



Impact of social media on mental health – Self-esteem

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Abstract: The advent of the internet over a decade ago marked the onset of a new era in communication commonly referred to as social networking. Platforms for online social networking, such as Facebook, Instagram, and LinkedIn, have witnessed remarkable popularity and have become almost indispensable in the daily lives of individuals, irrespective of their employment status. This study is designed to explore the connection between online social networking sites, specifically Instagram, LinkedIn, and Facebook, and the self-esteem of adults. Existing research has indicated a correlation between increased online engagement and reduced face-to-face interactions with family and peers, resulting in feelings of isolation and depression (Chen & Lee, 2013). To evaluate the impact of social media usage on self-esteem, we invited adults between the ages of 20 and 30, encompassing both those in the workforce and those who are not, to take part in an anonymous online survey. The survey included the Rosenberg Self-Esteem Scale and a questionnaire focused on social media usage. The collected data underwent thorough analysis involving correlation tests and independent samples T-tests. The analysis revealed that there were no significant differences in the influence of social media on self-esteem when considering factors such as gender and employment status. It's important to acknowledge that self-esteem is a highly individualized and personal characteristic, varying from one person to another.

Key Words: social media, self-esteem, technology of Web 2.0, remedial behaviors.

1. INTRODUCTION:

In this era of digital revolution, the widespread impact of social media platforms has redefined our methods of communication, connection, and information consumption. There is no doubt that social media has brought about a profound transformation in the way humans interact and share information. However, as these platforms continue to shape our daily lives, questions about their impact on mental health are becoming more relevant. This research paper explores the intricate and multifaceted connection between social media and self-esteem. Its purpose is to illuminate the intersection of the virtual aspects such as likes, shares, comments, and notifications with the intricate framework of our psychological well-being. In a society that is progressively more intertwined with technology, comprehending the impact of social media on mental health is vital for both individuals and society as a whole. The rapid rise of social media over the past two decades presents a unique opportunity to explore the complex interplay between technology, psychology, and society. This study aims to offer an in-depth examination of the influence of social media on various facets of mental well-being, encompassing emotional health and self-confidence. By synthesizing existing study and conducting new empirical research, we aim to uncover subtle insights into this pressing issue.

Moreover, this study does not focus only on identifying potential negative consequences. It also seeks to explore the positive aspects of social media, such as supportive communities, mental health awareness campaigns and the role of digital platforms in providing resources to those in need. By examining the pros and cons, we aim to present a well-rounded perspective on the intricate connection between social media and self-confidence. In an era where people of all age groups are increasingly engaged with their screens, it becomes essential to address the influence of social media on mental health. This research aims to contribute to the ongoing discourse and provide valuable insights for policy makers, mental health professionals, educators, parents and most importantly users of these platforms. As we embark on this



journey of exploration, we seek to uncover the secrets of the digital age and equip ourselves with the knowledge to navigate the ever-evolving social media landscape while protecting our sanity.

What is social media?

Social media encompasses Internet-based platforms that enable users to generate and distribute content, while advertising is rooted in the principles and technology of Web 2.0. These are websites and applications designed to empower users in creating and disseminating content. Social networking technologies and networks, in turn, facilitate the exchange of content, thoughts, interests, and valuable information.

Social Media is used for two-way communication:

- Gain up-to-date information in their field
- Stay in contact with colleagues

Social media encompasses a wide variety of forms, each serving distinct purposes. Here are some categories of social media:

