichever one chooses. They talked about how people frequently judge themselves negatively and have low self-esteem by comparing themselves to others who seem more successful, attractive, or happy than they are.

The study covered the possible advantages of social media use for self-esteem as well. The authors pointed out that social media can offer a platform for self-expression, social support, and positive feedback, all of which can raise one's self-esteem. They stressed how complicated and variable the effect of social media on self-esteem might be, depending on a person's personality and reasons for using social media.

Overall, the authors came to the conclusion that, depending on the type of social comparisons made and individual variances, using social media can have both beneficial and negative consequences on one's self-esteem. In order to better understand the ways in which social media affects self-esteem and to develop tactics for fostering positive self-evaluations and wellbeing in the context of social media use, the authors suggested conducting more research.

4.   When every day is a high school reunion: Social media comparisons and self-esteem.

Midgley, C., Thai, S., Lockwood, P., Kovacheff, C., & Page-Gould, E. (2021). When every day is a high school reunion: Social media comparisons and self-esteem. Journal of Personality and Social Psychology, 121(2), 285–307.

In 2021, the researchers Midgley, C., Thai, S., Lockwood, P., Kovacheff, and Page-Gould published their study in the Journal of Personality and Social Psychology with the working title "When every day is a high school reunion: Social media comparisons and self-esteem." The study aims to investigate the relationship between social media comparisons and self-esteem, placing particular attention on how social media influences how people view their social position.

In a series of trials, including a longitudinal research and an experimental study, the authors looked into the impact of social media comparisons on self-esteem. They found that individuals who engaged in more social media comparisons had lower levels of self-esteem, with views of social standing serving as a mediating influence.

The authors focused on how social media platforms provide users with a continuous stream of information about the lives of others, which frequently leads to social comparisons. They made the point that social media comparisons can be extremely damaging to one's self-esteem when friends or celebrities who are perceived as having better social standing are involved, such as those who appear more rich or attractive.

The study also looked at the potential moderating effects of individual traits, such as self-esteem and social comparison orientation, on the link between social media comparisons and self-esteem. According to the authors, those who are more likely to make upward social comparisons or who struggle with their self-worth may be more vulnerable to the negative effects of social media comparisons.

The authors' overall finding was that social media comparisons, especially those that include assessments of social standing, can have a considerable negative impact on people's self-esteem. They suggested that people be conscious of their social media use and take precautions to decrease the negative impacts of social media comparisons on their self-esteem, such as limiting their exposure to social media or speaking well about oneself.

5.   The relationship between addictive use of social media, narcissism, and self-esteem: Findings from a large national survey
Cecilie Schou Andreassen, Stale Pallesen a, Mark D. Griffiths , Addictive Behaviors Volume 64, January 2017, Pages 287-293

A study entitled "Relationship Between Addictive Social Media Use, Narcissism, and Self-Esteem: A-Grade Results" by Cecilie Schou Andreassen, Stale Pallesen, and Mark D. Griffiths was published in the journal Addictive Behaviors in 2017. The study aimed to explore the link between addictive social media use, narcissism and self-esteem. The authors conducted a survey of 238 participants and measured their levels of social media addiction, narcissism, and self-esteem. The study results showed that heavy social media use was positively associated with narcissism and negatively associated with self-esteem. The authors suggested that people who use social media compulsively may be more likely to engage in self-promotion and seek validation from others, which could indicate narcissistic tendencies. They also found that addictive use of social media can lead to negative self-esteem and lower self-esteem, especially when people make social comparisons with others. The study also discussed the possible influence of individual differences such as age and gender on the association between heavy social media use, narcissism and self-esteem. The authors suggest that young men and women may be more vulnerable to the negative effects of addictive social media use on self-esteem. Overall, the authors concluded that addictive social media use can negatively impact people's self-esteem and indicate narcissistic tendencies. They recommended people be aware of their social media use and adopt strategies to reduce the negative impact of social media on self-esteem, such as: For example, limiting social media presence or engaging in positive internal conversations.

6.   Fardouly, J., Diedrichs, P. C., Vartanian, L. R., & Halliwell, E. (2015). Social comparisons on social media: The impact of Facebook on young women's body image concerns and mood. Body Image, 13, 38-45.

The 2015 Body Image journal article by Fardouly, J., Diedrichs, P. C., Vartanian, and Halliwell with the title "Social comparisons on social media: The impact of Facebook on young women's body image concerns and mood" was released. With an emphasis on the role of social comparisons, the study sought to examine the effects of Facebook use on young women's body image concerns and mood.

With a sample of 881 female college students, the authors conducted a survey study to gauge their levels of Facebook use, social comparisons, body image issues, and mood. The study's findings demonstrated a positive correlation between Facebook use and social comparisons and body image issues and a negative correlation with mood.

The authors emphasized how Facebook gives people a place to engage in social comparisons, especially ones involving looks and body image. They pointed out that viewing Facebook's glorified portrayals of others can result in depressed mood and bad self-evaluations.

The study also explored the potential moderating effects of individual differences on the association between Facebook use, social comparisons, and body image issues, such as self-esteem and appearance-related self-discrepancies. According to the authors, those who have lower self-esteem or more appearance-related insecurities may be more susceptible to the detrimental impacts of Facebook use on body image issues and mood.

Overall, the authors came to the conclusion that Facebook use, particularly when it involves social comparisons, can have a negative impact on young women's mood and body image issues. They advised people to utilize techniques, such as limiting their exposure to social media or talking positively to themselves, to lessen the detrimental effects of social media on body image issues and general wellbeing.

7.   Perloff, R. M. (2014). Social media effects on young women's body image concerns: Theoretical perspectives and an agenda for research. Sex Roles, 71(11-12), 363-377.

The research article by Perloff, R. M., titled "Social media effects on young women's body image concerns: Theoretical perspectives and an agenda for research" was released in the Sex Roles journal in 2014. The study's objective was to review the existing research on how social media affects young women's body image issues with an emphasis on theoretical viewpoints and potential future research areas.

The author did a thorough study of the literature on the subject, looking at other studies that looked into how social media affects young women's body image issues. The author emphasized how social media sites offer a steady stream of images and messages about appearance, which might result in low body satisfaction and negative self-evaluations.

The study covered a number of theoretical angles, such as social comparison theory, objectification theory, and self-discrepancy theory, that can assist explain how social media affects body image issues. As people frequently compare themselves to others on social media, the author claimed that the social comparison theory is particularly pertinent to understanding how social media affects worries about one's body image.

The study also covered the potential moderating effects of individual variations, such as age, gender, and personality features, on the association between using social media and having body image issues. Younger women and those with higher levels of neuroticism or perfectionism, according to the author, may be more susceptible to the detrimental impacts of social media on issues related to body image.

Overall, the author came to the conclusion that using social media can have a negative impact on young women's body image issues and that additional research is required to completely understand the mechanisms by which social media influences body image

issues. Future research should examine how individual differences affect body image issues as well as any possible benefits of social media use, such as social support and positive feedback.

8.   Fardouly, J., Diedrichs, P. C., Vartanian, L. R., & Halliwell, E. (2015). Social media literacy protects against the negative impact of exposure to appearance ideal social media images in young adult women but not men. Body Image, 14, 72-76.

The 2015 Body Image journal article by Fardouly, J., Diedrichs, P. C., Vartanian, and Halliwell with the title "Social media literacy protects against the negative impact of exposure to appearance ideal social media images in young adult women but not men" was released. The goal of the study was to find out how social media literacy affected young adult women's and men's exposure to unfavorable social media pictures of attractiveness. With a sample of 118 female and 92 male college students, the authors conducted a survey study to assess their levels of social media literacy, exposure to appearance-oriented social media pictures, body dissatisfaction, and mood. The study's findings demonstrated that social media literacy provided protection from the adverse.

The authors emphasized that social media literacy, which is defined as the capacity to assess social media critically and use it in a healthy and beneficial way, can aid people in fending against the harmful consequences of exposure to appearance-optimal social media pictures. Social media literacy, according to the authors, can aid users in understanding the curated nature of social media material as well as its potential for manipulation and exaggerated representations of physical appearance.

The study also covered the possibility that social media literacy has a different effect on women than men in terms of the detrimental consequences of exposure to appearance-focused social media images. According to the authors, social media literacy may be especially crucial for women since they may be more susceptible to the negative impacts of social media on body dissatisfaction and mood.

Overall, the authors came to the conclusion that young adult women, but not young adult males, can benefit from social media literacy's ability to buffer them from the damaging

effects of exposure to appearance-optimized social media photos. They advised users to exercise caution when using social media and to take part in initiatives to enhance social media literacy, such as teaching others about media literacy and evaluating social media content critically.

9.   Meier, E. P., Gray, J., & D'Agostino, E. M. (2014). Development and validation of the Facebook Intensity Scale (FBI). Cyberpsychology, Behavior, and Social Networking, 17(2), 91-98.

The 2014 issue of the journal Cyberpsychology, Behavior, and Social Networking featured a paper by Meier, E. P., Gray, and D'Agostino titled "Development and validation of the Facebook Intensity Scale (FBI)". A scale to gauge Facebook use intensity was developed and validated as a goal of the study.

With a sample of 256 undergraduate students, the authors conducted a survey study to assess each participant's use of Facebook, psychological health, and personality characteristics. The study's findings demonstrated the validity and reliability of the Facebook Intensity Scale (FBI) as a gauge of Facebook use intensity.

According to the authors, the FBI can assist researchers and clinicians in better understanding the influence of Facebook use on psychological well-being and personality features. They pointed out that the FBI can be used to determine the frequency and length of Facebook use, as well as the emotional and cognitive consequences of Facebook use.

The study also addressed the FBI's possible applicability in academic and clinical settings. The authors proposed that the FBI be used to identify individuals who participate in excessive or problematic Facebook use, and that treatments to promote healthy and positive Facebook use be developed.
Overall, the authors concluded that the FBI is a reliable and valid measure of Facebook use intensity that may be used to better understand the influence of Facebook use on psychological well-being and personality traits. They suggested that future studies

investigate the FBI's potential applications in academic and therapeutic settings, as well as further validate the scale in varied groups.

10.   Fardouly, J., Diedrichs, P. C., Vartanian, L. R., & Halliwell, E. (2015). Social comparisons on social media: Engaging in upward comparisons impacts body image and mood among young women. Body Image, 13, 61-66.

Fardouly, J., Diedrichs, P. C., Vartanian, L. R., and Halliwell, E. published a study titled "Social comparisons on social media: Engaging in upward comparisons impacts body image and mood among young women" in the Body Image journal in 2015. The study sought to ascertain the impact of engaging in upward social comparisons on social media on young women's body image and mood.

The authors performed a survey with 118 female undergraduate students to assess their social media use, social comparisons, body dissatisfaction, and mood. The study's findings revealed that engaging in upward social comparisons on social media was connected with body dissatisfaction and low mood.

According to the authors, upward social comparisons, which are defined as comparing oneself to others who are thought to be more successful or beautiful, can lead to negative self-evaluations and worse mood. They observed that social media platforms offer several opportunities for upward social comparisons, particularly with regard to attractiveness and body image.

The study also explored the potential moderating effects of individual differences on the relationship between upward social comparisons on social media and body image and mood, such as self-esteem and appearance-related self-discrepancies. Individuals with poorer self-esteem or larger appearance-related self-discrepancies, according to the scientists, may be more prone to the detrimental impacts of upward social comparisons on social media.

Overall, the authors found that engaging in upward social comparisons on social media can have a negative impact on the body image and happiness of young women. They advised

people to be cautious of their social media use and to implement techniques to mitigate the detrimental impact of social media on body image issues and well-being, such as limiting their exposure to social media or engaging in positive self-talk.

11.   Appel, H., Gerlach, A. L., & Crusius, J. (2016). The interplay between Facebook use, social comparison, envy, and depression. Current Opinion in Psychology, 9, 44-49.

Appel, H., Gerlach, A. L., and Crusius, J. published a study titled "The interplay between Facebook use, social comparison, envy, and depression" in the journal Current Opinion in Psychology in 2016. The study's goal was to look at the connection between Facebook use, social comparison, jealousy, and depression.

The authors did a literature analysis on the subject, looking at prior studies that looked at the influence of Facebook use on social comparison, jealousy, and depression. The authors emphasized that Facebook provides a forum for people to engage in social comparison, especially when it comes to beauty, prosperity, and happiness.

The study examined numerous theoretical approaches, including social comparison theory and self-esteem theory, that can assist explain the influence of Facebook use on social comparison, envy, and depression. According to the authors, social comparison theory is especially important to understanding the influence of Facebook use on social comparison and envy because people frequently compare themselves to others on social media.

The study also explored the potential moderating effects of individual characteristics on the association between Facebook use, social comparison, envy, and sadness, such as personality factors and motivation for social media use. Individuals with higher levels of neuroticism or a proclivity for upward social comparison, according to the scientists, may be more prone to the detrimental impacts of Facebook use on envy and dipression

Overall, the authors came to the conclusion that Facebook use can have a detrimental impact on social comparison, jealousy, and despair, especially when it involves upward social comparison. They advised people to be cautious of their social media use and to use techniques to mitigate the detrimental impact of social media on well-being, such as limiting exposure to social media or engaging in positive self-talk.

12.   Kircaburun, K., & Griffiths, M. D. (2018). Instagram addiction and the Big Five of personality: The mediating role of self-liking. Journal of Behavioral Addictions, 7(1), 158-170

Kircaburun, K., and Griffiths, M. D. published "Instagram addiction and the Big Five of personality: The mediating role of self-liking" in the Journal of Behavioral Addictions in 2018. The purpose of the study was to look at the relationship between Instagram addiction, the Big Five personality traits, and self-liking.

The authors conducted a poll with 752 Instagram users to assess their levels of Instagram addiction, the Big Five personality traits, and self-liking. The study's findings revealed that Instagram addiction was connected with neuroticism and adversely with conscientiousness, agreeableness, and openness to experience. Furthermore, self-liking mediated the link between Instagram addiction and neuroticism.

Instagram addiction, according to the authors, can be a sign of problematic social media use, and personality features can play a role in the development of Instagram addiction. Individuals with higher degrees of neuroticism may be more prone to the detrimental impacts of Instagram use on well-being, according to the researchers.

The study also considered the potential role of self-liking as a moderator in the association between Instagram addiction and personality factors. The authors hypothesized that self-liking, defined as how much people like themselves, could moderate the association between Instagram addiction and neuroticism.

Overall, the authors concluded that Instagram addiction is linked to specific personality traits, particularly neuroticism, and that self-liking can act as a moderator in this relationship. They advised people to be careful of their social media use and to engage in

practices that promote healthy and positive social media use, such as limiting social media exposure or engaging in positive self-talk.

13.   Tiggemann, M., & Slater, A. (2014). Facebook and body image concern in adolescent girls: A prospective study. International Journal of Eating Disorders, 47(6), 630-643.

Tiggemann, M., and Slater, A. published "Facebook and body image concern in adolescent girls: A prospective study" in the International Journal of Eating Disorders in 2014. The study's goal was to look into the link between Facebook use and body image problems among adolescent girls.

The researchers conducted a longitudinal study with 108 adolescent females, assessing their levels of Facebook use, beauty comparison, body dissatisfaction, and drive for thinness. The study's findings revealed that Facebook use was positively connected with appearance comparison, body dissatisfaction, and the desire to be skinny over time.

According to the authors, Facebook provides a forum for people to engage in social comparison, particularly when it comes to beauty and body image. They discovered that viewing idealized photographs of others on Facebook can result in poor self-evaluations and decreased body satisfaction.

The study also explored the potential moderating effects of individual differences on the association between Facebook use and body image problems, such as self-esteem and baseline body dissatisfaction. Individuals with poorer self-esteem or higher levels of baseline body dissatisfaction, according to the authors, may be more prone to the detrimental impacts of Facebook use on body image issues.

Overall, the authors found that Facebook use can have a negative impact on adolescent girls' body image issues, particularly when it involves appearance comparison. They advised people to be cautious of their social media use and to implement techniques to mitigate the detrimental impact of social media on body image issues and well-being, such as limiting their exposure to social media or engaging in positive self-talk.

14.   Tiggemann, M., Slater, A., & Neto, D. D. (2014). The selfie phenomenon: Self-compassion and self-esteem in young women. Body Image, 12, 43-47.

Tiggemann, M., Slater, A., and Neto, D. D. published a study titled "The selfie phenomenon: Self-compassion and self-esteem in young women" in the Body Image journal in 2014. The study sought to investigate the association between selfie taking and posting, self-compassion, and self-esteem in young women.

The researchers conducted a survey of 1,076 young women to assess their frequency of taking and uploading selfies, self-compassion, and self-esteem. The study's findings revealed that snapping and publishing selfies was connected with higher levels of self-compassion and self-esteem in young women.

Taking and uploading selfies, according to the authors, can be a form of self-expression and self-presentation, allowing people to highlight their positive characteristics and experiences. They hypothesized that taking and sharing selfies could boost self-compassion and self-esteem by giving opportunities for self-affirmation and positive self-reflection.

The study also looked at the role of self-compassion as a mediator in the relationship between taking and publishing selfies and self-esteem. The authors claimed that self-compassion, defined as being kind and understanding to oneself, may aid in the maintenance of a positive self-image and the enhancement of self-esteem.

Overall, the authors concluded that the selfie craze can have a favorable impact on young women's self-compassion and self-esteem. They proposed that taking and uploading selfies can be a kind of self-affirmation and self-expression that contributes to a more positive self-perception. They did, however, emphasize the need for additional research into the potential detrimental implications of excessive selfie-taking, as well as the impact of social comparison in this setting.

15.   Corey J. Blomfield neira & Bonnie L. Barber (2014) Social networking site use: Linked to adolescents' social self-concept, self-esteem, and depressed mood, Australian Journal of Psychology, 66:1, 56-64.

The study "Social networking site use: Linked to adolescents' social self-concept, self-esteem, and depressed mood" by Corey J. Blomfield Neira and Bonnie L. Barber was published in the Australian Journal of Psychology in 2014. The study sought to investigate the link between social networking site (SNS) use and teenagers' social self-concept, self-esteem, and depressive mood.

The authors conducted a survey of 1,005 adolescents to assess their frequency of SNS use, social self-concept, self-esteem, and depressive mood. Higher levels of SNS use were connected with worse social self-concept, lower self-esteem, and higher levels of negative mood in teenagers, according to the study's findings..

The authors examined many potential explanations for these observations. They hypothesized that excessive SNS use could result in increased social comparison, in which teenagers compare themselves to their friends and feel inadequate or unhappy with their own lives. Constant exposure to the highlight reels and idealized depictions of others might have a negative impact on social self-concept and self-esteem.

Furthermore, the authors hypothesized that SNS use may lead to feelings of social isolation and loneliness since online contacts do not give the same amount of social support and connection as face-to-face encounters. Adolescents' feelings of social alienation can contribute to increased degrees of depression.

The study also emphasized the significance of taking into account individual differences in the association between SNS use and psychological well-being. Gender, age, and the quality of online connections may all have an impact on the impact of SNS use on social self-concept, self-esteem, and depressive mood.

As a whole , the authors came to the conclusion that excessive SNS use can harm teenagers' social self-concept, self-esteem, and mental well-being. They stressed the importance of more research to better understand the underlying mechanisms and develop ways for encouraging healthy SNS use among adolescents, such as encouraging good online interactions and strengthening offline social ties.

