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# **Influence of social media addiction and body image perception on self-esteem among university students**

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**Abstract**---Influence of young adults on social media and body image perception and how it affects self-esteem was analyzed. The social media has proven to be the strongest contributor to sociocultural ideas about physical dissatisfaction, and therefore unhappiness, low self-esteem, and physical ideals, height, and weight associated with eating disorders. A total of 100 people participated in the study, 50 of whom were male and 50 of whom were female. A relatively positive correlation between social media addiction and self-esteem was found in the analysis. Which depicted a change of result from most of the previous research that the self-esteem of the person increases with the increase of use of social media. As well as a positive relationship in self-esteem and body image was found.

**Keywords**---self-esteem, body image perception, social media addiction.

**Introduction**

Self-esteem as a human being is a valuable psychological resource and often the best element in life associated with accomplishment, good relationships, and satisfaction. Ignorance can cause people to become depressed, fail in their strengths, or tolerate relationships and abusive situations. Overindulgence can lead to a lack of commitment and a lack of learning to fail.

### **Social media addiction**

Social media addiction is characterized by the aggregate of immoderate media consumption and a growing reliance on social media as a way to sense properly. Researchers have done social studies despite the fact that the use of the addictive internet has been thoroughly examined for many years. Valley (2019) indicated that there was no difference between the age, gender, education, or marital status, and the Internet usage with problems. People become obsessed with social media because lack of access to it leads to over-engagement and increased desire to use it. Some experts estimate that up to 10% of Americans rely on social media, but more and more people may suffer from social media addiction. On the contrary, Howie, Nazir, Samaha, Maya. (2016) concluded that the use of addictive social media adversely affected self-esteem, but was later found to have a beneficial effect on self-esteem and life satisfaction.

Viewing or editing your online profile boosts your self-esteem, but social media users who use transpersonal models often expose themselves to selective and vibrant online self-expression. Facebook use correlates with low self-esteem. Adolescents are also exposed to the negative aspects of using social media, such as bullying and drama. Kose, and Doğan, (2019), in their study emphasize that women are more dependent on social media to regulate and engage in their mood than men.

### **Body image perception**

Body image is a concept that includes behavioral, psychological, and cultural dimensions. Negative body image can result in strict diets, obsessive weight control, low self-esteem, and low self-worth. Many young women believe that the image and movement of the body are extremely important for their confidence, Abraham (2003). Some of these women can prevent the impairment of the disorder when receiving an intervention. A positive perception of one's body leads to feelings of social acceptance, self-confidence, and life satisfaction. A body image is a mental representation of a person's look. Because of different social influences, men and women may have different levels of body image satisfaction. Obesity and psychosocial disorders were found to be linked in adolescents with high levels of physical dissatisfaction. The disparity between spontaneous vision and the desire for correct body image can result in emotional reactions and a desire for cosmetic changes.

In trend models, zero sizes commonly regarded as the standard or appearance that people must achieve. Tiggeman, (2005) in their research, examined the association between body image and self-esteem in adolescent females and found that females with heavy body image have less self-esteem. According to the Oxford Dictionary, bodily humiliation is any act or habit that demeans another person by making humorously disrespectful or negative remarks about their body shape or size. In adolescence, girls are more interested in weight, body shape and self-image than boys. Baker, and Gringart, (2009) showed women seem to be taking multiple steps against the effects of aging, while men appear to be more adversely affected, especially with regard to physical function. With social media, you can believe that a lean physique and diet are more natural than they really are. Some

influencers may not be able to provide scientific evidence if they exclude certain food groups. Many young women are so worried about their appearance that they are constantly on a diet and worried about gaining weight.

### **Self-esteem**

As a human being, self-confidence is a valuable psychological resource and is frequently the best element in life. Ignorance can lead to depression, failure in one's strengths, or tolerating abusive relationships and situations. Overindulgence can result in a lack of commitment and a failure to learn to fail. People who use Facebook the most had lower self-esteem than those who use less or never use Facebook. Jafarova, Elmira; Trofimenko, and Oksana(2017) showed that mothers with preschool children were found to be the most common users of social media and this is due to a lack of awareness of time and child-related issues, resulting in low self-esteem Mothers tries to blend into the social media image to keep up with rest. When it comes to young adults, mostly viewing positive social media profiles (comparative assessments of health, fitness, and social media activity) generally resulted in lower self esteem. Regardless of age or gender, the size of a heavy body or shape makes people dissatisfied and unhappy. It clearly shows that self-esteem and body dissatisfaction are related because body image is such an important aspect of a person's self-concept, O'dea, (2012).

### **Scope of the study**

The purpose of this study on the topic "Influence of social media addiction and body image perception on self-esteem among university going students" is to analyze and find the relationships between self-esteem and social media addiction. The self-esteem and body image perception of college students also find differences between men and women in each variables. This study also aims to find out the negative effects of social media addiction and self-esteem on self-esteem.

### **Research Problem**

Impact of social media addiction and body image perception on self-esteem.

### **Sample**

A Young college-going adults sample was taken. Researchers used a sample size of 100 to study the effects of social media addiction and body image perception on the self-esteem of 50 men and 50 women aged 18-25 years. Students currently studying at nearby universities contributed to the data collected.

### **Objectives**

The objective of this study was to assess the relationship of self-esteem with social-media addiction and body image perception.

## Hypothesis

H1: There is a significant relationship between social media addiction and self-esteem.

H2: There is a significant relationship between body image perception and self-esteem.