- **Social networking websites:** These platforms enable users to establish profiles, connect with others, and share updates. Prominent examples include Facebook, LinkedIn, and Twitter.
- **Microblogging platforms:** These services allow users to post brief updates or "tweets." Twitter is the most renowned microblogging platform.
- **Platforms for sharing photos and videos:** These are primarily designed for sharing visual content. Instagram, Pinterest, and YouTube are notable instances.
- **Social bookmarking sites:** These platforms enable users to save and organize web content links, allowing others to discover and comment on them. Examples include Pinterest and Reddit.
- **Blogs and blogging platforms:** Blogs permit individuals or organizations to publish content and engage with readers. Widely used blogging platforms include WordPress and Tumblr.
- **Forums and discussion boards:** These online communities offer spaces for users to discuss and share topics of interest. Examples encompass Reddit and Quora.
- **Messaging applications:** Messaging platforms, such as WhatsApp, Facebook Messenger, and WeChat, facilitate direct communication between users and group discussions.
- **Professional and career-oriented networks:** These platforms are tailored for professional networking and job seeking. LinkedIn stands out as a prime example.
- **Virtual reality and virtual worlds:** Platforms like Second Life and VR Chat allow users to create and interact with avatars in virtual environments.
- **Review and rating websites:** Users can contribute reviews and ratings for products, services, and businesses. Yelp and TripAdvisor are well-known examples.
- **Live streaming platforms:** These platforms enable users to live-stream videos to an audience. Twitch, YouTube Live, and Facebook Live are popular choices for live streaming.
- **Crowdsourcing and collaboration platforms:** These services facilitate collective contributions and collaborations on projects, ideas, or funding. Kickstarter and Wikipedia exemplify this category.
- **Niche and specialized networks:** Some social media platforms cater to specific hobbies, interests, or industries. For instance, Strava focuses on fitness and outdoor activities.
- **Platforms supporting anonymity and semi-anonymity:** Services like 4chan and Whisper allow users to participate without revealing their true identities.
- **Location-based social media:** These platforms aim to connect users based on their physical locations. Examples include Foursquare and Swarm.

Social media remains in a constant state of evolution, with new platforms regularly emerging, each offering unique features and purposes. Users select platforms that align with their interests, needs, and communication preferences.

Various Effects of Social networking platforms: Both Positive and Negative:

Positive Impacts of social networking platforms:

- **Connectivity and Communication:** Social media platforms enables individuals to establish connections with friends, family, and acquaintances, regardless of their physical locations. It supports instantaneous communication, helping people stay connected.



- Business and Marketing Benefits: Social media platforms play a crucial role in helping businesses advertise their products and services, expand their reach to a wider audience, and interact with their customer base.
- Networking as well as Professional Opportunities: social media, especially platforms like LinkedIn, offers networking and job-seeking opportunities, helping individuals advance their careers.
- Social Activism and Awareness: It plays a role in raising awareness about social and political issues, making it easier for activists to organize and advocate for change.
- Education and Learning: social media can be used as an educational tool, providing access to online courses, tutorials, and resources for self-improvement.
- Entertainment and Creativity: It fosters creativity and serves as a platform for sharing art, music, videos, and other forms of creative expression.

Negative Impacts of social networking platforms:

- Privacy Issues: Social media platforms frequently entail the sharing of personal information, which can result in privacy violations and data misuse.
- Effects on Mental Health: Prolonged social media usage has been linked to mental health issues, including anxiety, depression, and a sense of inadequacy.
- Cyberbullying and Harassment: Online networking platforms can be used for cyberbullying, harassment, and online abuse, causing emotional and psychological harm to victims.
- Addiction: Overdependence on social media can result in increased screen time, the neglect of real-world relationships, and decreased productivity.
- Spread of Misinformation: False or misleading information can spread quickly through social media, leading to misunderstandings, distrust, and even real-world consequences.
- Negative Impact on Relationships: social media can lead to misunderstandings, jealousy, and conflicts in personal relationships due to the misinterpretation of posts or online interactions.
- Loss of Productivity: Overutilization of social media can result in decreased productivity and serve as a distraction from more significant tasks.
- Online Radicalization: Extremist groups can use social media for recruitment and radicalization, posing security concerns.
- Physical Well-being: Excessive social media usage may contribute to a sedentary lifestyle and have adverse effects on physical health.

The influence of social media platforms is multifaceted, and it largely depends on how individuals and society use these platforms. Striking a balance between the positive and negative aspects and practicing responsible and mindful use of social media can help mitigate some of the potential drawbacks.