16.   Buran Köse, Ö., & Doğan, A. (2018). The relationship between social media addiction and self-esteem among Turkish university students. Addicta: The Turkish Journal on Addictions, 6, 175−190

Buran Köse and Ayşe Doan's paper titled "The relationship between social media addiction and self-esteem among Turkish university students" was published in Addicta: The Turkish Journal on Addictions in 2018. The purpose of the study was to investigate the association between social media addiction and self-esteem among Turkish university students.

The researchers conducted a poll of 1,000 Turkish university students to assess their degrees of social media addiction and self-esteem. The study's findings revealed a substantial unfavorable relationship between social media addiction and self-esteem among the participants.

The writers considered a variety of possible causes for this association. They hypothesized that excessive usage of social media platforms could lead to less face-to-face social contacts and a shift toward online interactions. This decrease in social connection in real-world contexts may contribute to feelings of loneliness, social isolation, and low self-esteem.

Furthermore, the scientists suggested that social media addiction can lead to increased social comparison because people frequently compare themselves to others on social media platforms. Constant exposure to other people's curated and idealized portrayals of themselves might lead to poor self-evaluations and reduced self-esteem.

The study also emphasized the potential relevance of personal characteristics in the relationship between social media addiction and self-esteem. Gender, age, and frequency of social media use may all have an impact on the strength of this link.

Overall, the authors concluded that social media addiction and self-esteem are negatively related among Turkish university students. They stressed the importance of additional study in order to better understand the underlying mechanisms and to develop interventions and methods to promote healthy social media use and positive self-esteem among young adults.

17.   Sharma, A., Sanghvi, K., & Churi, P. (2022). The impact of Instagram on young adult's social comparison, colourism and mental health: Indian perspective. International Journal of Information Management Data Insights, 2(1), 100057.

Aparna Sharma, Kavish Sanghvi, and Prathamesh Churi's article "The impact of Instagram on young Adults' social comparison, colorism, and mental health: Indian perspective," published in the International Journal of Information Management Data Insights in April 2022, investigates the effects of Instagram on the social comparison, colorism, and mental health of young adults in India.

The writers begin by addressing the rise of Instagram and its impact on society, particularly among young adults. They add that while Instagram has become a popular tool for self-expression and social connection, it has also been linked to negative outcomes like as social comparison and mental health difficulties.

The article then delves into the concept of social comparison, which refers to people's predisposition to compare themselves to others in terms of appearance, achievements, and social status. The authors claim that Instagram's emphasis on curated and idealized photographs can contribute to excessive expectations and feelings of inadequacy among young adults, particularly in the context of India's traditional emphasis on fair complexion and beauty standards.

The writers also address the topic of colorism, or prejudice based on skin color, and how Instagram might perpetuate and reinforce these biases. They point out that the platform's algorithms and user behavior might lead to the promotion of light skin and Eurocentric

beauty standards, which can have a severe impact on people's self-esteem and mental health of individuals with darker skin tones.

Finally, the paper investigates Instagram's possible impact on mental health, especially in light of India's high rates of despair and anxiety. According to the authors, the platform's emphasis on likes, followers, and engagement can lead to a sense of validation and self-worth dependent on external variables, which can be harmful to mental health.

As a whole, the article provides a thorough literature assessment of Instagram's influence on young people in India, noting potential detrimental consequences on social comparison, colorism, and mental health. The authors advocate for more study and treatments to address these concerns and develop a more positive connection with social media.

18.   Mathew, P., & Krishnan, R. (2020). Impact of problematic internet use on the self-esteem of adolescents in the selected school, Kerala, India. Archives of Psychiatric Nursing, 34(3), 122-128.

The article "Impact of problematic internet use on the self-esteem of adolescents in the selected school, Kerala, India" by Preeti Mathew and Dr. Raman Krishnan, published in the Archives of Psychiatric Nursing in June 2020, investigates the relationship between problematic internet use and self-esteem among adolescents in Kerala, India.

The authors begin by looking at the prevalence of internet use among teenagers and the potential negative repercussions of excessive or problematic use. They note out that problematic internet use has been related to a range of negative consequences, including low academic performance, social isolation, and mental health issues.

Following that, the article delves into the concept of self-esteem, which refers to a person's overall feeling of self-worth and confidence. According to the authors, problematic internet use can have a detrimental impact on self-esteem, particularly among adolescents, who may be more sensitive to the influence of social media and online interactions.

The authors conducted a cross-sectional study of 400 adolescents in Kerala, India, to investigate the link between problematic internet use and low self-esteem. They discovered that adolescents with higher levels of problematic internet use had poorer self-esteem. According to the scientists, this association could be related to the harmful effects of

excessive internet use on social interactions, academic performance, and other areas of teenage development.

In general, the research presents a literature analysis and empirical data to support the hypothesis that problematic internet use might have a detrimental influence on the self-esteem of teenagers in Kerala, India. The authors advocate for more study and actions to address this issue and encourage better internet use among young people.

19.   Sarkar, Sriparna; George, Linu; and T, Latha (2022) "Social media addiction and self-esteem among students of degree colleges of Udupi Taluk, Karnataka, India," Manipal Journal of Nursing and Health Sciences: Vol. 8: Iss. 1

The article "Social media addiction and self-esteem among students of degree colleges in Udupi Taluk, Karnataka, India" by Sarkar, Sriparna, George, Linu, and T, Latha, published in the Manipal Journal of Nursing and Health Sciences in 2022, investigates the relationship between social media addiction and self-esteem among college students in Udupi Taluk, Karnataka, India.

The authors begin by examining the ubiquity of social media usage among college students as well as the possible negative consequences of excessive use. They point out that social media addiction has been linked to a variety of negative effects, including poor academic performance, social isolation, and mental health difficulties.

The article then digs into the idea of self-esteem, which relates to an individual's total feeling of self-worth and confidence. The authors contend that social media addiction can have a detrimental impact on self-esteem, particularly among college students who may be more susceptible to the influence of social media and online interactions.

The authors performed a cross-sectional research of 400 college students in Udupi Taluk, Karnataka, India, to investigate the association between social media addiction and self-esteem. They discovered that students who reported higher levels of social media addiction also reported lower levels of self-esteem. According to the authors, this association may be related to the harmful influence of excessive social media use on social interactions, academic performance, and other areas of college life.

In general, the research presents a literature analysis and empirical data to support the notion that social media addiction might harm college students' self-esteem in Udupi Taluk, Karnataka, India. The authors advocate for more study and initiatives to address this issue and encourage young people to use social media in a healthier manner.

20.   Tewari, R., & Pathak, S. (2019). Impact of social media on the vanity level of youngsters in India. International Journal of Scientific Research and Review, 6(3).

The paper "Impact of Social Media on the Vanity Level of Youngsters in India" by Ruchi Tewari and Santana Pathak, which was published in the International Journal of Scientific Research and Review in 2019, investigates the influence of social media on the vanity level of young people in India.

The writers begin by examining social media's emergence and influence on society, particularly among young people. They point out that, while social media has become a popular venue for self-expression and social engagement, it has also been linked to undesirable effects such as increasing vanity and narcissism.

The essay then dives into vanity, which is defined as excessive pride in one's appearance or accomplishments. According to the authors, social media might lead to increasing vanity among young people in India, especially given the country's traditional focus on beauty and physical appearance.

The authors conducted a study of 300 Indian youth to investigate the association between social media use and vanity. They discovered that young people with higher levels of social media use also had higher degrees of vanity. The authors speculate that this association may be related to social media's emphasis on beauty and self-presentation, as well as the possibility of social comparison and rivalry.

In all, the study presents a literature analysis as well as empirical data to support the notion that social media might contribute to increasing vanity among young Indians. The authors advocate for more study and treatments to address this issue and foster a more positive connection with social media.

CHAPTER – 3

METHODOLOGY

INTRODUCTION

The research methodology for this study is quantitative in nature, which involves the collection of numerical data through surveys and predetermined scales. The study aims to investigate the relationship between social media use and negative self-image in youth, with specific objectives to find social comparison in youngsters through the use of social media, to identify the aspects which the youngsters compare themselves with others in social media, and to identify the types of social media use that are associated with negative self-image.

The study will use purposive sampling to recruit participants who use social media regularly, and the sample size will be 80 participants between the ages of 15-25. Participants will be included in the study if they are between the ages of 15-25 and use social media regularly. Participants will be excluded if they are not active users of social media or do not fall within the age range.

The data collection tools include self-administered surveys and predetermined scales such as the Rosenberg Self Esteem Scale and Social Media Usage Index Scale. The study will collect data through an online survey, followed by self-administered questionnaires and predetermined scales with the sample of participants. The data collected will be analyzed using statistical methods to identify the relationship between social media use and negative self-image, as well as the factors that influence this relationship.

The expected outcome of the research is to identify the relationship between social media use and negative self-image, as well as the factors that influence this relationship. The study will also investigate social comparison, which refers to the process of evaluating oneself in comparison to others, and its impact on negative self-image and self-esteem. The findings of this study will help inform interventions to promote positive self-image and mental health and the healthy usage of social media.

STATEMENT OF THE PROBLEM

The study's issue statement is that social media use is connected with poor self-image, inadequacies about one's life or looks, and low self-esteem, especially among young people. Because of the rising frequency of these concerns, there is a need for study into the association between social media use and poor self-image.

The issue is serious because social media has become a fundamental part of daily life, especially among young people. Social media's detrimental impacts on mental health and self-esteem have been extensively documented, and there is a need to understand the elements that contribute to these consequences.

The study aims to investigate the relationship between social media use and negative self-image in youth, with specific objectives to find social comparison in youngsters through the use of social media, to identify the aspects which the youngsters compare themselves with others in social media, and to identify the types of social media use that are associated with negative self-image.

The problem is important because negative self-image and low self-esteem can have significant impacts on mental health and well-being, leading to depression, anxiety, and other mental health problems. By identifying the factors that contribute to negative self-image and low self-esteem among young people who use social media, the study can help inform interventions to promote positive self-image and mental health and the healthy usage of social media.

SIGNIFICANCE OF THE STUDY

The importance of this study stems from its potential to improve knowledge of the association between social media use and low self-image in young people. The study's goal is to look at the effect of social media use on self-image and self-esteem, both of which are essential elements in mental health and well-being.

The findings of this study can be used to guide programs to enhance good self-image, mental health, and social media use. The study can assist create ways to reduce the harmful impacts of social media use on mental health by identifying the elements that lead to negative self-image and low self-esteem among young people who use social media.

The study is especially noteworthy since it focuses on a specific group, namely active social media users in Kerala aged 15 to 25. This group is more prone to the negative impacts of social media use on self-image and self-esteem, and the research can assist identify the precise components that contribute to these effects.

Furthermore, the study intends to look at social comparison, which is the practice of comparing oneself to others, and its influence on poor self-image and self-esteem. The study will look into social comparisons, since social media use allows for plenty of opportunity for such comparisons. According to research, social comparison on social media platforms can lead to a poor self-image and lower self-esteem. Therefore, the study may also find the relationship between social media use, social comparison, and their impact on negative self-image and self-esteem.

Overall, the importance of this study lies in its potential to contribute to a better understanding of the impact of social media use on self-image and self-esteem among young people, as well as to inform interventions to promote positive self-image, mental health, and social media use.

AIM OF THE STUDY

The purpose of this study is to look at the link between social media use and low self-image among young people. The research intends to accomplish this goal through three different objectives.

Using social media to identify social comparisons in young people: The study is to look at the extent to which young people engage in social comparison through the usage of social media. The process of judging oneself in contrast to others is referred to as social comparison, and social media use gives numerous possibilities for such comparisons. The study's goal is to uncover the precise factors via which young people compare themselves to others on social media.

To identify the forms of social media use linked to low self-image: The study's goal is to look at the precise sorts of social media use that are linked to low self-image in young people. Scrolling, publishing, studying other users' life, and communicating with other users are examples of such activities. The study's goal is to determine which sorts of social media use are most closely connected with low self-image.

To determine the elements that impact the association between social media use and poor self-image, the following criteria were used: The study's goal is to look at the elements that influence the link between social media use and low self-image in young people. This covers things like age, gender, self-esteem, body dissatisfaction, and the frequency and intensity of social media use.

The goal of this study is to contribute to a better understanding of the influence of social media use on young people's self-image and self-esteem, as well as to inform treatments to promote good self-image, mental health, and social media use. The study's particular goals are to discover the precise elements that lead to poor self-image and low self-esteem among young people who use social media, as well as to create measures to reduce the negative impacts of social media use on mental health.

RESEARCH OBJECTIVES

The research objectives for this study are as follows:

1. To find social comparison in youngsters through social media use: The first objective of the study is to investigate the extent to which young people engage in social comparison through social media use. Social comparison refers to the process of evaluating oneself in comparison to others, and social media use provides ample opportunities for such comparisons. The study aims to identify the specific aspects which young people compare themselves with others in social media.

2. To identify the types of social media use that are associated with negative self-image: The second objective of the study is to investigate the specific types of social media use that are associated with negative self-image among young people. This includes activities such as scrolling, posting, observing other users' lives, and interacting with other users. The study aims to identify the specific types of social media use that are most strongly associated with negative self-image.

3. To identify the factors that influence the relationship between social media use and negative self-image: The third objective of the study is to investigate the factors that contribute to the relationship between social media use and negative self-image among young people. This includes factors such as age, gender, self-esteem, body dissatisfaction, and the frequency and intensity of social media use.

The overall objective of the research is to look at the link between social media use and low self-image among young people. The study's particular goals are to discover the precise elements that lead to poor self-image and low self-esteem among young people who use social media, as well as to create measures to reduce the negative impacts of social media use on mental health.

DEFINITION OF CONCEPTS

The theoretical concept in this study is the relationship between social media use and negative self-image among young people.

The operational concepts in this study are specific and measurable variables that are used to operationalize or measure the theoretical concept. These variables include social comparison, body dissatisfaction, and self-esteem. Social comparison refers to the process of evaluating oneself in comparison to others. Body dissatisfaction refers to displeasure with one's body shape or size, often leading to negative self-image. Self-esteem refers to a lack of confidence in one's abilities, appearance, or worth as a person.

Overall, the theoretical concept of the relationship between social media use and negative self-image among young people is operationalized using specific variables such as social comparison, body dissatisfaction, and self-esteem. By using these variables, the study can measure the theoretical concept and test the relationship between social media use and negative self-image among young people.

The following are the definitions of key concepts used in this study:

Social media use: The act of interacting with social media platforms, which includes scrolling, uploading, monitoring other users' life, and talking with other users.

Social comparison: A habit in which we compare specific parts of ourselves (e.g., our conduct, physique, appearance, opinions, status, and success) to other people in order to improve our self-esteem.

Negative self-image; A negative self-image is the belief that one is ugly, unpleasant, defective, or useless.

Bodily dissatisfaction: Dissatisfaction with one's bodily form or size, which frequently leads to a poor self-image.

Low self-esteem: It is defined as a lack of confidence in one's talents, looks, or personal value.

Passive scrolling: Scrolling through social media feeds without actively engaging with the material is known as passive scrolling.

Active engagement: The act of actively engaging with social media content, such as in different social media platforms.

Purposive sampling: A non-probability sampling technique where the researcher selects participants based on specific criteria, such as age, gender, or social media use.

Rosenberg Self Esteem Scale: A widely used scale for measuring self-esteem, consisting of 10 items that assess both positive and negative feelings about oneself.

Social Media Usage Index Scale: A scale used to measure social media use, consisting of items that assess the frequency and intensity of social media use.

RESEARCH DESIGN

This study's research approach is quantitative in nature, involving the collecting of numerical data via questionnaires and specified scales. The study seeks to investigate the relationship between social media use and negative self-image in young people, with specific goals of identifying social comparison in young people through the use of social media, identifying the aspects on which young people compare themselves with others in social media, and identifying the types of social media use that are associated with negative self-image.

UNIVERSE

The study will focus on active social media users between the age 15 to 24 in Kerala. By focusing on active social media users between the ages of 15 to 24 in Kerala, the study can investigate the specific factors that contribute to negative self-image and low self-esteem among this population.

SAMPLING

The sampling procedure for this study is purposive sampling which participants were selected based on specific criteria. The study aims to investigate the relationship between social media use and negative self-image among young people, with a specific focus on active social media users between the ages of 15 to 24 in Kerala. The sample size for the study is 80 participants.

INCLUSION AND EXCLUSION CRITERIA

In this study, the inclusion and exclusion criteria are as follows:

Inclusion criteria: Participants must be between the ages of 15-25. Participants must use social media regularly.

Exclusion criteria: Participants who are not active users of social media. Participants who do not fall within the age range of 15-25

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PILOT STUDY AND PRE-TEST

In this study, a pilot study and pre-test is conducted using a questionnaire to test the survey questions and scales on a small sample of people in the age range of 15-25. The purpose of the pilot study and pre-test is to identify any potential issues with the survey questions and scale, and to make any necessary revisions before conducting the full study.

Based on the results of the pilot study and pre-test, revisions will be made to the survey questions and scales as necessary. This helped to ensure that the survey instruments are valid and reliable, and that the data collected is relevant to the research questions.

TOOL OF DATA COLLECTION

The tool of data collection for this study includes self-administered surveys and predetermined scales such as the Rosenberg Self Esteem Scale and Social Media Usage Index Scale.

The self-administrated survey questions were designed to collect data on the participants' social media use, social comparison, body dissatisfaction, self-esteem, and other relevant factors.

The Rosenberg Self Esteem scale is used to measure the participants' self-esteem and to identify any potential issues with self-esteem that may be related to social media use.

The Social Media Usage Index Scale is used to measure social media use, consisting of items that assess the frequency and intensity of social media use.

METHOD OF DATA COLLECTION

The method of data collection for this study was conducted by collecting data through an online survey, followed by self-administered questionnaires and predetermined scales with a sample of participants.

 The online survey was administered to the sample of participants, who will be asked to complete the survey questions at their own convenience. The survey questions were designed to collect data on the participants' social media use, social comparison, body dissatisfaction, self-esteem, and other relevant factors.

Following the online survey, participants were asked to complete self-administered questionnaires and predetermined scales such as the Rosenberg Self Esteem Scale and Social Media Usage Index Scale. These scales were used to measure the participants' self-esteem and social media use, and to identify any potential issues with self-esteem that may be related to social media use.

DATA ANALYSIS AND INTERPRETATION

Social media usage:

The majority of respondents (87.2%) reported using social media platforms multiple times a day, indicating a high level of engagement. Instagram (76.7%) and YouTube (60.5%) were the most commonly used social media platforms among the respondents.

Social comparison:

A significant portion of respondents (68.6%) reported engaging in social comparison on social media, either frequently or sometimes. Physical appearance (32.6%) and lifestyle (67.4%) were the most common aspects for social comparison among the respondents. Approximately half of the respondents (51.2%) reported occasionally or rarely comparing themselves to their friends or acquaintances on social media.

Negative impact of social media:

More than half of the respondents (57%) reported feeling inadequate or less satisfied with themselves after comparing themselves to others on social media, either frequently or sometimes. A significant proportion of respondents (67.4%) felt pressure to present a perfect or ideal version of themselves on social media, either sometimes or very often. Nearly two-thirds of the respondents (64%) compared their body or physical appearance to images or influencers they saw on social media, either sometimes or frequently. A majority of respondents (67.4%) believed that social media promotes unrealistic beauty standards.

Coping strategies:

A significant portion of respondents (61.6%) reported being somewhat or very aware of the potential impact of excessive social media use on mental health. More than half of the respondents (53.5%) reported rarely or sometimes taking breaks from specific social media platforms due to their negative impact on self-image. A significant proportion of respondents (60.5%) reported sometimes or rarely prioritizing real-life experiences over social media engagement to maintain a healthy self-image.

