

An explorative study on Social Media and its relationship with Self Esteem and Emotional Regulation

Gouraavi Cheda

ABSTRACT: *The new generation of technology and modernization of life on earth has become fast grading. Communication has also got its new medium through social media. Life style over time has drastically changed. Self esteem is a sense of understanding, accepting and valuing your own self. Individuals have started valuing others opinion in the society rather than believing in themselves. The upliftment of self belief has often created wonders in young adults. The belief of self potential and self appreciation is a key to self motivation on the path of success. Social media has given a platform to many opinions that haven't been expressed. Emotions play a very important in a individuals life. When a person changes his emotions that's when it's called emotional regulation. He or she may change emotions in many different ways in accordance with the situation. Emotional regulation impact on how an individual emotional reacts in a social atmosphere. In spite of substantial research studies there still lacks study researching on the Indian population on creating a relationship or link between self esteem and emotional regulation in young adults using social medias. This study is conducted to see how usage of social media has its impact on an individual's self-esteem (the overall sense of self-worth or personal value) and emotional regulation (the ability to react emotionally on a particular situation in such a way that it is socially tolerated and also flexible to accept a reversal reaction by reactor) in students of intermediate and degree level with a sample of 100 within Hyderabad and Secunderabad. There is a correlation between self-esteem and emotional regulation. There is no significant difference in terms of gender and emotional regulation. However there was a significant difference between self-esteem and gender.*

KEYWORDS: social media, self-esteem, emotional regulation

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I. INTRODUCTION

“SOCIAL MEDIA” a word that has created a whole new different world for all generation across the globe. What would one do if there was no existence of these Medias? It has become a significantly an important aspect in our daily life. As years are passing by and technology is advancing; the addiction for social media is increasing from early childhood .these various forms of social media like whatsapp ,facebook ,instagram ,twitter ,snapchat etc have not just targeted the young youth and teenagers but also grabbed the attention of children and old age. It has helped people connect to world and build many new and sometimes unwanted relationships. It has increased sharing and gaining of information and knowledge across the globe.

As days pass by the youth has shown an addictive behavior which has been leading to many issues like low self-esteem ,personality disorder, low emotional regulation etc. these have been an obstacle for youth to come out into the society and speak up on their views. This study is “explorative study on social media and its impact on self-esteem emotional regulation leading to addictive behavior” which will help us understand the status of today's youth of ageing from 16yrs-21yrs and the style of behavior.

Social media was first recognized in 1990s and over past 2 decades it has spread extremely widely and has impacted on every individual's day to day life. Social media helps people exchange information, data, personal information like personal photos ,videos, views , opinions etc on a large scale. Though a lot of people critic that these medias for making a negative impact on peoples life on whole there are a lot of advantages which has to be looked upon like communication has become very easy .Social media provides a lot of gaming platform for young teenagers which has led to this addictive behavior in them.

Self-esteem in simple terms meaning self-respecting. Self-esteem is the attitude and confidence one portraits towards its own self in pursuing a task or in achieving its goal. Self-esteem varies from individuals to individuals. It depends upon factors like confidence, upbringing, self believe etc. a lot of studies have been proving that children have been showing low self-esteems and one of the biggest reason being the addiction of social media which has not allowed them to come out of it and explore the real world .

Emotional regulation is explained to an individual's ability to react on a emotional situation or experience. Life on earth is filled with emotions and feelings of happiness, sadness ,angry ,jealousy ,joy ,excitement etc which also control your thought process in such way that reflects your day to day activities . An individual reacts different situations in different ways. Its reaction depends on the emotion that he is

experiencing currently during the situation is occurring. Many studies have shown that children and youth (specially) now a days have an instable regulation and mostly exhibit a negative emotion in every situation. One of the reasons blamed upon is the increasing time spent on social media and gaming which is secreting hormones which are negative in nature. People unconsciously self-injury them self by emotional dealing with a situation. Self-injury is simply another way explaining emotional regulation.