Social Media and Self-Esteem:

Self-esteem encompasses an individual's holistic assessment of their self-worth and value. It is influenced by their beliefs, self-image, emotions, and behaviours.

According to Rosenberg's definition in 1965, self-esteem refers to an individual's attitude, which can be either positive or negative, towards themselves.

In 1943, the American psychologist *Abraham Maslow* introduced what is now known as Maslow's hierarchy of needs, including physiological, safety, love/belonging, esteem, and self-actualization needs. According to Maslow, basic needs are the most critical, and he asserts that achieving psychological well-being depends on receiving love and respect from others and having self-respect.

A study conducted by *McLeod* (2017) indicates that Maslow's concept of esteem is primarily focused on external factors such as recognition, status, respect, achievement, and prestige.

Gonzales and Hancock (2011) suggest that when individuals post content on their social media profiles, they have the opportunity to promote positive information while concealing negative aspects. This enables them to construct an idealized image of themselves, thereby boosting their self-esteem.

However, *Mehdizadeh* (2010) identified an inverse relationship between self-esteem and Facebook usage, where individuals with lower self-esteem tended to dedicate more time to the platform. People who struggle with in-person connections may turn to social media to bolster their interpersonal lives by forming online social relationships.



Moreover, people with low self-esteem often attempt to craft a perfect, controlled online persona (Gosling et al., 2011). *Gonzales and Hancock* (2011) also found that editing one's Facebook profile can enhance self-esteem, especially when it involves presenting information about oneself.

However, *Valkenburg et al.* (2006) observed a negative association between self-esteem and social media usage.

2. LITERATURE REVIEW:

Vogel et al. (2014) conducted research to assess the immediate and lasting impacts of social media-driven comparative messages on self-esteem. They employed a correlational method to explore the potential connection between regular Facebook usage and diminished self-esteem, with the findings indicating that Facebook users typically exhibited lower levels of self-esteem. Furthermore, an experimental approach was employed to investigate the effects of short-term exposure to social media on both national self-esteem and self-identity. The results demonstrated a decline in participants' self-esteem and self-identity, attributed to heightened comparative information within the target individual's profile, which contained a relatively lower amount of information.

Tolly Katlyn, et al. (2014) conducted a study at Gutenberg University in Sweden, investigates whether social media affects students' self-esteem. The primary objective of the research is to perceive the impact of social services on the self-esteem of university students. 335 men and 676 women under the age of 25-30. After collecting participants' data from the open survey, the study analyzed this data through various statistical methods and found a negative correlation between the two. Self-confidence decreases as interaction increases on Facebook, and research shows that women who use Facebook are more likely to feel unhappy and dissatisfied with their lives.

Nyagah W. Virginia, et al. (2015) conducted the impact of social networking sites (SNS) on self-esteem among youth in Embu County, Kenya. The main objective of this research is to investigate how the use of social networking services influence the self-esteem of secondary school students and teachers in Kenya. To collect data, 150 students and 5 teachers were selected from five boarding schools by random sampling method. Data collection tools included surveys, the Rosenberg Self-Esteem Questionnaire, and interview schedules. A lot of statistics were used in this study, and in the end, it turned out that almost all students use dating services, which affects the identity of young people.

Rayme et al. (2015) had explained that self-esteem affects Facebook interaction with mental health, and that there is a positive relationship between Facebook friends and Facebook usage level. Total Facebook use and self-esteem levels showed no significant relationship between self-esteem and total Facebook friends or total Facebook use. However, the results showed that women tend to have more friends on Facebook than men. Predictably, the more you use Facebook, the more friends you have on Facebook.

Malik and Khan (2015) A similar study were conducted with students to investigate the correlation between Facebook dependency, narcissism and self-esteem. The relevant study was conducted at Sargodha University, Pakistan, with 200 participants, half of whom were male and half female. The researchers used the Bergen Facebook Addiction Scale and the Hypersensitive Narcissism Scale to achieve the study objectives. The findings indicated that Facebook addiction served as a significant predictor of diminished self-esteem and romantic interest.

