



Influence Of Social Media Usage On Self Esteem And Body Image Concerns Among Youth.



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Abstract

The present study aimed to investigate the influence of social media usage on self esteem and body image concerns among youth. The study hypothesised that social media would have no significant correlation to self esteem and significant correlation to body image concerns among youth. The study used a sample of 100 participants, consisting of 50 males and 50 females. The participants completed surveys assessing their social media use, self-esteem, and body image concerns. The results of the study did not support the first hypothesis, indicating that there was no significant correlation between social media use and self-esteem. The descriptive statistics showed that the mean scores for self-esteem were similar for both genders, and there was only a weak positive correlation between social media use and self-esteem. However, the results of the study supported the second hypothesis, indicating a significant correlation between social media use and body image concerns. The descriptive statistics showed that females had a higher mean score in social media use and body image concerns than males. The independent sample t-tests suggested that there was a significant difference in body image concerns between males and females, with females having a significantly higher mean score. This suggests that social media has a greater impact on body image

concerns in females compared to males. Overall, the study highlights the importance of considering gender differences in the relationship between social media use and body image concerns. The findings suggest that social media use may have a negative impact on body image concerns, particularly in females. However, the study also suggests that social media use may not have a significant impact on self-esteem, indicating that the relationship between social media use and psychological outcomes may be complex and individual-specific.

Keywords: Social media, Body image, Self esteem

Influence of social media usage on self esteem and body image concerns among youth.

Aim: To study the Influence of social media usage on Self esteem and body image concerns among youth.

Introduction:

Social Media

The term social media refers to a computer-based technology that facilitates the sharing of ideas, thoughts, and information through virtual networks and communities. Social media is internet-based and gives users quick electronic communication of content, such as personal information, documents, videos, and photos. Users engage with social media via a computer, tablet, or smartphone via web-based software or applications. Social media originated as a way to interact with friends and family but was later adopted by businesses that wanted to take advantage of a popular new communication method to reach out to customers. The power of social media is the ability to connect and share information with anyone on Earth, or with many people simultaneously. There are more than 3.8 billion social media users around the world. Social media is an ever-changing and ever-evolving field, with new apps such as TikTok and Clubhouse coming out seemingly every year, joining the ranks of established social networks like Facebook, YouTube, Twitter, and Instagram.

Types of Social Media

Social media may take the form of a variety of tech-enabled activities. These activities include photo sharing, blogging, social gaming, social networks, video sharing, business networks, virtual worlds, reviews, and much more. Even governments and politicians utilise social media to engage with constituents and voters.

For individuals, social media is used to keep in touch with friends and extended family. Some people will use various social media applications to network career opportunities, find people across the globe with like-minded interests, and share their thoughts, feelings, insights, and emotions. Those who engage in these activities are part of a virtual social network.

For businesses, social media is an indispensable tool. Companies use the platform to find and engage with customers, drive sales through advertising and promotion, gauge consumer trends, and offer customer service or support.

Social media benefits

Social media allows teens to create online identities, communicate with others and build social networks. These networks can provide teens with valuable support, especially helping those who experience exclusion or have disabilities or chronic illnesses.

Teens also use social media for entertainment and self-expression. And the platforms can expose teens to current events, allow them to interact across geographic barriers and teach them about a variety of subjects, including healthy behaviours.

Social media disadvantages

However, social media use can also negatively affect teens, distracting them, disrupting their sleep, and exposing them to bullying, rumour spreading, unrealistic views of other people's lives and peer pressure.

The risks might be related to how much social media teens use. A 2019 study of more than 6,500 12- to 15-year-olds in the U.S. found that those who spent more than three hours a day using social media might be at heightened risk for mental health problems. Another 2019 study of more than 12,000 13- to 16-year-olds in England found that using social media more than three times a day predicted poor mental health and well-being in teens.

Other studies also have observed links between high levels of social media use and depression or anxiety symptoms. A 2016 study of more than 450 teens found that greater social media use, nighttime social media use and emotional investment in social media — such as feeling upset when prevented from logging on — were each linked with worse sleep quality and higher levels of anxiety and depression.

There are steps you can take to encourage responsible use of social media and limit some of its negative effects. Consider these tips:

Set reasonable limits. Talk to your teen about how to avoid letting social media interfere with his or her activities, sleep, meals or homework. Encourage a bedtime routine that avoids electronic media use, and keep cell phones and tablets out of teens' bedrooms. Set an example by following these rules yourself.

Monitor your teen's accounts. Let your teen know that you'll be regularly checking his or her social media accounts. You might aim to do so once a week or more. Make sure you follow through.

Explain what's not OK. Discourage your teen from gossiping, spreading rumours, bullying or damaging someone's reputation — online or otherwise. Talk to your teen about what is appropriate and safe to share on social media.

Encourage face-to-face contact with friends. This is particularly important for teens vulnerable to social anxiety disorder.