Impact on happiness and well-being:

A majority of respondents (70.3%) expressed neutral or positive views on the impact of social media on their overall happiness and well-being. However, a small percentage (12.8%) had somewhat or strongly negative views.

Overall self-esteem:

The majority of respondents reported self-esteem scores falling within the range of 13 to 21. The respondents generally had a moderate level of self-esteem, with the most common scores falling around the midpoint of the self-esteem scale.

Social Media and Self-Esteem:

Based on the correlation analysis conducted between social media usage index and total self-esteem:

Pearson correlation coefficient: The Pearson correlation coefficient between social media usage index and total self-esteem was -0.183. The negative sign indicates a weak negative correlation between the two variables.

Significance: The significance value (Sig.) associated with the correlation coefficient was 0.092.

LIMITATIONS

Self-report bias: The information collected from participants is based on what they report about themselves. Sometimes people may not remember things accurately or may try to give answers they think are expected, which can affect the reliability of the data.

Limited scope of variables: The study focuses mainly on social media use, comparing oneself to others, and feeling negatively about one's image. Other important factors that could affect self-esteem, like personal experiences and interactions offline, are not explored in depth.

Social desirability bias: Participants may feel pressured to provide responses that are socially acceptable or make them seem good. This can lead to inaccurate replies and compromise the findings' validity.

Lack of significant relationship: The study did not find a significant relationship between social media use and low self-esteem. This means that the data did not provide strong evidence to support the hypothesis that frequent social media use is associated with low self-esteem among young people.

Sample size: The study had a relatively small sample size of 86 respondents, which was slightly lower than the initially estimated sample of 100. A smaller sample size can potentially limit the statistical power of the analysis and reduce the generalizability of the findings. With a larger sample size, the study would have had a better representation of the target population and may have yielded more dependable and reliable results. The smaller sample size could have influenced the ability to detect a significant relationship between social media use and low self-esteem, as smaller samples may be more prone to random variation and less representative of the population. The findings should be interpreted with caution due to the limited sample size and the potential for sampling bias.

Other factors influencing self-esteem: The study focused primarily on social media use as a potential factor affecting self-esteem. However, self-esteem is a complex construct influenced by multiple factors, including personal experiences, relationships, and societal influences. The study did not comprehensively account for these other factors, which may have influenced the relationship between social media use and self-esteem.

The quantitative approach: The study aimed to investigate the relationship between social media use and low self-esteem, with a particular focus on the role of social comparison. However, the study had several limitations. Firstly, the quantitative approach used may have restricted the depth of understanding and failed to capture the complex and nuanced experiences of participants. Secondly, the standardized measures employed might not have fully captured the subjective nature of self-esteem in the context of social media.

Additionally, the study did not account for socio-cultural backgrounds, environmental factors, and mental health, which can significantly influence the relationship.

CHAPTERISATION

CHAPTER 1 – INTRODUCTION

CHAPTER 2 – REVIEW OF LITERATURE

CHAPTER 3 – METHODOLOGY

CHAPTER 4 – ANALYSIS AND INTERPRETATION

CHAPTER 5 – FINDINGS, SUGGESTIONS AND CONCLUSIONS

CHAPTER 4

ANALYSIS AND

INTERPRETATION

1. 1. How often do you use social media platforms?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	A few times a week	2	2.3	2.3	2.3
	Multiple times a day	75	87.2	87.2	89.5
	Once a day	7	8.1	8.1	97.7
	Rarely or never	2	2.3	2.3	100.0
	Total	86	100.0	100.0	

Based on the chart, it is evident that the majority of respondents (87.2%) use social media platforms multiple times a day. This indicates a high level of engagement and frequent usage among the participants. A smaller proportion of respondents (8.1%) reported using social media platforms once a day, suggesting a less intense but still regular usage pattern.

A very small percentage of respondents (2.3%) mentioned using social media platforms a few times a week, which indicates a lower level of engagement compared to the previous groups. Similarly, another 2.3% reported rarely or never using social media platforms, suggesting a lack of interest or minimal usage.

How often do you use social media platforms?

- Multiple times a day
- Once a day
- A few times a week
- Rarely or never

87.2%
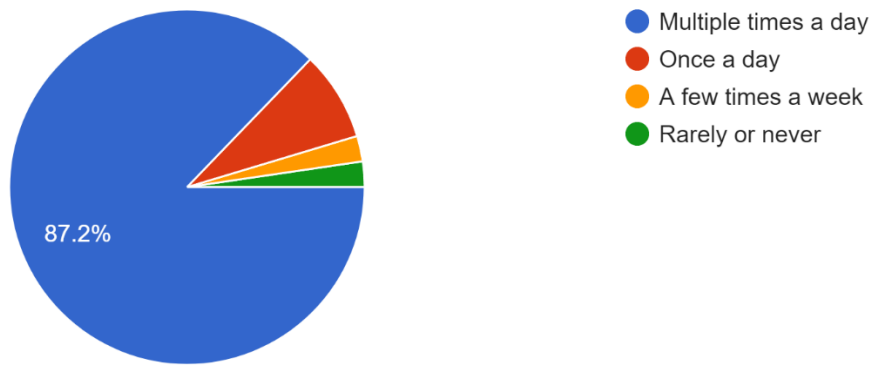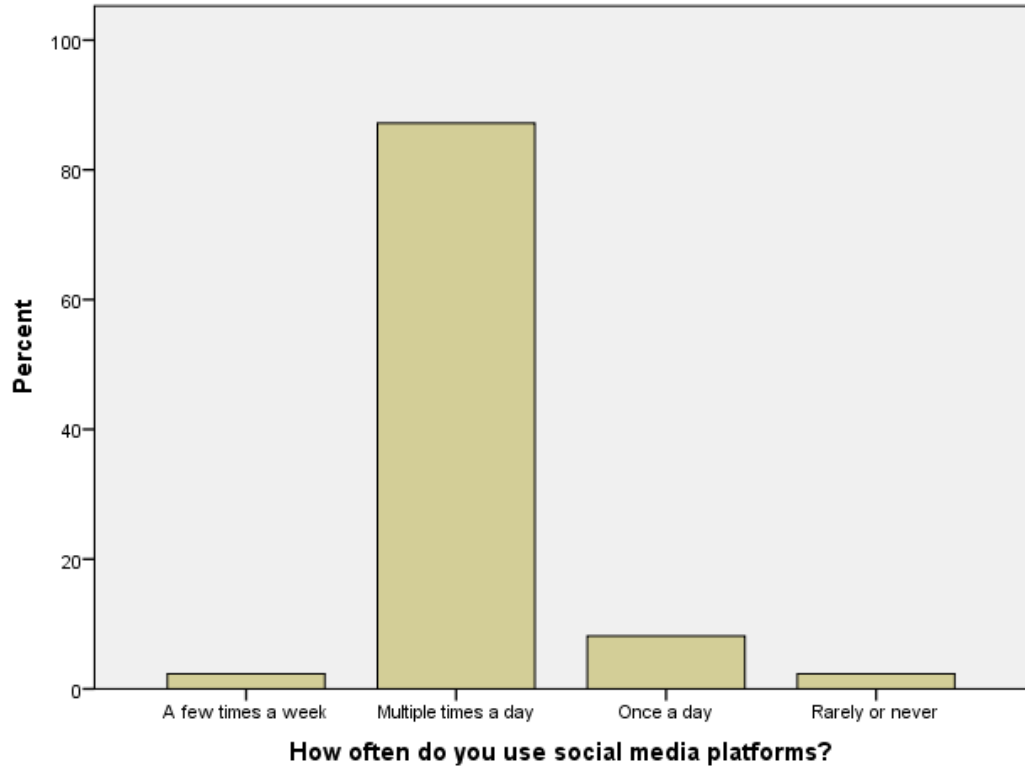
2. Which social media platforms do you use the most?

Social Media Platform	Usage Percentage
Facebook	15.1%
Instagram	76.7%
Snapchat	17.4%
YouTube	60.5%
Twitter	2.3%

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The data provided by the respondents offers insights into the usage percentages of various social media platforms. Among the respondents, 15.1% reported using Facebook. This indicates that Facebook has a relatively smaller user base within the surveyed sample, suggesting it may not be as widely utilized compared to other platforms.

On the other hand, a significant majority of respondents, 76.7%, reported using Instagram. This high percentage indicates Instagram's popularity among the surveyed individuals, highlighting its appeal as a platform for sharing visual content and connecting with others through photos and videos. The data suggests that Instagram has a strong presence and user engagement within the given sample.

Around 17.4% of the respondents reported using Snapchat. This reveals that Snapchat has a smaller but notable user base among the surveyed individuals. This indicates that Snapchat appeals to a specific group of users who enjoy its unique features, such as ephemeral content and real-time interactions.

YouTube emerged as a widely used platform, with 60.5% of the respondents reporting its usage. This indicates that YouTube enjoys a high level of popularity among the surveyed individuals, likely due to its extensive range of content, including tutorials, entertainment, music videos, and vlogs. The significant usage percentage underscores YouTube's significance as a platform for video consumption and sharing.

Lastly, Twitter had the lowest usage percentage among the respondents, with only 2.3% reporting its usage. This suggests that Twitter has a relatively smaller user base within the surveyed sample. The low percentage indicates that Twitter may not be as popular or frequently used among the surveyed individuals compared to other social media platforms.

3. Do you engage in social comparison while using social media?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	No, never	9	10.5	10.5	10.5
	No, rarely	18	20.9	20.9	31.4
	Yes, frequently	15	17.4	17.4	48.8
	Yes, sometimes	44	51.2	51.2	100.0
	Total	86	100.0	100.0	

Do you engage in social comparison while using social media?
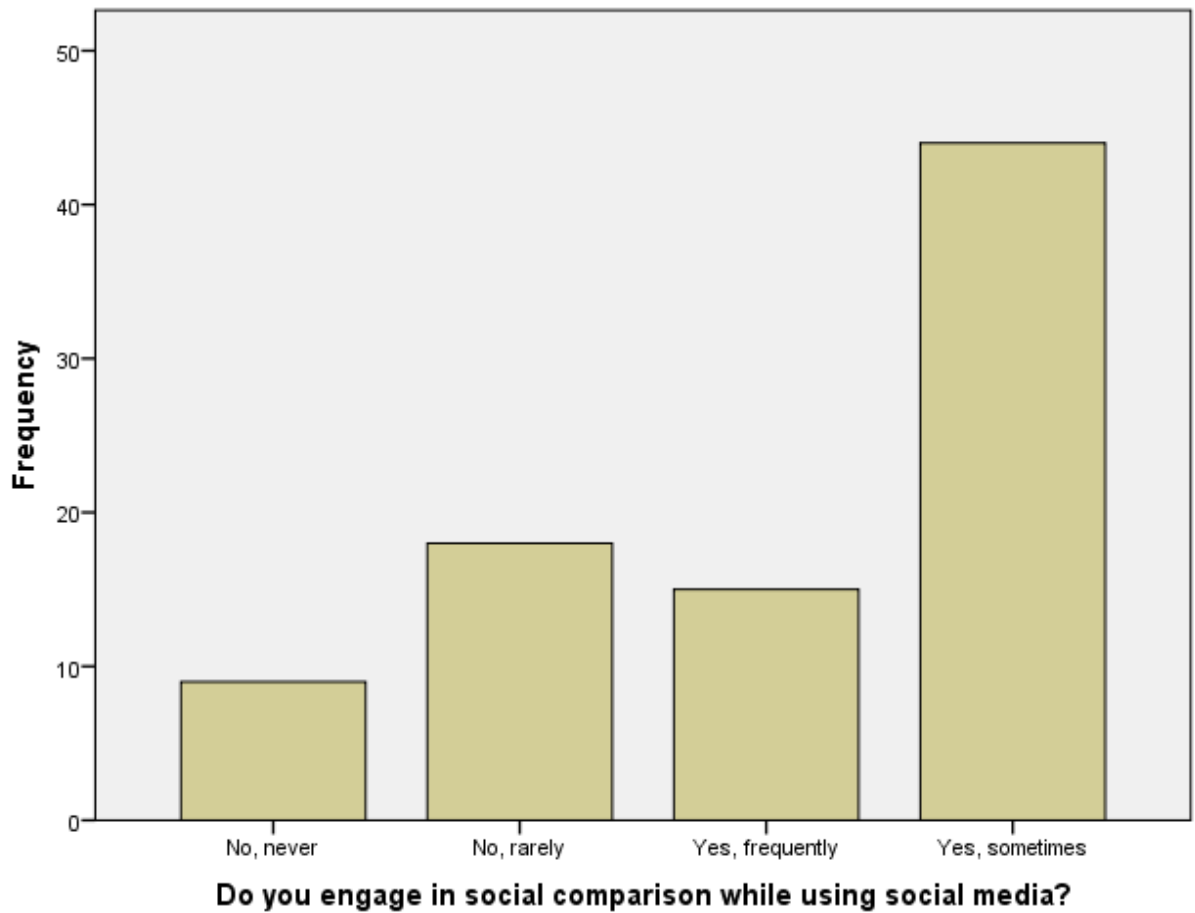
Analysing the responses from the 86 respondents to the question "Do you engage in social comparison while using social media?", we can observe the following:

10.5% of the respondents answered "No, never." This indicates a small portion of individuals who claim to never engage in social comparison while using social media. These respondents likely have a strong sense of self-confidence or possess strategies to avoid comparing themselves to others in the digital realm.

20.9% of the respondents answered "No, rarely." This suggests that a significant proportion of individuals occasionally engage in social comparison but do so infrequently. They might have a conscious effort to limit their comparisons or be more selective about the content they consume on social media.

17.4% of the respondents answered "Yes, frequently." This subset of respondents acknowledged engaging in social comparison on a frequent basis. These individuals might find themselves consistently comparing their lives, achievements, and appearance to others on social media, which could potentially have both positive and negative effects on their self-perception.

The majority of respondents, 51.2%, answered "Yes, sometimes." This indicates that a significant proportion of individuals experience occasional social comparison while using social media. They might find themselves comparing aspects of their lives to others' posts intermittently, suggesting that social comparison is a common occurrence in their online interactions.
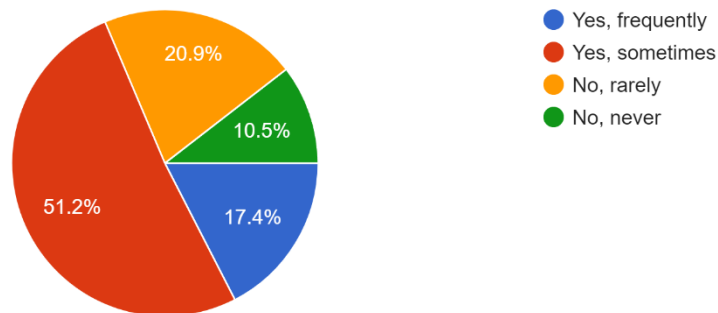
4. How does social media influence your self-image?

|		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Negatively	8	9.3	9.3	9.3
	No influence	19	22.1	22.1	31.4
	Positively	40	46.5	46.5	77.9
	Unsure	19	22.1	22.1	100.0
	Total	86	100.0	100.0	
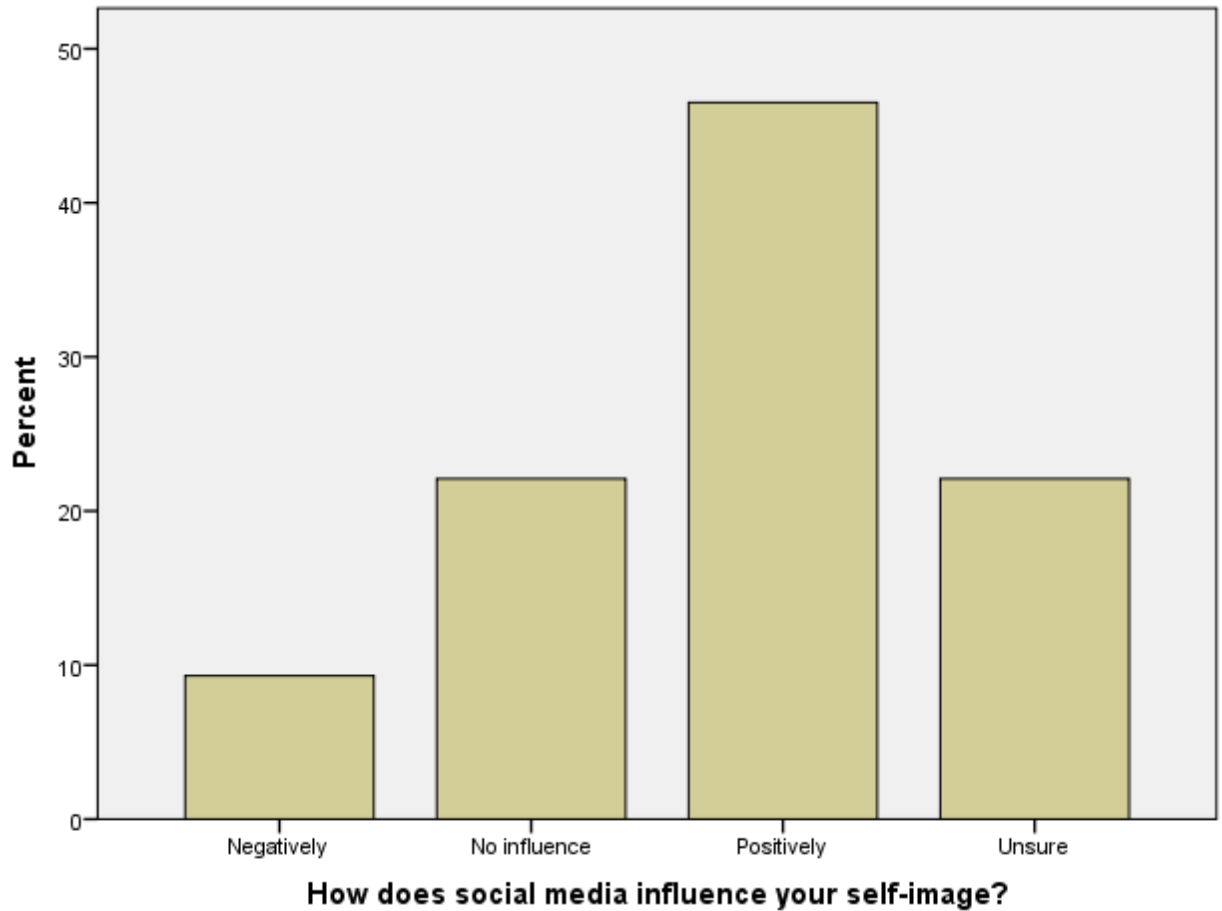
Analyzing the responses from the 86 participants to the question "How does social media influence your self-image?", we can observe the following:

9.3% of the participants responded that social media influences their self-image negatively. This suggests that a small portion of individuals feel that social media has a detrimental impact on their self-image. They may experience feelings of inadequacy, comparison, or negative self-perception as a result of their interactions or exposure to content on social media.
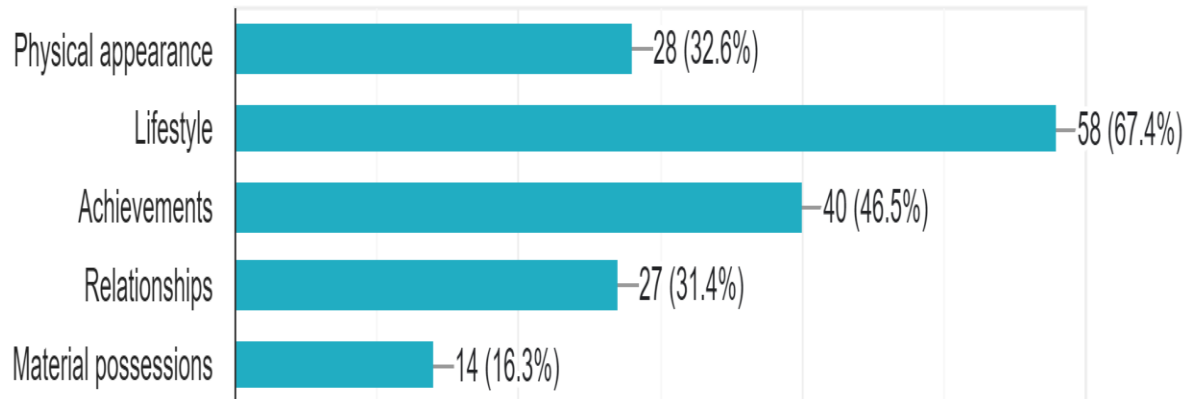
22.1% of the participants stated that social media has no influence on their self-image. This group perceives social media as having a neutral effect on their self-image, implying that they do not experience significant changes or influence on their self-perception through their social media use.