## Test tools

The Bergen Social Media Addiction Scale (BSMAS) was used. The total score ranges from 6 to 30. Studies show that scoring 3 or 4 out of 6 on a scale of 1 to 6 increases your chances of getting addicted. The reliability of scale testing and retesting is 0.851. The Dresden Body Image Questionnaire (DBIQ) is a 5-point likert scale from 1 (very disagreeable) to 5 (very disagreeable) and consists of 35 points. The Rosenberg Self-esteem Scale (1965) was also used. All items are rated on a four-point likert scale, from "very agree" to "very dislike". Better results reflect higher self-esteem. Rosenberg's measure of self-esteem had the test and retest reliability of 0.82 to 0.85, and Cronbach's alpha ranged from 0.77 to 0.88.

## Procedure

Only 100 participants were recruited in this study. This included 50 women and 50 men, all between the ages of 18 and 25, who attended college. These participants distributed and accessed copies of the questionnaire to students from several universities. The criteria were that anyone who participated in the study must be a college student between the ages of 18 and 25. The study was fairly narrow in age because it was interested in the effects of media and body image on adolescent self-esteem. Throughout the research, the honesty of each section and the need for complete completion were emphasized. Once all the data was collected, all responses were calculated, and the total score was detected using the appropriate statistics and Pearson's correlation coefficient, Using SPSS, the independent average test was detected.

## Result

In this study 100 participants were analyzed, of which 50 were female and 50 were male. Correlation results showed a significant positive correlation between self-esteem and social media addiction ( $r=.043$ ,  $n=100$ ,  $P.05$ ). Results correlated for variables self-esteem and body image perception indicated that there was a significant relationship between the variables ( $r=.001$ ,  $n=100$ ,  $P<.01$ ).

Table 1: Correlation test (Pearson) self-esteem and Social media addiction

	Self-esteem	Social media
Self-esteem	1	.202

Table 2: Correlation test (Pearson) self-esteem and Body image perception

	Self-esteem	Body image
Self-esteem	1	
Body image		

## Discussion

The goal is to look at the relationship of social media addiction and body image on self-esteem among university students. Also, the aim was to check whether or not young university going individuals are negatively influenced by the media and body image in terms of self-esteem. Results for variables in hypothesis 1 revealed a significant positive correlation between self-esteem and social media addiction ( $r=.043$ ,  $n=100$ ,  $P.05$ ). These findings indicate that there is a link between social media addiction and self-esteem, as well as a link between the two. While not many studies have been completed to show that media exposure or use directly affects self-esteem in a negative way, there are studies showing that media affects self-esteem. body image, which then indirectly affects self-esteem. In general, the Internet affects individuals' self-esteem, not social networking sites in particular, the researchers say. For example, Facebook gives people a sense of freedom and individuality, boosts their confidence and encourages them during difficult times (Nyangah,2015). In contrast, Hawi et al. (2016) in their study results showed that social media addiction had a negative relationship with self-esteem, but a favorable relationship with happiness in life. According to Pantic (2014), social networking sites, especially Facebook, have the potential to cause anxiety, sadness, psychosis, and low self-esteem. According to Chen and Lee (2013), Facebook use is linked to psychological suffering in individuals, which lowers people's self-esteem. Results correlated for variables in hypothesis 2 indicated that there was a significant relationship between self-esteem and body image perception at ( $r=.001$ ,  $n=100$ ,  $P<.01$ ). These results shows that self-esteem and body image perception are related meaning the lower one's body image the lower the self-esteem as the result shows positive correlation at .321. As a result, there is a wealth of research and ideas that suggest that self-esteem and body image are inextricably linked. Green and Pritchard (2003) and Furnham et al. (2003) both agreed that low self-esteem contributes to negative body image and symptoms of eating disorders. The self-esteem of adolescent women is linked to a slim body image. In this study, 235 teenagers were polled about their eating habits, self-esteem, exercise motivation, and idealized vs. actual body size and shape. They discovered that few females aspired to gain weight, and that adolescent girls were more likely than adolescent boys to associate body dissatisfaction with self-esteem.

## Conclusion

The overall purpose of this study was to explore the influence of social media addiction and body image on self-esteem and its effects on young people. Self esteem can be a negative and positive effect on a person between the ages of 18 and 25 among both men and women. A person with a negative attitude regarding their physique, may lead to feelings of worthlessness and a loss of confidence. The increased use of social media is causing a lot of problems because it promotes a voyeuristic look into everyone's life while also encouraging greater reduction and reputation planning. Online media frequently makes someone else's life more enjoyable and attractive than yours and makes it look more fun and attractive. rather than what it is, which could have a significant impact on one's self-esteem

at the same time recently social media can also give one a very confident look on themselves with the positive response from the social media. The objective of this study was to build on prior studies on how social media and body image affect young men and women's self-esteem. Images of unattainable body ideals now abound in magazines, television commercials, movies, and social media sites, and these images typically reflect thin idealized women. Thanks to technological advancements, it is now easier than ever to be exposed to images depicting these ideals. Most of the research shows that whether you model photography, film, or television, the media negatively impacts the youth's body image, which in turn affects the youth's self-esteem. This study proved that social media and self-esteem and body image perception have an important relationship, but there is a positive correlation. In summary, this study proves that there is a significant association between body image and self-esteem, social media addiction and self-esteem.

### **Limitations of the study**

The study was conducted on a considerably large group of 100 member it would have yielded better results if it was conducted on a more larger scale. Certain time constraints as now due to covid restraints which only let us concentrate on a particular geographical area and a larger geographical area would have helped us concentrate on individuals from other regions and may be understand better the influence of these factors. This study could have done deeply into all three variables. The study was conducted with a very little time frame and in a pandemic situation which had increased the limitation.

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