Talk about social media. Talk about your own social media habits. Ask your teen how he or she is using social media and how it makes him or her feel. Remind your teen that social media is full of unrealistic images.

Self Esteem

Self-esteem is your subjective sense of overall personal worth or value. Similar to self-respect, it describes your level of confidence in your abilities and attributes. Having healthy self-esteem can influence your motivation, your mental well-being, and your overall quality of life. However, having self-esteem that is either too high or too low can be problematic. Better understanding what your unique level of self-esteem is can help you strike a balance that is just right for you.

Key elements of self-esteem include:

- Self-confidence
- Feelings of security
- Identity
- Sense of belonging
- Feeling of competence

Other terms often used interchangeably with self-esteem include self-worth, self-regard, and self-respect.

Why Self-Esteem Is Important

Self-esteem impacts your decision-making process, your relationships, your emotional health, and your overall well-being. It also influences motivation, as people with a healthy, positive view of themselves understand their potential and may feel inspired to take on new challenges.

Four key characteristics of healthy self-esteem are:

1. A firm understanding of one's skills
2. The ability to maintain healthy relationships with others as a result of having a healthy relationship with oneself
3. Realistic and appropriate personal expectations
4. An understanding of one's needs and the ability to express those needs

People with low self-esteem tend to feel less sure of their abilities and may doubt their decision-making process. They may not feel motivated to try novel things because they don't believe they can reach their goals. Those with low self-esteem may have issues with relationships and expressing their needs. They may also experience low levels of confidence and feel unlovable and unworthy.

People with overly high self-esteem may overestimate their skills and may feel entitled to succeed, even without the abilities to back up their belief in themselves. They may struggle with relationship issues and block themselves from self-improvement because they are so fixated on seeing themselves as perfect.

Theories of Self-Esteem

Many theorists have written about the dynamics involved in the development of self-esteem. The concept of self-esteem plays an important role in psychologist Abraham Maslow's hierarchy of needs, which depicts esteem as one of the basic human motivations.

Maslow suggested that individuals need both appreciation from other people and inner self-respect to build esteem. Both of these needs must be fulfilled in order for an individual to grow as a person and reach self-actualization. It is important to note that self-esteem is a concept distinct from self-efficacy, which involves how well you believe you'll handle future actions, performance, or abilities.

Factors That Affect Self-Esteem

There are many factors that can influence self-esteem. Your self-esteem may be impacted by:

- Age
- Disability
- Genetics
- Illness
- Physical abilities
- Socioeconomic status
- Thought patterns

Racism and discrimination have also been shown to have negative effects on self-esteem.³ Additionally, genetic factors that help shape a person's personality can play a role, but life experiences are thought to be the most important factor.

It is often our experiences that form the basis for overall self-esteem. For example, low self-esteem might be caused by overly critical or negative assessments from family and friends. Those who experience what Carl Rogers referred to as unconditional positive regard will be more likely to have healthy self-esteem.

Healthy Self-Esteem

There are some simple ways to tell if you have healthy self-esteem. You probably have healthy self-esteem if you:

1. Avoid dwelling on past negative experiences
2. Believe you are equal to everyone else, no better and no worse
3. Express your needs
4. Feel confident
5. Have a positive outlook on life
6. Say no when you want to
7. See your overall strengths and weaknesses and accept them

Having healthy self-esteem can help motivate you to reach your goals, because you are able to navigate life knowing that you are capable of accomplishing what you set your mind to.

Low Self-Esteem

Low self-esteem may manifest in a variety of ways. If you have low self-esteem:

- You may believe that others are better than you.
- You may find expressing your needs difficult.
- You may focus on your weaknesses.
- You may frequently experience fear, self-doubt, and worry.
- You may have a negative outlook on life and feel a lack of control.⁴
- You may have an intense fear of failure.
- You may have trouble accepting positive feedback.

- You may have trouble saying no and setting boundaries.
- You may put other people's needs before your own.
- You may struggle with confidence.

Low self-esteem has the potential to lead to a variety of mental health disorders, including anxiety disorders and depressive disorders. You may also find it difficult to pursue your goals and maintain healthy relationships.

How to Improve Self-Esteem

Fortunately, there are steps that you can take to address problems with your perceptions of yourself and faith in your abilities.

Become more aware of negative thoughts. Learn to identify the distorted thoughts that are impacting your self-worth.

Challenge negative thinking patterns. When you find yourself engaging in negative thinking, try countering those thoughts with more realistic and/or positive ones

Use positive self-talk. Practice reciting positive affirmations to yourself.⁷

Practice self-compassion. Practise forgiving yourself for past mistakes and move forward by accepting all parts of yourself.

Body image

Body image refers to how an individual sees their own body and the feelings associated with this perception.

Many people have concerns about their body image. These concerns often focus on weight, skin, hair, or the shape or size of a certain body part.

The way a person feels about their body can be influenced by many different factors. According to the National Eating Disorder Association (NEDA), a range of beliefs, experiences, and generalisations contribute to body image.

