

ASSESS THE RELATIONSHIP BETWEEN SOCIAL MEDIA USAGE AND SELFESTEEM AMONG NURSING STUDENTS

¹dr. V. Valarmathi, ²dr. Helen Shaji J C, ³ms. Ranjana Rai,
⁴ms. Sangita Dungana, ⁵ms. Sonam Yadav

¹Asso. Prof. MSc. (N), PhD (N) SRM College of Nursing , Faculty of Medical and Health Science, SRM Institute of Science and Technology, SRM Nagar, Kattankulathur-603203, Chengalpattu District ,Tamil Nadu, India. valarmav@srmist.edu.in

²Corresponding author -Dean cum Professor. *, M.A(Psy)., M.Sc. (N), Ph.D, FPC
SRM College of Nursing , Faculty of Medical and Health Science, SRM Institute of Science and Technology, SRM Nagar, Kattankulathur-603203 ,Chengalpattu District ,Tamil Nadu, India. dean.nursingktr@srmist.edu.in

³SRM College of Nursing ,SRM Institute of Science and Technology, SRM Nagar ,Kattankulathur-603203 ,Chengalpattu District ,Tamil Nadu, India. rr5939@srmist.edu.in

⁴SRM College of Nursing ,SRM Institute of Science and Technology, SRM Nagar ,Kattankulathur-603203 ,Chengalpattu District ,Tamil Nadu, India. Sd2753@sdmist.edu.in

⁵SRM College of Nursing ,SRM Institute of Science and Technology, SRM Nagar ,Kattankulathur-603203 ,Chengalpattu District ,Tamil Nadu, India. Sy9612@srmist.edu.in

KEYWORDS

ABSTRACT

INTRODUCTION

The pervasive influence of social media on people's lives has drawn more attention in the era of digital connectedness. As we interact with these platforms, it becomes evident that they have a significant impact on how we view ourselves. With technology always.

METHODOLOGY

The research method used in this study is quantitative descriptive correlational research

Design. The samples were selected by purposive sampling technique. The sample size was

113 nursing students. The "Social Media Usage Scale" and the "Rosenberg Self Esteem Scale" were The instruments utilized in this study to gather data.

KEY RESULTS OF THE STUDY

The study findings showed that 81 (71.7%) of students had a high level, 27 (23.9%) students had moderate level and 5 (4.5%) of students had a low level of social media usage. The study findings showed that 73 (64.6%) of students had inadequate level of self-esteem, 36 (31.9%) students had moderately adequate level of self-esteem and 4(3.5%) students had adequate level of self-esteem.

It is evident that pupils who use social media less have higher levels of self-esteem. Conversely, students who use social media more frequently report lower levels of self-esteem. Self-esteem, parental education, and social media use were significantly correlated (P values of 0.022 and 0.007, respectively).

CONCLUSION:-The study aimed to assess the relationship between social media usage and self-esteem of

nursing students studying at SRM College of Nursing, which concluded that the usage of

social media decreases the self-esteem of students with 71-1% of students using social media

having inadequate level (64.6%) of self-esteem.

INTRODUCTION

The Social media is a platform that was created especially to use digital technology to promote sociability.[1] It is becoming more and more clear as we traverse the digital terrain of social media platforms that these online communities have a big influence on how we see ourselves.[2] This study aims to explore the intricate relationships between social media use and self-esteem.[3] It is essential to comprehend how this digital environment affects self-esteem as technology continues to reshape social interaction. Deciphering the intricacies of modern human identity.[4] The goal of the study is to identify the different ways in which these digital platforms affect personal growth and self-worth. Several scholars and analysts have noted that the growing popularity of social media has impeded personal development and resulted in a drop in self-esteem.[5] As per the Global digital report 2023, there are 4.76 billion social media users worldwide, representing nearly 60% of the global population. However, user growth has recently decelerated, with this year's addition of 137 million new users marking an annual increase of only 3%. In contrast, in 2019, the global social media user count was 3.484 billion, reflecting a 9% year-over-year growth.[6,7] According to Khalaf A. M. et al. (2023), social media has a significant impact on young people's social and private lives. Fardouly et al. revealed that the social media use is linked with appearance comparisons and body image concerns, especially among young adolescent women.[8] Nesi et al. (2015) conducted a longitudinal study.[9] The impact of social media on self-esteem has been a widely explored topic in recent literature. Dr. Nawaz Ahmad et al (2017) conducted research on the popularity of social media. Their study, involving 150 students from the Institute of Business Management. The results indicate a significant connection between social media use and self-esteem, showing that greater usage is associated with lower self-esteem. In particular, spending one hour per day on Facebook led to a decrease of 5.574 points in an individual's self-esteem score.