46.5% of the participants reported that social media influences their self-image positively. This indicates that a significant majority of individuals derive positive effects on their self-perception from their social media engagement. They may feel a boost in self-confidence, validation, or inspiration through their interactions, connections, or exposure to content on social media platforms.

Another 22.1% of the participants expressed uncertainty regarding how social media influences their self-image. These individuals might be unsure about the specific impact of social media on their self-perception, suggesting a need for self-reflection or further exploration of their experiences with social media.
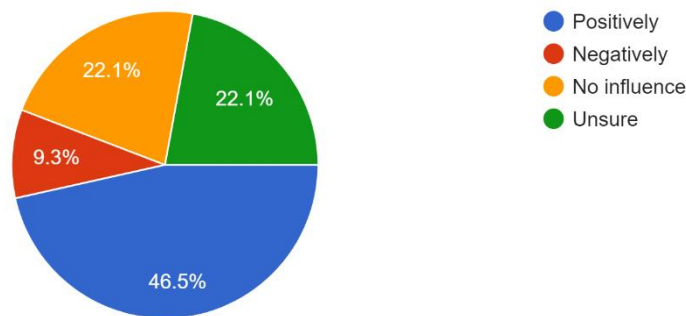
5. What aspects do you compare yourself with others on social media?

Analyzing the responses to the question "What aspects do you compare yourself with others on social media?" from the participants, we can observe the following:

32.6% of the participants responded that they compare themselves with others on social media in terms of physical appearance. This suggests that a significant portion of individuals engage in comparing their looks, body image, or physical attributes to those of others on social media platforms.

67.4% of the participants stated that they compare themselves with others in terms of lifestyle. This indicates that a majority of individuals are prone to comparing aspects related to their way of life, such as travel experiences, leisure activities, or daily routines, to what they observe on social media.

46.5% of the participants reported comparing themselves to others in terms of achievements. This suggests that a significant proportion of individuals compare their accomplishments, such as educational or professional milestones, career success, or recognition, with the achievements of others on social media.

31.4% of the participants mentioned that they compare themselves with others in terms of relationships. This indicates that a considerable number of individuals compare their

romantic relationships, friendships, or family dynamics to what they perceive or encounter on social media.

16.3% of the participants expressed that they compare themselves with others in terms of material possessions. This suggests that a smaller proportion of individuals engage in comparing their material wealth, possessions, or materialistic aspects of life to those showcased on social media platforms.

6. Have you ever felt inadequate or less satisfied with yourself after comparing yourself to others on social media?
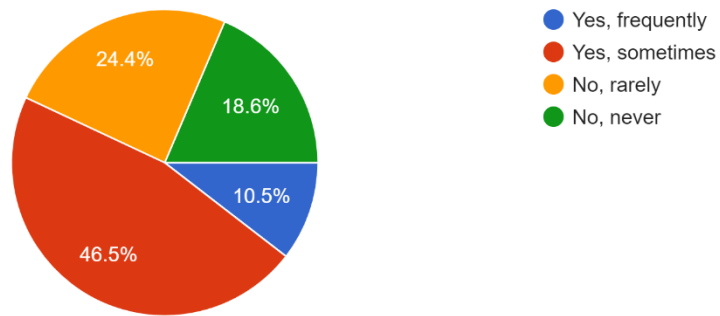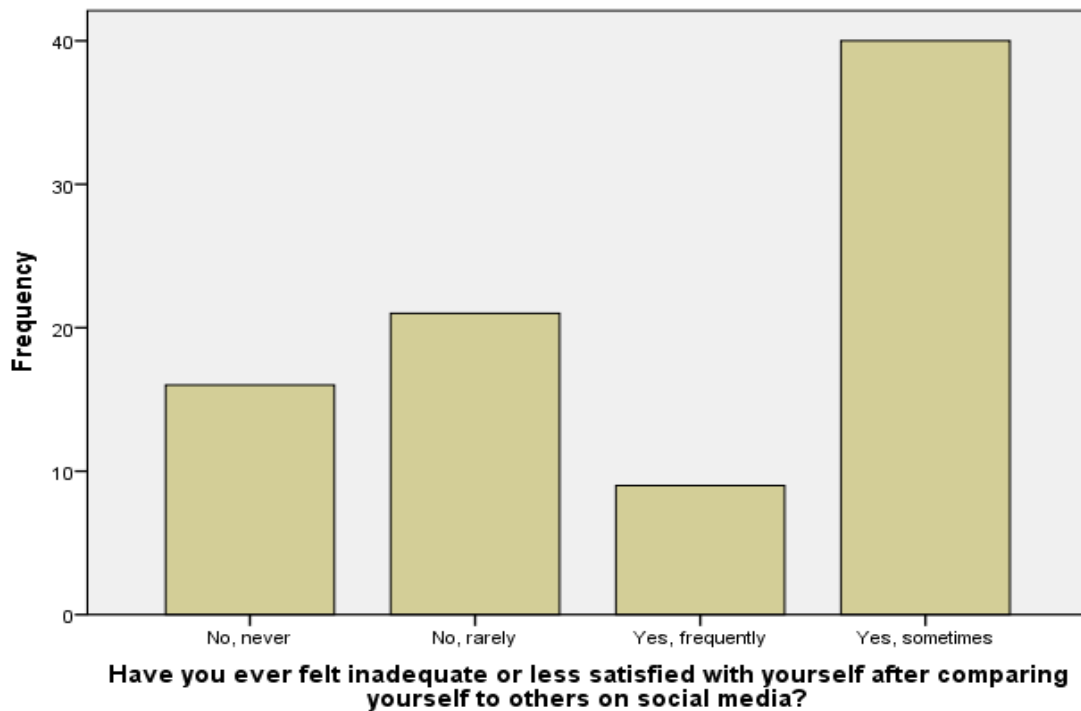
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	No, never	16	18.6	18.6	18.6
	No, rarely	21	24.4	24.4	43.0
	Yes, frequently	9	10.5	10.5	53.5
	Yes, sometimes	40	46.5	46.5	100.0
	Total	86	100.0	100.0	

Analyzing the responses to the question "Have you ever felt inadequate or less satisfied with yourself after comparing yourself to others on social media?" from the respondents, we can observe that 18.6% of the respondents answered "No, never." This indicates that a relatively small percentage of individuals claim to never feel inadequate or less satisfied with themselves after comparing themselves to others on social media. These respondents may possess a strong sense of self-confidence or have effective coping mechanisms to avoid negative self-comparisons.

24.4% of the respondents answered "No, rarely." This suggests that a significant portion of individuals occasionally experience feelings of inadequacy or reduced satisfaction with themselves after comparing themselves to others on social media, but it does not happen frequently. They may have a better ability to maintain a positive self-perception or minimize the negative impact of comparisons.

10.5% of the respondents answered "Yes, frequently." This subset of respondents admitted to frequently feeling inadequate or less satisfied with themselves after engaging in social media comparisons. They are likely more susceptible to negative self-comparisons, which can have a detrimental impact on their self-esteem and overall well-being.

The majority of respondents, 46.5%, answered "Yes, sometimes." This indicates that a significant proportion of individuals experience occasional feelings of inadequacy or reduced satisfaction with themselves after comparing themselves to others on social media. They may go through phases where social media comparisons have a negative effect on their self-perception, but it does not happen consistently or all the time.

7. How often do you feel pressure to present a perfect or ideal version of yourself on
   social media?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Never	16	18.6	18.6	18.6
	Rarely	28	32.6	32.6	51.2
	Sometimes	29	33.7	33.7	84.9
	Very often	13	15.1	15.1	100.0
	Total	86	100.0	100.0	

Analyzing the responses to the question "How often do you feel pressure to present a perfect or ideal version of yourself on social media?" from the respondents, we can observe the following:

18.6% of the respondents answered "Never." This indicates that a relatively small percentage of individuals do not feel any pressure to present a perfect or ideal version of themselves on social media. These respondents may have a strong sense of authenticity and feel comfortable being themselves without feeling the need to conform to societal or online expectations. They might prioritize being genuine and real over maintaining a perfect image.

32.6% of the respondents answered "Rarely." This suggests that a significant portion of individuals experience occasional pressure to present a perfect or ideal version of themselves on social media, but it does not occur frequently. These individuals may have a balanced approach to their online presence, understanding that imperfections are part of life and not feeling excessive pressure to maintain a flawless image.

33.7% of the respondents answered "Sometimes." This indicates that a considerable number of individuals feel some pressure to present a perfect or ideal version of themselves on social media. They may experience periodic instances where they feel compelled to

showcase an idealized version of their lives, appearance, or achievements. This intermittent pressure can arise from comparison with others or societal expectations.

15.1% of the respondents answered "Very often." This subset of respondents indicated feeling a frequent and intense pressure to present a perfect or ideal version of themselves on social media. These individuals likely experience significant stress and anxiety related to maintaining a flawless image, constantly seeking validation and approval from others. The pressure to be perfect on social media might lead to self-doubt, negative self-comparisons, and a constant need for external validation.

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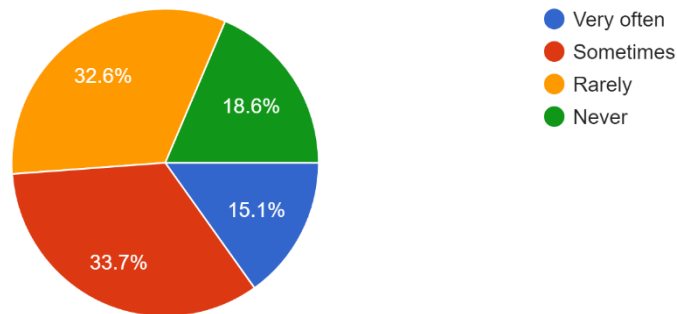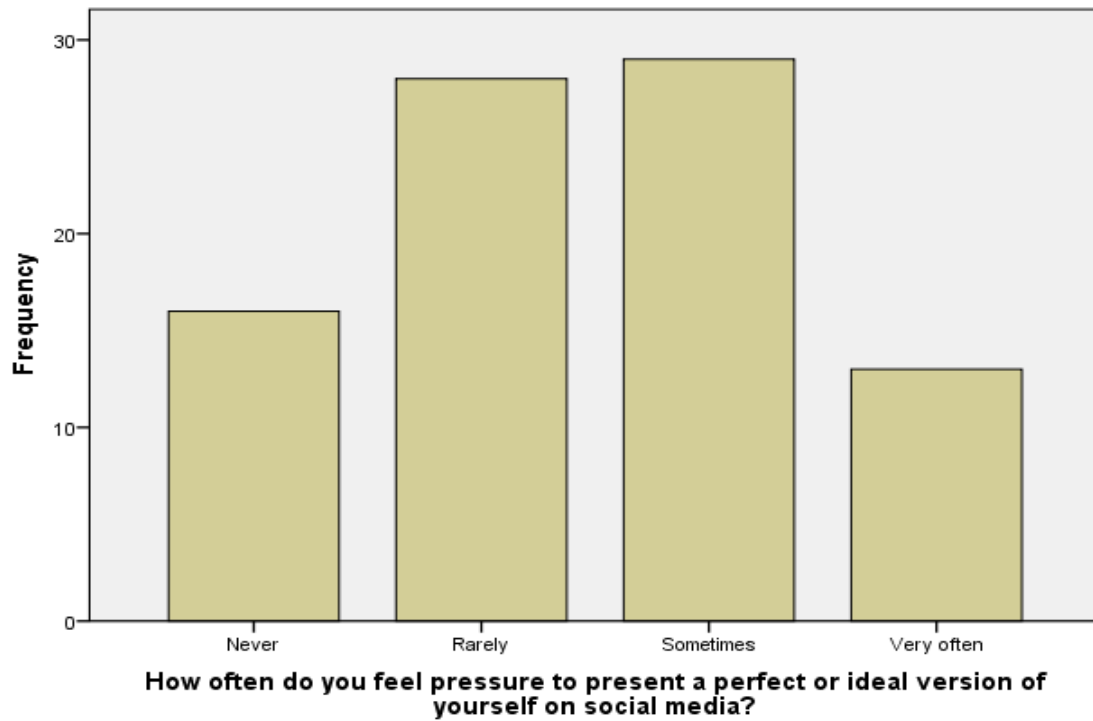
8. Have you ever compared your body or physical appearance to images or influencers you see on social media?

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1	1.2	1.2	1.2
No, never	23	26.7	26.7	27.9
Rarely	21	24.4	24.4	52.3
Sometimes	33	38.4	38.4	90.7
Yes, frequently	8	9.3	9.3	100.0
Total	86	100.0	100.0	

Analyzing the responses to the question "Have you ever compared your body or physical appearance to images or influencers you see on social media?" from the respondents, we can observe the following:

26.7% of the respondents answered "No, never." This indicates that a relatively small percentage of individuals claim to never compare their body or physical appearance to images or influencers on social media. These respondents may possess a strong sense of self-acceptance and have a positive body image, which shields them from engaging in such comparisons.

24.4% of the respondents answered "Rarely." This suggests that a significant portion of individuals occasionally compare their body or physical appearance to images or influencers on social media, but it does not happen frequently. These individuals may have a healthier perspective on their own bodies and are less likely to be influenced by the idealized representations they encounter on social media platforms.

38.4% of the respondents answered "Sometimes." This indicates that a considerable number of individuals admit to occasionally comparing their body or physical appearance to images or influencers on social media. These individuals may experience moments where they feel the pressure to conform to societal beauty standards or to attain an idealized appearance portrayed by others on social media.

9.3% of the respondents answered "Yes, frequently." This subset of respondents acknowledged frequently comparing their body or physical appearance to images or influencers on social media. These individuals are more susceptible to negative body image issues and may experience significant pressure to meet unrealistic beauty ideals. Frequent comparisons may lead to lower
self-esteem, body dissatisfaction, and potential negative impacts on mental well-being.

How often do you compare yourself to your friends or acquaintances on social media?

How often do you compare yourself to your friends or acquaintances on social media?
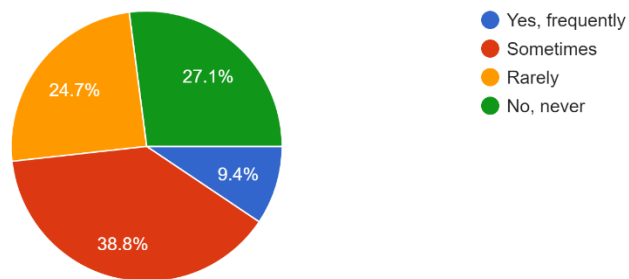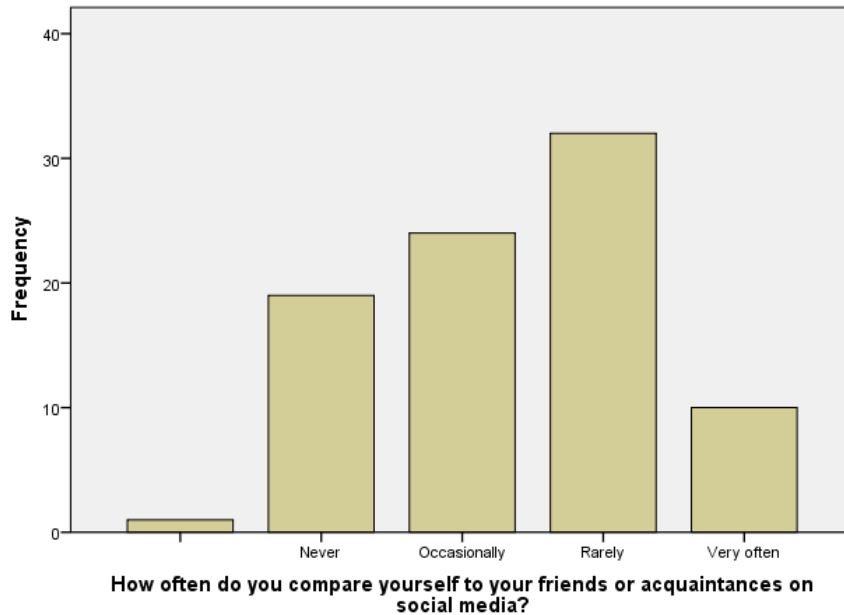
9. Do you think social media promotes unrealistic beauty standards?

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1	1.2	1.2	1.2
Neutral	22	25.6	25.6	26.7
No, somewhat disagree	4	4.7	4.7	31.4
No, strongly disagree	1	1.2	1.2	32.6
Yes, somewhat agree	28	32.6	32.6	65.1
Yes, strongly agree	30	34.9	34.9	100.0
Total	86	100.0	100.0	

Analysing the responses to the question "Do you think social media promotes unrealistic beauty standards?" from the respondents, we can observe the following:

25.6% of the respondents answered "Neutral." This suggests that a quarter of the participants did not hold a strong opinion on whether social media promotes unrealistic beauty standards. They may have been unsure or lacked sufficient knowledge or observation to form a definitive stance on the issue.

4.7% of the respondents answered "No, somewhat disagree." This indicates that a small percentage of individuals disagreed to some extent that social media promotes unrealistic beauty standards. They may believe that social media has minimal influence on beauty standards or that it offers a variety of representations that are not necessarily unrealistic.

1.2% of the respondents answered "No, strongly disagree." This suggests that a very small fraction of respondents strongly disagreed that social media promotes unrealistic beauty standards. They may hold the belief that social media platforms predominantly showcase realistic and diverse representations of beauty.

32.6% of the respondents answered "Yes, somewhat agree." This indicates that a significant portion of individuals somewhat agree that social media promotes unrealistic

beauty standards. They recognize that social media can contribute to the perpetuation of idealized and often unattainable beauty standards, although they may not view it as the sole or major contributor.

34.9% of the respondents answered "Yes, strongly agree." This subset of respondents strongly agreed that social media promotes unrealistic beauty standards. They believe that social media platforms play a significant role in setting unrealistic beauty expectations, leading to negative impacts on body image, self-esteem, and overall well-being.

Do you think social media promotes unrealistic beauty standards?