Throughout history, people have given importance to the beauty of the human body. Society, media, social media, and popular culture often shape these views, and this can affect how a person sees their own body. Constant bombardment by media images and social pressure can cause people to feel uncomfortable about their body, leading to distress and ill health. It can also affect work, social life, and other aspects of life.

Body image refers to a person's emotional attitudes, beliefs, and perceptions of their own body. Experts describe Trusted Source as a complex emotional experience.

Body image relates to:

- what a person believes about their appearance
- how they feel about their body, height, weight, and shape
- how they sense and experience their body
- Positive body image is related to body satisfaction and acceptance, while negative body image is related to dissatisfaction and wanting one's body to be different.

A negative body image can contribute to body dysmorphic disorder (BDD), eating disorders, and other conditions.

What is a positive body image?

When a person has a positive body image, they feel comfortable in their body and have a healthy relationship with how their body looks and feels.

Having a positive body image includes:

- accepting and appreciating one's body
- having a broad concept of beauty
- taking steps to care for one's body and appearance in ways that feel healthy and fulfilling
- striving for a good relationship with your body, independent of outside influences or societal messages

The Office on Women's Health Trusted Source reports that having a positive body image is associated with good mental and physical health.

A 2015 study Trusted Source of university students found that for both men and women, positive body image was associated with fewer reports of depression and unhealthy dieting. People with positive body image also had higher self-esteem.

What is a negative body image?

A person with a negative body image feels dissatisfied with their body and their appearance.

The person may:

- compare themselves with others and feel inadequate when doing so
- feel compelled to monitor their body: measuring, weighing, or looking in the mirror frequently
- feel ashamed or embarrassed
- feel uncomfortable or awkward in their body
- see parts of their body in a distorted way

In some cases, having a negative body image can contribute to the development of mental health conditions, such as depression.

A person may also pursue unnecessary surgery, unsafe weight loss habits, or an inappropriate use of hormones to build muscles. There is a strong link between eating disorders and negative body image, according to NEDA.

Rationale

The present study aims to investigate the influence of social media usage on Self esteem and body image concerns among youth. The study was driven because social media usage has become an integral part of daily life for many individuals, particularly among youth. While social media platforms provide numerous benefits such as improved communication, information sharing, and networking, there is growing concern about its negative effects on self-esteem and body image concerns among young people.

One reason social media may impact self-esteem is through the presentation of idealised or edited images of beauty and success that can be unrealistic and unattainable for many. This can lead to feelings of inadequacy and low self-esteem, as individuals compare themselves to others who appear to be living the perfect life. Additionally, social media can create a sense of constant comparison to others, leading to feelings of envy, jealousy, and anxiety.

Body image concerns may also be influenced by social media, as young people are exposed to images and messages promoting unrealistic and narrow beauty standards. These images can create a distorted perception of what is considered attractive and can lead to negative body image and unhealthy dieting behaviours.

Hypotheses

H1: There will be a significant correlation between social media and body image concerns.

H2: There will be a significant correlation between social and self esteem concerns.

H3: Females will show high scores related to body image concerns.

Review of Literature

Ruiz, R. & Alfonso-Fuertes, I. & Vives, S.. (2022). "Impact of social media on self-esteem and body image among young adults". The extent to which social media contributes to body image dissatisfaction and lower self-esteem is currently under debate. This research seeks to study the relationship between the use of Instagram (one of the main platforms used by young people nowadays) and the degree of dissatisfaction with body image and the level of self-esteem among their younger users. A sample of 585 Spanish adults between 18 and 40 years old was used, to whom the Body Shape Questionnaire (BSQ), the Rosenberg Self-esteem Scale and the Social Comparison of Appearance Scale (PACS) were applied. Results showed that there was a positive correlation observed between the frequency of use of the social network and dissatisfaction with body image and low self-esteem. In addition, it was found that content observation time significantly predicts body dissatisfaction and low self-esteem. On the other hand, the type of content both published and observed, showed no effect on any of these variables, although it has been found that the relationship between the use of the platform and the study variables seems to be mediated by the tendency of their users to compare their appearance with others.

"Social media and body image concerns: Current research and future directions" Jasmine Fardouly, Lenny R Vartania,(2016). This paper provides an overview of research on social media and body image. Correlational studies consistently show that social media usage (particularly Facebook) is associated with body image concerns among young women and men, and longitudinal studies suggest that this association may strengthen over time. Furthermore, appearance comparisons play a role in the relationship between social media and body image. Experimental studies, however, suggest that brief exposure to one's own Facebook account does not negatively impact young women's appearance concerns. Further longitudinal and experimental research is needed to determine which aspects of social media are most detrimental to people's body image concerns. Research is also needed on more diverse samples as well as other social media platforms (e.g., Instagram).

