

Introduction

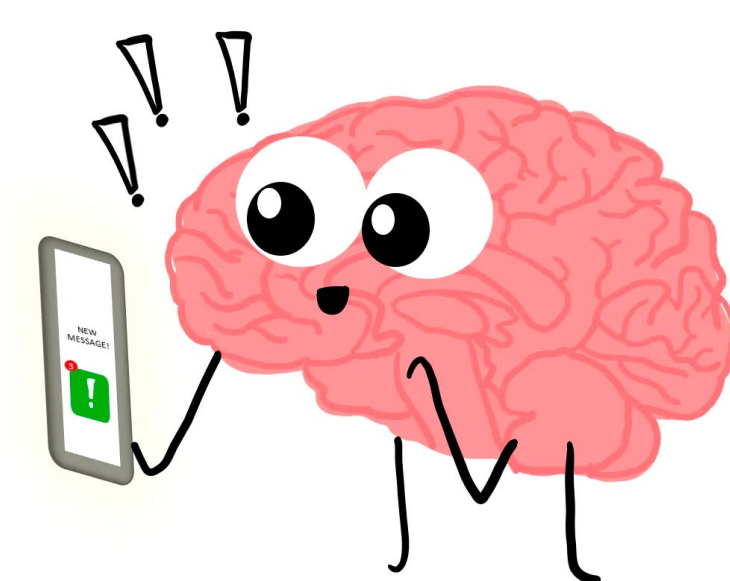
- Approximately **4.62 billion** people utilize social media
- Average time spent daily is in the ballpark of **2 ½ hours**
- Connection between self-esteem and social media can be narrowed down to a **person-specific relationship**

Is there a negative correlation between social media usage and self-esteem scores on the Rosenberg Self-Esteem Scale?



Exposure to False Narratives About Reality

- Photo-shopped images promote unrealistic and deceptive beauty standards
- Personal content is often curated or altered to appear more exciting or appealing
- Users tend to withhold sharing moments that don't align with idealized portrayals of happiness



Methods

Convenience Sampling via a Google Form

Social Media Usage: daily & weekly time spent on Instagram and TikTok self-reported

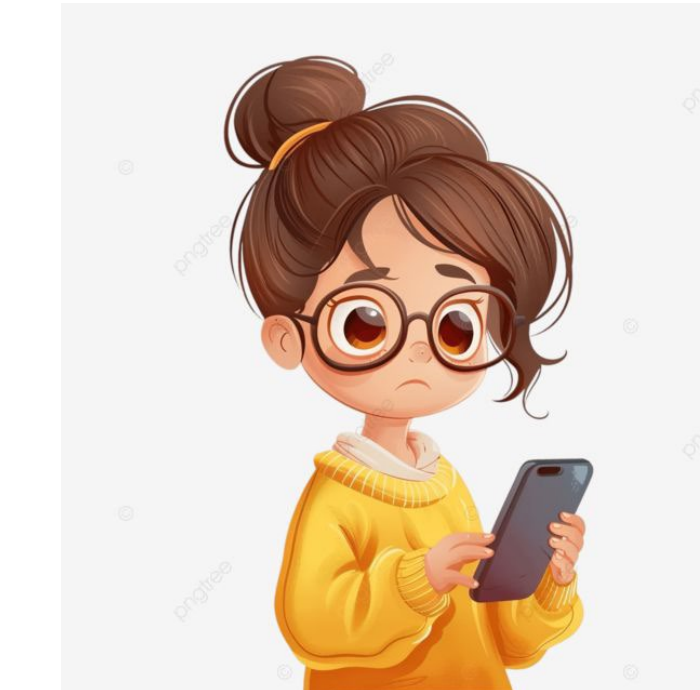
Self-Esteem: 10 questions from the Rosenberg Self-Esteem Scale, each question is associated with a value and the sum of the values corresponds to the overall score

...
The daily average time I spend on Instagram and TikTok combined is? *

- Less than 30 minutes
- 30 minutes to an 1 hour
- 1 hour to 1.5 hours
- 1.5 hours to 2 hours
- 2 hours to 2.5 hours
- 2.5 hours to 3 hours
- 3 hours to 3.5 hours
- 3.5 hours to 4 hours
- 4 or more hours