Addictive behavior is nothing but want to a same kind of behavior again and again which leads to self-harm and dis function body on a whole. Addiction or addictive behavior a word which is now a day's heard very often. Addictive behavior means any behavior or substance or object which becomes the main focus of an individual's life leaving aside its other needs or goals in life. Addiction is negative term which leads to major losses in life. it makes a person so depended on that substance or thing that the person refused to do away with it and if that object or substance isn't give he becomes aggressive and anxious in order to get it. Aggression is to such a extend that he can self harm and harm other people also which in society is not accepted .social media is been blamed for forming many addictive behaviors in children in today's generation. Children are spending majority of their time in front of these screens and social medias playing and sharing personal information and build unwanted relationships .instead of investing their time in playing out door games or studying they are busy on these social medias

All of these different variables affect an individual's life on whole. Many studies and researches have blamed social media for many conditioning happening today.

What would happen if all these social Medias vanished away at once? This certainly is the reality that great amount of people in today's society have invested large time of theirs in these social media. As a key role of these Medias remains significantly important in our everyday life. Social media is irresistible and we have it on our basic of technology.

With the evolvement of internet in the early 1990s, it has become a global wide phenomenon (streilein 2000)"world wide web was not launched until 1991,yet already over 180 countries are connected and there are over 100 million profiles in the united states of America alone"(macionis& plummer,2005,p1134). Another way that the world can relay information is by sharing their personal information through photos, videos ,posts etc. there medias offer a gateway for online identities(Mehdizadeh,2010)

It is important to see that the capacity to use the internet to communicate with a intercity and worldwide audience is not unique thing and cannot be interpreted alone to tools such Facebook, Twitter, whatsapp etc. The ability to connect immediately with people from all around the globe has been available to us since the creation of formation boards, chat rooms and instant messaging. (Levy, 2010) However, over the past five years Social Networking Sites like Facebook, whatsapp and instagram etc have become a main focus and virtually unavoidable medium for social interaction. (Gosling, Augustine, Vazire, Holtzman& Gaddis, 2011) The rising popularity and population on social networks raises many questions such as; how have these sites become so popular? When did the virtual reality become more important than virtual reality for some? These questions raise awareness to Social Networking Sites (SNS) and to how important it is to understand their influences in our day to life. Social Networking Sites come in all forms, if a person loves taking photos or videos – they go on snapchat wants to communicate in short bursts of messages – they go on Twitter, loves videos – they they go on facebook and instagram, wants to communicate in short bursts of messages – they go on Twitter and whatsapp, loves videos – they go on YouTube. (Levy, 2010) There is a social networking site for just about anything. People develop themselves on these sites and are able to control what other people see or do with their personal information or data. These social networking sites "allow for the management of your online reputation also ".(Levy, 2010, p3)

Social-Networking and Privacy: Brandtzaeg, Luders and Skjetne (2010) conducted a study entitled 'Too Many Facebook "Friends"?' which investigates the nature of privacy used within Facebook. The research was carried out to see if having large networks of friends made can affect the privacy of personal data which is divulged. "Research on Facebook so far has found that individuals share content despite having concerns about privacy". (Debatin, Lovejoy, Horn & Huges, 2009) According to Bonneau and Preibush (2009) Facebook has adopted a great degree of privacy controls that are designed to exist at various levels of sociability and shield the content which it is shown by, however, Bonneau and Preibush (2009) also construct the argument that users are not fully equipped and educated with having a deep knowledge regarding the privacy settings. Livingstone (2008) further notes that young adults have a greater ability to cope with privacy settings than older people. The study of Brandtzaeg, Luders and Skjetne (2010) is of extreme relevance for highlighting problems such as having large multiple social connections of networks of people on Facebook and other medias can affect their own personal and privacy life in relation to social surveillance. The study also lamelights that the complexities within the privacy settings has affected the older members of society as it was proven in the study that sessions on Facebook that many of the individuals in the 33 and above bracket share experiences of recalling difficulties with the medias privacy settings. (Brandtzaeg, Luder and Skjetne, 2010)