"Social media effects on young women's body image concerns: Theoretical perspectives and an agenda for research" Richard M Perloff, (2014). Although there is a voluminous literature on mass media effects on body image concerns of young adult women in the U.S., there has been relatively little theoretically-driven research on processes and effects of social media on young women's body image and self-perceptions. Yet given the heavy online presence of young adults, particularly women, and their reliance on social media, it is important to appreciate ways that social media can influence perceptions of body image and body image disturbance. Drawing on communication and social psychological theories, the present article articulates a series of ideas and a framework to guide research on social media effects on body image concerns of young adult women. The interactive format and content features of social media, such as the strong peer presence and exchange of a multitude of visual images, suggest that social media, working via negative social comparisons, transportation, and peer normative processes, can significantly influence body image concerns. A model is proposed that emphasises the impact of predisposing individual vulnerability characteristics, social media uses, and mediating psychological processes on body dissatisfaction and eating disorders. Research-based ideas about social media effects on male body image, intersections with ethnicity, and ameliorative strategies are also discussed.

"The effects of media on body image and self esteem" Sinead Gorman Dublin Business School, (2015). This study investigates the influence of the mass media on self esteem and body image in both males and females, aged between 18 and 25. The media has been found to be the most powerful conveyor of socio-cultural values regarding body ideals, size and weight, which has been linked to body dissatisfaction and in turn, related to other health concerns such as depression, low self esteem and eating disorders. There were a total of 150 participants who took part in this study; 89 females and 61 males. A quantitative non-experimental correlational design was used. Participants completed a questionnaire booklet containing three different questionnaires including The Self Esteem Scale (Rosenberg, 1965), a body image questionnaire (Maynard, 2009), and a media usage questionnaire, which was designed for this particular study. Data from these questionnaires was analysed using SPSS. The analysis revealed that males have lower body image than females, but there is no relationship between media usage and body image or self-esteem. It also revealed, contrary to assumption, that there is a negative relationship between self-esteem and body image, for both males and females. Author keywords: Body image, mass media, self esteem, weight, model images

"The influence of social media on teens' self-esteem" Shannon M Gallagher Rowan University, (2017). Social media has made it incredibly easy to connect the world. One can check Twitter and see what their favourite celebrity is up to, log onto Facebook to find out when a friend's birthday is, or use Instagram to advertise a new business. However, is social media doing more harm than good? The purpose of this study was to conclude if there is a relationship between social media and self-esteem, especially among teenagers. 130 participants from two high schools completed two different surveys: one to assess their social media use and the second to measure their self-esteem. Each social media variable and the participant's self-esteem score were utilised to run correlational tests; two variables were found to be significant when using all 130 participants. The participants who did not have social media were excluded for the second data set and four variables were found to be significant against self-esteem scores including if the participants were bothered if they did not receive as many likes as they thought they were going to on their posts, the amount of likes on their last selfie, the amount of likes they usually receive on their

selfies, and the amount of time the participants waited to check social media after they posted something. The conclusion of the current study is that a relationship exists between social media and self-esteem.

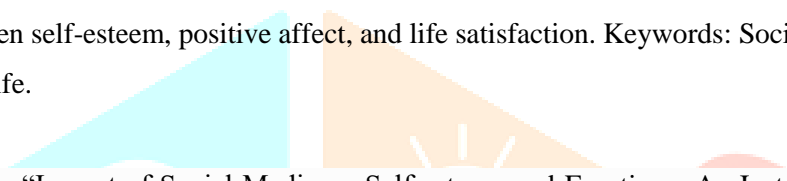
Raymer, Kristine, "The effects of social media sites on self-esteem" (2015). With the advent of the Internet over a decade ago came the introduction of a new form of communication referred to as social networking. On-line social networking sites, such as Facebook, Myspace, and Twitter, have become increasingly popular and almost an integral part of everyday life, especially for college students. Approximately ninety percent of college students have a Facebook account, and it is estimated that the average amount of time spent on this social networking site ranges from thirty minutes to over two hours on a daily basis. The purpose of this study is to explore the relationship between on-line social networking sites, particularly Facebook, and the self-esteem levels of college students. According to past research, there appears to be a connection between more time spent online and a decline in face-to-face communication with family and peers, which leads to feelings of loneliness and depression (Chen & Lee, 2013). To test the effect Facebook interaction has on self-esteem, undergraduate students were asked to participate in an online, anonymous survey that consisted of the Rosenberg Self-Esteem Scale, the Body Esteem Scale, the Facebook Intensity Scale, and the Eating Attitudes Test-26. Data was analysed using the bivariate correlation test and the independent samples T-test. The results of the data collection suggest that females spend more time on Facebook than males and have a larger amount of friends on Facebook than males. Results also indicated that females have lower body image satisfaction and a greater drive for thinness than males.