BACKGROUND

As per the Global digital report 2023, there are 4.76 billion social media users worldwide, representing nearly 60% of the global population. However, user growth has recently decelerated, with this year's addition of 137 million new users marking an annual increase of only 3%. In contrast, in 2019, the global social media user count was 3.484 billion, reflecting a 9% year-over-year growth.

Humans are inherently social beings, relying on companionship for thriving. Forming communities with shared interests helps reduce stress, anxiety, and depression, while a lack of social connection poses significant mental health risks. In the last decade, social networking platforms such as Facebook, Twitter, Instagram, and Snapchat have dramatically transformed the way people connect and communicate.

Khalaf A M et al. (2023) suggested that social media exerts a profound influence on the social and personal lives of young people. The study highlights that the pervasive use of social media platforms significantly shapes the behaviors, interactions, and overall social dynamics among youth. One of the critical findings is that despite the vast amount of information available, our understanding of the effects of digital technology on young people remains incomplete and often contradictory. This gap in knowledge has led professional organizations to step in, offering much-needed guidance to parents, educators, and institutions on how to navigate the digital landscape effectively(10).

Fardouly et al. (2014) revealed that the social media use is linked with appearance comparisons and body image concerns, especially among young adolescent women.

Khalaf et al. (2023) also found in his study that adolescents struggle to imagine life without social media. Practitioners must assess the risks, including the impact of the social media on mental health, privacy concerns, cyberbullying, and the adverse effects on education. Data from various studies propose that smartphone and social media use among young adolescents correlates with increased mental distress, self-harm, and suicidal behaviour (10).

The need for studying the relationship between social media and self esteem stems from the profound impact these platforms wield on individuals' lives. As people increasingly integrate social media into their daily routines, it becomes imperative to comprehend how these digital spaces influence self-concept and regard. While social media can foster friendships and reduce loneliness, evidence indicates that excessive social media use negatively affects self-esteem and life satisfaction.

Literature review is based on an extensive survey of books, journals and international nursing indeed. This deals with theoretical literature and empirical literature

As social media platforms develop, they include new features and trends that elevate people's expectations of themselves, which could have an impact on their degree of self-esteem.[1.7]

AIM

The main aim of the study is systematically investigate and analyze the dynamics interplay between social media usage patterns and individuals' self-esteem, among the students.

OBJECTIVES

1. To assess the level of social media usage and self-esteem of nursing students studying in SRM College of Nursing.
2. To correlate the social media usage and self-esteem of nursing students studying in SRM College of Nursing.
3. To associate the social media usage and self-esteem with their selected demographic variables.

NH-1: There is no significant relationship between social media usage and selfesteem among nursing students at SRM College of Nursing[1.6]

METHODOLOGY

A quantitative research approach was adopted and a descriptive correlation research design was applied. One hundred and thirteen (113) college students were selected by purposive sampling technique and the study was conducted at SRM College of Nursing, Kattankulathur, Chennai. Data collection was done with the use of standard tools like 'Social Media Usage Scale' and 'Rosenberg Self-Esteem Scale' for a week.

The variables used in the study included usage of social media and self-esteem as study variables, and age, sex, education of the adolescent, parent's educational background, family income, usage of social media, time period of social media usage and exposure to beauty standards content as demographic variables.

Frequency and percentage distribution was used to assess the demographic variables, applying mean and standard deviation to analyse their relationship with the social media usage and self-esteem. Chi-square analysis was done to examine the association between demographic variables and study variables, while Pearson's correlation analysis was applied to assess the relationship between the two study variables.

This study is limited to students studying in SRM College of Nursing 2.Entire population of nursing students 3.The period of data collection is limited to one week 4.Non probability purposive sampling technique 5.The sample size is limited to 113 samples.

This study included 113 Nursing students using the formula.
below to calculate sample size.

$$n = \frac{Z\alpha^2 p q}{d^2}$$

n= sample size

Z α = Normal distribution (1.96)

p= Previous study finding = 89.7% = 0.897

q= Remaining % of people = 100 – 89.7 = 10.3% = 0.103

d= 0.05 (5% Margin error) (95% CI)

Development and Description Of Tools (Name Of The Tools)

1. Social Media Usage Scale (SMUS) developed by Alison et al.
2. The Rosenberg Self-Esteem Scale (RSES), created by Rosenberg in 1965.

This section consists of demographic variables like Age in years, sex, college, education of the adolescent, parents educational background, family income, usage of social media, time period of social media usage, exposure to beauty standards content.

Social Media Usage Scale.

The items should be presented to participants in a randomized order. Social media use questionnaire consists of four subscales, and the scores for each subscale should be calculated by Averaging the items within that subscale.

There are no items that require reverse scoring.

