



Faculty of Cognitive Sciences and Human Development

**THE IMPACT OF SOCIAL MEDIA ADDICTION ON SELF-ESTEEM
AND LIFE SATISFACTION**

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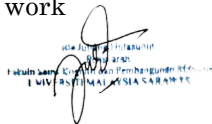
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**THE IMPACT OF SOCIAL MEDIA ADDICTION ON SELF-ESTEEM AND LIFE
SATISFACTION**


FATEEN EZZANI BINTI RAMLEE

This project is submitted
in partial fulfilment of the requirements for a
Bachelor of Psychology with Honours

Faculty of Cognitive Sciences and Human Development
UNIVERSITI MALAYSIA SARAWAK
(2022)

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ABSTRACT

This study aims to examine the link between social media use and self-esteem as well as overall life satisfaction. The goal of this study is to determine the relationship between social media usage and self-esteem and also to determine the relationship between social media usage and life satisfaction. To achieve this purpose, a total of 170 students at University Malaysia Sarawak have participated in this study. The social media addiction questionnaire, satisfaction with life scale and also Rosenberg self-esteem scale were used to assess the objective. Pearson correlation was used to analyze the results. It was found that there is a significant relationship between social media and self-esteem. However, there is no significant relationship between social media and life satisfaction.

Keywords: *self-esteem, social media, life satisfaction, university students*

ABSTRAK

Kajian ini bertujuan untuk mengkaji hubungan antara penggunaan media sosial dan harga diri serta kepuasan hidup secara keseluruhan. Matlamat kajian ini adalah untuk menentukan hubungan antara penggunaan media sosial dengan harga diri dan juga untuk menentukan hubungan antara penggunaan media sosial dengan kepuasan hidup. Bagi mencapai tujuan tersebut, seramai 170 orang pelajar Universiti Malaysia Sarawak telah menyertai kajian ini. Soal selidik ketagihan media sosial, kepuasan dengan skala kehidupan dan juga skala harga diri Rosenberg digunakan untuk menilai objektif. Korelasi Pearson digunakan untuk menganalisis keputusan. Didapati terdapat hubungan yang signifikan antara media sosial dengan harga diri. Walau bagaimanapun, tidak terdapat hubungan yang signifikan antara media sosial dengan kepuasan hidup.

Kata kunci: *Media sosial, Harga diri, kepuasan hidup*

FINAL YEAR PROJECT

CHAPTER 1

1.0 Introduction

The study's overview is given in this chapter. It begins with a description of the study's history, followed by problem statement and its explanations. This chapter contains information about the research aims, goals, and projected outcomes. This study facilitates the impacts of social media on students' self-esteem and as well as their life satisfaction that has been reprimanded by the social media these days.

1.1 Background

One of the most crucial things to have these days is access to social media. It is a computer-based technology that allows the exchange of thoughts and ideas through the creation of virtual networks and communities. By design, social networking is Internet-based, allowing for instantaneous sharing of content via electronic methods. The information includes personal information, documents, photos, and videos. To access social media on a computer tablet or smartphone is done using web-based software or applications. According to our latest global social media stats research summary for 2021, social networks have changed marketing, and their growth is still on the rise. The popularity of networks varies and is continually changing depending on the population. Social media is used by 53.6% of the world's population, according to figures from the Global Web Index. Two and a half hours is the typical daily time spent using the app (Chaffey, 2021).

The most widely utilized web and mobile applications are all those related to social media. The amount of time people spend on their smartphones is increasing at an ever-increasing rate. There are numerous forms of social media, such as social networking sites, social review sites, image-sharing sites, video-hosting sites, community blogs, and discussion forums, to name just a few of the most prevalent. Social networking sites like Instagram, Twitter, Facebook, and, most recently, TikTok are among the most utilized social media platforms in the country. Users can produce and share 15-second movies on any topic using TikTok, a short-form video-sharing software. The basic goal of any social network is to bring people together. It is possible to build relationships with a wide range of companies and businesses through the usage of these social media sites.