Chaudhuri et al. (2015) was conducted a study among 282 medical students in an urban district of Western Maharashtra. The primary aim of this cross-sectional study is to assess the prevalence of internet addiction among student participants. The research employed a semi-structured questionnaire and incorporated Young's Internet Addiction Scale. The research results showed that internet addiction was 58.87%, of which 51.42% were drug addicts and 7.45% were drug addicts. This trend was also reported among male participants. The main purpose of using the Internet is social networking, browsing websites with obscure content, watching online videos, and other activities.

Kircaburun et al. (2016) explored self-esteem, daily internet usage, and social support as key factors predicting depression in Turkish youth. Adolescence represents a transitional phase between childhood and adulthood, marked by numerous psychological, physical, and cognitive changes in an individual's life. During this difficult period, problems such as depression that will affect the child's development should be avoided as much as possible.

Stenly et al. (2016) explained that social media users tend to spend more time participating in social media life, uploading photos, commenting on photos, or responding to messages. Social media teaches users to know their beliefs,



interests, and needs from the heart of personal relationships. Human social requirements, including physical well-being, safety, affection, self-worth, and information, empower individuals to make decisions regarding their utilization of social media.

Blachnio et al. (2016) said many studies in recent years have focused on investigating the link between relationships and mental health problems. The connection between Facebook usage, self-esteem, and life satisfaction holds significant importance and generates considerable debate. In our cross-sectional investigation, we examined the presence of this association within a cohort of 381 Facebook users, employing the Bergen Facebook Addiction Scale, Facebook Intensity Scale, Rosenberg Self-Esteem Scale, and Life Satisfaction Scale.

Younes et al. (2016) conducted research on St. Petersburg students. Joseph University. The objective of this research is to assess students' capacity to safeguard themselves online and examine the connection between internet usage and the occurrences of insomnia, depression, and anxiety. 600 students from three faculties of medicine, dentistry and pharmacy participated in the research. The Eunice Internet Addiction Scale, Depression, Anxiety and Depression, Insomnia Severity Index and Rosenberg Self-Esteem Scale were used to measure 42 variables in the study. Research shows that internet blocking is 16.8%, and internet addiction has a positive relationship with sleep, depression, anxiety and stress.

Primack, Lin, Sidani, Shensa, Radovic, Miller, Colditz, Hoffman, and Giles (2017) examined the relationship between depression and social media use in young adults and participants who use social media. People who regularly use social media show more symptoms of depression than people who limit their social media use. An independent investigation concerning the connection between social media usage and teenage depression yielded comparable results, albeit with somewhat divergent interpretations.

Jan et al. (2017) conducted a study to understand the impact of relationships on self-esteem. A total of 150 students using Facebook were included in the research. Information from students was collected through surveys and interviews. Correlation and regression models were used to understand the relationship between 38 social media and self-esteem. The results of the research revealed that there was a positive relationship between social media and self-esteem and that excessive social media use reduced the participants' self-esteem.

Gedam et al. (2017) conducted a cross-sectional study on 846 students studying in various departments considered to be universities. The aim of this study is to comprehend its prevalence, understand its structure, and determine the relationship between psychopathology and prevention on the Internet. A semi-structured survey was used to obtain background information. Internet-based drug testing and psychological testing were used to achieve other goals of this study. Research shows that internet prevention is 19.85%, average drug addiction prevention is 19.5%, and severe addiction prevention is 0.4%. This study further demonstrates a noteworthy association between internet addiction and psychopathological factors.

Andreassen, Pallesen and Griffiths (2017) and **Hardy and Castonguay (2018)** conducted research on special interests considered age, its relationship to social media, and its impact on self-esteem. This study centers on examining the correlation between addiction to social media, narcissism, and self-esteem, with results broken down by gender and age. Among both genders, women exhibited higher scores in social media usage compared to men, and this trend was more prevalent among older individuals than among adults aged 61 to 88. Among young people aged 16-30, social media use is associated with insecurity but also with self-confidence (Andreassen et al., 2017).

