



Self-Esteem And Social Media Addiction Among College Students:- A Systematic Review

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Abstract

Social media has become an integral part of college students in their daily part of their normal life. Students are addicted to the different platforms in social media with an impact of reducing the self-esteem levels. Social media usage has a negative impact in one's self esteem how it can potentially have positive effect. This impacted student's social interaction, emotional bond, self-perception. With this view an effort has been made to review the concept of self-esteem and social media addiction among college students by reviewing 10 selected research articles found by using databases like Google Scholar, Research gate only 5 articles are selected based inclusion criteria other articles are excluded from the study. This study explores the relationship between self-esteem and social media addiction among college students, aiming to understand how excessive engagement with social media influences self-perception of an individual. Research provides a positive correlation between media addiction and self-esteem through excessive screen exposure, frequent comparison with online portrayals and emotional reliance on social networking platforms were identified as major factors contributing to decreased self-worth. The findings suggest that moderate and interactive use of social media may positively influence self-esteem by fostering social connection, peer support, and a sense of belonging.

Key words: Social-media, Addiction of media, Self-esteem, College Students.

Introduction

College students are the individuals pursuing higher education at universities or colleges and they are typically aged from 18 to 30 years. The rapid growth of digital technology, social media has become an integral part of their daily lives, serving as a platform for communication, information sharing, entertainment, and self-expression.

Self-Esteem is a widely used in describing a persons's perception of their own value or worth, reflecting how much they value, accept, appreciate or like themselves. Self-esteem is something that everyone has and every person has a different perception about himself. Self-esteem is conceptualized as a positive and negative evaluation of itself and related approval or disagreement. (Wahyuni and Maksum 2019).

Social media is broadly defined as "a group of Internet-based applications that build an ideological and technological foundations of the World Wide Web, and allow the creation and exchange of user-generated content as it became an integral part of daily life for millions of individuals and organizations (Kaplan, 2014). "Social media addiction" or "excessive usage" will be defined as any usage of social media that causes problems with daily functioning, completion of tasks, relationships and psychological deficits. (Wainner, CN 2018).

According to the Merriam-Webster Dictionary, social media refers to "forms of electronic communication (such as websites for social networking and blogging)." Social media addiction is recognized as a serious World-Wide public health concern especially among college students. An increase amount of time and energy spent on social media may lead to an addiction.

Social media and self-esteem are interconnected as constant exposure to social media can diminish self-esteem it often triggers social comparison. Positive interaction temporarily boosts self-worth, while negative interactions or low engagement may lower confidence.

Aim and Methodology

The study aims to review existing literature by self-esteem and social media addiction among adolescents, with special emphasis on social media addiction among college students.

For this study (Google scholar, Research gate) were used to search the existing literature. Studies in the English language were searched. On the whole of 10 research studies on Self-esteem and social media addiction among college students. All the studies were assessed in relation to the self- esteem and social media addiction . Summaries of the studies were initially reviewed and those failing to meet the inclusion criteria were excluded. Full-text papers that met the criteria were further assessed by an author. After reviewing the relevant literature, studies on Self-esteem and social media addiction among college students are reviewed.

The five studies employed quantitative methodologies, primarily using cross-sectional or correlational designs to explore the relationship between self-esteem social media addiction and among college students. The target population for this review is aged 18-30 years. The findings of the study suggest a complex relationship, often showing a positive correlation between social media addiction and self-esteem, moderated by factors like gender and region.

Results

S.No	Title of the Study	Authors	Sample	Research Design	Results & Discussion
1.	Relationships between social media addiction and self-esteem among university students in Malaysia.	Yi and Ahmad	The sample consisted of 384 respondents and simple random sampling method used to choose university students in Malaysia.	It was a quantitative correlational design, The scales like Social Media Addiction Scale (SMAS) and Rosenberg Self-Esteem scale (RSES) are used to measure the level of social media addiction and self-esteem	The study found that Malaysian university students reported a high level of social media addiction, and there was a significant relationship between social media addiction and self-esteem. The findings suggest that excessive engagement with social media may negatively influence students' self-perception and emotional well-being. This supports earlier research indicating that frequent exposure to idealized online content can lower self-esteem through social comparison.
2.	Social Media Addiction and the Association with Self-Esteem among Adolescents in Rural Areas of Indonesia	Purnama <i>et al.</i> ,	The study was carried out with 340 students for this study. Disproportionate stratified random sampling was used to select the sample. It was conducted in 2018 at two	The study utilized a descriptive correlational design.	A total of 340 participants, 59.7 percent were female. Approximately 57.6 percent of respondents felt discomfort when reducing time spent on social media. 77.6 percent of respondents were classified as addicted to

