

The Negative Impact of Social Media on Students' Self Esteem

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Abstract— Nowadays, social media has influenced in every aspect of teenagers' life; either by uploading photos on Instagram, expressing feelings on Twitter or deliberately triggering phenomenon on Facebook. But do social media make the teenagers consider about themselves? How do they feel? Whether it affects their mental and physical or leads to their low self-esteem? Due to the concerns, it is necessary to examine whether the use of social media influences their level of self-esteem. This paper aims to examine the negative impact of social media on the self-esteem of the secondary school students. This study was conducted in the area of Seberang Perai, Pulau Pinang. The researcher took three months to obtain the findings which are between August and October. The questionnaire was distributed to 305 students (130 males and 175 females). Data were collected and analyzed using the simple percentage method. The findings show that secondary school students will be distressed if they do not receive the desired 'likes' by their followers after they uploaded their pictures. The students disagree that they will take a positive attitude towards themselves. Majority of the students agree that they are uncomfortable with themselves at certain times and this leads them to think that they are not good at all. From the study conducted, it can be concluded that majority of the students have low self-esteem when uploading pictures, writing status and sharing videos on social media. They tend to feel uneasy if they do not receive the 'likes' for their postings on social media. The students also denied that they would take a positive attitude towards themselves when receiving negative comments from the followers. Due to this matter, they feel that they do not have a good impression of the public. After all, it can be deduced that the use of social media leads to the students' low self-esteem.

Keywords— Social Media, Self-Esteem, Secondary School Student; Attitude, Malaysia

I. INTRODUCTION

In this new era, social media can really affect the self-esteem of a person [1]. Self-esteem is a matter of importance in shaping the strong feature of individuals in building a quality life [2]. To achieve the life satisfaction of the individual, there are many factors that contribute towards it and one of the factors is the aspect of self-esteem [3]. Self-esteem is considered as one of the key elements in ensuring the well-being of human living as past studies have found that low self-esteem level contributes to stress, negative behaviour, involvement in the crime, emotional disturbances as well as can lead to suicide [4]. [5] revealed that self-esteem is a valuation carried out by the individuals against themselves, especially on the attitude to accept and reject.

On the other hand, social media is an application that uses Web 2.0 technologies and provides an opportunity for users to produce materials in various forms such as text, audio, and video that can be shared with other users [6]. According to [6] social media can also be interpreted as a platform that combines various social functions such as collaboration, sharing, freedom, openness and interactive involvement. [7] said that social media consists of several types of app accounts, including Facebook, Twitter, Path, Instagram, Blog, and YouTube. In addition, [8] stated that the most popular social media among teenagers is Instagram.

Therefore, this study is significant to identify the relationship between self-esteem and the influence of social media. This study will explain what factors that contribute to the formation of teenagers regarding psychology, especially in the aspect of self-esteem. Hence, noble efforts should be made to form the quality of adolescent self-esteem in order to contribute to the well-being of himself and to avoid the disorderly living environment among adolescents. [7][9]. As such, the study aims to investigate more about the relationship between social media and self-esteem among adolescents in secondary school.

II. LITERATURE REVIEW

THE IMPACT OF SOCIAL MEDIA ON SELF-ESTEEM

The rapid advancement of technology over the past few decades has caused social media to spread widely and used by the rest of the country [10] Most people access the Internet with just a fingertip, either with a computer, a laptop, a smartphone, or a tablet [11]. By accessing various types of social media, people will gain more exposure that has various kinds of pros and cons [12]. Social media also provides a wide range of information related to the situation around the world and can store up-to-date events. From now on, it can also be a source of education for students [13]. On the other hand, social media also have some weaknesses. Among the major weaknesses of social media is that the teenagers are more susceptible to body image issues because they are following the preferred celebrity style of having a perfect body and glamorous look [12]. "Depression and low self-esteem have been consistently linked to comparative social research and are more pronounced when low self-esteem is associated with lower self-esteem levels" [14].

2.1 Body Shapes and Unsatisfactory Images

Social comparison is a valuation in explaining how social media can influence people's perceptions of their body shape and self-esteem [15]. Social comparison theory, which individuals make their judgments by comparing themselves to others, and also been used to explain the influence of the media [16]. Most individuals are forced to assess themselves by comparing their capabilities and their body shape with others [14]. Using beautiful and slender models to promote their products by targeting women as a target group [17]. According to [18], women's body size in social media is often more than 20% less than the actual weight. However, [19] states, women who have a rampant look at the magazine have caused the dissatisfaction shape of a woman.

In our society, fat people will be considered unattractive [18]. There is a previous study showing that adult women see moderate-size models with ideal bodybuilding women, have found side effects after looking at medium-sized models [18]. In [14], they examine several factors such as self-esteem, psychological function, self-esteem, idealistic idealization, tendency to compare body shape, and change to body shape satisfaction following the exposure of the image.