Self-esteem is defined in Wilson et al study (2010) as being “the subjective evaluation a person makes and maintains about himself or herself and the extent of belief in their capability, worth, and significance, which is conveyed through their attitudes and verbal behaviour”.(Wilson et al, 2010 p 1) Wilson et al found (2010) no link between self-esteem and SNS use but In the study by Valkenburg, Peter and Schouten (2006), they found that social media can enhance 'social self-esteem', measures as perceptions of a user's physical appearance and close relationship, this is especially evident when 'media friends' give positive feedback. Ellison et al (2007) also found that users of social media with low-self-esteem may seek the social opportunities created on social media which creates positive benefits for one's self-esteem. This leads on to the idea that people who spend longer online have lower self-esteem and are trying to build a social connection with other users to improve self-esteem levels. This links in to Mehdizadeh's study (2010). In Soraya Mehdizadeh's study (2010) 'Self-Presentation 2.0: Narcissism and Self-Esteem on social media' they found a negative correlation between self-esteem and social media use. Participants who rated lower on the Rosenberg Self-Esteem Scale (Rosenberg,1965) had a correlation with a greater amount of time spent of these media per session and a greater number of Facebook logins per 12 day. Some research believes that media use is motivated by two needs, the need to belong and the need for self-presentation. “These sites offer a highly controlled environment for selfpresentational behaviour, which provides an ideal setting for impression management.” (Mehdizadeh, 2010) Individuals who struggle to make social connections in face-to-face interactions will use the internet as a place to enhance their interpersonal lives by forging social relationships online. (Gosling et al, 2011)This outcome can be seen as people with low self-esteem try to create there perfect 'real' world online, where self-presentation can be controlled.

In a study by scientists in MIT Massachusetts, IULM University in Milan and two laboratories in Italy, they discovered that people displayed physical and psycho physiological responses while using social media similar to those exhibited by individuals while playing a musical instrument or engaging in other creative and interesting activities. Further to just using social media for obvious reasons for social networking, people may actually be seeking out the chemical responses they experience while browsing social networks. (Epstein, 2012) Newspaper stories and articles have reported the potential addictive qualities of social networking site. Such coverage has alleged that women are at greater risk then individuals for developing addictions to Social Networking Sites. (Revoir, 2008) The addictive powers of social networking sites are a growing concern, Young adults (1999) states that there are five different types of internet addiction; computer addiction (online games), information overload (web surfing addiction), net compulsions (gambling and shopping online), cyber sexual addiction (online pornography) and cyber-relationship addiction. Evidently Social-Networking Sites fall in to the last category of cyber-relationship addiction as the main idea for Social-Networking is to maintain and create relationships. (Young, 1999) Boyd and Ellison (2008) discuss in the research that social networking sites are egocentric sites, it is the individual who is the main focus on these sites rather than the site itself. This links in with self-presentation which is a main factor with self-esteem and personalities. In Li's (2010) study 'Exploration of adolescents' Internet addiction', he found that egocentrism to be linked to internet addictions. The egocentric construction of Social-Networking Sites can facilitate the engagement of addictive behaviours and therefore serves as a factor that gets people using the sites in an excessive way. (Li, 2010) To conclude the above there have been many studies conducted on these variables differently but no study has been conducted on Indian population using these variables and aged groups.

Research questions

- Is there any kind of impact of social media on self esteem?
- Is there any kind of impact of social media on emotional regulation?
- Is there any kind of impact of gender on self esteem?
- Is there any kind of impact of gender on emotional regulation?

Objectives

- To know the levels of young adults self esteem and emotional regulation while using social media
- To know the relationship between young adults self esteem and emotional regulation while using social media
- To know if there is a gender difference in terms of self esteem and emotional regulation.
- To see if the relation between self esteem and dimensions of emotional regulation.

Hypothesis

- There is a relation between Self Esteem and emotional regulation
- There is relation between age and self esteem
- There is a relation between gender and self esteem as well emotional regulation

II. METHOD

Population and sample

The researcher has taken adolescents and young adults to do the research i.e., the age group of 16 to 21 year old were taken who were students of college intermediate or degree level. The research was conducted in the twin cities of Hyderabad and Secunderabad. The research used random simple sampling method to get the sample.

Table below shows the sample size taken of men and women in the study conducted.