Social networking has become more popular among young people than it was in the past. A whopping 78% of Americans between the ages of 18 and 25 are Snapchat users, while 71% of the same age group is active on Instagram (Pew Research Center, 2018). Even if you reside on the other side of the planet, social media sites like Facebook and Twitter allow you to keep in touch with individuals you care about. Using this service, users can also connect with others who share their interests, which is similar in many respects (Chopade, & Ranjiths, 2012). Social media networks have a good effect on the lives of their users, as seen by this. Excessive social media use has been linked to melancholy and poor mental health in numerous research (Nadkarni & Hofmann, 2012). A person's self-esteem and sense of well-being are negatively impacted by social media, according to recent research (Hawi & Samaha, 2017). As a result, the study's primary objective is to determine the relationship between UNIMAS young adults' satisfaction with their lives and their sense of self-worth as they interact on social media.

1.2 Problem Statement

Social media is widely utilized by young people, and it has a significant impact on their behavior, morals, and scholastic development, among other things. It has been noted that young people spend more time on social media than they do in the actual world. Social media has become an important element of young people's lives. Despite of offering favorable impact to youngsters, social media has also negatively impacted their life depending on how they use it. However, prolonged use can result in detrimental consequences to their mental health.

We may have a pleasant experience of being linked to an online community by utilizing social media. However, there is a risk of experiencing unpleasant emotions and the dread of losing out on individuals, which may have a detrimental effect on an individual's self-esteem and result in poor sleep quality, as well as anxiety and depression (Chen and Lee, 2013). In addition, he or she may be a victim of cyberbullying, which is defined as the transmission of intimidating or threatening communications using electronic communication medium, such as the internet. Sleeping troubles, stress, despair, and a decline in one's feeling of self-worth or self-esteem are all possible consequences of cyberbullying (Patchin and Hinduja, 2012).

Lack of self-esteem has a number of negative consequences for a person's quality and pleasure of life, including negative emotions such as despair, depression, anxiety, wrath, shame, and guilt (Talwar & Kumar, 2020). An analysis of 3600 people who took the Sensitivity to Criticism Test conducted by Psychtests.com found that between 34 and 39 percent reported feeling demotivated or undervalued as a result of criticism from others, and nearly twice as many said they inflicted criticism on themselves and spent time contemplating it. If we take criticism seriously, it can injure us both from others and ourselves. To maintain our well-being and mental health, we must learn to deal with criticism. It's unhealthy to be critical of oneself

because it lowers one's self-esteem and increases one's risk of depression (Whelton and Greenberg, 2005).

Additionally, it may result in a downward comparison. When we make favorable comparisons to those who are poorer than us in order to create a positive image of ourselves, we are engaged in downward comparison. This gives the impression that we are superior to others, but on the other hand, these comparisons have a damaging effect on a person's self-esteem due to the unfavorable assessment of one's own qualities and capacities (Vogel, et al., 2014). Therefore, this study examines the link between social media use and self-esteem as well as overall life satisfaction.

1.3 Research Objectives & Research questions

1.3.1 Research objectives

- To determine the relationship between social media usage and self-esteem
- To determine the relationship between social media usage and life satisfaction

1.3.2 Research questions

- Is there any relationship between social media usage and self-esteem?
- Is there any relationship between social media usage and life satisfaction?

1.4 Research hypotheses

Null hypotheses:

1. There is no significant relationship of social media usage on self-esteem
2. There is no significant relationship of social media usage on life satisfaction

Alternative hypotheses:

1. There is significant relationship between social media usage and self-esteem

2. There is significant relationship between social media usage and life satisfaction

1.5 Conceptual Framework

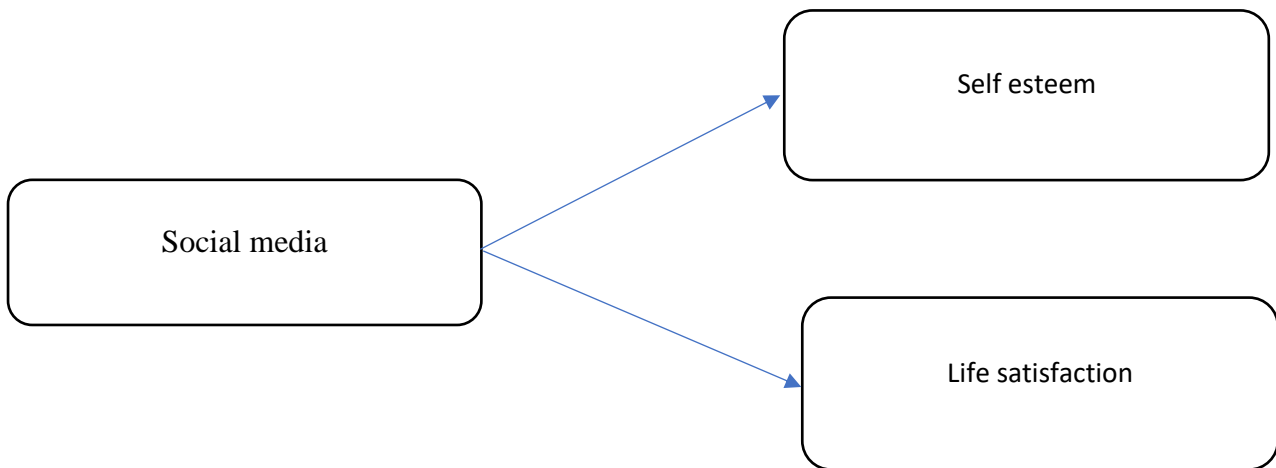


Figure 1

The conceptual framework depicted in Figure 1 explains the relationship between the variables and the research hypotheses that this study seeks to predict. The purpose of this research is to learn how social media usage affects people's self-esteem and life satisfaction.

1.6 Significance of Study

This study's primary goal is to determine the effects of social media, which is the most popular among young adults, on their sense of self-worth and overall well-being. Study participants' attention will be diverted, but they will also be helped to examine their overindulgence on social media during their most valuable waking hours and the possible effects on their sense of self-worth and happiness as a result of this overindulgence.

Aside from overcoming the limitations of previous findings, the study's findings will be extremely beneficial to the following:

1. Society: This study should be an eye-opening for the readers that self-esteem do matters for every each one of us as they also affect our action on a daily basis, thus we have to find the reason how the social media could affect our self-esteem and life satisfaction. Besides, the society should be able to show love and respects for those who are still struggling with their self-esteem.
2. Psychology students: Psychology students will have the chance to gain a better understanding on this topic and able to help the people around them who are suffering from low self-esteem and poor life satisfaction.

1.7 Definition of Terms

Conceptual Definition

Social media

- As a computer technology, social media allows people to share ideas, thoughts, and information through virtual networks and communities. The term "social media" refers to this technology. Social media is based on the internet and allows users to quickly share content, such as personal information, documents, videos, and photos, with each other quickly. The people who use social media do so on a computer, tablet, or smartphone with software or apps that are web-based. People in the United States and Europe use social media all the time, but people in Asian countries like Indonesia use social media the most. 1 It will be October 2021, and there will be more than 4.5 billion people who use social media at that time (Dollarhide, 2021).

Self-esteem

- The term "self-esteem" refers to a person's overall subjective assessment of his or her own value or significance in psychology. In other words, self-esteem can be described as the degree to which you value and like yourself regardless of the circumstances. A variety of things influence your sense of self-worth, including Self-confidence, possessing a sense of safety, identity, sense of belonging is important, and possessing a sense of competence (Cherry, 2021). A person's sense of self-worth is typically lowest throughout childhood and increases during adolescence and maturity, finally reaching a rather stable and long-lasting level. As a result, the stability of one's self-esteem is comparable to the stability of one's personality qualities over time (Cherry, 2021).

Life satisfaction

- While the phrase "life satisfaction" is frequently used interchangeably with "happiness," the two concepts are unique. Life satisfaction is a holistic evaluation of one's life, not only one's current state of happiness (Ackerman, 2021).

Operational definition

Rosenberg Self-Esteem Scale (RSES)

The Rosenberg Self-Esteem Scale, a widely used self-report tool for assessing individual self-esteem, was researched using item response theory. The Rosenberg Self-esteem Scale is a popular questionnaire for self-reporting self-esteem (Gray-Little, Williams, & Hancock, 1997). This scale consists of ten items that assess an individual's overall assessment of oneself or herself as a human being (Rosenberg, 1965). It tests self-esteem, confidence, and like oneself. It is a four-point Likert scale with a range of 1 (strongly disagree) to 5 (strongly agree) (strongly agree).