"Social media and self-esteem" Drew P. Cingel, Michael C. Carter, Hannes-Vincent Krause (2022). The relationship between social media and self-esteem is complex, as studies tend to find a mixed pattern of relationships and meta-analyses tend to find small, albeit significant, magnitudes of statistical effects. One explanation is that social media use does not affect self-esteem for the majority of users, while small minorities experience either positive or negative effects, as evidenced by recent research calculating person-specific within-person effects. This suggests that the true relationship between social media use and self-esteem is person-specific and based on individual susceptibilities and uses. In recognition of these advancements, we review recent empirical studies considering differential uses and moderating variables in the social media–self-esteem relationship, and conclude by discussing opportunities for future social media effects research.

"Social networking site use: Linked to adolescents' social self-concept, self-esteem, and depressed mood", Corey J. Blomfield neira & Bonnie L. Barber (2013). Adolescents spend a substantial amount of time using social networking sites (SNSs); however, little is known regarding whether such use is associated with indicators of adjustment. The present study employed a multidimensional measure of SNS use to investigate the link between Australian adolescent SNS use and indicators of adjustment. Youth ($N = 1,819$, 55% female) from 34 diverse high schools across Western Australia were surveyed. The results showed that frequency of SNS use was linked to higher social self-concept while investment in SNSs was associated with lower self-esteem and higher depressed mood. Furthermore, having an SNS was linked to more negative indicators for female adolescents compared with male adolescents, although the link between frequency of use and investment in SNSs to indicators of adjustment was not moderated by gender. The present study highlights the complexity of the relationship between adolescent SNS use and indicators of adjustment, and offers insight into the diverse types of adolescent use of SNSs.

"Relationship between social media use, self-esteem and satisfaction with life" Guven, Alev (2019). The usage of social media has risen rapidly over recent years. This remarkable increase in popularity has drastically affected users' lives, and the phenomenon has drawn the attention of researchers. Prior research has generally

evaluated social media use on a single platform (Facebook). However, social media statistics have indicated that there has been a dramatic decrease in Facebook usage among 18-25-years-old, though older people have started to use Facebook more actively. On the other hand, the use of some other social network platforms such as Snapchat, Instagram, and Twitter have increased dramatically among young adults. A few research studies have focused on social media use including Instagram, Snapchat, and LinkedIn. This study intends to contribute to the research in this area by examining the relationship between the usage of social media and self-esteem, and social media use and satisfaction with life among university students in the United States. To achieve this purpose, the Social Media Addiction Questionnaire (SMAQ) was used to assess the participants' level of social media addiction. The survey also collected demographic information for the research participants. In addition to the SMAQ and demographic questions, the participants completed the Rosenberg Self-esteem Scale, the Satisfaction with Life Scale and the Positive Affect and Negative Affect Scale. 188 students participated in this study. Multiple Regression Analyses and Pearson Product-Moment Correlation were used to analyse the results. It was found that social media use is a predictor of self-esteem, negative affect, and positive affect. However, there was no correlation between life satisfaction and social media use. In addition to this, the results indicated that there was a strong positive relationship between self-esteem, positive affect, and life satisfaction. Keywords: Social media use, self-esteem, and satisfaction with life.



“Impact of Social Media on Self-esteem and Emotions: An Instagram-Based Case Study” Sara Martínez-Cardama & Elena Gómez-López, (2023). Social networks currently serve not only as platforms for publishing content but also as fundamental tools for accessing information. This role in providing access is mediated by a series of opaque, algorithm-based mechanisms for personalising the content. This article draws on existing literature on the relationship between possible mental health disorders and the functioning of these platforms to try to understand their effects on elements such as self-esteem and emotions. To this end, it focuses on the Instagram social network, which is prominent in the user groups corresponding to the Millennial and Z generations due to its high visual and multimedia content, its capacity for uncovering trends, and its integration with social commerce. It presents the results of a study (n = 100) of Instagram users between the ages of 18 and 39. These results provide relevant data on patterns associated with the following: time spent on the platform and excessive use, the risk of emotional loneliness or isolation, displacement of daily activities, and feelings of inferiority. They also reveal a real lack of awareness of how the algorithms on these types of platforms work and an interest in the mechanisms of disconnection and digital well-being. Lastly, the results open up new possibilities for inclusion of these risks in digital literacy programmes.

“Body-Esteem, Self-Esteem and Loneliness among Social Media Young Users” Lavinia Maria Pop, Magdalena Iorga, Raluca Iurcov (2022). The use of social networking sites for socialising, having fun, solving academic tasks or even getting counselling for health-related problems is now inevitable. Methods: A total of 427 medical students, who are users of social media sites, were included in the research. Data about socio-demographic, anthropometric, and self-rated items regarding satisfaction with physical and mental health were collected. Three psychological tools were also used to measure self-esteem (*Rosenberg Self-Esteem Scale*), body-esteem (*Body Esteem Scale for Adolescents and Adults*) and loneliness (*UCLA Loneliness Scale*). Collected data were analysed using SPSS version 23. Results: Students use these networks for socialisation (49.0%), entertainment (31.1%) and academic tasks (19.9%), spending 3.38 ± 0.80 h per day on SNSs. Less than half of them (47.5%) compared themselves to other SNS profiles. The use of Snapchat was found to be strongly positively correlated with self-esteem, and weight status was negatively correlated with the use of TikTok. More than three-quarters declared that