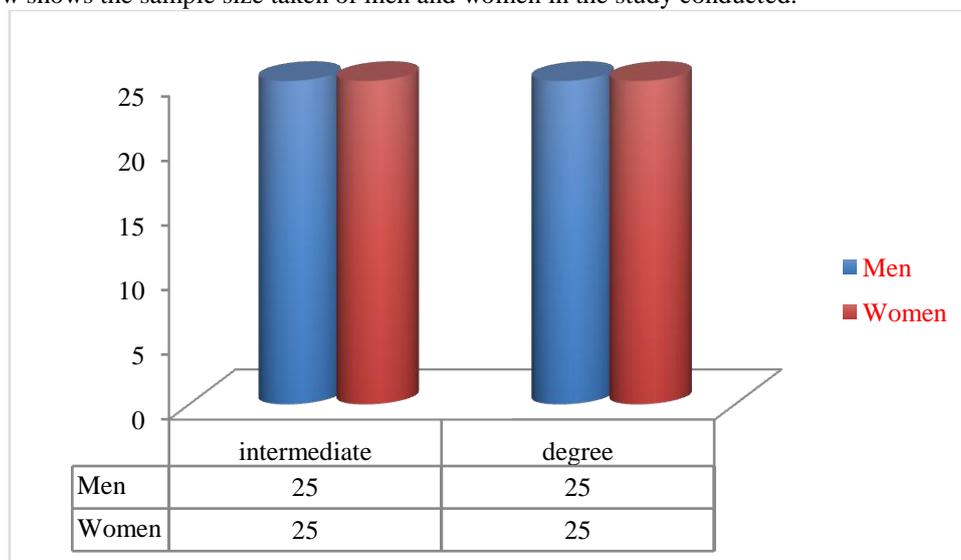
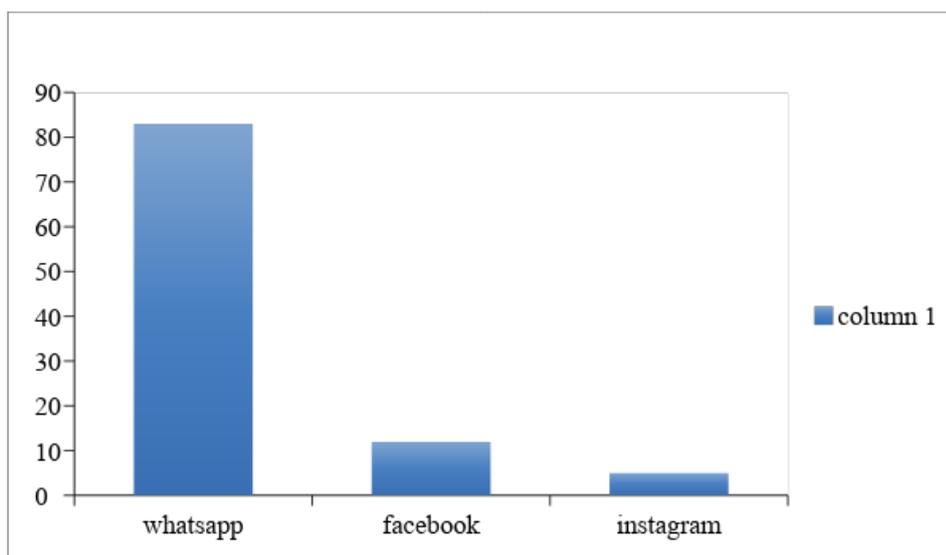


Table below shows the preference of use age of social media sites



Research design

The researcher has used descriptive research design which is a scientific method which involves observation and description of the behaviour of the respondent without influencing them.

Research instrument

For this study, the researcher used interview schedule wherein a questionnaire were given to the respondents and they were supposed to choose the correct response which is best suitable for them . The two scales which were used in the question were SES(self esteem scale) A 10-item scale that measures global self-worth by measuring both positive and negative feelings about the self. The scale is believed to be uni-dimensional. All items are answered using a 4-point Liker t scale format ranging from strongly agree to strongly disagree.

Reliability:

Internal consistency for the reliability of self esteem range from 0.77 to 0.88.

Test-retest reliability for the reliability of self esteem range from 0.82 to 0.85

Validity:

Criterion validity = 0.55

Construct validity = correlated with anxiety (- 0.64), depression (-0.54), and anomie (- 0.43).