Most people think social media are only affecting the satisfaction of female body shape, but it also affects the satisfaction of male body shape as well. [20], conducts qualitative studies and gathers groups focusing on adolescents to discuss how their feelings and views about the ideals and well-being of a healthy life. One of the boys in the group has raised the fact that social media also affect men; Social media affects men in the same way that they affect other people as well. When they see a television model with a toned and muscular model, they also want to be like that [20].

2.2 Nutritional Disorders, Unbalanced diet, and Excessive exercise habits

Another complication arising from self-esteem and unattractive body shape is due to eating disorders, unbalanced diet, and excessive exercise habits [21]. Many studies have been shown that dissatisfaction with the shape of the body will be caused a person to experience nutritional disorders. There is a big difference between the shape of the normal female body and the shape of the body of a model that is unmatched [21]

Such as, women will feel negative about themselves and cause them to be motivated to do something to reduce their weight [22]. [23] stated that the body dissatisfaction is "being a stimulant for a perfect diet, reducing excessive eating, and experiencing nutritional disorders. It is also often associated with intake of thin pills, excessive exercise, and smoking finally perform a beauty surgery that should not happen[24]. Girls in secondary schools are very easily influenced by social media, for example, model pictures in magazines have encouraged dissatisfaction with the body shape and the desire to lose weight increases [23].

As a result of the trust, they are heard that reducing calories is adequate for weight control, body shape dissatisfaction also seemed will be increasing the dietary [25]. Moreover, [22] states that more than ten women who are not satisfied with the shape of his body, they will lose weight or not, and the diet itself has been identified as another contributor to the eating disorder. There is a recurring message, from social media, in particular, saying that 'If you don't look like this, you are not considered to be attractive'. On such matters will potentially lead to negative thoughts about themselves and can become the norm. Thinking about negative things about themselves will ultimately result in feelings of low self-esteem, which proved to be correlated with abnormal eating patterns [26]. [25] found the significant direct impact on social media exposure to nutrition symptoms and gender role in providing support."

2.3 Depression phenomenon on Facebook

Recent studies have been found in the research on the phenomenon of depression on Facebook. Depression is a common mental health issue among adolescents and young adults[27]. Unfortunately, although it is normal, it is often neglected and not learned carefully. [26] conducts a study where they take the criteria of depression and use them to determine whether a person follows any of the symptoms on Facebook. They point out that "25% of teenage profiles have revealed that there is one or more symptoms of depression in status updates, the most common types of symptoms are depression" [28]. However, [26] use online surveys to "assess the relationship between social networking site use and teen depression" but they cannot conclude the evidence, and they find no relationship.

2.4 Selfie and its effect on Self-Esteem

People uploaded a selfie picture to get attention from social media's people and to increase their self-esteem, which is due to receive the likes of their selfie [29]. When an individual has high self-esteem, it is not easy to influence or disturb them when they get deficient "likes" or "comments". [29] uses research design correlation to examine the relationship between self-esteem with a person when uploaded on social media; from the research, the results have shown that people with low self-esteem will take selfie rather than those who have high self-esteem. Although there is no significant difference between the average number of people taking the selfie with people with low self-esteem (6.61) with people with high self-esteem (8.15), people with higher self-esteem usually take many selfies may take more many selfies because they are more comfortable with their appearance [30].

Other opinions about the desire to take a selfie to increase popularity, in other words, do certain things to look popular [31]. [31] used the scale to measure the popularity needs and insisted that people who got the place and wanted a lot of popularity also posted more selfie. Interestingly, researchers also test how selfie affects self-esteem and results show that "seeing selfie has a significant negative impact on self-esteem,

showing people who see more selfie images on social media, lower their self-esteem, which may decline the self-esteem "[31]. Interestingly, the influence of selfie can also be determined based on one's attitude toward selfie-taking [32].

2.5 Addiction to the use of social media

Research on the addiction to the use of social media has proven that it has links to self-esteem [33]. It has also been proven that those who spend much time in social media will show social differences that can negatively affect adolescents [34]. One of the factors that can impact teenagers is self-esteem [35]. Those depicted as having been addicted to social media have reported that they have lower self-esteem levels according to [36]. [35] has his views that those who are addicted will show their behavior on social media by spending a lot of time and are constantly looking for ways to earn more time on social media. Addiction to social media is, however, not the same as excessive use as it comes out just before going to sleep or logging into the social affairs of the first thing in the morning [37].