they exercised to lose weight or to prevent weight gain. Participants were found to have a high level of body esteem. Almost half of the students proved to have a moderate to a high level of loneliness. Age and gender were found to be important: the younger the user, the higher the scores for loneliness and feeling depressed, and the greater the number of hours on SNSs. The total score for self-esteem was significantly higher in men than in women, and male students appreciated themselves as being in a better state of mental health than women. Conclusions: The results prove a relationship between the use of SNSs and the presence of loneliness, self-esteem and body-esteem, with gender differences. However, the use of SNSs should not be neglected in clinical settings, and are a good means of reaching patients and providing medical and psychological intervention.

“Influences social media has on body image, anxiety, self esteem in young adults”, Meshioye, Anu, (2016). This study aimed to investigate if media has an impact on self-esteem, body image, social anxiety, and age from an Irish third level college. Total of 100 participants took part in this research. Participants ranged in age from 18-25 (n= 67) and >26 (n=33). The research is a quantitative study that uses four questionnaires to attain information from participants. The questionnaires were The Facebook Intensity Scale, (Ellison, 2007), The Rosenberg Self – Esteem scale, SES (Rosenberg, 1965), The Body Esteem Scale (Franzoi & Shields, 1984) and The social comparison scale (Allan & Gilbert, 1995). The analysis showed that Total esteem had a weak positive relationship with social media intensity however no further significance was found for the other variables. These findings are discussed. Author keywords: Social media, body image, self esteem, social anxiety, young adults, teenagers.

"Social media usage and body image: Examining the mediating roles of internalisation of appearance ideals and social comparisons in young women", Jaehee Jung, David Barron, Young-A Lee, Viren Swami, (2023). There is increasing scholarly interest in the effects of social media use on women's body image. Here, we tested the utility of the Tripartite Influence Model – developed for traditional media influences on body image – in explaining the link between intensity of social media use and body image outcomes in young adult women from the United States (N = 579). The study tested a serial indirect mediation effect linking intensity of social media use and body esteem outcomes via internalisation and social comparison, as well as a direct effect between intensity of social media use and body esteem measures. The results broadly supported the applicability of the model. Internalisation of appearance ideals and social comparison, respectively, were significant mediators of the relationship between intensity of social media use and body image outcomes. However, the direct link between intensity of social media use and body image was more equivocal. The overall findings suggest possible pathways through which intensity of social media use may influence body image outcomes in young adult women.

Method

Research Design

The nature of the study is a comparative quantitative research design that aims to investigate the influence of social media usage on self esteem and body image concerns among youth.

The study will use an online survey as the data collection method to gather information from the participants. It is a cross-sectional study, which will provide a snapshot of the current burnout and emotional intelligence levels among the participants at a specific point in time. The study is non-experimental in nature, as it will not manipulate any

variables or control the environment in which the data is collected. The study will solely rely on the responses of the participants to the survey questions.

Sample

The sample of this study was 50 males and 50 females of highschool/college students from the age group of 17-21 years old.

Data Collection

The data for this study was collected using an online Google form. The form was distributed to the participants via email and social media platforms. The participants were asked to fill out the form voluntarily. The form consisted of four sections: one section for Rosenberg self esteem scale, second for Body self-image questionnaire, third for social networking usage questionnaire, fourth to collect demographic details.

Tools

Rosenberg self esteem scale was used to measure levels of self esteem among participants.

The Rosenberg Self-Esteem Scale, a widely used self-report instrument for evaluating individual self-esteem, was investigated using item response theory. Factor analysis identified a single common factor, contrary to some previous studies that extracted separate Self-Confidence and Self-Depreciation factors. A unidimensional model for graded item responses was fit to the data. A model that constrained the 10 items to equal discrimination was contrasted with a model allowing the discriminations to be estimated freely. The test of significance indicated that the unconstrained model better fit the data-that is, the 10 items of the Rosenberg Self-Esteem Scale are not equally discriminating and are differentially related to self-esteem. The pattern of functioning of the items was examined with respect to their content, and observations are offered with implications for validating and developing future personality instruments.

Body Self-Image Questionnaire was used to measure the levels of body image among participants.

Body Self-Image Questionnaire is a questionnaire to find out your thoughts and feelings about the human body (commonly called body image). It is expected that completion of the questionnaire should take an average of 10 to 15 minutes. Items are scored on a 1-5 point scale, with a=1, b=2, c=3, d=4, and e=5. The BSIQ should not be used for a summed "total body image" score. Each subscale score ranges from a minimum of 3 to a maximum of 15. Note: Item 1 should be reverse-scored, i.e., a=5, b=4, c=3, d=2, and e=1.

Social media usage questionnaire was used to measure the levels of social media usage among participants.