ERS(emotional regulation scale) A 10-item scale designed to measure respondents' tendency to regulate their emotions in two ways: (1) Cognitive Reappraisal and (2) Expressive Suppression. Respondents answer each item on a 7-point Likert-type scale ranging from 1 (strongly disagree) to 7 (strongly agree).

Reliability for all subscales was good in this sample ($\alpha = .79-.88$).

Validity:

Criterion validity=0.42

Concurrent validity was demonstrated by relations between gender and suppression. Gender was significantly related to suppression, $r(192) = -.16, p < .05$

III. DATA ANALYSIS

After the data collection data analysis was done by using SPSS version 20 by using various test like co-relation, t-test and measures of central tendency which are mean median and mode.

Inclusion and Exclusion Criteria

Inclusion Criteria

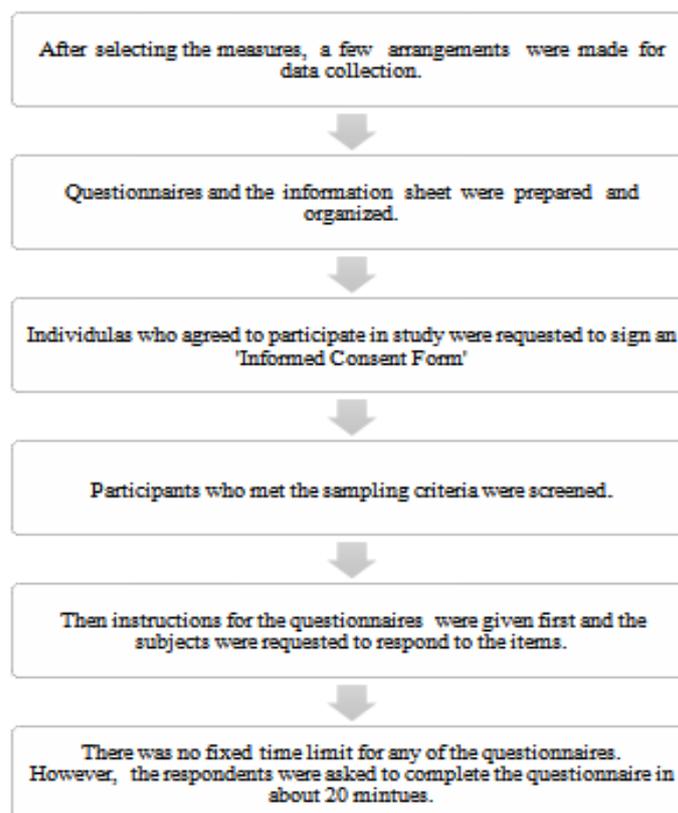
- Participants who are studying at intermediate or degree level were included in the sample.
- Participants who were within the Twin Cities of Hyderabad and Secunderabad were included in the sample.
- Participants from different course combinations have been included.
- Participants who use social media were only included.

Exclusion Criteria

- Participants with less than age of 16 years were excluded from the sample.
- Participants more than age of 21 were excluded from the sample.
- Participants not using social media were excluded from the sample.

Procedure

The researcher used questionnaire method to collect data. The researcher approached different participants studying at intermediate and degree level. Respondents were informed that participation was voluntary and that the information provided by them in the questionnaire will be confidential. The participants were requested to answer the questions with complete honesty and were supposed to be as reliable as possible. They were also informed that there was no definite time limit to finish the questionnaires.



IV. RESULTS:

Table 1 shows the t-test ratio between men and women in relation with self-esteem and emotional regulation

	Men (n=50)		Women (n=50)		t-ratio	Sig.
	M	SD	M	SD		
self esteem	15.88	3.905	17.26	3.142	-1.947	0.054
emotional regulation 1	22.58	6.837	24.34	5.017	-1.468	0.145
emotional regulation 2	16.54	6.538	18.1	4.722	-1.368	0.175

Table 2 shows correlation between self esteem ,emotional regulation

	Cognitive reappraisal(emotional regulation 1)	
Self esteem	.366**	
Expressive suppression(Emotional regulation 2)	.459**	

**Correlation is significant at 0.01 level (1-tailed test)

The results of table 2 show that there is a high significance between cognitive appraisal and self esteem.($r=.366$; $p<0.01$) which means self esteem is high. It also shows that there is also a correlation between cognitive appraisal and expressive suppression($r=.459$; $p<0.01$) which means emotional expression would not be expressed loudly for those with use of social medias in young adults.