- Yes, strongly agree
- Yes, somewhat agree
- Neutral
- No, somewhat disagree
- No, strongly disagree
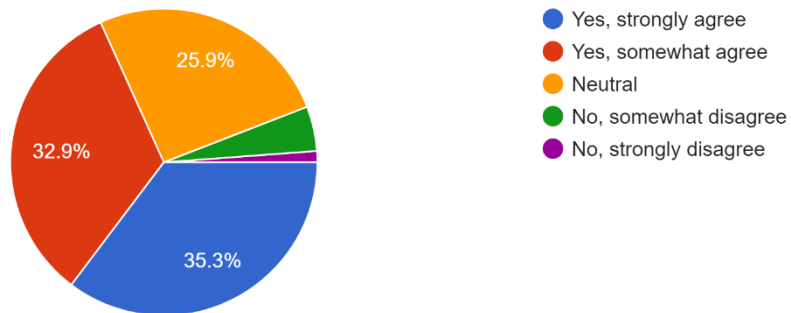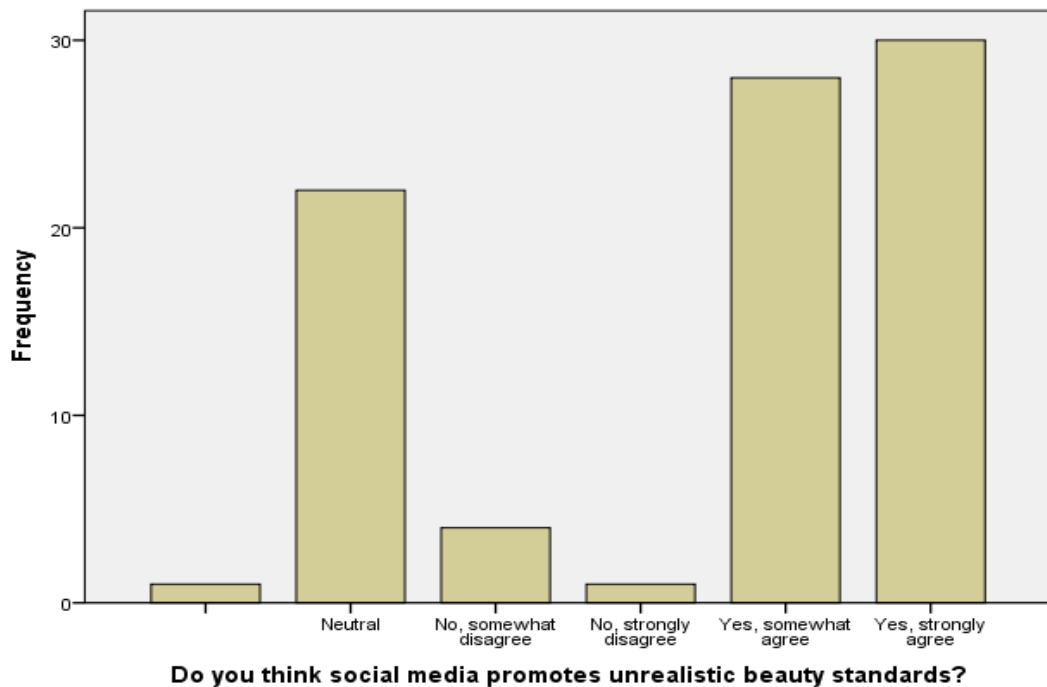
10. Do you follow social media accounts that promote body positivity and self-acceptance?

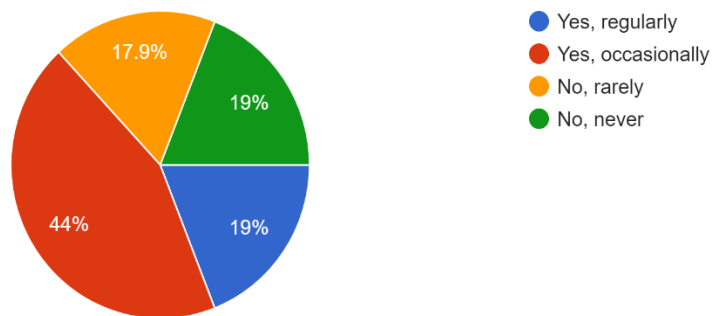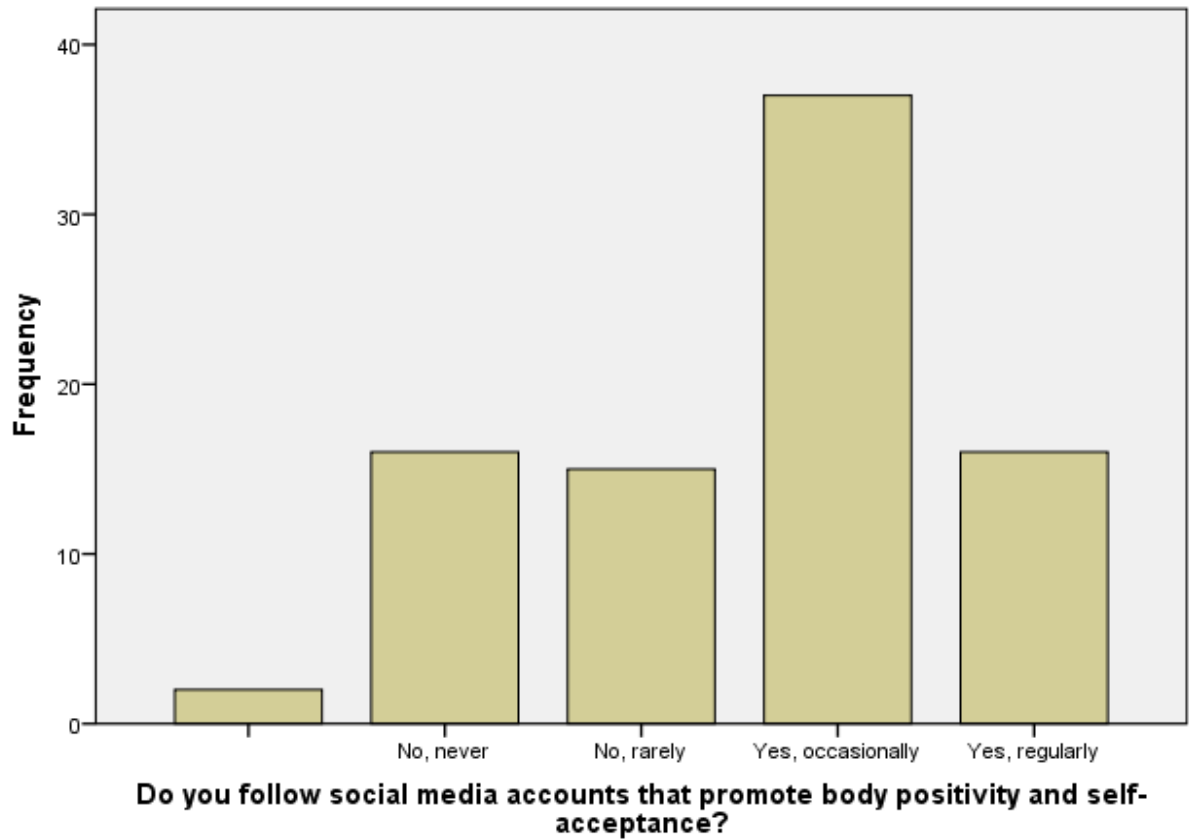|	Frequency	Percent	Valid Percent	Cumulative Percent
Valid	2	2.3	2.3	2.3
No, never	16	18.6	18.6	20.9
No, rarely	15	17.4	17.4	38.4
Yes, occasionally	37	43.0	43.0	81.4
Yes, regularly	16	18.6	18.6	100.0
Total	86	100.0	100.0	

Analyzing the responses to the question "Do you follow social media accounts that promote body positivity and self-acceptance?" from the respondents, we can observe the following:

18.6% of the respondents answered "No, never." This indicates that a relatively small percentage of individuals do not follow social media accounts that promote body positivity and self-acceptance. These respondents may have different preferences or interests on social media or may not have come across such accounts that align with these values.

17.4% of the respondents answered "No, rarely." This suggests that another portion of individuals rarely follow social media accounts that promote body positivity and self-acceptance. While they may occasionally encounter and engage with such accounts, they do not actively seek out or consistently follow them.

43.0% of the respondents answered "Yes, occasionally." This indicates that a significant proportion of individuals occasionally follow social media accounts that promote body positivity and self-acceptance. They recognize the importance of these accounts and may come across them from time to time, but it is not a regular or consistent part of their social media consumption.

18.6% of the respondents answered "Yes, regularly." This subset of respondents actively and regularly follows social media accounts that promote body positivity and self-acceptance. They actively seek out and engage with these accounts, indicating a strong commitment to promoting body positivity, self-acceptance, and inclusive ideals on social media.

11. Have you ever unfollowed or muted someone on social media due to negative self-image-related issues (e.g., constant comparison)?

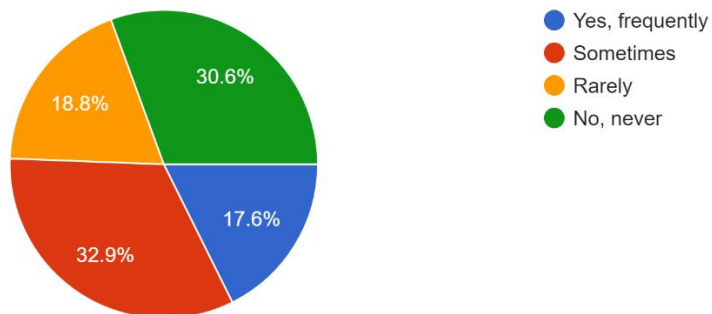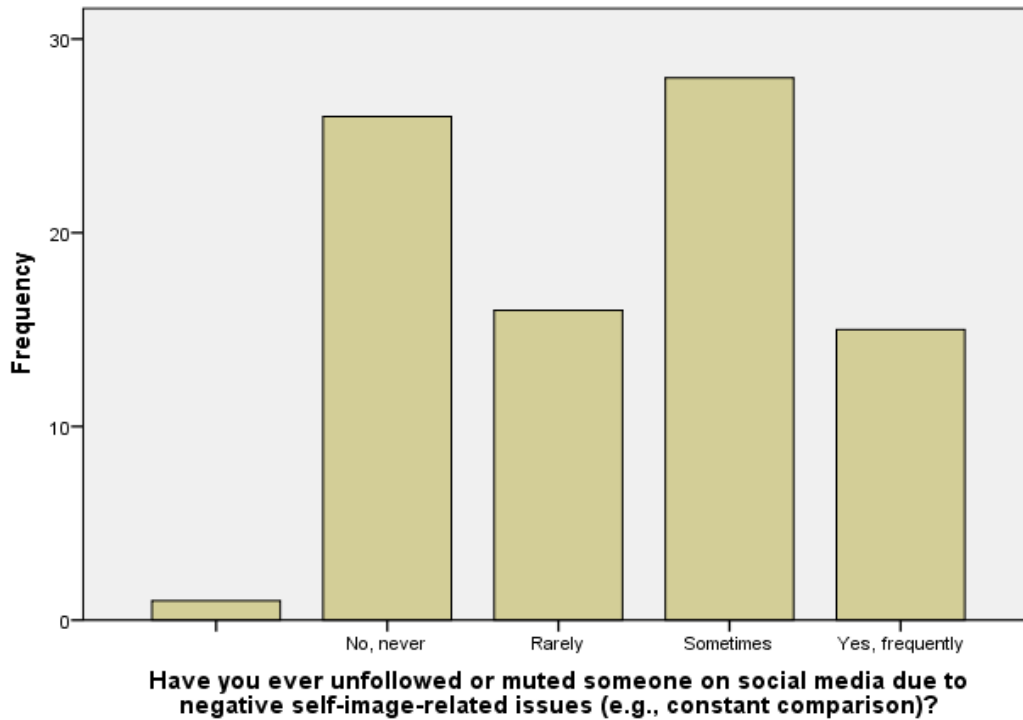|	Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1	1.2	1.2	1.2
No, never	26	30.2	30.2	31.4
Rarely	16	18.6	18.6	50.0
Sometimes	28	32.6	32.6	82.6
Yes, frequently	15	17.4	17.4	100.0
Total	86	100.0	100.0	

Analyzing the responses to the question "Have you ever unfollowed or muted someone on social media due to negative self-image-related issues (e.g., constant comparison)?" from the respondents, we can observe the following:

30.2% of the respondents answered "No, never." This indicates that a significant portion of individuals have never unfollowed or muted someone on social media due to negative self-image-related issues. They may have effective coping mechanisms or may not have encountered situations that negatively impacted their self-image through their social media interactions.

18.6% of the respondents answered "Rarely." This suggests that a relatively smaller percentage of individuals occasionally unfollow or mute someone on social media due to negative self-image-related issues. They may selectively choose to disengage from content or individuals that trigger negative self-comparisons or contribute to negative self-image issues, but it does not happen frequently.

32.6% of the respondents answered "Sometimes." This indicates that a considerable number of individuals have occasionally unfollowed or muted someone on social media due to negative self-image-related issues. They recognize the impact of constant comparison or exposure to content that negatively affects their self-image and take steps to protect their mental well-being by limiting their exposure to such content or individuals.

17.4% of the respondents answered "Yes, frequently." This subset of respondents frequently unfollows or mute someone on social media due to negative self-image-related issues. They may be particularly sensitive to the impact of constant comparison or negative self-perceptions triggered by certain individuals or types of content, and actively prioritize their mental well-being by curating their social media feed.

Have you ever unfollowed or muted someone on social media due to negative self-image-related issues (e.g., constant comparison)?

- Yes, frequently
- Sometimes
- Rarely
- No, never

12. How often do you compare yourself to your friends or acquaintances on social media?

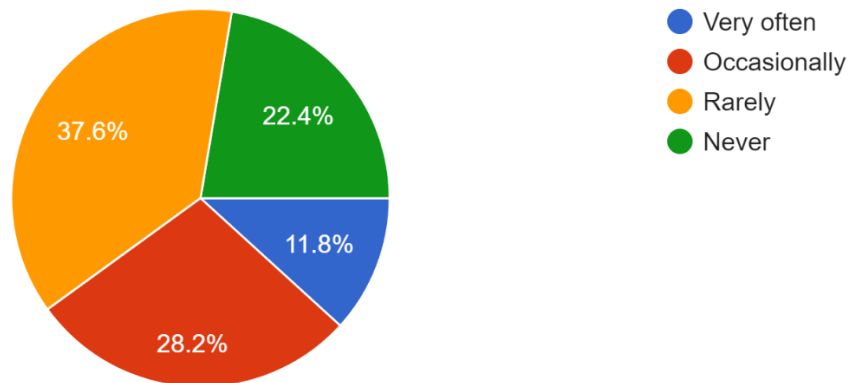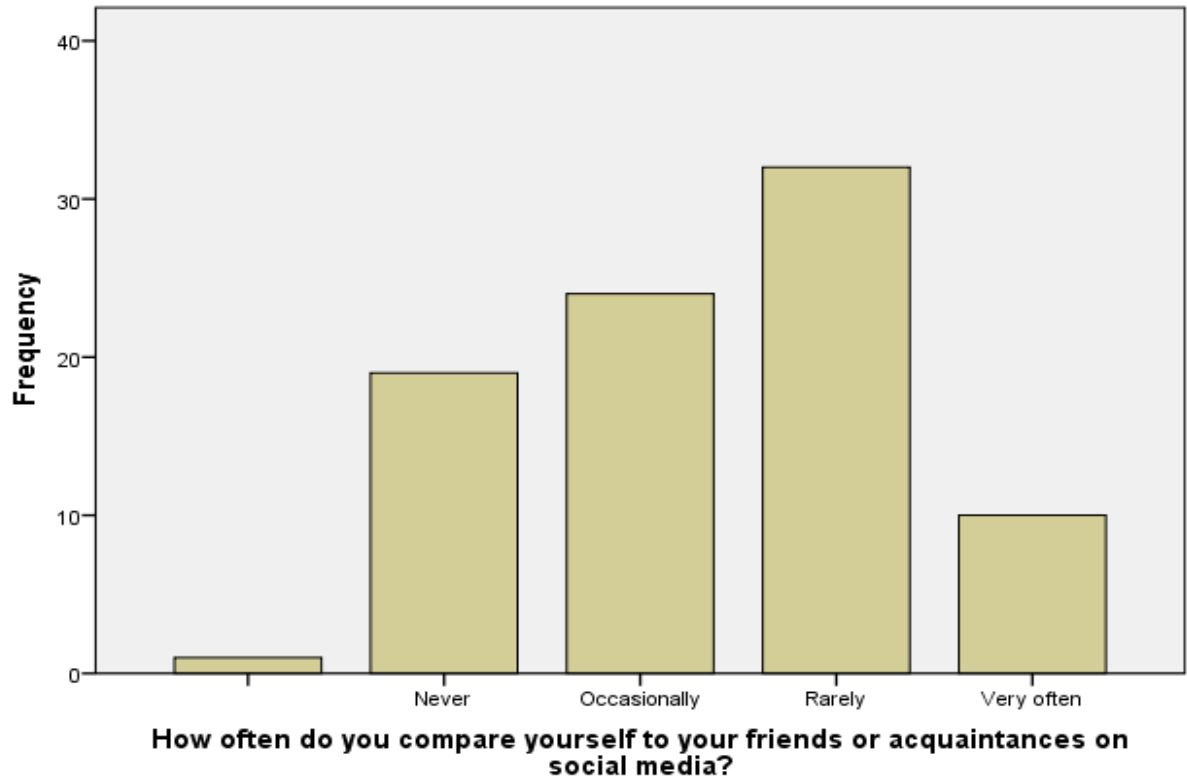|	Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1	1.2	1.2	1.2
Never	19	22.1	22.1	23.3
Occasionally	24	27.9	27.9	51.2
Rarely	32	37.2	37.2	88.4
Very often	10	11.6	11.6	100.0
Total	86	100.0	100.0	

Analyzing the responses to the question "How often do you compare yourself to your friends or acquaintances on social media?" from the respondents, we can observe the following:

22.1% of the respondents answered "Never." This indicates that a significant portion of individuals claim to never compare themselves to their friends or acquaintances on social media. These respondents may have a strong sense of self and are less prone to engaging in social comparisons or may have developed effective strategies to avoid such comparisons.

27.9% of the respondents answered "Occasionally." This suggests that a considerable number of individuals occasionally compare themselves to their friends or acquaintances on social media. They might experience moments where they find themselves comparing various aspects of their lives, such as achievements, experiences, appearance, or relationships, to what they observe on social media.

37.2% of the respondents answered "Rarely." This indicates that another significant portion of individuals rarely engage in comparisons with their friends or acquaintances on social media. While they might occasionally encounter posts or updates that trigger comparisons, it does not happen frequently or consistently.

11.6% of the respondents answered "Very often." This subset of respondents admitted to frequently comparing themselves to their friends or acquaintances on social media. They are more susceptible to engaging in social comparisons, constantly evaluating themselves in relation to others, which can potentially have a negative impact on their self-esteem and well-being.

How often do you compare yourself to your friends or acquaintances on social media?

13. How much does social media influence your idea of what a "good life" should be like?

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1	1.2	1.2	1.2
It doesn't influence my idea at all	14	16.3	16.3	17.4
It has a small influence on my idea	31	36.0	36.0	53.5
It somewhat influences my idea	31	36.0	36.0	89.5
It strongly influences my idea	9	10.5	10.5	100.0
Total	86	100.0	100.0	

Analyzing the responses to the question "How much does social media influence your idea of what a 'good life' should be like?" from the respondents, we can observe the following:

16.3% of the respondents answered "It doesn't influence my idea at all." This indicates that a significant portion of individuals do not feel influenced by social media when forming their idea of what a "good life" should be like. They may have a strong sense of self and prioritize their own values and aspirations, rather than relying on external influences.