1. On the whole, I am satisfied with myself. *

- Strongly Agree
- Agree
- Disagree
- Strongly Disagree



Results

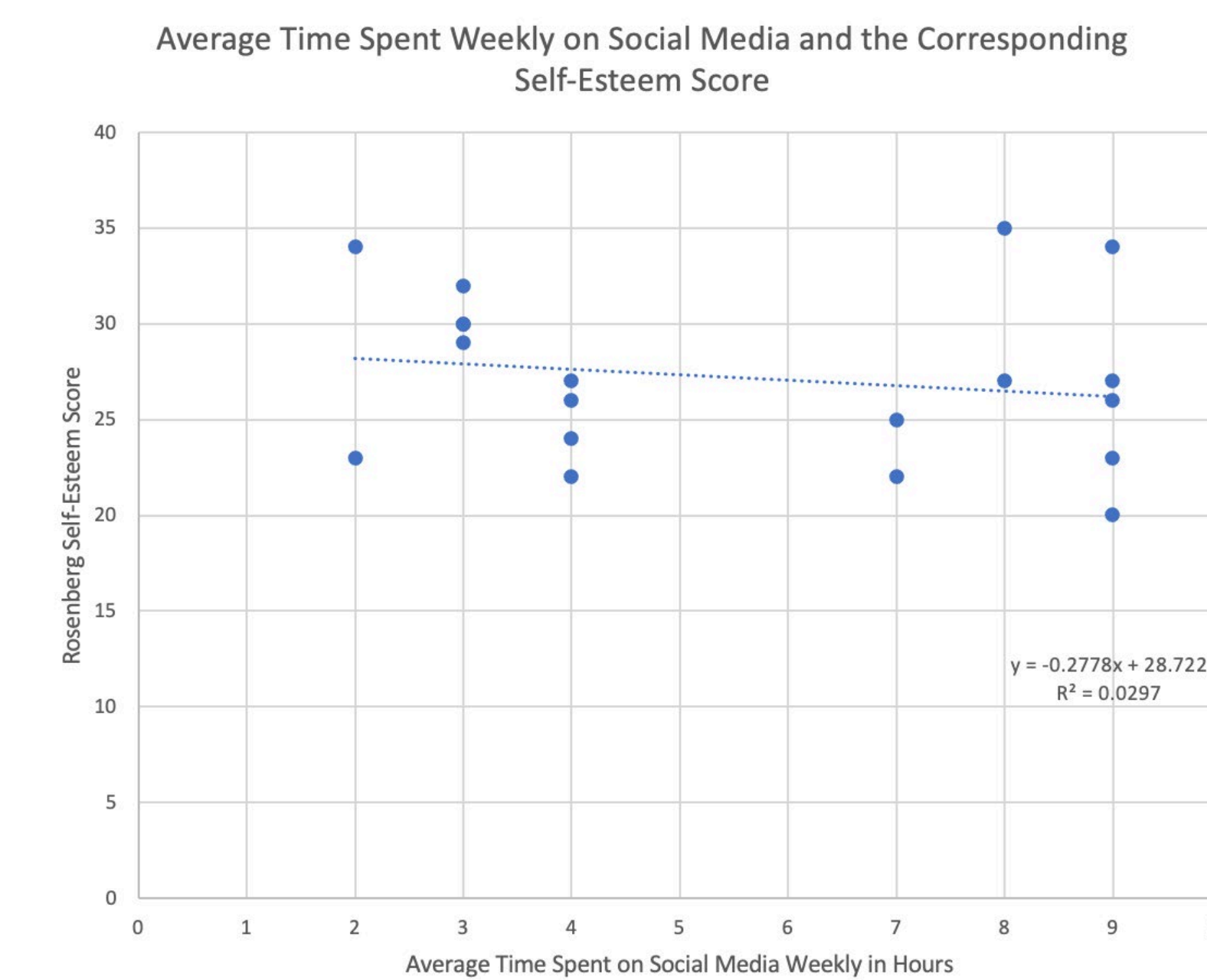
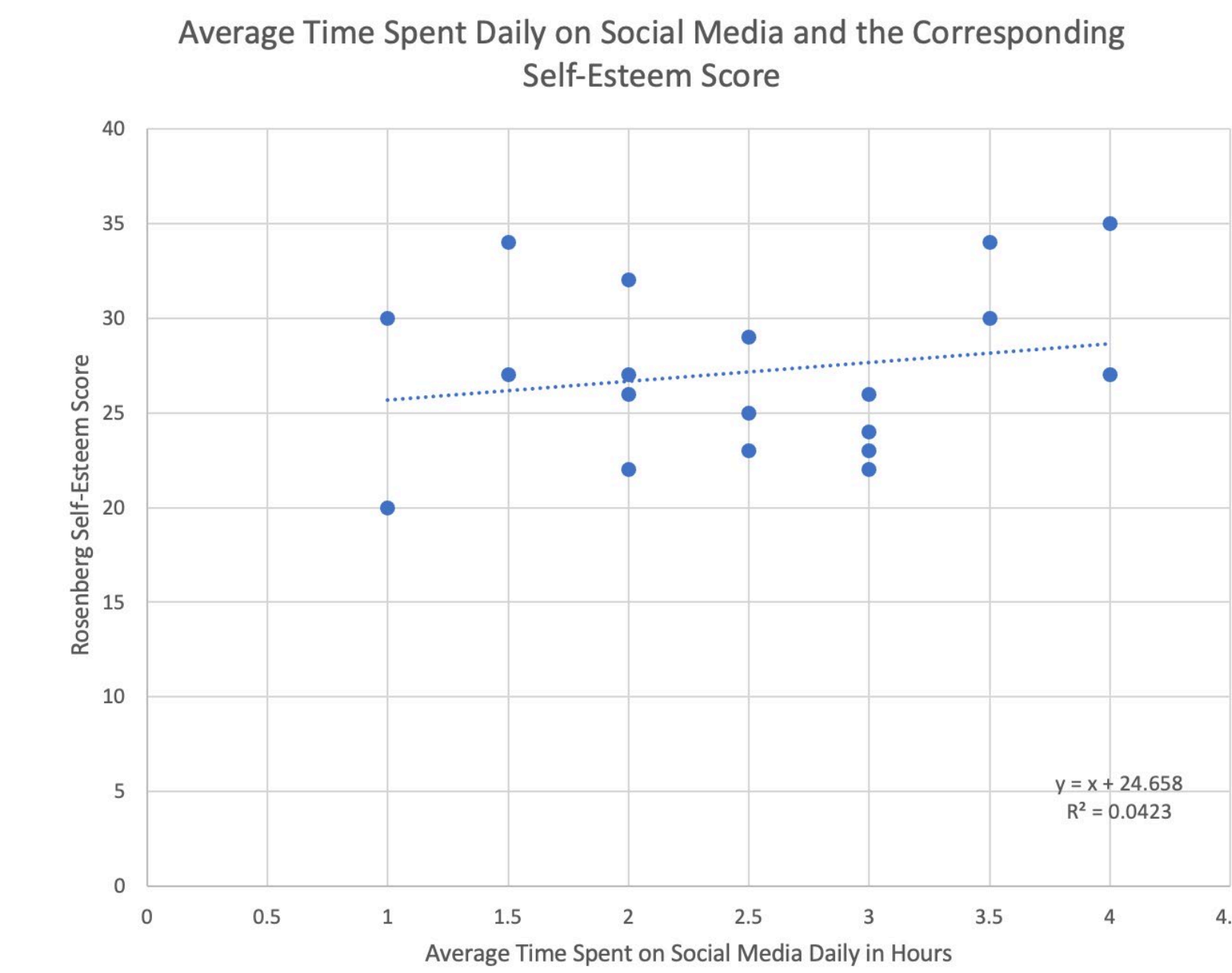
Self-Esteem: mean score is 27.16 with a standard deviation of 4.44 (n = 19). Min: 22 Max: 34