Satisfaction with Life Scale (SwLS)

- This scale measures subjective well-being and analyses a person's cognitive self-judgment satisfaction with his or her life. Overall life satisfaction is prioritized in this measure. A seven-point Likert scale with five questions ranging from 1 (strongly disagree) to 7 (strongly agree) is used (strongly agree). A high level of life satisfaction was predicted by high SwLS scores. As an example, "I am happy with my life." The SWLs determined that it has good psychometric properties, such as a high level of internal consistency and temporal reliability (Deiner & Sapyta, 1998).

Social media addiction questionnaire (SMAQ)

- The Facebook Intrusion Questionnaire serves as the foundation for the eight-item social media addiction questionnaire (FIQ). The FIQ was constructed using symptoms of addiction, such as relapse and reinstatement, as well as euphoria, in order to measure Facebook reliance. The SMAQ assessed their usage of social media (Facebook, Instagram, Twitter and others). It is a Likert scale with a range of 1 (strongly disagree) to 7 (Strongly agree). It was sparked by a partnership between Hawi and Samaha (2017)

1.8 Limitation of study

1. The sample size was limited to number of students volunteering to participate.
2. There is lack of previous research studies on this topic in Malaysia.

1.9 Summary

This chapter has explained the background of study, problem statement, research objectives, research questions, research hypotheses, and conceptual framework followed by, significance of study, definition of terms and the limitation of study.

CHAPTER 2

Literature Review

2.0 Introduction

This chapter contains the study's commentary. It starts with a discussion of the topic's challenges, then moves on to related theory or model debates, and finally, past similar results. The important points of discussion have been summarized at the end of this chapter.

2.1 Discussion of Issues Related to Studies

People increasingly suffer from poor self-esteem for a variety of reasons, one of which is the widespread use of social media. It has been a decade since social media has expanded at a dizzying speed. However, it is unclear whether social media influences people's emotional well-being in a positive or negative way. As social media usage continues to grow, there is rising concern that users may experience social anxiety as a result of their participation (Jelenchick, 2013). Social anxiety is characterized by the avoidance of social interactions and the appearance of restraint when in such encounters with other individuals (Schlenker & Leary, 1982). Researchers have found that managing a large network of social media acquaintances, feeling jealous of their lifestyles, and having a "fear of missing out" on events with online contacts have all been connected to social anxiety (Hampton, 2015).

While social media is occasionally marketed as a tool to combat loneliness, a growing body of research indicates that it may really have the opposite impact. By generating doubts about one's own worth through comparison, it increases the risk of developing mental health problems such as anxiety and depression. According to a comprehensive evaluation of the literature, self-esteem appears to be conditional on being fulfilled in numerous areas of life.

Despite the fact that numerous research has addressed the direct relationship between both variables, little is known about the psychological mechanisms that underpin this association.

As a person, I admit that I might be envious of other people's lifestyles from time to time. The way they dress, the fact that they have so much money to spend on things that I could never afford, the fact that they can go out whenever they want without their parents being upset, and a slew of other things are examples. Because of this, I feel ungrateful for what I have now, and I realize that feeling this way is wrong because there are many more individuals who have had more difficult circumstances in their lives than we have.

However, as a result of growing up in a period where social media is everything, there are many people, like myself, who suffer from poor self-esteem as a result of what they see on social media. Magazines and advertising have frequently been criticized for pushing absurdly high standards of wealth and beauty, but at the very least, the fact that these standards are idealized is acknowledged and condemned. Models clothed in Size 0 are just that: models, nothing more. Even they have been Photoshopped, touched up, and digitally manipulated to varying degrees of success.

Although celebrities and models continue to set unreasonable standards, these days it is students and peers who are setting them, rather than famous people or models. On social media, teenagers may curate their lives, and the resulting feeds resemble highlight reels, showcasing only the best and most enviable moments while concealing the difficulties, challenges, and tedious aspects of daily life. And there's evidence that such photos are affecting a large number of people right now.

According to Donna Wick, EdD, founder of Mind-to-Mind Parenting, the weight of vulnerability, the need for affirmation, and the urge to compare themselves to others combine to create a "perfect storm of self-doubt" in teenagers. "It's like a tornado of self-doubt," she

says. "She's quite frail," says the doctor. Her academic performance has been perfect throughout her schooling. "Wow, they make such a gorgeous couple. Those attributes are not attributes I possess. I will never be as cool, skinny, fortunate, or successful as they are." When you look at your friends' Instagram or Twitter feeds, you could get the impression that "everyone except you has it together."