To conclude the above tables have resulted in showing that there is correlation between self esteem and dimensions of emotional regulations .i.e. cognitive appraisal and expressive suppression. Gender has also shown a significant difference in correlation with self esteem but no significance in correlation with emotional regulation. As the hypothesis state there is a correlation between self esteem and emotional regulation.

V. DISCUSSION

The aim of this study is to understand the relation of self esteem and emotional regulation along with gender also. Studying self-esteem is vital, as high self-esteem has been indicated with better coping mechanisms

and setting higher standards for one's self (Baumeister, Campbell, Krueger, & Vohs, 2003). In addition, low self-esteem has been indicated with greater aggressive behavior and attitude (Donnellan, Trzesniewski, Robins, Moffitt, & Caspi, 2005), understanding the importance of self-esteem and emotional regulation and how they differ in acceptance in men and women. Thus, we aimed to look ahead at potential gender differences in self-esteem by looking how and maybe why emotion regulation might differentially relate to self-esteem for young men and women both. We hypothesized that both self-esteem and emotional regulation have a relation in general. Moreover, we think that women would show a stronger association between emotion regulation skills and their self-esteem. However, in saying with our hypothesis, there were no significant gender differences in emotion regulation but there was one found. Despite the lack of group in gender and age level differences in emotion regulation level, the correlations between various facets of emotion regulation and self-esteem revealed that there were found differences in how emotion regulation was linked to self-esteem for men and women of same aged group. Specifically, when looking at the correlations by gender and age the clarity, strategies, and goals subscales were significantly correlated with self-esteem for men, whereas for women, self-esteem was significantly associated with non-acceptance, awareness, strategies, confidence, self-image, and clarity are said to be proven in many other studies. Thus, these findings partially support our hypothesis that a stronger link between aspects of emotion regulation and self-esteem would be seen in the society. There are several possible explanations as to why young adult men may have higher self-esteem than their female counterparts. It is possible that societal stereotypes, that define men as less emotional in comparison to women, may introduce psychological stress that men feel the need to fulfill and surpass in many studies like (Kling, Hyde, Shibley, Buswell, Showers, 1999). Moreover, the socio-cultural age-old norms have said to be told that men portray more superior complex of self-esteem and on the other hand women are meant to be more emotionally stable. Gender differences in self-esteem are noticeable from early adolescence, more specifically beginning at the age of 15 (Zuckerman, Li, & Hall, 2016). During this time, girls are found to have lower self-esteem compared to boys, as girls become more exposed to the media presentation of women and girls as passive and are exposed to the societal standards of body image and kind (Kling, Hyde, Showers, Buswell, 1999). Participants in the present study shown that women have shown more self-esteem and emotional regulation in terms of their means.

According to this study conducted it has shown that there is a correlation between self-esteem and emotional regulation because when an individual has good control over its emotion and reacts emotionally well in a social atmosphere he/she intends to make a positive attitude about himself/herself. He creates an ability to accept himself/herself according to the way he/she is specially emotional. Another aspect that can be concluded is that when an individual is emotionally stable in reacting to a social atmosphere it directly effects on its self-esteem and gives it a higher self-belief.

A couple of factors that may have been contributing to create a relationship between these variables could be the modern generation and that fast life which has made man kind self-dependable and created an aspect of self-satisfaction among youth in various fields of life that they have been pursuing. The self-belief has created a sense of maturity and independence which the world today carries. Many studies have been trying to prove these aspects and in relations of these variables.

As there is a no correlation in terms of gender a conclusion can be derived that self-esteem and emotional regulation can be found in both men and women equally in terms of grade. Both may have high or low self-esteem and emotional regulation

Application value:

The study is conducted on young adults of intermediate and degree level who are now in the world of social media. The study will help once understand social media has a relation with self-esteem and emotional regulation. Social media could be a cause for once lowering of self-esteem or unstable emotional regulation.