It has been reported that the use of social media is increasing, much time spent on social media especially YouTube, Facebook and Twitter [38]. With the increasing use of social media, these teens are more likely to value themselves and their popularity based on how many friends they have or how much they like to get from their profile picture on Facebook [39]. Facebook has been known as one of the most popular social media sites [38]. When viewing Facebook, most users will see how many people love the profile picture. Positive feedback on Facebook can increase the level of self-esteem [40]. However, when assessed the facts, it should take into account the possibility that such a sense is a false sense of security [41]. Besides, research shows that spending a lot of time on social media can increase the risk of depression and social isolation [41]. In addition, research has shown that girls are more likely to show physical comparison by uploading images in active social media accounts such as Instagram and Facebook. Girls tend to show more social online comparisons by relying on themselves and can increase their self-esteem, this can also lead to a higher level of depression and a lower self-esteem level [42]

III. METHOD OF RESEARCH AND FRAMEWORK

3.1 Study Instrument

The research design is an action plan that shows in detail how a study was conducted [43]. In the research world, the results of the study are determined by the method and design of the study, while the purpose of the study determines the design of the study. No suitable research design is used for all studies, so a study can be done using a number of different research designs [44]. The research design is also a model to enable researchers to make an inference on the variables studied.

In the process of distributing the questionnaire, the researcher has allocated a certain period for the respondent to complete

the questionnaire. This study is in line with a group that was targeted by random researchers such as secondary school students around the Seberang Prai District, Penang. This online questionnaire consists of three main areas where the respondent needs to answer all the questions before going to the next section. The sections found in this online questionnaire are; 1) Demographic Background 2) Self-Esteem Respondents 3) Social Media Review.

When respondents access this questionnaire online, respondents will see the title and also some information related to this study and the duration of the study. The first part of this online questionnaire was related to the background of the respondents followed by the second part of the respondent's self-esteem and followed by the third part of social media outlook. When all questions are answered, the respondents will submit a questionnaire and the data that will be answered by the researcher.

3.2 Sampling Technique

The sampling method used is the students who live around the border opposite Prai, Pulau Pinang. Those students who live in the vicinity can answer this questionnaire. There are no specific criteria for respondents to answer this questionnaire. The total number of respondents collected during the online questionnaire was 305 students.

3.3 Participants

A total of 305 respondents consisted of 130 males and 175 females. Respondents' age ranges from 13 years to 19 years who have answered this questionnaire. The average 16-year-old student responds to this online survey because they have sophisticated handsets.

3.4 Data Analysis

The data collected was analyzed using simple percentage method.

IV. FINDINGS AND DISCUSSION

The finding from this study is quite revealing. The study has also shown that students disagree that they will take a positive attitude towards themselves (59.34%). Majority of the students agree that they are uncomfortable with themselves at certain times (50.16%) and this leads them to think that they are not good at all (51.15 %). This relates to the result of [45] A recent survey found that one in three Facebook users feel less satisfied with their lives after viewing certain social sites. That feeling will become greater when there does not have the interesting news to broadcast. This happens because of their self-esteem, and the subjective judgment of people towards themselves, it can easily be influenced by external factors at certain times.

Table 1: Self-Esteem Rating of The Respondents

Self-Esteem Rating of The Respondents	Agree		Not agree	
	f	%	f	%
Always take a positive attitude the whole.	124	40.65	181	59.34
Uncomfortable with myself at certain times.	153	50.16	152	49.83
Sometimes, I think I'm not good at all.	156	51.15	149	48.86

The study revealed that student will feel disturbed if they do not get the desired amount of likes and there are also respondents will feel uninterrupted if they get like less on the uploaded picture (73.11%). This is confirmed by a study conducted by [29] and [46], they have stated that self-esteem can be measured by getting the likes and comments. That is, students will tend to increase their self-esteem if they get more likes and comments for images that have been uploaded on social media. This is also in line with [47] who affirmed that Facebook users and other social networks should be careful about the increase in self-esteem caused by "likes" or positive feedback from good friends and close friends. This can affect their behavior and reduce self-control.

Table 2: Disturbances of Feelings If Not Getting the Desired Amount of Likes

Items	f	%
Very disturbing	35	11.48
Disturbing	223	73.11
Natural	30	9.84
Not disturbing	7	2.30
Very not disturbing	10	3.28
Total	305	100

V. CONCLUSION

Social media is one of the most important communication tools among these secondary students as it can be used to add friends, share views and opinions and various other benefits that can be gained from this social media. When the use of social media is too frequent, it will also affect the lives of secondary school students. The most important thing in this study is to see whether social media can influence a person's self-esteem. Therefore, researcher's study at secondary schools around the Prai district, Pulau Pinang where researcher sees this area is developing rapidly. The total number of respondents is 305 secondary school students studying around the opposite side of Prai, Pulau Pinang. The data collected were analyzed using the simple percentage method. The results showed that there were social media influences on the self-esteem of secondary school students. Studies show that students accept that they feel as failing human beings. This study also indicates that students do not take a positive attitude towards themselves and always feel uncomfortable at certain times. This study has also shown students think that they are not good at all. Therefore, this study has shown that students do not have very good self-

esteem for themselves. Furthermore, this is also influenced by the use of social media in their lives.

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