Masthi et al. (2018) conducted research in the Bangalore metropolitan area. The aim of this study is to ascertain and compare the impact of social media use among university students at different institutions. This is a cross-sectional study with multistage sampling. A total of 1870 students participated in the research. A semi-prettested questionnaire was used as the research instrument. Measuring social protection by self-regulated use of social media. Research results show that 36.9% of participants are addicted to social media. It can also cause sleep disturbance, eye staining, anger, etc. It also indicates other health problems.

Ali et al. (2019) conducted his research among high school students in Northeast India. The objective of this research is to explore the incidence of internet addiction and its associations with depression, anxiety, and stress. This study follows a cross-sectional design. High schools are selected through sampling. Convenience sampling was used to select the students. Internet Stress Assessment, Online Cognitive Scale (OCS), and Depression Scale (DASS 21) were



administered. The results showed that the rate of internet addiction among students was 34%, which is a serious addiction. Depression, anxiety and stress also occur.

Pawar and Shah (2019) undertook research on focusing on examining social media, self-confidence, attention seeking and boredom levels in the sample group. 150 university students aged between 18 and 30 were selected for the research. The researchers used a variety of measurement tools to achieve their goals, including the Social Media Addiction Scale, the Rosenberg Self-Esteem Scale to measure self-worth, and the Brief Search and Addiction Scale to assess chart-related characteristics. In this study, statistical data and correlation analysis were used as part of the application. The findings showed a significant relationship between social protection and self-esteem; this indicates that elevated media consumption correlates with reduced self-esteem.

Saini et al. (2020) conducted a cross-sectional study among 220 university students. The aim of this study is to understand how time spent on relationships affects quality of life. Data were collected through self-administered surveys and adapted from Yang's Internet usage survey. The results showed that approximately 98% of the respondents used the internet and social media. When comparing regular users with non-regular users, it was revealed that regular users were able to cope with social or work-related stress. They also talk about their appearance, achievements in life, classmates, etc. They are proud.

Jain et al. (2020) conducted a study for university students. The aim of this study is to understand internet protection and its relationship with depression and insomnia in a selected sample. This cross-sectional study included a sample of 954 subjects (518 men and 376 women). The Internet Test was used to measure the prevalence of Internet addiction, PHQ9 to measure depression, and the Insomnia Severity Index (ISI) to measure the degree of insomnia. The research results showed that 15.51% of 954 people were internet users and 49.19% were excessive users. Additionally, internet addiction is often associated with depression and insomnia.

3. OBJECTIVES:

- Investigate the connection between self-esteem and the use of social media.
- Evaluate how the frequency and duration of social media usage relate to levels of self-esteem.
- Assess potential gender-based variations in how social media influences the self-esteem of participants.
- Examine the effect of social media on the self-esteem of individuals in the workforce and those who are not employed.

4. Scope of Study:

The research involving a sample of 100 participants, encompasses adults both working and non-working with age group from 20 through 30, we will be able to understand how social media impacts the self-esteem of the youths and adults alike. This study leaves room to further explore interventions and remedial behaviors that we introduce to remedy the decreasing self-value or self-esteem. We can also promote healthier alternatives through behavior modification modules to decrease screen time to improve productivity. This study can also be conducted further to understand other aspects of emotional wellbeing that is being impacted by social media exposure.

5. Research Questions:

1. Is there a relationship between heightened social media usage and alterations in self-esteem levels?
2. Does a correlation exist between the frequency and duration of social media use and self-esteem levels?
3. What are the differing effects of social media on the self-esteem of employed individuals in comparison to those who are not working?