36.0% of the respondents answered "It has a small influence on my idea." This suggests that a considerable number of individuals acknowledge a minor influence of social media on their perception of what a "good life" entails. While they are aware of the impact of social media, they do not heavily rely on it when shaping their own definition of a fulfilling life.
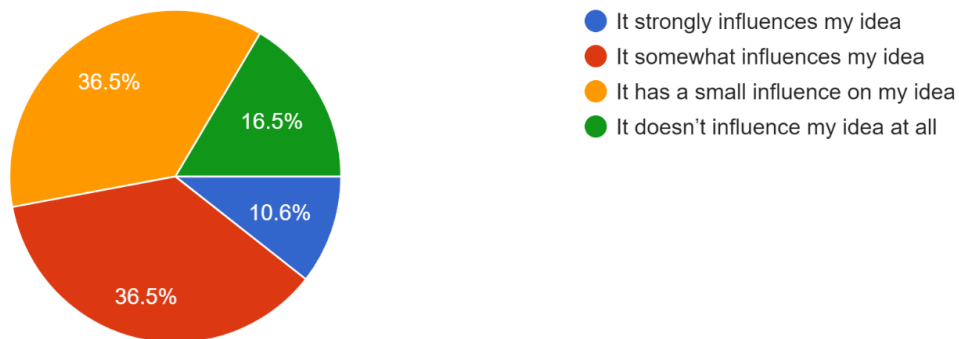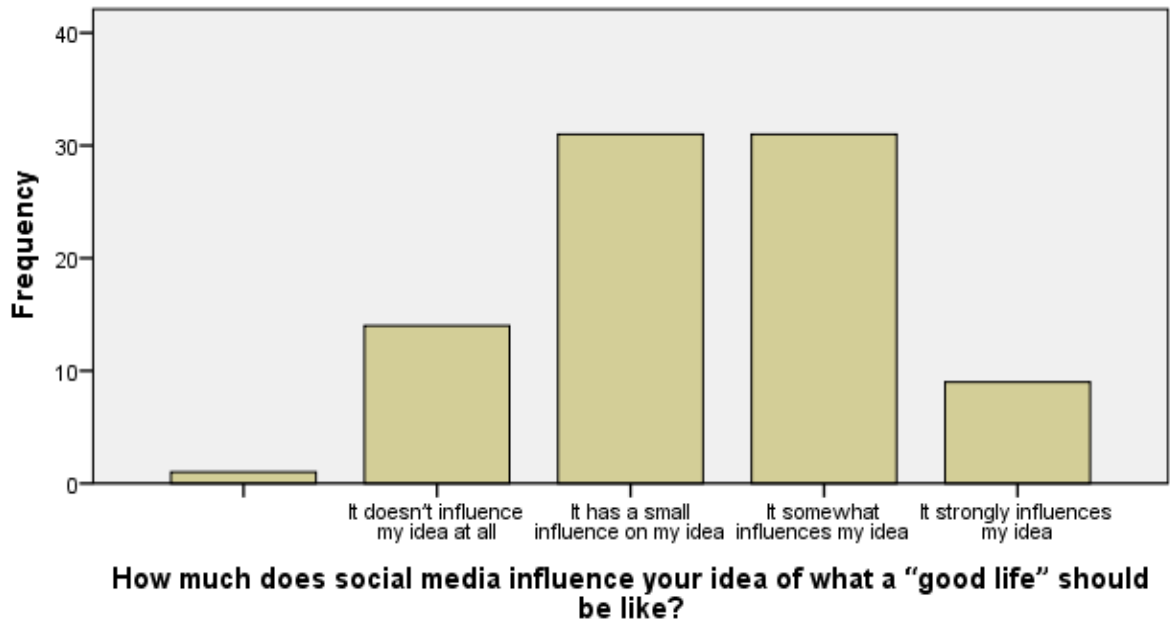
36.0% of the respondents answered "It somewhat influences my idea." This indicates that another significant portion of individuals feel that social media moderately influences their perception of what a "good life" should be like. They recognize the impact of social media

on shaping societal norms and ideals, which might have some influence on their own aspirations and expectations.

10.5% of the respondents answered "It strongly influences my idea." This subset of respondents strongly believe that social media significantly influences their perception of a "good life." They may be more susceptible to the ideals portrayed on social media platforms and rely heavily on them when forming their own expectations and definitions of a fulfilling life.

How much does social media influence your idea of what a "good life" should be like?

○ It strongly influences my idea
○ It somewhat influences my idea
○ It has a small influence on my idea
○ It doesn't influence my idea at all

14. Do you believe that social media has a significant impact on your overall happiness and well-being?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid		2	2.3	2.3	2.3
	Neutral	35	40.7	40.7	43.0
	No, somewhat disagree	9	10.5	10.5	53.5
	No, strongly disagree	10	11.6	11.6	65.1
	Yes, somewhat agree	26	30.2	30.2	95.3
	Yes, strongly agree	4	4.7	4.7	100.0
	Total	86	100.0	100.0	

Analyzing the responses to the question "Do you believe that social media has a significant impact on your overall happiness and well-being?" from the respondents, we can observe the following:

40.7% of the respondents answered "Neutral." This indicates that a significant portion of individuals do not strongly lean towards believing that social media has a significant impact on their overall happiness and well-being. They may have mixed feelings or lack a clear perspective on the influence of social media in this regard.

10.5% of the respondents answered "No, somewhat disagree." This suggests that a small percentage of individuals hold a belief that social media has only a minor impact on their overall happiness and well-being. They may perceive that social media plays a limited role or that other factors have a more significant influence on their well-being.

11.6% of the respondents answered "No, strongly disagree." This indicates that a small fraction of respondents strongly disagree that social media has a significant impact on their overall happiness and well-being. They may believe that social media has little to no effect or that it is not a crucial determinant of their well-being.

30.2% of the respondents answered "Yes, somewhat agree." This suggests that a considerable number of individuals somewhat believe that social media has an impact on their overall happiness and well-being. They recognize that social media can influence their emotional state and well-being to some extent, although they may not consider it as the sole or primary determinant.

4.7% of the respondents answered "Yes, strongly agree." This subset of respondents strongly believe that social media has a significant impact on their overall happiness and well-being. They attribute a substantial influence to social media in shaping their emotional well-being and overall life satisfaction.

Do you believe that social media has a significant impact on your overall happiness and well-being?
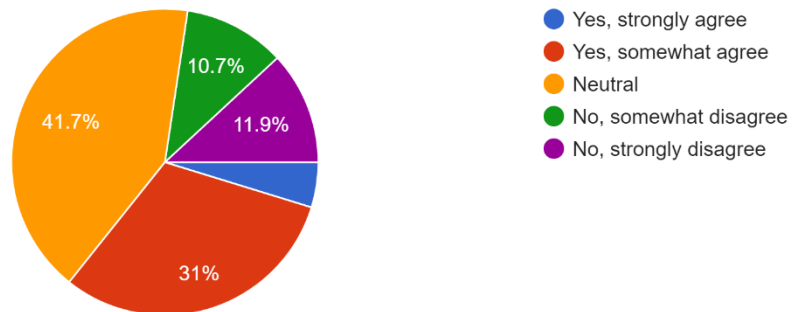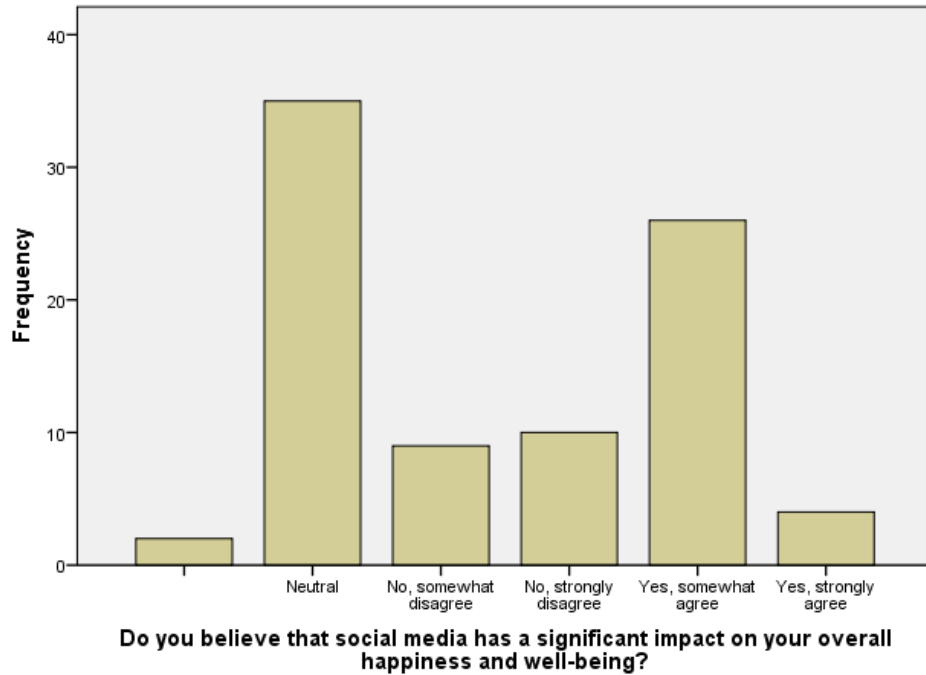
15. Do you actively prioritize real-life experiences over social media engagement to maintain a healthy self-image?

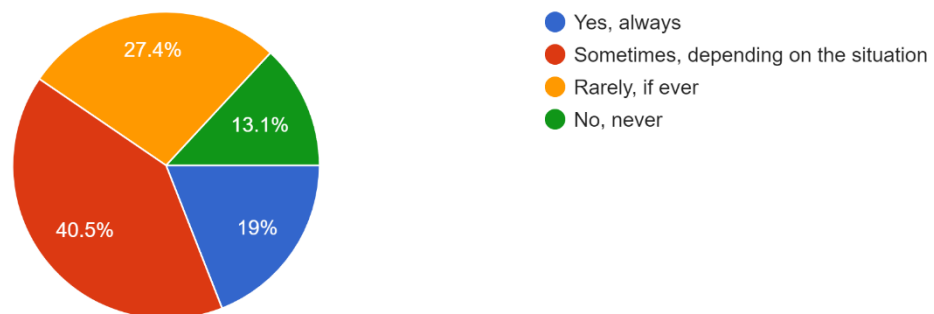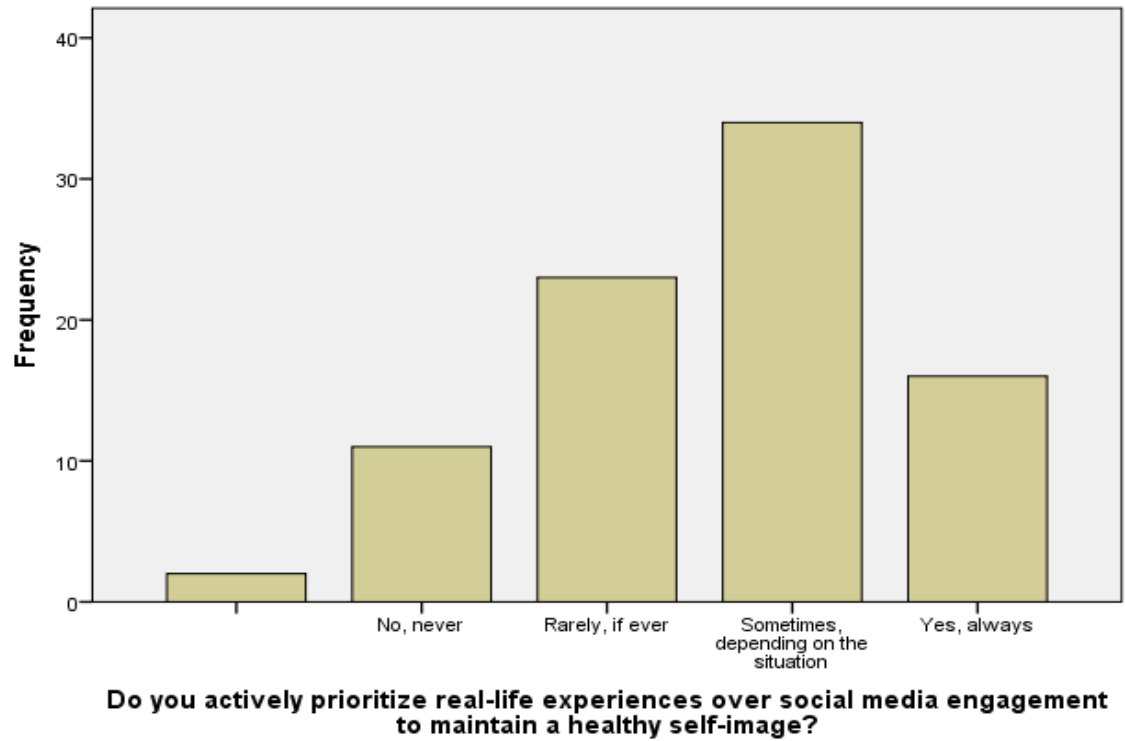|	Frequency	Percent	Valid Percent	Cumulative Percent
Valid	2	2.3	2.3	2.3
No, never	11	12.8	12.8	15.1
Rarely, if ever	23	26.7	26.7	41.9
Sometimes, depending on the situation	34	39.5	39.5	81.4
Yes, always	16	18.6	18.6	100.0
Total	86	100.0	100.0	

Analyzing the responses to the question "Do you actively prioritize real-life experiences over social media engagement to maintain a healthy self-image?" from the respondents, we can observe the following:

12.8% of the respondents answered "No, never." This indicates that a small percentage of individuals do not actively prioritize real-life experiences over social media engagement to maintain a healthy self-image. They may be more focused on their online presence and the perception of others rather than prioritizing real-life experiences for self-fulfillment.

26.7% of the respondents answered "Rarely, if ever." This suggests that a significant portion of individuals rarely prioritize real-life experiences over social media engagement for maintaining a healthy self-image. While they may occasionally consider real-life experiences, their engagement with social media still plays a significant role in shaping their self-perception.

39.5% of the respondents answered "Sometimes, depending on the situation." This indicates that another significant proportion of individuals occasionally prioritize real-life experiences over social media engagement to maintain a healthy self-image. They recognize the importance of balancing online interactions with real-life experiences and adjust their priorities accordingly.

18.6% of the respondents answered "Yes, always." This subset of respondents consistently prioritizes real-life experiences over social media engagement to maintain a healthy self-image. They recognize the value of authentic experiences, genuine connections, and personal growth in shaping their self-perception, and actively prioritize these aspects over their online presence.

Do you actively prioritize real-life experiences over social media engagement to maintain a healthy self-image?

- Yes, always
- Sometimes, depending on the situation
- Rarely, if ever
- No, never

16. Are you aware of the potential impact of excessive social media use on mental health?

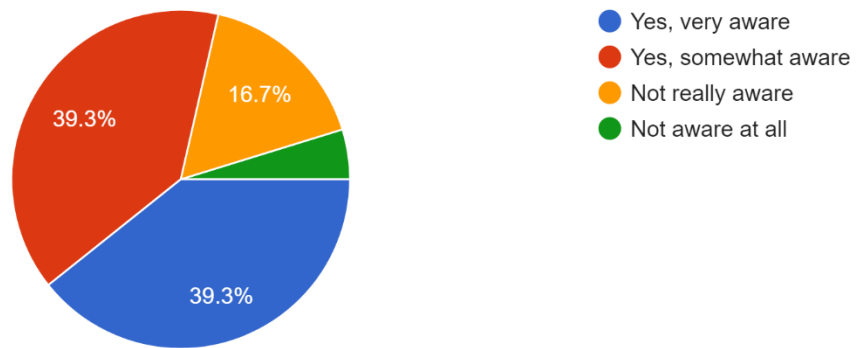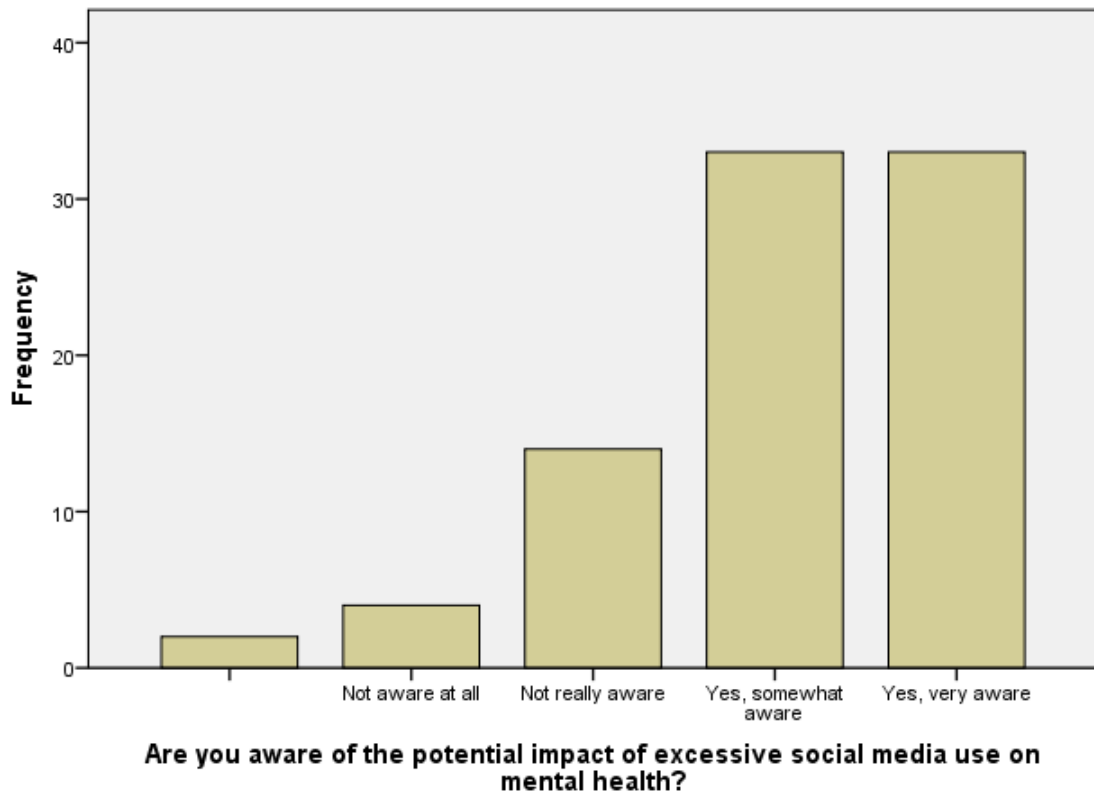|	Frequency	Percent	Valid Percent	Cumulative Percent
Valid	2	2.3	2.3	2.3
Not aware at all	4	4.7	4.7	7.0
Not really aware	14	16.3	16.3	23.3
Yes, somewhat aware	33	38.4	38.4	61.6
Yes, very aware	33	38.4	38.4	100.0
Total	86	100.0	100.0	

Analyzing the responses to the question "Are you aware of the potential impact of excessive social media use on mental health?" from the respondents, we can observe the following:

4.7% of the respondents answered "Not aware at all." This indicates that a small percentage of individuals have little to no awareness of the potential impact of excessive social media use on mental health. They may not have considered or received information about the potential risks associated with prolonged or excessive social media use.

16.3% of the respondents answered "Not really aware." This suggests that another portion of individuals have some level of awareness but may not fully understand or acknowledge the potential impact of excessive social media use on mental health. They might have heard about it but have limited knowledge or understanding of the specific risks and implications.

38.4% of the respondents answered "Yes, somewhat aware." This indicates that a significant proportion of individuals have some level of awareness of the potential impact of excessive social media use on mental health. They recognize that excessive social media use can have negative effects on well-being, although they may not have an in-depth understanding of the specific mechanisms or consequences.