Social media usage questionnaire is a questionnaire that attempts to measure the social networking usage of an individual. The items of the scale are given in statement form. Based on our theoretical framework, we developed statements related to social networking usage. The generated statements intended to capture social networking usage of university students. Therefore, the summated assessment procedure proposed by Likert (1932) was used to develop the present scale. We identified 56 items related to social networking usage from previously developed instruments. These were aligned so they could all be answered using a 5-point Likert scale, with each statement rated on five anchors, (Always=5, Often=4, Sometimes=3, Rarely=2 and Never=1).

Data Analysis

The data collected from the Google form was entered into a spreadsheet and analysed using the Statistical Package for Social Sciences (SPSS) version 26. Descriptive statistics were used to calculate means, standard deviations, and frequencies. Correlation was used to calculate the correlation between the variables. Inferential statistics such as independent samples t-tests were used to compare the mean scores of social media, body image and self esteem.

Ethical Considerations

The study was conducted after obtaining informed consent from the participants. Participants were informed about the purpose and nature of the study, and they were assured of their confidentiality. The demographic identifiable details of the participants were kept confidential.

Result

Descriptive statistics

	Mean	Std. Deviation	N
Social media	45.50	11.351	100
Body image	80.48	11.188	100
Self esteem	26.87	2.714	100

The table shows the descriptive statistics for three variables, namely Social network, Body image, and Self esteem, for a sample of 100 individuals.

For Social media, the mean score is 45.50 with a standard deviation of 11.351. This suggests that the sample as a whole has an average social network score around 45.50, with scores ranging from approximately 34 to 57.

For Body image, the mean score is 80.48 with a standard deviation of 11.188. This suggests that the sample as a whole has an average body image score around 80.48, with scores ranging from approximately 59 to 102.

For Self esteem, the mean score is 26.87 with a standard deviation of 2.714. This suggests that the sample as a whole has an average self esteem score around 26.87, with scores ranging from approximately 20 to 33.

Descriptive statistics provide an overview of the sample's characteristics and can be used to make inferences about the population from which the sample was drawn. However, it is important to note that these statistics only provide a snapshot of the sample at a particular point in time and may not be representative of the population as a whole.

Group Statistics**Group Statistics**

Variables	Gender	N	Mean	Std. Deviation	Std. Error
					Mean
Social media	Male	50	43.80	11.008	1.557
	Female	50	47.20	11.542	1.632
Self esteem	Male	50	26.72	2.564	.363
	Female	50	27.02	2.875	.407
Body image	Male	50	78.52	9.433	1.334
	Female	50	82.44	12.492	1.767

The table shows statistics for three variables, namely Gender, Social network, Self esteem, and Body image, for a sample of 100 individuals (50 males and 50 females).

For Gender, the sample is equally split with 50% male and 50% female.

For Social media, the mean score for males is 43.80 with a standard deviation of 11.008, while for females, the mean score is 47.20 with a standard deviation of 11.542. The difference in means suggests that females on average have a higher social network score than males.

For Self esteem, the mean score for males is 26.72 with a standard deviation of 2.564, while for females, the mean score is 27.02 with a standard deviation of 2.875. The difference in means is small and may not be statistically significant.

For Body image, the mean score for males is 78.52 with a standard deviation of 9.433, while for females, the mean score is 82.44 with a standard deviation of 12.492. The difference in means suggests that females on average have a higher body image score than males.

Overall, these statistics provide a summary of the sample's characteristics and can be used to make inferences about the population from which the sample was drawn. However, it is important to note that these statistics only provide a snapshot of the sample at a particular point in time and may not be representative of the population as a whole.

Independent Sample T Test

		Levene's Test for Equality of Variances		t-test for Equality of Means						
		F	Sig.	t	df	Sig. (2- tailed)	Mean Differen ce	Std. Error Differen ce	95% Confidence Interval of the Difference	
									Lower	Upper
Social media	Equal variances assumed	.017	.897	- 1.50 7	98	.135	-3.400	2.256	-7.876	1.076
	Equal variances not assumed			- 1.50 7	97.78 1	.135	-3.400	2.256	-7.876	1.076
Self esteem	Equal variances assumed	.323	.571	- .551	98	.583	-.300	.545	-1.381	.781
	Equal variances not assumed			- .551	96.74 2	.583	-.300	.545	-1.381	.781
Body image	Equal variances assumed	3.068	.083	- 1.77 1	98	.080	-3.920	2.214	-8.313	.473
	Equal variances not assumed			- 1.77 1	91.17 2	.080	-3.920	2.214	-8.317	.477

The table shows the results of independent samples t-tests for three variables, namely Social network, Self esteem, and Body image, for two groups. The groups are not specified in the table.

The first part of the table shows the results of Levene's Test for Equality of Variances, which tests the assumption of equal variances between the two groups. If the p-value is less than .05, the assumption of equal variances is violated and the results for the t-test with equal variances assumed should not be used.