5.1 Hypothesis:

1. A correlation exists between self-esteem and the use of social media.

6. RESEARCH METHODOLOGY:

Study Design - The study employed a quantitative approach, gathering data from individuals aged 20-30 years. Initially, participants completed a socio-demographic questionnaire. Following this, quantitative analysis was performed using



the Social Media Questionnaire and Rosenberg's Self-esteem scale. The acquired data were subsequently analyzed according to the established norms of these assessments, providing raw scores. Statistical analysis was carried out using MS Excel, incorporating correlation, t-tests to analyze the quantitative data.

Target population - It encompasses a complete set of individuals or subjects that the researcher intends to study and from which they aim to generalize their findings.

Variable of the study - The current research seeks to explore the influence of social media on self-esteem. In this study, social media serves as the independent variable, while self-esteem is considered the dependent variable.

7. RESULT AND INTERPRETATION:

The current study aimed to explore the correlation between individuals' self-esteem and their use of social media. This investigation involved the distribution of an online survey through Google Forms among adults aged 20-30, including both those who were employed and unemployed. The survey contained questions derived from the Rosenberg Self-Esteem Scale as well as Social Media Questionnaire. It was conducted anonymously and made available online for a limited time. A total of 100 participants partook in the survey, evenly distributed between genders, with 25 working females and 25 non-working males, out of which 79% were 20-25years old and 21% were 25-30 years old. A correlation analysis was utilized to assess the data collected from the participants, aiming to determine if there exists any connection between self-esteem and the utilization of social media. The outcomes of this correlation examination are concisely presented in *Fig. 1*, with a visual representation provided in *Fig. 2*.

Correlation between Impact of social media and self-esteem

	<i>Social Media</i>	<i>Self Esteem</i>
Social Media	1	
Self Esteem	-0.407569863	1

Fig.1

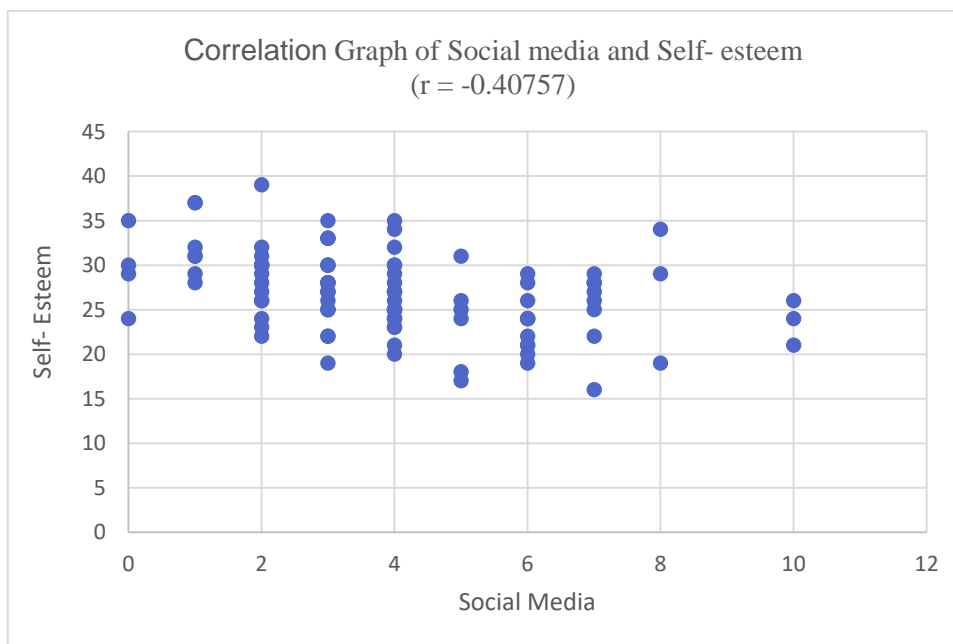


Fig.1.1

In our research, we discovered a negative correlation when investigating the influence of social media on self-esteem. This outcome suggests that increased social media use is associated with decreased self-esteem. This finding challenges the prevailing belief that social media has a positive impact on self-esteem through favorable social interactions and self-presentation. Several factors may contribute to this adverse correlation, including the propensity for social comparison and the pressure to maintain a carefully constructed online persona. It is crucial to consider the



ramifications of these results in the context of mental health and well-being, given that diminished self-esteem can have detrimental effects on an individual's psychological and emotional state. Further investigation is necessary to delve deeper into the mechanisms behind this negative correlation and explore potential interventions or strategies to counteract its effects on self-esteem in an era of widespread social media usage.

