IMPACT OF INSTAGRAM ON SELF-ESTEEM AMONG STUDENTS IN NORTHERN UNIVERSITY: A CASE STUDY IN UUM

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ABSTRACT

Instagram is utilized each day universally and it is a more up to date free social networking site. It is an online versatile photograph sharing, video-sharing and social networking service that empowers its users to take pictures and recordings and offer them on various stages. Self-esteem refers to both an individual's affective feeling towards themselves (how much they like themselves) as well as their cognitive judgment of their own self-worth. This study was conducted through interview among selected students in Universiti Utara Malaysia (UUM). Focus of this study is the impact of Instagram on self-esteem in individual and the different on self-esteem between genders. The result shows many of the responses were positive feelings about themselves. Meanwhile, findings also show that there is a difference in self-esteem between the male and a female students which is female students has more self-esteem than male students. Social media play an important role in individual life. It is further pointed out that more current and future research is relevant to the use of social media and its importance to the development of one's self-esteem.

Keywords: Instagram, Self-esteem, Individual

INTRODUCTION

Instagram is a mobile application where users can post photos and videos with attached captions. It is utilized each day universally through photograph sharing, video-sharing and social networking service that empowers its users to take pictures and recordings and offer them on various stages. Because of these posts, different users are urged to like, comment, and engage with one another. According to Anderson et al. (2018), Instagram is one of the most popular social media platforms globally and as one of the fastest growing social media platforms (Anderson & Jiang, 2018; NORC, 2017). Since it is still new in Malaysia context, as best as the author's knowledge, there are still limited research has been conducted on the explicit impacts this type of social networking on users locally. As mentioned earlier, Instagram contrasts significantly from other social networking sites, particularly Facebook(de Vries, Moller, Wieringa, Eigenraam and Hamelik, 2017). The "centrality of pictures or images" on Instagram separates it from different types of content based social media platforms, for example, Facebook and Twitter. Further, as stated by Johnson et al. (2016) expressed picture based social media posts have certifiably unique consequences for users' mind-sets than content based social media

posts. Meanwhile, according to Lup et al. (2015), states that Instagram posts are essentially more biased than Facebook posts. This may be the result of photo editing capabilities and features that can make a person more perfect than the original image. From literature, on the use of Instagram, it also could provide a conceptual basis to understand how image-based social media the potential more influence on the level of user self-esteem. In response to these posts, other users are encouraged to like, comment, and engage with one another. The current literature regarding Instagram usage provides a conceptual basis for understanding how image-based social media the potential must impact users' levels of well-being and self-esteem.

Self-esteem attitude is a fantastically extensive and dynamic idea in the field of communication. To comprehend the critical variable of self-esteem, it is likewise essential to recognize the unpredictable segments involving how people eventually see themselves. As indicated by the writing (Cast and Burke, 2002), self-esteem indicates to " an individual's overall positive evaluation of the self ". Liu et al. (2016) presenting on two separate parts that involve a person's self-esteem. As specified by the creators, self-esteem alludes to both a person's emotional inclination towards themselves (the amount they such as themselves) and their cognitive judgment of their own self-worth. People with larger amounts of self-esteem frequently have more constructive perspectives of themselves, though people who encounter low self-esteem may feel unverifiable or negative about their self-worth. As explained, self-esteem also presenting the great extent illustrative of individual character and how users see themselves. In this way, a person's self-esteem directly identifies on own self-idea, a term that rises above an assortment of orders and exists since a long time ago (Rosenberg, Schooler, and Schoenbach, 1989). It also could be demonstrating that there are regularly positive results related with large amounts of self-esteem. In addition, it shows that self-esteem is contained an assortment of smaller concepts. Two of these concepts, self-introduction and body fulfilment, are unquestionably related with social media and its effect on users' dimensions of self-esteem.

In order to understand the important variable of self-esteem, it is important to acknowledge the complex components comprising how individuals ultimately perceive themselves. According to this paper context, self-esteem refers to both an individual's affective feeling towards themselves (how much they like themselves) as well as their cognitive judgement of their own self-worth. Individuals with higher levels of self-esteem often have more positive views of themselves, whereas individuals who experience low self-esteem may feel uncertain or negative about their self-worth. As discussed, the literature establishes a strong relationship between social media use and self-esteem. Unfortunately, this relationship is unknown either positive or negative impact to individual. For example, the study by Kramer and Winter (2008) was unable to establish any relationship between how users present themselves on social media and their levels of self-esteem. However, as exemplified by the study conducted by McLean et al. (2015), some authors argue that there is some correlation between social media use and users' self-esteem levels. These inconsistencies within existing research clearly demonstrate the need for further study. Thus, the primary goal of this study is to investigate the relationship between Instagram usage patterns and self-esteem between genders. Instagram has become increasingly popular in line with the rapid development of communication and Internet technologies. Besides Facebook, Instagram is also one of the social media platforms often used by individuals in their daily lives. Then it will often be a question of whether it has a negative impact on individuals who often use it. Does it make them feel better or worse about themselves or does it have a neutral effect on users? There has been a lot of research that has been done show that there are relationships between the use of social media (e.g. Instagram) and self-esteem. The

research questions were illustrated as 1)"Is there any positive or negative impact of Instagram on self-esteem in Indiviual?" and 2)"Is there any different on self-esteem between genders?"