For Social media, the Levene's Test shows that the assumption of equal variances is met, as the p-value is .897 when equal variances are assumed.

For Self esteem, the Levene's Test also shows that the assumption of equal variances is met, as the p-value is .571 when equal variances are assumed.

For Body image, the Levene's Test shows that the assumption of equal variances is violated, as the p-value is .083 when equal variances are assumed.

The second part of the table shows the results of the t-test for Equality of Means, which tests whether the means of the two groups are significantly different. If the p-value is less than .05, there is evidence to reject the null hypothesis that the means of the two groups are equal.

For Social media, the t-test shows that there is no significant difference in means between the two groups, as the p-value is .135 when equal variances are assumed, and .135 when equal variances are not assumed.

For Self esteem, the t-test also shows that there is no significant difference in means between the two groups, as the p-value is .583 when equal variances are assumed, and .583 when equal variances are not assumed.

For Body image, the t-test shows that there is no significant difference in means between the two groups, as the p-value is .080 when equal variances are assumed, and .080 when equal variances are not assumed.

Overall, these results suggest that there is no significant difference in the means of the two groups for any of the three variables tested. However, it is important to note that without knowing the characteristics of the two groups being compared, it is difficult to make any substantive conclusions.

Correlation between the social network and self esteem

Correlations

		Social network	Self esteem
Social network	Pearson Correlation	1	.181
	Sig. (2-tailed)		.071
	N	100	100
Self esteem	Pearson Correlation	.181	1
	Sig. (2-tailed)	.071	
	N	100	100

The correlation analysis between social network use and self-esteem suggests a positive correlation coefficient of 0.181, with a p-value of 0.071 (assuming a two-tailed test with a significance level of 0.05) based on a sample size of 100 individuals for both variables.

A positive correlation coefficient indicates that there is a tendency for higher levels of social network use to be associated with higher levels of self-esteem, although the strength of the relationship is considered to be weak to moderate due to the magnitude of the correlation coefficient.

The p-value of 0.071 suggests that there is some evidence for a correlation between social network use and self-esteem, but it is not strong enough to reject the null hypothesis that there is no relationship between these two variables at a significance level of 0.05.

Therefore, while there may be some association between social network use and self-esteem, the correlation analysis alone does not provide enough evidence to determine a causal relationship between the two variables or to make any definitive conclusions about the direction or strength of the relationship.

Correlation between the social network and body image

		Social network	Body image
Social network	Pearson Correlation	1	.199*
	Sig. (2-tailed)		.047
	N	100	100
Body image	Pearson Correlation	.199*	1
	Sig. (2-tailed)	.047	
	N	100	100

*. Correlation is significant at the 0.05 level (2-tailed).

The correlation between social network and body image is statistically significant at the 0.05 level (two-tailed), with a Pearson correlation coefficient of 0.199. This indicates a positive relationship between social network use and body image, suggesting that as social network use increases, body image may become more salient or important to individuals. However, the correlation coefficient is still relatively small, suggesting that social network use is only one of many factors that can influence body image. It's also important to keep in mind that correlation does not necessarily imply causation, and there may be other factors that contribute to this relationship.

Discussion

The present study aims to investigate the influence of social media usage on self esteem and body image concerns among youth. It is to study if social media usage affects youth's self esteem and body image concerns and the correlation between them.

The findings of the study did not support the first hypothesis, indicating that the correlations indicate that there is a weak positive correlation between Social media use and Self-esteem, The descriptive statistics indicate that the mean score for Self-esteem is similar for both genders, and there is a weak positive correlation between Social media use and Self-esteem. This finding is consistent with prior research, which suggests that "social media use does not affect self-esteem for the majority of users, while small minorities experience either positive or negative effects, as evidenced by recent research calculating person-specific within-person effects. This suggests that the true

relationship between social media use and self-esteem is person-specific and based on individual susceptibilities and uses.” (Drew P. Cingel, Michael C. Carter, Hannes-Vincent Krause (2022))

Interestingly, the results support the second hypothesis, indicating that there is a significant correlation between social media and body image concerns. The correlations indicate that the correlation between Social media use and Body image is statistically significant at the 0.05 level. The descriptive statistics indicate that females have a higher mean score in Social media use and Body image than males, the independent sample t-tests suggest that there is a significant difference in Body image between males and females, with females having a significantly higher mean score. This suggests that social media does influence body image and that too more in females than compared to males.

According to the group statistics table for Body image, the mean score for males is 78.52 with a standard deviation of 9.433, while for females, the mean score is 82.44 with a standard deviation of 12.492. The difference in means suggests that females on average have a higher body image score than males. This supports the third hypothesis that females have higher scores than males regarding body image.

In conclusion, females have a higher mean score in Social media use and Body image than males, and there is a significant difference in Body image between males and females. Additionally, there is a weak positive correlation between Social media use and Self-esteem, with only the correlation between Social media use and Body image being statistically significant.

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