			senior high schools in rural areas of Bandung, West Java, Indonesia.		social media 57.1 percent of respondents reported low self-esteem. A moderate positive correlation was found between social media addiction and self-esteem ($r = 0.418$, $p < 0.05$). The study's results suggest that excessive social media use is associated with decreased self-esteem among rural adolescents. The main finding of this research is that there is a significant relationship between social media addiction and self-esteem.
3.	Social Media Addiction and Life Satisfaction (mediated by self-esteem)	Giri and Shrestha	The study surveyed 150 university students from the Kathmandu Valley in Nepal.	It was a quantitative correlational design with a survey method to investigate the relationship between the study variables.	The study confirms social media addiction was found to have a significant positive effect on self-esteem. Self-esteem also had a significant positive effect on life satisfaction. However, there was no significant direct effect of social media addiction on life satisfaction. Self-esteem partially mediated the relationship between social media addiction and life satisfaction, showing that the effect of addiction on life satisfaction operates indirectly through self-esteem.
4.	Influence of Social Media Addiction and Body Image Perception on Self-Esteem among University Students	Parwin and Lone	The sample consist of 100 university students (50 male and 50 female) aged 18-25 years	The study used quantitative and correlation research design	The results of the study showed a positive relationship between social media addiction and self-esteem, indicating that students who used social media more frequently reported slightly higher levels of self-esteem. A stronger positive

					relationship was found between body image perception and self-esteem, suggesting that students with a more positive view of their body had higher self-worth. The discussion highlights that although social media is often linked with negative outcomes, it can also enhance self-esteem through social interaction, validation, and peer support. social media can influence how students perceive their appearance and overall self-confidence.
5.	The Relationship Between Social Media Addiction, Self Esteem, Sensation Seeking and Boredom among College students	Pawar, and Shah Maniben Nanavati Women's College, Mumbai	A total of 105 college students, aged 18 to 30 years, participated in the study.	The study utilized a quantitative correlational design with a survey method to investigate the relationship between the study variables.	The study revealed a significant relationship between social media addiction, self-esteem, and boredom among college students. This suggests that excessive social media use can be linked to both reduced self-esteem and increased feelings of boredom. These findings align with previous research indicating the pervasive effects of social media addiction and its connections to psychological factors like boredom.

Conclusion

The reviewed studies collectively indicate a consistent and significant relationship between social media addiction and self-esteem among college students. The reviewed studies show that higher levels of social media addiction are associated with lower self-esteem among adolescents and young adults. Factors such as excessive screen time, frequent comparison with idealized online images, and emotional dependence on social networking platforms were identified as key contributors to reduced self-worth.

The studies reveal that students who reported higher levels of social media addiction also showed lower levels of self-esteem and poorer emotional well-being. Yi and Ahmad (2024) and Purnama et al. (2018) reported that excessive social media use was associated with lower self-esteem, while Pawar and Shah (2021) also found that higher social media addiction was linked with reduced self-esteem and increased boredom among college students. Giri and Shrestha (2025) found that self-esteem mediated the effect of social media addiction on life satisfaction, and Parwin and Lone (2022) observed that social media use could enhance self-esteem through social interaction, though body image had a stronger influence on self-worth.

The studies report that high levels of social media addiction are associated with lower self-esteem and poorer emotional well-being. Excessive engagement with social media exposes students to idealized online content, which encourages social comparison and negatively affects self-perception. Adolescents and

university students who were classified as addicted to social media frequently reported discomfort when reducing usage time and showed higher levels of low self-esteem. A positive relationship between social media addiction and self-esteem, suggesting that social media can enhance self-worth through social interaction, peer support, and online validation. Students who used social media more frequently sometimes reported slightly higher self-esteem due to increased communication, feedback, and a sense of belonging.

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