I believe that is why we must conduct this research in order to establish common ground and resolve the problem. Everyone, at this point in their lives, is likely to be experiencing something for which they are not thankful. Consequently, life satisfaction will decrease as a result. Non-stop poor self-esteem has plagued not only me, but also my friends and those in my immediate vicinity. As much as social media can have a beneficial impact on our lives, I want to demonstrate that it can also have a bad impact on them.

2.2 Discussion of Related Theory

While social media has an influence on technology and may be damaging in and of itself, their combination and prolonged usage can have a detrimental effect on growth. Their extensive engagement may result in addiction, impeding emotional and social development (Bryant, 2018). We can gain pleasant experiences through social media by connecting with friends and online communities, but we can also experience bad emotions and the worry of losing out on individuals, which can influence an individual's self-esteem and result in poor sleep quality, anxiety, and even melancholy (Chen and Lee, 2013). The hazards associated with social media include invasion of privacy, cyberbullying, and sexting.

Youths are becoming victims as a result of social media. Self-esteem is a vital requirement for human life. Abraham Maslow, a humanist psychologist, developed his notion of needs in his 'Theory of Human Motivation.' Maslow's hierarchy of needs (Maslow, 1943) is widely considered as a foundation for understanding human motivation. It continues to be used

as a framework for subsequent motivation and behaviour theories. Biological and psychological well-being, a sense of belonging and love, self-esteem, and self-actualization are all described as fundamental criteria in the concept of human motivation. We may focus on higher-order needs like self-esteem and self-actualization once our basic needs like shelter and affection are addressed.

Self-esteem that is healthy is founded on higher-level requirements for self-respect and competence, and it is fueled by self-praise or internal sensations of success (Maslow, 1943). On social media, users participate in upward and downward comparisons. Upward comparison can push individuals to accomplish and imitate their comparison aim and inspires us to develop our abilities and skills. When we attempt to construct a good picture of ourselves by making favourable comparisons to individuals who are poorer than us, we engage in downward comparison.

This tend to give an impression of that we are better than someone else but in other side these comparisons have a negative effect on a self-esteem of a people due to the negative evaluation and inferiority of a self (Vogel, et al., 2014). Social media become venue to form relationship. Acceptance and interpersonal feedback on self are two major features of social media. Opinion and feedback of a friends or a people affect one's self-esteem. Self-esteem can't be solid or a fluid it varies with time and event of a life while negative feedback decreases self-esteem and the positive feedback increases the self-esteem. The frequency of usage of social media by youth has indirect effects on their self-esteem and well-being (Volkenburg, 2016).

We must cultivate a sense of self-worth and confidence in our own skills if we are to gain a healthy respect for ourselves. Students who don't think they deserve good treatment are less likely to take good care of their bodies and minds. Respect from others is an important component of one's own sense of self-worth. A person's level of self-esteem is correlated with

his or her level of self-efficacy, which determines the person's ability to alter or engage in particular actions.

Albert Bandura, a Canadian American psychologist and Stanford University professor, invented the term 'self-efficacy' for the first time in 1977. Self-Efficacy is a collection of thoughts about oneself that determines one's ability to carry out a hypothetical plan of action successfully (Bandura, 1977). In other words, self-efficacy refers to an individual's belief in their ability to succeed in a certain situation. Thus, self-efficacy theory, as well as the wider social cognition theory that it encompasses, unequivocally supports the democratic values that all people are competent and capable of achieving their goals if they have the opportunities and self-efficacy to do so. Self-efficacy theory emphasizes the need of instilling a feeling of agency in individuals and society in order to enhance goal attainment.

This is critical because self-efficacy theory does not assume that those who are now successful are necessarily superior to those who are not. Rather than that, self-efficacy theory suggests that persons who are now struggling may have been denied opportunities to acquire the essential mastery experiences and modelling to develop high levels of self-efficacy. According to self-efficacy theory, it is the government's and society's obligation to create adequate opportunities for everyone to engage in mastery experiences, receive positive social persuasion, and observe positively reinforcing models that will foster a strong feeling of self-efficacy.

Furthermore, the quest of happiness is something that humans have been striving for since the beginning of history. However, the concept of "happy" is frequently difficult to describe precisely. Maslow was among the first psychologists to discuss "wellbeing." He used the traits of a self-actualized individual to describe what it meant to be joyful. The definition