38.4% of the respondents answered "Yes, very aware." This subset of respondents expressed a high level of awareness regarding the potential impact of excessive social media use on mental health. They have a clear understanding of the risks and potential negative effects associated with spending excessive time on social media platforms.

Are you aware of the potential impact of excessive social media use on mental health?

17. Have you ever taken a break from a specific social media platform due to its
    negative impact on your self-image?

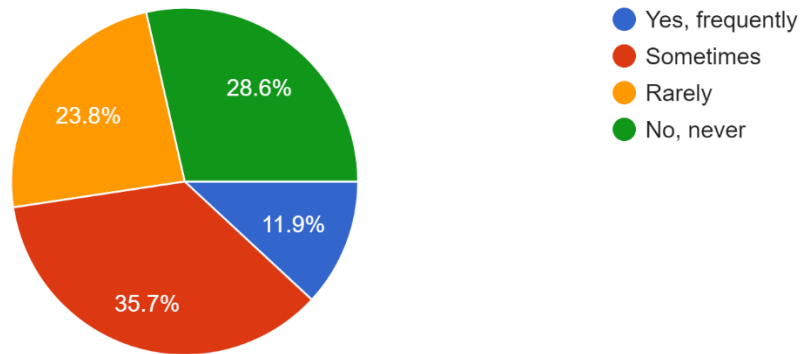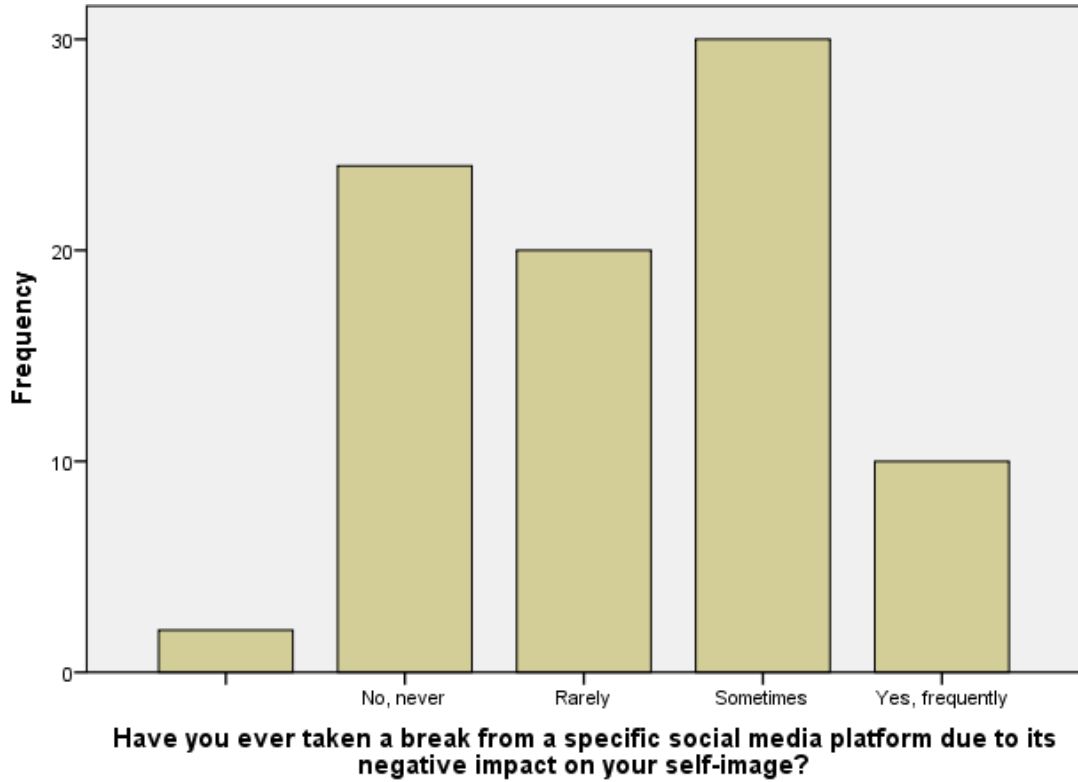|	Frequency	Percent	Valid Percent	Cumulative Percent
Valid	2	2.3	2.3	2.3
No, never	24	27.9	27.9	30.2
Rarely	20	23.3	23.3	53.5
Sometimes	30	34.9	34.9	88.4
Yes, frequently	10	11.6	11.6	100.0
Total	86	100.0	100.0	

Analyzing the responses to the question "Have you ever taken a break from a specific social media platform due to its negative impact on your self-image?" from the respondents, we can observe the following:

27.9% of the respondents answered "No, never." This indicates that a significant portion of individuals have never taken a break from a specific social media platform due to its negative impact on their self-image. They may not have experienced significant negative effects on their self-image or have developed effective coping mechanisms to manage any potential negative impact.

23.3% of the respondents answered "Rarely." This suggests that a notable number of individuals rarely take breaks from specific social media platforms due to negative impacts on their self-image. While they may occasionally recognize negative effects, they do not feel the need to take breaks or may have other strategies to manage their self-image while using social media.

34.9% of the respondents answered "Sometimes." This indicates that a significant proportion of individuals occasionally take breaks from specific social media platforms due to negative impacts on their self-image. They recognize the potential negative effects that social media can have on their self-image and take proactive steps to protect their mental well-being by taking breaks as needed.

11.6% of the respondents answered "Yes, frequently." This subset of respondents frequently take breaks from specific social media platforms due to the negative impact on their self-image. They are more sensitive to the potential negative consequences of social media on their self-perception and actively prioritize their mental well-being by taking regular breaks.

Have you ever taken a break from a specific social media platform due to its negative impact on your self-image?

18. Do you think social media platforms should do more to promote positive self-image among users?

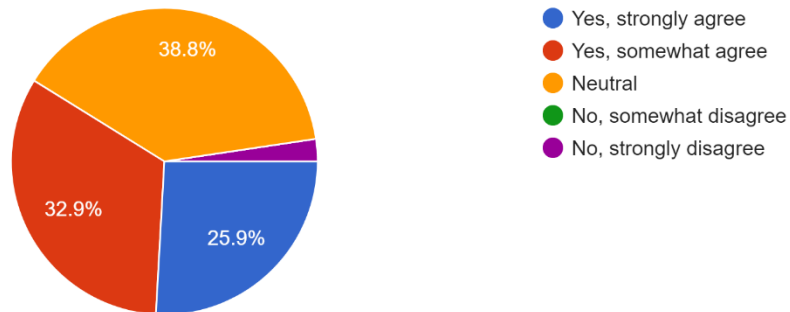|	Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1	1.2	1.2	1.2
Neutral	33	38.4	38.4	39.5
No, strongly disagree	2	2.3	2.3	41.9
Yes, somewhat agree	28	32.6	32.6	74.4
Yes, strongly agree	22	25.6	25.6	100.0
Total	86	100.0	100.0	

Analysing the responses to the question "Do you think social media platforms should do more to promote positive self-image among users?" from the respondents, we can observe the following:

38.4% of the respondents answered "Neutral." This indicates that a significant portion of individuals have a neutral stance on whether social media platforms should do more to promote positive self-image among users. They may not have a strong opinion on this matter or may feel uncertain about the responsibility of social media platforms in promoting positive self-image.

2.3% of the respondents answered "No, strongly disagree." This suggests that a small percentage of individuals strongly believe that social media platforms should not do more to promote positive self-image among users. They may feel that it is not the responsibility of social media platforms or may have differing views on how self-image should be fostered.

32.6% of the respondents answered "Yes, somewhat agree." This indicates that a considerable number of individuals somewhat agree that social media platforms should do more to promote positive self-image among users. They recognize the potential influence of social media platforms in shaping self-image and believe that more efforts should be made to foster a positive online environment.

25.6% of the respondents answered "Yes, strongly agree." This subset of respondents strongly believe that social media platforms should do more to promote positive self-image among users. They feel that social media platforms have a responsibility to create a supportive and empowering space that encourages positive self-perception and helps combat the negative effects of comparison and unrealistic standards.

Do you think social media platforms should do more to promote positive self-image among users?
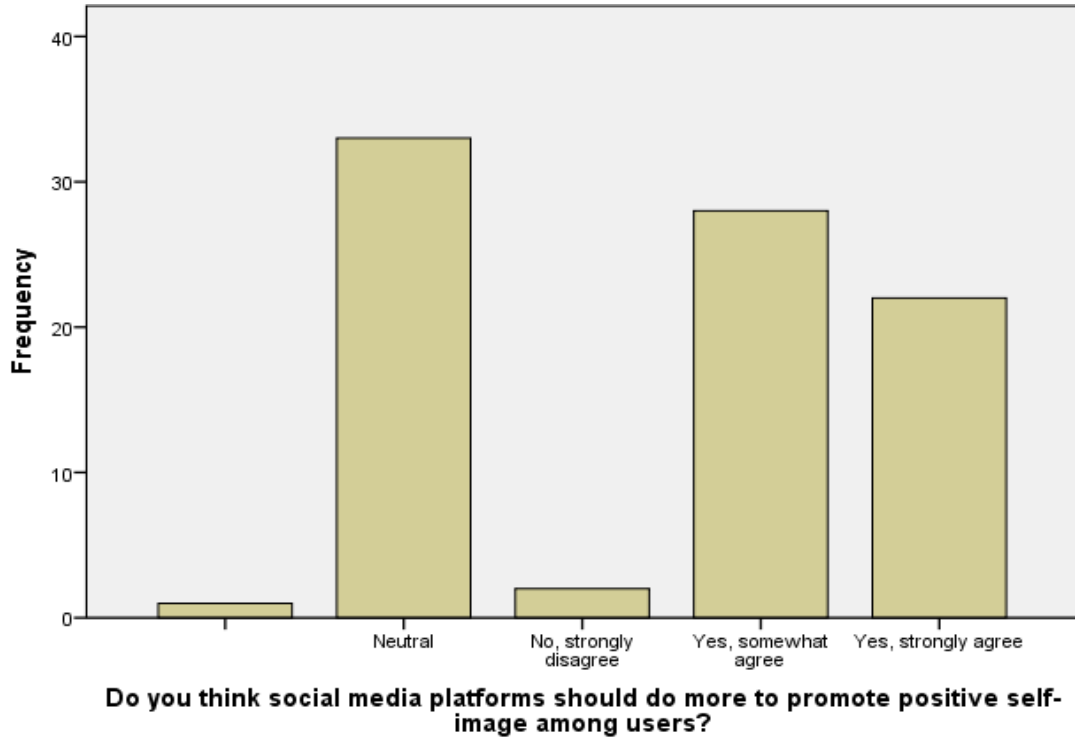
19.1. The self-esteem of the respondents using Rosenberg self-esteem scale is given in the table.

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	8	1	1.2	1.2	1.2
	9	1	1.2	1.2	2.3
	11	2	2.3	2.3	4.7
	12	2	2.3	2.3	7.0
	13	9	10.5	10.5	17.4
	14	5	5.8	5.8	23.3
	15	10	11.6	11.6	34.9
	16	10	11.6	11.6	46.5
	17	7	8.1	8.1	54.7
	18	10	11.6	11.6	66.3
	19	9	10.5	10.5	76.7
	20	3	3.5	3.5	80.2
	21	8	9.3	9.3	89.5
	22	4	4.7	4.7	94.2
	23	1	1.2	1.2	95.3
	24	1	1.2	1.2	96.5
	25	1	1.2	1.2	97.7
	28	1	1.2	1.2	98.8
	30	1	1.2	1.2	100.0
	Total	86	100.0	100.0	

The data provides the self-esteem levels of the respondents, considering a categorization where below 15 is considered low self-esteem, between 15 and 25 falls within the normal range, and above 25 is indicative of high self-esteem.
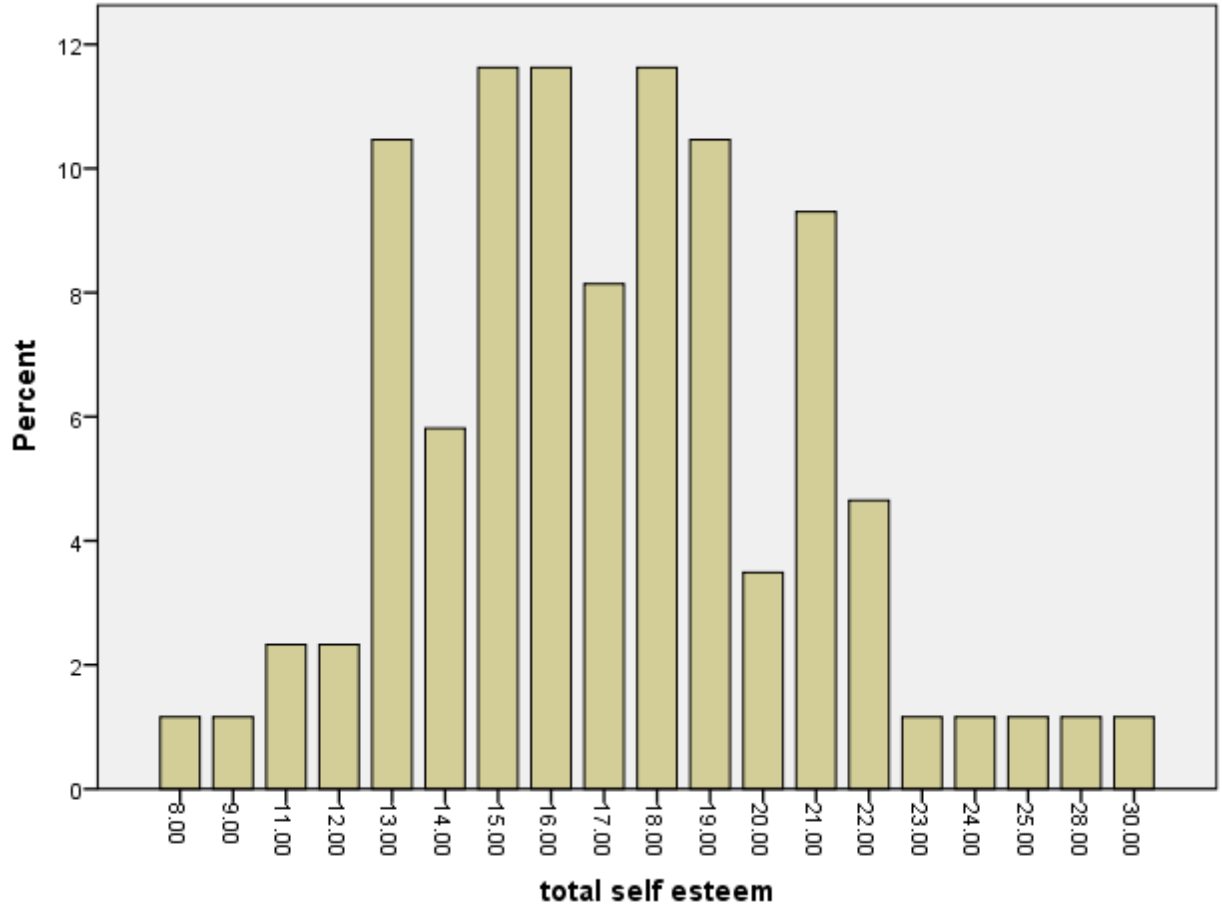
(fig. The total self-esteem of the respondents)

Examining the distribution of responses, it becomes apparent that there is a diverse range of self-esteem scores reported among the respondents. The values encompass a spectrum from 8.00 to 30.00. In terms of the revised categorization, it can be observed that the majority of respondents fell within the normal range, with reported values of 15 to 25. These respondents accounted for a cumulative percentage of 80.2%, indicating that a significant portion of the respondents had self-esteem levels considered to be within the normal range.

Analyzing the frequencies and percentages more specifically, it can be seen that the most commonly reported self-esteem levels were 15,16 and 18 each accounting for approximately 11.6% of the respondents. These values fall within the normal range, further supporting the notion that a considerable portion of the respondents had self-esteem levels considered to be within the expected and typical range.

A smaller percentage of respondents reported self-esteem levels below 15, falling within the low self-esteem category. These lower scores were reported by 1.2% of the

respondents, suggesting that while relatively fewer individuals fell into this category, it is still present within the dataset. On the other hand, the data indicates that very few respondents reported self-esteem levels above 25, which would be considered indicative of high self-esteem. Only 1.2% of the respondents reported scores above this threshold. This suggests that a minority of the respondents demonstrated high levels of self-esteem based on the revised categorization.

19.2. The given data presents a crosstabulation of total self-esteem levels and age groups. The table provides the count of individuals falling into different combinations of self-esteem levels and age categories.

		Age		
		15-20	20-25	Total
Total self esteem	8	0	1	1
	9	0	1	1
	11	0	2	2
	12	2	0	2
	13	3	6	9
	14	2	3	5
	15	3	7	10
	16	2	8	10
	17	0	7	7
	18	5	5	10
	19	4	5	9
	20	0	3	3
	21	5	3	8
	22	1	3	4
	23	0	1	1
	24	0	1	1
	25	1	0	1
	28	0	1	1
	30	0	1	1
Total		28	58	86

From the table, we can observe that the highest number of individuals with a self-esteem score of 13.00 are in the age group of 15-20, with a count of 3. On the other hand, the highest number of individuals with a self-esteem score of 16.00 are in the age group of 20-25, with a count of 8.

Furthermore, the total number of individuals in the age group of 15-20 is 28, while the total number of individuals in the age group of 20-25 is 58. This indicates that the sample size for the age group of 20-25 is larger than that of the age group of 15-20.