- Image-Based (5 items): Includes items 1, 2, 3, 4, and 5
- Comparison-Based (3 items): Includes items 6, 7, and 8
- Belief-Based (4 items): Includes items 9, 10, 11, and 12
- Consumption-Based (5 items): Includes items 13, 14, 15, 16, and 17

SCORES	INTERPRITATION
Low Scores (1-51)	The lower score may indicate minimal social media usage or passive engagement style.
Moderate Score (52-102)	A moderate score suggests a balance or average level of social media usage.
High Scores (103-153)	A high score could imply a more active or extensive use of social media.

Rosenberg Self Esteem Scale.

The Rosenberg Self-Esteem Scale (RSES) is a well-known self-report instrument created to assess self-esteem. The scale includes 10 items rated on a Likert scale, with responses ranging from "Strongly Disagree" to "Strongly Agree." Scoring is assigned as follows: "Strongly Disagree" earns 1 point, "Disagree" 2 points, "Agree" 3 points, and "Strongly Agree" 4 points. Items 2, 5, 6, 8, and 9 are reverse-scored. The overall score is calculated by summing all 10 items, where higher scores indicate greater self-esteem levels.

0-10	Inadequate self esteem.
11-20	Moderately adequate self esteem.
21-30	Adequate self esteem.

Sample study and data collection procedure.

The pilot study was carried out one week before the data collection period, with a sample size of 10 nursing students. The study was conducted from 21/02/24 to 26/02/24. A total number of 113 sample who met the inclusion criteria were chosen through a non-probability purposive sampling technique. A set of 28 students from each year. Were selected to take part in the data sample collection. The investigators gave a self-introduction to the students and explained in detail about what the study was about and why it is being conducted ensuring the confidentiality of their responses. After getting their oral consent, participants were requested to fill the Google form circulated to them via email with directions to read every questionnaire thoroughly and provide honest responses. The questionnaires included 3 sections where the first structured questionnaire was to assess the demographic variables, second section consisted questionnaires to assess the frequency of social media usage and the third section was to assess self-esteem. The investigators maintained good interpersonal relationship with the students throughout the data collection session.

FINDINGS OF THE STUDY

4.1: Assess the level of social media usage and self-esteem among nursing Students.

Table 4.1 To assess the level of social media usage among nursing students.

N-113

S. No.	Level of usage of social media.	No. of students	Percentage
1	High	81	71.7%
2	Moderate	27	23.9%
3	Low	5	4.4%

Table 4.2.1 Shows that 81 (71.7%) students were having high level of social media usage, 27 (23.9%) having were having moderate level of Social media usage and 5 (4.11%) were having low level of social media usage.

Table 4.2. Assess the level of self-esteem among nursing students

S.No.	Level of self esteem	No. of students	Percentage
1	Adequate	4	3.5%
2	Moderately Adequate	36	31.9%
3	Inadequate	73	64.6%

Table 4.2.2 Shows that 4 (3.5%) students have adequate level of self esteem, 36 (31.9%) students have moderately adequate level of self-esteem and 73 (64.6%) students have inadequate level of self esteem.

4.3 Correlation between Usage of social media and Self-esteem among nursing students.

Table 4.3. Correlation between Usage of social media and Self esteem among nursing students.

N-

113

S. No.	Variables	N	Mean	SD	R Value	P Value
1	Usage of social media	113	50.83	31.785	-0.510	0.001**
2	Self Esteem	113	20.96	4.140		

** - Significant at 1% level * - Significant at 5% level

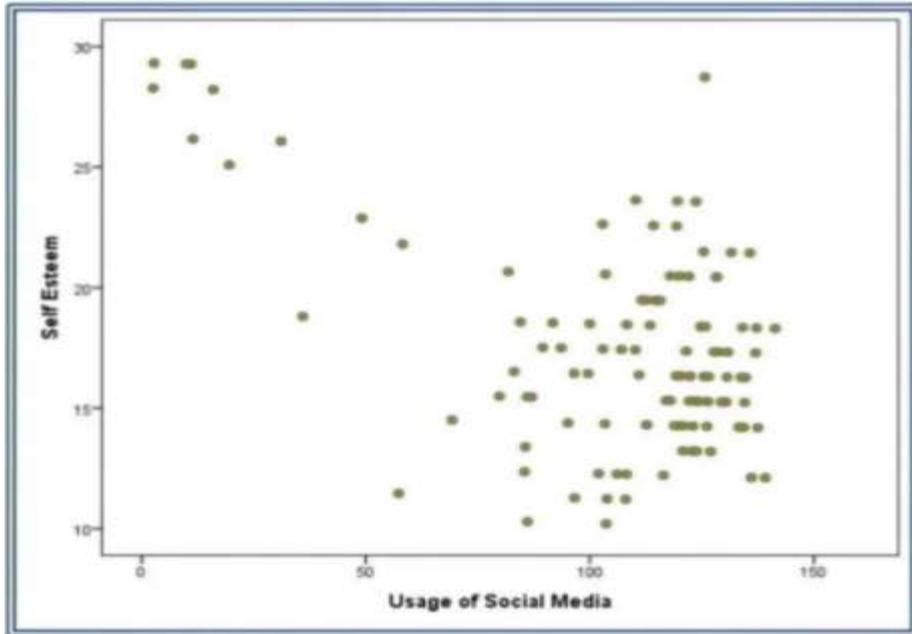


Fig 4.3.1 Diagram Show that Correlation between usage of Social Media and Self Esteem.