Limitations:

There were not many limitations in this study except for the age. The results of this study cannot be applied to the whole population due to the criteria of age. There is also a limitation of inability to generalize the result due to geographical barriers.

Conclusion:

There is no significant difference in terms of gender and emotional regulation. However, there was a significant difference between self-esteem and gender. Social media has been a key role in today's world and has an effect on these variables to an extent that has changed life on young adults. Self-esteem and emotional regulation have an effect on an individual's behavior in a social atmosphere.

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APPENDICES

Informed consent form

Please read the following information and give your consent to be a part of the study. The Researcher My name is Gouraavi and I am a student of B.A. Psychology, Dept. Of Psychology, St. Francis College for Women. I am conducting a research study as part of my college project. You are requested to participate in the study because your age group is appropriate for the present study and you come under the category of required participant group.

The Study

The purpose of this study is to gain insight into your likes, dislikes, attitudes, interests, relationships and how you feel about certain situations. There is no right or wrong answers because everyone has a right to their own views. All you have to do is answer what is true for you.

The Process

Your participation in the study will involve the filling of a questionnaire which may or may not have a time limit. The responses in the questionnaire will be used to analyse the results. Please note that findings from this study may be published and used in journals or article collections.

Risk

This study poses little to no risk to its participants. Confidentiality is maintained by not citing your actual name within the actual study. Your participation in the study is voluntary and you may choose to leave the study at any time. You may also request that any data collected from you not to be used in the study.

Your participation will help the research since your views are important. By signing below you agree that you have read and understood the above information, and would be interested in participating in this study.

NAME: _____ DATE: _____

SIGNATURE: _____

Thank you for agreeing to participate in this study.

Appendices A

1. Name

2. Age
3. Gender
4. Educational qualification
5. Year of education
6. What social media accounts do you use?
a. facebook b. twitter c. whatsapp d. snapchat. E. instagramf. none
7. If yes what are your preference while using (rank them for your liking while using ;the once you like using the most to the once you the least)

	1 st	2 nd	3 rd	4 th	5 th
Facebook					
Twitter					
Whatsapp					
Snapchat					
instagram					

8. how long do you use these social medias?
a. 1-2 hrs per day ,b. 3-4 hrs , c.5-6 hrs , d. 6-12 hrse.more than 12hrs per day
9. if given would you be able to love without these social media?
a. yes b. no
10. if yes how long can you live without these social media?
a.1 day b. I week, c .1 month d.6 months

Appendices B

Rate on bases of 1.strongly agree,2. Agree 3.disagree 4.strobgly disagree

1. On the whole, I am satisfied with myself.
2. At times I think I am no good at all.
3. I feel that I have a number of good qualities.
4. I am able to do things as well as most other people.
5. I feel I do not have much to be proud of.
6. I certainly feel useless at times.
7. I feel that I'm a person of worth, at least on an equal plane with others.
8. I wish I could have more respect for myself.
9. All in all, I am inclined to feel that I am a failure
10. I take a positive attitude toward myself.

Appendices C

1 2 3 4 5 6 7 (strongly disagree _____ neutral _____ strongly agree)

1. ____ When I want to feel more positive emotion (such as joy or amusement), I change what I'm thinking about.
 2. ____ I keep my emotions to myself.
 3. ____ When I want to feel less negative emotion (such as sadness or anger), I change what I'm thinking about.
 4. ____ When I am feeling positive emotions, I am careful not to express them.
- Self Report Measures for Love and Compassion Research: Personal Growth and Positive Emotions
5. ____ When I'm faced with a stressful situation, I make myself think about it in a way that helps me stay calm.
 6. ____ I control my emotions by not expressing them.
 7. ____ When I want to feel more positive emotion, I change the way I'm thinking about the situation.
 8. ____ I control my emotions by changing the way I think about the situation I'm in.
 9. ____ When I am feeling negative emotions, I make sure not to express them.
 10. ____ When I want to feel less negative emotion, I change the way I'm thinking about the s