In this paper, the key concepts have been defined through the research study. It begins with the purpose of this study and how the data is collected during this study. The theoretical framework motivates the research questions were based on the interview conducted towards the multiple respondents. Those collected data have been used to explain the impact of using Instagram when it comes to the reflection towards one's self-esteem. To determine the impact between Instagram usage and self-esteem, multiple respondents were asked to participate in an interview.

RESEARCH DESIGN AND DATA COLLECTION METHODS

The data used for this study is primary data. Interview method is one of the ways to obtain primary data. In order to obtain primary information, face-to-face interviews will be carried out. Structured interview is used by providing written questions to respondents. In this context, the structured interview protocols ask specific objective questions in an arranged order. In addition, the questions were well structured, planned and organized in line with the objective of the study. This process encouraged the participants to respond to the questions as accurately as possible. Stop-watch is used to record the time used for an interview. The target population in the study consisted of student at the Universiti Utara Malaysia (UUM). Six students participated in this study. For the purpose of this study, consumers were defined as male and female individuals, aged 18 until 25 years old. Method of recruiting is by snowball sampling. In this method, participants with whom contact has already been made used to refer the researcher to other people who have Instagram that could potentially participate in this study. The selection criteria are from one of student residential hall, level of education (undergraduate and postgraduate student), age (must be aged college student between the ages of 18-25), and sex (male and female) and Instagram users must update Instagram at least once a day.

Method of Data Analysis

Narrative analysis approach will be used for analysing the interview data. There are five phases that involve phase one which is import documents then auto code phase and then code themes phase, query and visualize phase and finally memo phase.
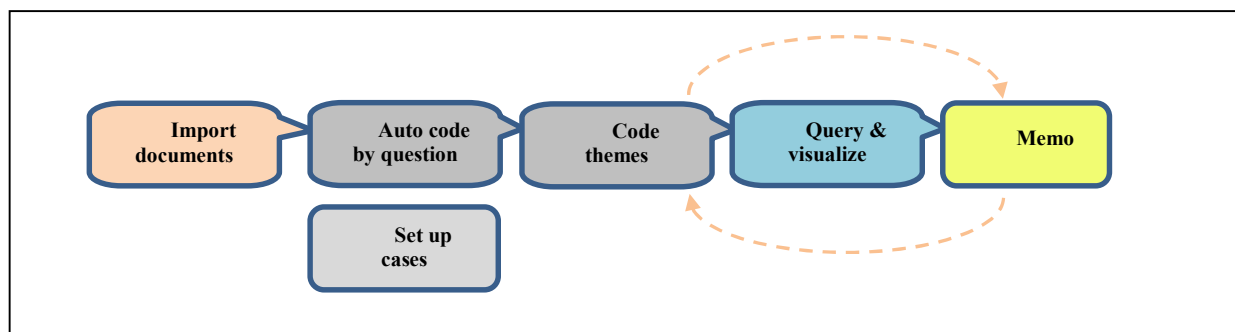

Figure 3.1: Data analysis phases

Each phase has certain activities that must be accomplished as follows:

I. Import documents:
To gather all the documents (sources) for coding.
II. Auto code
a. To make a node for each question and gather the responses.
b. To prepare data for cases and assign attributes.
III. Code themes
Explore the node for each question and code at emerging themes.
IV. Use queries and visualizations
To compare attitudes based on demographic attributes or to explore the connections between themes.
V. Create memos
To record all things related to discoveries and ideas

DATA ANALYSIS AND RESULT

This section includes the demographic profiles of our sample and our findings on the following areas:

Variable	Categories	Counts
Gender	Male	3
	Female	3
Age	Below 20	3
	20-25	3
Level of Education	Degree	4
	Master	2
Total		6

Table 4.1: Sample Demographic Characteristics

As seen in Table 4.1, findings gathered from interview results related to the name, age and level of education of interviewees are summarized above. This perception of themselves may have a significant impact on their self-esteem.

The Impact of Instagram on Self-Esteem in Individual.

Sample of coded sources in NVivo based on the feedback received from the respondents. It is based on several questions that have been asked to respondents. Result also shows two examples of questions that have been asked, "Do you satisfy with yourself?" and "Do you take a positive attitude towards yourself?". Meanwhile, under each of these questions is the feedback given by the respondents. Positive responses or actions will generate high self-confidence. While someone who is self-confident indirectly will produce a person's self-esteem. Self-esteem is defined as confidence level one has in of oneself as stated by Herring et al. (2015). Therefore, to identify self-esteem among respondents then search for word and phrases using Text Search queries in Nvivo software has been used, then visualize results in a Word Tree. Discover recurring themes and phrases that surround a word of interest that is self-esteem. For the first example of the question, the majority of the responses were positive feelings about themselves which included statements such as: *"I satisfied with myself" ,"But we need to appreciate what we have", "To make sure we are happy", "I'm satisfied with myself but somehow improvement is a need", "Quite satisfied because my journey is keeping on track for now", "so i think im doing*

well until now", "Yes, I am grateful to become myself", "Yes, sometimes", "When I see someone else's success", "Why I cannot succeed like them", "I would rather be proud of myself right now".