Daily Usage: the mean time spent daily was 2 ½ hours with a standard deviation of 0.913

The linear regression model for daily usage disclosed the following: the correlation coefficient for daily use was 0.205 and the R-squared value output was 0.0423. The ANOVA table indicated: the coefficient value to be 24.66 and the p-value came to be 0.398.

Average Weekly Usage: 5.63 hours with a standard deviation of 2.73

The linear regression model for weekly use disclosed the following: the correlation coefficient for weekly usage was -0.172 and the R-squared value output was 0.0296. The ANOVA table indicated: the coefficient value to be 28.72 and the p-value came to be 0.481.



Discussion

Literature Review

There have been several researchers that previously explored this association. A correlation and regression model was done by Jan et al. (2017) on social media and self-esteem. Convenience sampling was used, the sample size consisted of 150 students. Facebook was the representative choice for social media and self-esteem was measured through qualitative methods (ie. interviews) that particularly scrutinized the self-respect of individuals and self-confidence. Their findings conveyed a negative correlation between social media usage and self-esteem. Daily hour use of Facebook resulted in a 5.574 decrease in an individual's overall social esteem score. Another study conducted by Hawi and Samaha (2016) looked at the relationship between social media addiction with respect to self-esteem and life satisfaction. The cross-sectional study was conducted on university students (n=396) in Lebanon. Facebook was the media of choice, Rosenberg's Self-Esteem Scale measured self-esteem, and life satisfaction by the Satisfaction with Life Scale. There was no relation found between satisfaction in life and social media addiction. However, social media addiction and low self-esteem scores were found to correlate positively. Moreover, findings convey that individuals who rely heavily on social media are likely to score low on the satisfaction of life scale.

Key Findings in Current Study

The following conclusions can be made regarding daily usage: a 4% chance of the variation in self-esteem score can be predicted from the variation in daily media usage, and a positive correlation between the association of daily use and self-esteem was found to be 20.5%. The ANOVA model indicates the results to be not significant/generalizable to the general population; the null hypothesis can not be rejected. Furthermore, we are 95% confident that our slope is between 3.43 and -1.43. As for the weekly usage, the following conclusions can be made: there is a 2% chance that the variation in self-esteem score can be predicted from the variation in weekly media usage. Although a low negative correlation was found the p-value obtained averted the chances of accepting the null. Further confirming this we are 95% confident that our slope is between 0.534 and -1.09. The original hypothesis for this study was proven to be wrong for daily usage, weekly usage does indicate a negative correlation (very low). Both associations present are exceptionally low, decreasing the validity of the study. Although this does not mean that a strong negative correlation is not present between the variables. This investigation failed to suggest a strong/relevant association much of this is a result of the limitations of the study. Some limitations include: small sample size, the sampling method utilized (convenient, social desirability bias, objective was known by subjects) and social media usage (not consistent variable).

ACKNOWLEDGEMENTS

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