4.4. Association of demographic variables and social media usage

Table 4. Association between the demographic variables and the level of usage of social media among nursing students (N=113)

S. no.	Demographic variable	Class	Level of usage of social media			Chi2 value	Df	P value
			Low	Moderate	High			
1	Usage of social media	Yes	5	26	21.177	8	0.007**	
		no	No	5	1			
2	Time spent for social media per day	> 6 Hours	9	6	3	12.260	4	0.016*
		4 - 6 Hours	1	13	25			
		2 - 4 Hours	1	7	32			
		30 Mins - 2 Hours	12	1	0			
		< 30 Mins	3	0	0			

** - Significant at 1% level * - Significant at 5% level

Table 4.4, shows the p values corresponding to the demographic variables show as usage of social media and time spent are significant at 1% and 5% levels respectively. Other variables such as “Age in years, Gender, Course, Year of study, Parent’s Education, Family Income, Usage of social media, Time spent for social media per day and Exposure to beauty standards content” are not significant at 5% level.

4.5. Association of demographic variables and level of self-esteem

(N=113)

S.no	Demographic variable	Class	Level of self esteem			Chi ² value	Df	P value
			Inadequate	Moderately adequate	Adequate			
5	Parent's education	Post Graduate	1	2	13	17.868	8	0.022*
		Under Graduate	1	19	40			
		Diploma	0	0	6			
		12th or 10th	2	11	14			
		Below	0	4	0			
		Extreme	0	2	3			

** - Significant at 1% level * - Significant at 5% level

Table 4.5 shows that the demographic variable “Parent’s Education” is less than 0.05 and is significant at 5% level and hence we can say that there is significant association between the demographic variable “Parent’s Education” and the level of self-esteem of students. Other variables such as “Age, Gender, Course, Year of Study, Family income, Usage of Social Media, Time spent on social media and exposure to beauty standards content” are not associated with the level of self-esteem of students.

DISCUSSION

This is focuses on examining the findings, understanding the limitations and interpretations of the results, and providing recommendations that include the implications of the study.

A quantitative research approach was employed by the investigators in the current study to fulfill the study's objectives. The sample size consisted of 113 participants, with the accessible population made up of nursing students who were present during the data collection period at SRM College of Nursing. The data collected from this sample size were organized, analyzed, and interpreted using both descriptive and inferential statistical methods.

The study reveals that, most of the students 107 (94.7%) uses social media which includes both the gender Male 39 (34.5%) and Female 74 (65.5%) within the age group of 17-25 years old, while 20 – 22 years 69 (61.1%) are those who uses social media for average of 2 - 4 Hours and adolescents 48 (42.5%) agree being exposed to beauty standard content.

The students those who are spending less time in social media have got higher self esteem, while the students who are spending more time on social media have comparatively lesser self-esteem.

This study finding is supported by Jones et al. (2017) whereby the study highlighted the excessive use of social media platforms had a major impact on one's self esteem. Another recent study that supports this finding was conducted by Lavinia-Maria Pop et al. (2022) that identified significant relationships between social media usage and feeling of loneliness, self-esteem and body esteem among adolescents, with regard to the null hypotheses of this study.

The findings of the study have implications for various aspects of nursing education and nursing practice. Nursing education should involve in the preparation and publications of books and journals which provides adequate information about the negative impacts of social media usage in the self esteem of adolescents.

As members of health team, nurses play a critical role to prevent any physiological or psychological issues related to the effects of social media usage. Emphasis must be placed on the

fact that the nurses must continue the health educations regarding preventive measures of negative self esteem due to social media usage among adolescents. The mass health education can be conducted in many various organizations or institutions to create awareness on negative impact of social media.

A similar study could be conducted with a larger sample size for improved generalization. The data collection period can be extended. Regular awareness programs on effects of social media on youngsters can be conducted. Multicentric study can be conducted for better generalization.

CONCLUSION

The study aimed to assess the usage of social media and relationship between social media usage and self-esteem of nursing students. The negative correlation shows that, if the score of “usage of social media” increases, then the score of “self-esteem” decreases and vice versa. It clearly infers that the students those who are spending less time in social media have got more self-esteem. While the students those who are spending more time in social media have got less self-esteem. By acknowledging the potential impacts of social media on students and taking proactive steps to prevent and manage these issues, nurses can play a vital role in promoting healthy online behaviors and supporting the well-being of the next generation of nurses.

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