Meanwhile, for the second instance of the question, most of the feedback is also a positive feeling about them such as: *"Because only I can motivate myself", "So it is important to always view yourself based on positive side", "I can say sometimes", "I do, be positive towards yourself will boost your confidence", "Love yourself more", "Yes! This is how I improve myself", "Yes. Positive attitude give a lot of advantages to us", "How i want to be better in the future", "Give a lot of advantages"*

From the answers given by respondents who are positive and have high self-confidence can induce self-esteem can be described as in Figure 4.3 below.
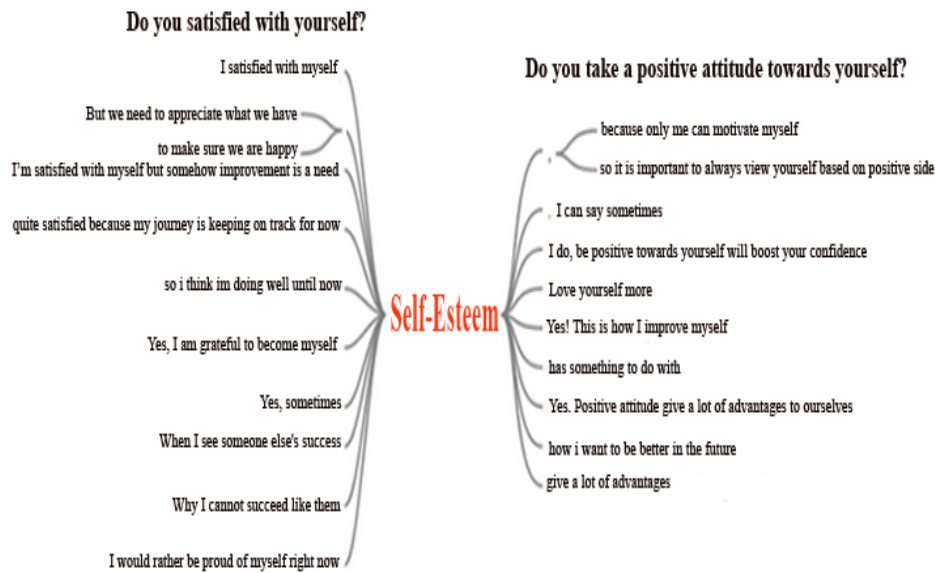
Figure 4.3: Word Tree using Text Search Query in NVivo

Figure 4.4 shows the feedback given on the use of Instagram by the respondents. Among the feedbacks given by respondents such as: *"To share the moments with my followers", "To let the others know about a little bit of your life by sharing photo, video", "To spend my leisure times with relaxing activity", "To get more friends and get updated about my friends" , "To motivate myself by seeing the lives of successful people" , "To keep update on the latest local and global news" , "To roughly know what's my friends are up to currently" .*

Figure 4.4: Representing Phrases in Word Cloud in NVivo.

The Different on Self-Esteem between Genders.

Figure 4.5: Spread of themes based on gender

Figure 4.5 shows a visual representation of data captured from NVivo software. Its shows the spread of themes based on questions that have been conducted on respondents who are either male or female. It shows that there are five elements that are measured from the entire question asked in the survey, which are time allocation (Instagram time allocation), usage (Instagram usage), self-confidence, proud of yourself and capable to do thing. Percentages also obtained for each question by gender from the entire question have been asked to all respondents. From the Figure 4.5 too, almost all responses given by the respondents indicate that female groups exceed the male group except the questions related to the amount of allocation for Instagram usage time. From Figure 4.5 also shows that the Instagram usage of male is 20% which is 5% more than female. So, we can see those males are spending more time on Instagram.

LIMITATIONS AND RECOMMENDATIONS

There are several limitations that can be highlighted. One of the limitations of the study is the sample size, only a small number of students were given a questionnaire. Next, this study focuses only on one type of social class and for certain groups of people. Self-esteem and the

use of social media (Instagram) may vary depending on your background. Today's social media has become somewhat inseparable from the everyday life of society. In order to get the significant result, the researcher can use the increase the number of sample size. Then, studies that will be done in the future should examine the types of Instagram comments that are always posts by Instagram's user in order to analysis the quality of response from the followers of the Instagram's user.

CONCLUSION

From the perspective of qualitative finding comment's that were given by the student, suggested that this study had an impact on students, either positive or negative impact. The results suggest that the impact of Instagram usage may not exactly change their self-esteem in individual. Meanwhile, from the findings also show that there is a difference in self-esteem between the male and a female group which is female groups has more self-esteem than male. Social media also play an important role in individual life. It is further pointed out; more current and future research is relevant to the use of social media and its importance to the development of individual's self-esteem.

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