- Mean and Standard deviation of Self Esteem along with Independent T-test in males and females was shown in Table 1, Fig.(a)

An independent t-test was carried out to assess variations in self-esteem scores between male and female participants. The analysis reveals that there was no statistically significant disparity in self-esteem between the two gender groups. Thus, there is no evidence to suggest that self-esteem differs significantly between males and females in our sample.

- Mean and Standard deviation of social media impact along with Independent T-test in males and females was shown in Table 2, Fig.(b)

The analysis indicated a high level of significance, with a p-value exceeding 0.05 (e.g., $p > 0.05$). This suggests that there is no statistically significant difference in the impact of social media between male and female participants in our sample."

- Mean and Standard deviation of Self Esteem along with Independent T-test in working and non-working individuals was shown in Table 3, Fig.(c)

The independent t-test, which compared self-esteem scores between working and non-working individuals, showed a statistically significant difference in self-esteem between these two groups. Consequently, we reject the null hypothesis and affirm that there is a significant distinction in self-esteem between employed and non-employed individuals. Therefore, Degree of freedom will be 49.

- Mean and Standard deviation of Social Media Impact along with Independent T-test in working and non-working individuals was shown in Table 4, Fig.(d)

Our analysis of the independent t-test comparing the social media impact of working and non-working individuals revealed that the p-value ($P\text{-value} > 0.05$) exceeded our chosen significance level (alpha level). This indicates that we found no statistically significant difference in social media impact between these two groups.

Table 1. Mean and standard deviation of Self-esteem along with Independent T-test in males and females							
Index	Number	Mean	Standard Deviation	Minimum	Maximum	Skewness	Kurtosis
Male	50	27.26	4.27	17.00	37.00	-0.27	0.21
Female	50	26.50	4.83	16.00	39.00	0.43	0.13

	Female	Male	
Mean	26.5	27.26	H0 : Male = Female
St. Dev	4.832923	4.265715	H1 : Male ≠ Female
Sample Size	50	50	
Significance Level	0.05		
t-stat	-0.83367		
P-value(Two Tailed Test)	0.416905		

Since $p\text{-value} > \text{Significance Level}$, we accept the null hypothesis

Fig.(a)



Table 2. Mean and standard deviation of social media impact along with Independent T-test in males and females

Index	Number	Mean	Standard Deviation	Minimum	Maximum	Skewness	Kurtosis
Female	50	3.96	2.12	0.00	10.00	0.51	0.15
Male	50	3.92	2.33	0.00	10.00	0.72	0.40

	Female	Male
Mean	3.96	3.92
St. Dev	2.118529	2.328528
Sample Size	50	50
Significance Level	0.05	
t-stat	0.089847	
P-value(Two Tailed Test)	0.917079	

H0 : Male = Female
 H1 : Male ≠ Female

Since p-value > Significance Level, we accept the null hypothesis

Fig.(b)

Table 3. Mean and standard deviation of Self-esteem in Working and Non-working Individuals

Index	Number	Mean	Standard Deviation	Minimum	Maximum	Skewness	Kurtosis
Working	50	27.94	4.30	19.00	37.00	0.00	-0.59
Non-working	50	25.82	4.59	16.00	39.00	0.31	0.87

	Female	Male
Mean	27.94	25.82
St. Dev	4.297175	4.592318
Sample Size	50	50
Significance Level	0.05	
t-stat	2.383524	
P-value(Two Tailed Test)	0.030469	