19.3. The given data shows the frequency distribution of the social media usage index among the respondents. The social media usage index is a measure of the extent to which individuals use social media, with higher scores indicating more frequent use.

|		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	27	4	4.7	4.7	4.7
	28	7	8.1	8.1	12.8
	29	6	7.0	7.0	19.8
	30	9	10.5	10.5	30.2
	31	7	8.1	8.1	38.4
	32	9	10.5	10.5	48.8
	33	8	9.3	9.3	58.1
	34	12	14.0	14.0	72.1
	35	9	10.5	10.5	82.6
	36	4	4.7	4.7	87.2
	37	4	4.7	4.7	91.9
	38	4	4.7	4.7	96.5
	39	2	2.3	2.3	98.8
	40	1	1.2	1.2	100.0
	Total	86	100.0	100.0	
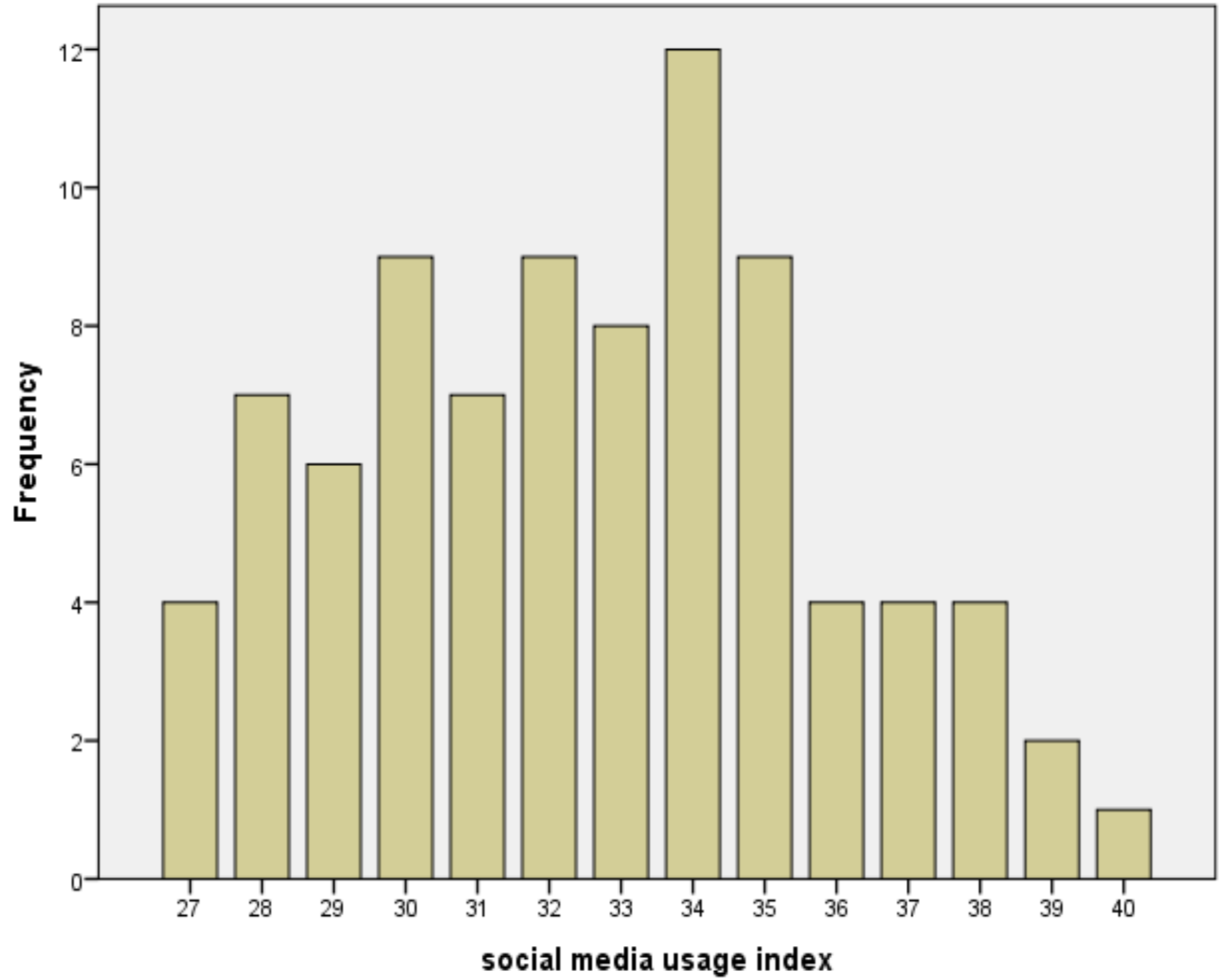
(fig. Social media usage index)

The data shows that the social media usage index ranges from 27 to 40, with a mean score of approximately 33. The most common scores are 34 (14.0%), followed by 30 (10.5%) and 35 (10.5%). The least common scores are 27 (4.7%), 36 (4.7%), 37 (4.7%), 38 (4.7%), 39 (2.3%), and 40 (1.2%).

19.4. The given data shows a crosstabulation of social media usage index and age among the respondents. The age categories are 15-20 and 20-25.

		Age		Total
		15-20	20-25	
Social media usage index	27	1	3	4
	28	4	3	7
	29	2	4	6
	30	2	7	9
	31	2	5	7
	32	3	6	9
	33	2	6	8
	34	6	6	12
	35	2	7	9
	36	2	2	4
	37	1	3	4
	38	1	3	4
	39	0	2	2
	40	0	1	1
Total		28	58	86

(fig. Social media usage index and age)
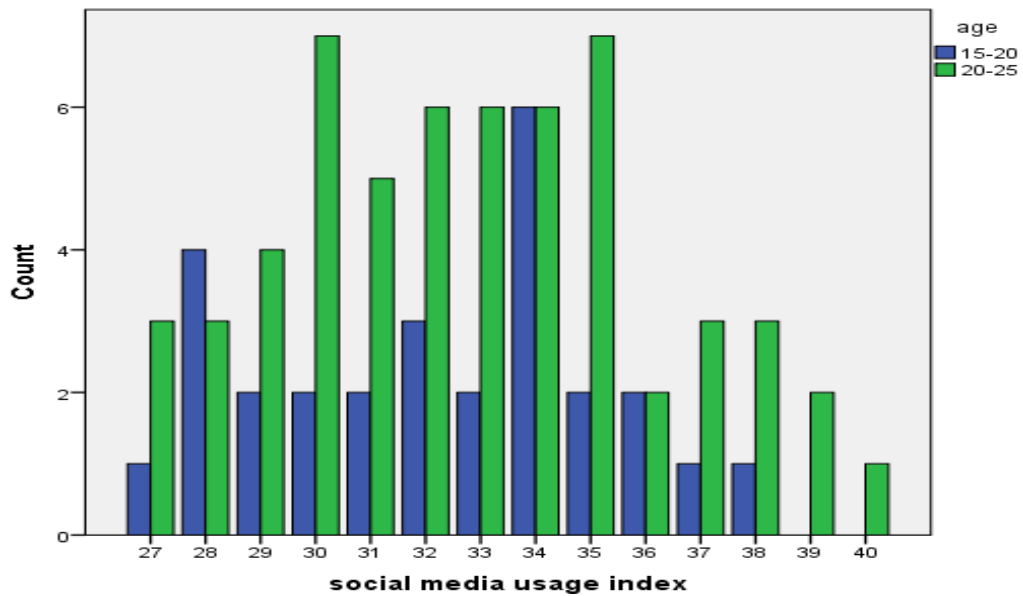
The data shows that the majority of respondents (67.4%) are in the 20-25 age category, while the remaining 32.6% are in the 15-20 age category. The most common social media usage index score among both age categories is 34, with 6 respondents in each category having this score.

In the 15-20 age category, the most common social media usage index scores are 28 (4 respondents) and 30 (2 respondents). In the 20-25 age category, the most common social media usage index scores are 34 (6 respondents) and 32 (6 respondents).

19.5. The given data shows the results of a correlation analysis conducted to examine the relationship between total self-esteem and social media usage index. The Pearson correlation coefficient was used to measure the strength and direction of the relationship between the two variables.

Correlations

		Total self esteem	social media usage index
Total self esteem	Pearson Correlation	1	-.183
	Sig. (2-tailed)		.092
	N	86	86
social media usage index	Pearson Correlation	-.183	1
	Sig. (2-tailed)	.092	
	N	86	86

The results show that there is a negative correlation between total self-esteem and social media usage index, with a Pearson correlation coefficient of -0.183. This indicates that as social media usage index increases, total self-esteem tends to decrease. However, the correlation is not statistically significant at the 0.05 level (p = 0.092).

CHAPTER – 5

FINDINGS, RECOMMENDATIONS, IMPLICATIONS FOR PROFESSIONAL SOCIAL WORK PRACTICE

<u>FINDINGS</u>

The study aimed to explore the relationship between social media use and low self-esteem. The findings from the study are;

<u>Usage frequency and platforms</u>: The majority of respondents reported using social media platforms multiple times a day, with Instagram and YouTube being the most frequently used platforms. This indicates a high level of engagement and regular usage among the participants.

<u>Influence on self-image</u>: When asked about the influence of social media on their self-image, the largest proportion of respondents reported a positive impact. They believed that social media positively influenced their self-image, indicating that it can boost self-esteem and foster a sense of self-acceptance.

<u>Negative impact on self-image</u>: Despite the overall positive perception, a small percentage of respondents reported a negative influence of social media on their self-image. This suggests that for some individuals, social media can contribute to feelings of inadequacy or dissatisfaction with oneself.

<u>Comparison to others on social media</u>: A significant number of respondents reported comparing themselves to their friends or acquaintances on social media, albeit at varying frequencies. This suggests that social media plays a role in facilitating social comparisons among young people.

<u>Pressure to present a perfect self</u>: A considerable proportion of respondents acknowledged feeling pressure to present a perfect or ideal version of themselves on social media. This aligns with the phenomenon of self-presentation on social media platforms, where individuals strive to create a positive image of themselves.

<u>Engagement with body positivity and self-acceptance</u>: A substantial number of respondents reported following social media accounts that promote body positivity and self-acceptance.

This suggests that individuals actively seek out content that promotes positive self-image and challenges unrealistic beauty standards.

Unfollowing or muting negative influences: A significant proportion of respondents reported unfollowing or muting individuals on social media due to negative self-image-related issues. This highlights the awareness of the potential impact of negative comparisons on self-esteem and the willingness to act to protect one's mental well-being.

Awareness of excessive social media use: The majority of respondents expressed awareness of the potential impact of excessive social media use on mental health. This indicates a recognition of the potential negative consequences and the need to maintain a healthy balance in social media engagement.

Taking breaks from social media: A substantial number of respondents reported taking breaks from specific social media platforms due to their negative impact on self-image. This suggests that individuals are actively aware of the negative effects of social media and engage in self-care practices by limiting their exposure.

Self-esteem levels: The self-esteem levels of the respondents varied, with scores ranging from 8 to 30 on the Rosenberg Self-Esteem Scale. The majority of participants fell within the range of 13 to 22, indicating a moderate level of self-esteem.

No strong correlation: The correlation analysis between self-esteem and social media usage index did not reveal a strong relationship. The Pearson correlation coefficient (-0.183) suggests a weak negative correlation between the two variables, but the p-value (0.092) indicates that this relationship is not statistically significant.

Based on the analysis of the self-administered questionnaires, it is evident that some individuals engage in social comparison on social media and perceive a negative impact on their well-being. They reported comparing themselves with others on various factors such as physical appearance, lifestyle, achievements, relationships, and material possessions. These comparisons contribute to feelings of inadequacy and dissatisfaction,

suggesting that social media can have a detrimental effect on self-esteem for some individuals.

However, when examining the correlation between self-esteem and the social media usage index scale, no significant relationship was observed. This suggests that the frequency of social media use alone does not directly influence an individual's self-esteem. Other factors beyond social media usage, such as personal resilience, offline social support, and individual differences, may play a more significant role in determining self-esteem levels.

These findings highlight the complexity of the relationship between social media use, self-esteem, and social comparison. While social media can be a platform for comparison and negative self-perception, it is not the sole determinant of self-esteem.

RECCOMENDATIONS

Intervention programs: Develop and implement intervention programs that focus on promoting positive self-image and mental well-being among social media users. These programs could involve educational campaigns, workshops, or online resources that emphasize self-acceptance, body positivity, and critical media literacy.

Responsible social media use: Promote responsible social media use among young individuals. This can include educating users about the potential negative effects of excessive social media use, providing strategies for healthy engagement, and encouraging mindful consumption of content.

Diverse representation: Encourage social media platforms to prioritize diverse representation in content, including body types, ethnicities, and lifestyles. This can help reduce the pressure to conform to narrow beauty standards and foster a more inclusive and accepting environment.

<u>Self-esteem building interventions</u>: Develop interventions focused on building self-esteem and promoting positive self-image among individuals who are negatively affected by social media comparison.

<u>Encourage offline connections</u>: Emphasize the importance of offline social connections and encourage individuals to engage in meaningful face-to-face interactions. Strong social

support networks in real-life can buffer the negative effects of social comparison on social media and contribute to overall well-being and self-esteem.

<u>IMPLICATIONS FOR PROFESSIONAL SOCIAL WORK PRACTICE</u>

<u>Awareness and education</u>: Social workers can play a vital role in raising awareness among individuals, especially young people, about the potential negative effects of social media on self-esteem. By providing education and resources, social workers can help individuals develop a critical understanding of social media platforms and promote healthy usage patterns.

<u>Counseling and therapeutic interventions</u>: Social workers can provide individual and group counseling sessions tailored to address the challenges related to social media use and self-esteem. These interventions can focus on building resilience, enhancing self-acceptance, and developing healthy coping strategies to counteract the negative effects of social comparison.

<u>Collaboration with influencers and content creators</u>: Social workers can engage with influencers and content creators who have a positive impact on self-esteem and body positivity. Collaborations can include workshops, campaigns, or online content that promote self-acceptance, diversity, and mental well-being.

Holistic approach: Social workers should adopt a holistic approach that considers the intersectionality of factors influencing self-esteem, such as socio-cultural background, mental health, and environmental influences. By addressing the broader context, social workers can develop comprehensive interventions that support individuals in building positive self-esteem beyond the realm of social media.

Research and evaluation: Social workers can actively engage in research and evaluation studies to contribute to the evidence base on the relationship between social media use, self-esteem, and mental well-being. By conducting rigorous research, social workers can inform the development of effective interventions and advocate for evidence-based practices.

<u>CONCLUSION</u>

In conclusion, this research study aimed to explore the relationship between social media use and low self-esteem, with a specific focus on the role of social comparison. The findings indicate that individuals frequently engage in social comparison on social media, particularly in relation to physical appearance, lifestyle, achievements, relationships, and material possessions. This comparison often leads to negative self-perceptions and dissatisfaction, highlighting the potential detrimental effects of social media on self-esteem.

However, when examining the correlation between self-esteem and the social media usage index, no significant relationship was found. This suggests that the frequency of social media use alone may not directly influence an individual's self-esteem. Other factors, such as personal resilience, offline social support, and individual differences, may play a more significant role in determining self-esteem levels.

The implications of these findings suggest the need for comprehensive interventions to address the negative impact of social media on self-esteem. These interventions should focus on promoting media literacy skills, fostering self-acceptance and authenticity, encouraging mindful social media use, and strengthening offline social connections. Additionally, cultural sensitivity and context-specific approaches should be considered to account for socio-cultural backgrounds and diverse experiences.

Furthermore, social workers have a crucial role in addressing the challenges associated with social media use and self-esteem. They can provide education, assessment, counseling, and therapeutic interventions to support individuals in building resilience, developing healthy coping strategies, and promoting positive self-image. Collaboration with schools, parents, influencers, and technology companies can enhance the effectiveness of interventions and advocacy efforts.

In conclusion, while social media use can contribute to negative self-perceptions and low self-esteem through social comparison, the relationship between social media use and self-

esteem is complex and multifaceted. It requires a comprehensive approach that combines education, support, and advocacy to promote healthy social media usage, positive self-image, and overall well-being among individuals.

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APPENDIX – 1

1. Age:

2. Gender:

a) Male

b) Female

c) Other

3.What are you currently engaged in? (Select one)

a) Education (School, college, university, etc.)

b) Employment (Part-time job, full-time job, internships, etc.)

c) Pursuing a hobby or personal interest

APPENDIX – 2

1. How often do you use social media platforms?

 a) Multiple times a day

 b) Once a day

 c) A few times a week

 d) Rarely or never

2. Which social media platforms do you use the most? (Select all that apply)

   a) Facebook

   b) Instagram

   c) Snapchat

   d) Twitter

3. Do you engage in social comparison while using social media?

   a) Yes, frequently
   b) Yes, sometimes
   c) No, rarely
   d) No, never

4. What aspects do you compare yourself with others on social media? (Select all that apply)

   a) Physical appearance
   b) Lifestyle
   c) Achievements
   d) Relationships
   e) Material possessions
   f) Other (please specify)

6. How does social media influence your self-image?

   a) Positively

   b) Negatively

   c) No influence

   d) Unsure

7. Have you ever felt inadequate or less satisfied with yourself after comparing yourself to others on social media?

   a) Yes, frequently

   b) Yes, sometimes

   c) No, rarely

   d) No, never

8. Which types of social media use do you believe are associated with negative self-image? (Select all that apply)

   a) Constantly checking for updates and notifications

   b) Comparing the number of followers/likes/comments

   c) Spending excessive time on social media

   d) Engaging in online arguments or conflicts

   e) Feeling pressure to maintain a certain image

9. How often do you feel pressure to present a perfect or ideal version of yourself on social media?

   a) Very often

   b) Sometimes

   c) Rarely

   d) Never

10. Have you ever compared your body or physical appearance to images or influencers you see on social media?

a) Yes, frequently

b) Sometimes

c) Rarely   d) No, never

11. How would you rate your overall self-image or self-esteem?

   a) Very positive

   b) Positive

   c) Neutral

   d) Negative

   e) Very negative

12. Do you think social media promotes unrealistic beauty standards?

   a) Yes, strongly agree

   b) Yes, somewhat agree

   c) Neutral

   d) No, somewhat disagree

   e) No, strongly disagree

13. Do you follow social media accounts that promote body positivity and self-acceptance?

   a) Yes, regularly

   b) Yes, occasionally

   c) No, rarely

   d) No, never

14. Have you ever unfollowed or muted someone on social media due to negative self-image-related issues (e.g., constant comparison)?

a) Yes, frequently   c) Rarely

d) No, never   b) Sometimes

15.How often do you compare yourself to your friends or acquaintances on social media?

a) Very often

b) Occasionally

c) Rarely

d) Never

16. How much does social media influence your idea of what a "good life" should be like?

a) It strongly influences my idea

b) It somewhat influences my idea

c) It has a small influence on my idea

d) It doesn't influence my idea at all

17. Do you believe that social media has a significant impact on your overall happiness and well-being?

a) Yes, strongly agree

b) Yes, somewhat agree

c) Neutral

d) No, somewhat disagree

e) No, strongly disagree

18.Do you actively prioritize real-life experiences over social media engagement to maintain a healthy self-image?

a) Yes, always

b) Sometimes, depending on the situation

c) Rarely, if ever

d) No, never

19. How do you cope with negative feelings or thoughts about yourself that arise from social media use?

   a) Seek support from friends or family

   b) Engage in offline activities

   c) Unfollow or mute accounts that trigger negative emotions

   d) Practice self-care and self-compassion

20. Are you aware of the potential impact of excessive social media use on mental health?

   a) Yes, very aware

   b) Yes, somewhat aware

   c) Not really aware

   d) Not aware at all

21.Have you ever taken a break from a specific social media platform due to its negative impact on your self-image?

a) Yes, frequently

b) Sometimes

c) Rarely

d) No, never

22. Do you think social media platforms should do more to promote positive self-image among users?

   a) Yes, strongly agree

   b) Yes, somewhat agree

   c) Neutral

   d) No, somewhat disagree   e) No, strongly disagree

23. How often do you engage in activities that boost your self-confidence and self-esteem offline?

   a) Very often

   b) Sometimes

   c) Rarely

   d) Never

24. Have you ever sought professional help or counseling for issues related to self-image or self-esteem?

   a) Yes, currently

   b) Yes, in the past

   c) No, but considering it

   d) No, never thought about it

APPENDIX – 3

Social media usage index questionnaire.

1. I utilize social media on a daily basis.

2. I use social media to keep in touch with my friends and family.

3. I utilize social media to keep up with news and current events.

4. I utilize social media to communicate my thoughts and emotions to others.

5. I utilize social media to voice my ideas on a variety of issues.

6. I utilize social media to learn about local events and activities.

7. I use social media to keep up with personalities and influencers I admire.

8. I utilize social media to learn about new products and services.

9. I utilize social media to learn new things and improve my abilities.

10. I use social media while doing other things like watching television or working.

Scoring: (1 = strongly disagree, 2 = disagree, 3 = agree, 4 = strongly agree)

APPENDIX – 4

Rosenberg Self-Esteem Scale (RSES)

1. I feel that I am a person of worth, at least on an equal basis with others.

2. I feel that I have a number of good qualities.

3. All in all, I am inclined to feel that I am a failure.

4. I am able to do things as well as most other people.

5. I feel I do not have much to be proud of.

6. I take a positive attitude toward myself.

7. On the whole, I am satisfied with myself.

8. I wish I could have more respect for myself.

9. I certainly feel useless at times.

10. At times, I think I am no good at all.

Scoring:

For items 1, 2, 4, 6, and 7: Strongly agree = 3, Agree=2, Disagree=1 Strongly disagree=0

For items 3, 5, 8, 9, and 10 (which are reversed in valence), Strongly agree=0, Agree=1, Disagree = 2, Strongly disagree=3