H0 : Working = Non Working
 H1 : Working ≠ Non Working

Since p-value < Significance Level, we reject the null hypothesis

Fig.(c)

Table 4. Mean and standard deviation of social media in Working and Non-working Individuals

Index	Number	Mean	Standard Deviation	Minimum	Maximum	Skewness	Kurtosis
Working	50	3.86	2.48	0.00	10.00	0.93	0.51
Non-working	50	4.02	1.93	0.00	8.00	0.04	-0.59



	Female	Male
Mean	3.86	4.02
St. Dev	2.482675	1.93243
Sample Size	50	50
Significance Level	0.05	
t-stat	-0.35961	
P-value(Two Tailed Test)	0.717808	

H0 : Working = Non-Working
 H1 : Working ≠ Non-working

Since p-value > Significance Level, we accept the null hypothesis

Fig.(d)

CONCLUSION:

In summary, the investigation into the influence of social media on self-esteem has unveiled numerous noteworthy discoveries. Foremost among them, the research has established an adverse relationship (Negative Correlation) between social media utilization and self-esteem, indicating that heightened involvement with social media platforms tends to coincide with diminished self-esteem. This outcome emphasizes the possible harmful consequences of excessive engagement with social media on individuals' self-image and self-assurance.

The t-test conducted to compare self-esteem between working as well as non-working individuals yielded a significant difference, indicating that employment status can influence self-esteem levels. Working individuals tend to exhibit higher self-esteem compared to their non-working counterparts, which highlights the potential role of employment in bolstering self-esteem.

Interestingly, when examining the influence of social media on self-esteem among working and non-working individuals separately, no significant differences were found. This suggests that regardless of employment status, social media exerts a similarly negative influence on self-esteem, affecting both groups in a comparable manner.

Additionally, the research also investigated how social media affects self-esteem concerning gender. The results revealed that there was no notable distinction in self-esteem between males and females, suggesting that the adverse effects of social media on self-esteem were consistent across genders. To summarize, this study highlights the harmful association between social media usage and self-esteem, emphasizing the importance of individuals using these platforms with mindfulness.

Furthermore, it highlights the potential role of employment in promoting higher self-esteem, irrespective of social media engagement. Finally, the study demonstrates that the impact of social media on self-esteem is consistent across gender lines, with both males and females experiencing similar effects. This information can be valuable in guiding interventions and educational efforts aimed at improving self-esteem and welfare in the digital age.

LIMITATIONS:

This research, conducted for academic purposes, targeted individuals aged 20-30 years, encompassing both working professionals and non-working adults.

A convenience sampling method was employed to collect data through Google Forms, which allows participants to respond from various geographical locations, although it introduces some uncertainty about the extent to which the sample accurately represents the whole population.

Additionally, because of specific limitations concerning budget and time, the sample size remained relatively modest.

While the questionnaire was thoughtfully constructed, assessing the respondents' integrity remained a challenge. Self-esteem is highly personalized and can be influenced by various individual factors, making it difficult to establish a universally accurate measure.

Furthermore, respondents may have been influenced by social desirability bias or other factors, leading them to provide responses that do not entirely reflect their true feelings.

Regarding the social media aspect, this research explored the impact of Facebook, LinkedIn, and Instagram, considering them as representative platforms for social media platforms.

However, it is necessary to acknowledge that each platform may have unique dynamics that can affect self-esteem differently. Therefore, the study findings should be interpreted with this limitation in mind.



RECOMMENDATIONS:

- Campaigns should be organized to inform individuals about the adverse consequences associated with using social media platforms.
- Individuals should carefully select the content on their social media feed, choosing to follow accounts that foster positivity, personal development, and inspiration, while unfollowing those that evoke sensations of inferiority or jealousy.
- Individuals should consider intermittent breaks from social media to reestablish perspective and prioritize in-person self-care activities that improve their self-esteem and overall well-being.
- People should participate in workshops and awareness programs designed to provide guidance on self-esteem, self-awareness, self-fulfilment, and self-assurance.

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