STUDY ON THE IMPACT OF SOCIAL NETWORKING SITES ON ADOLESCENT SELF-ESTEEM

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HOME SCIENCE (BRANCH A)

CHILD DEVELOPMENT

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CERTIFICATE

This is to certify that the thesis entitled "***Study on the impact of social networking* sites *on adolescent self-esteem***" is a research work carried out by JAYALAKSHMI G under my guidance and supervision.

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DECLARATION

I hereby declare that this dissertation entitled " Study on the impact of social networking sites on adolescent self-esteem " is a bonafide record of research work done by me under the guidance and supervision of Smt. Nimmy jacob and has not been previously submitted by me for the award of degree, diploma or recognition elsewhere.

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ACKNOWLEDGEMENT

CONTENTS

LIST OF TABLES

LIST OF FIGURES

CHAPTER 1

INTRODUCTION

Family used to be the first location where people interacted and communicated. However, with the emergence of technologies such as computers and the internet, a new way to interact and communicate has begun. The development of social media has transformed information and communication technology during the past 20 years, and these internet technologies are social networking sites.

A social networking site is a website that allows users to build a public profile and communicate with other users. Social networking sites have become a vital means of communication in the modern era. In social networking sites users interact freely; they can have personal and professional talk with pictures, video and audio. People spend more time than normal on social networking sites to download photos, read updates, and speak with friends in order to stay in touch.(Khurana, 2015)

Some of the social networking sites are Face book, Whatsapp, YouTube, Instagram, Twitter, MySpace, etc. These websites establish a vital connection between users by allowing them to communicate directly with the peers. It assists users in gaining knowledge, information about other users, and the search for new acquaintances without requiring any changes.

Social media has become an increasingly important part of Indians' lives, from their relationships to their employment to how they use their free time. As per the Digital 2022 Global overview report, the global total of social media users is still growing at a rate of over thirteen new members every second, which is quicker than it was pre-pandemic. At the start of 2022, the overall number of internet users had risen to 4.95 billion, representing 62.5 percent of the global population. Over the past year, the number of internet users has increased by 192 million because of the pandemic where all the people were spending time in their own houses. In January 2022, there are 4.62 billion social media users worldwide. This equates to 58.4 percent of the entire global population. Over the last 12 months, global social media users have increased by more than 10%, with 424million new users joining the platform throughout 2021. Also, the average daily time spent using social media is 2h 27m. (Global Statistics, 2022)

Over the last several years, India's social media has grown significantly, with more people logging on every day to share their experiences and ideas with the world, create their personal brands, and learn about others through information published by them or their peers. Indians, on average, spend about 2.36 hours on social media daily. In India, the number of social media users has been growing in 2022 at a steady rate of 467

million due to deep penetration of internet connectivity among people. The number of Internet users in India has grown to a whopping 658 million, which is roughly 47% of the total population of India. Now, social media has become one of the most essential parts of daily internet usage in India. Instagram will be the most popular social media platform in India in 2022, with 76.50 percent of social media users enrolled. Youth, especially teens, make up a large portion of Instagram's user base. Facebook is the second most popular platform in India, with 74.70 percent of users having profiles. In India, WhatsApp is the most popular messaging app. WhatsApp, which is owned by Facebook, has 79 percent of the country's total users. Telegram is the second most popular app on the list, with 56.9% penetration. The third is Facebook Messenger, which has 49.3 percent of users and is quite popular among teenagers. Snapchat is the fourth most popular social media conversation app in 2022, with 42.9 percent of users. (https://www.statista.com)

The current generation of adolescents, referred to as generation Z, was born to the reality of social media platforms. Adolescents are one of the major age groups for the use of social networking sites. There are some reasons for the popularity of these social networking sites among adolescents. The motivation is to make new friends and general socialisation. Hence, for this generation, who have never known a world without technology, social media acts as a vehicle for fostering social connectedness, entertainment, and education (Smahel et al., 2020).

Social networking at a high level has an impact on daily activities, academic performance, social, familial, and personal interactions. The extreme use of social networking sites affects physical, mental, social aspects of life and lifestyle of individuals. The mental health and quality of life of a person have a direct linkage to self-esteem

Self-esteem is a crucial aspect in developing and maintaining mental health and overall quality of life. Online social networking has an impact on adolescent self-esteem, particularly at the period when they are figuring out who they are and where they belong in the world. People use social networking sites to make two types of comparisons: upward and downward. One is a comparison between an individual and those who are superior to him and have positive characteristics, and the other is a comparison between an individual and those who are inferior to him and have bad characteristics. As a result, social networking sites assist people in making social comparisons, which increases psychological suffering and, as a result, lowers overall self-esteem (Chen and Lee, 2013). The social networking sites play a major role in the life of adolescents. It leads to a wide variety of changes in the life of adolescents. They use social networking sites to communicate their feelings and opinions for a variety of reasons which may affect their self worth and self evaluation.

Significance

This study focus on understanding the impact of social networking sites on the adolescent lifestyle and self esteem. The results of the study is helpful for the respondents themselves as they can understand on the usage pattern, purpose and effect of social networking sites on their lifestyle and self-esteem. This will enable the parents and teachers to understand the changes in the adolescent lifestyle as a result of the increasing use of social networking and give guidance for them.

OBJECTIVES OF THE STUDY

- To study and compare the patterns of social networking sites among boys and girls.
- To study the impact of social networking sites on adolescent lifestyle
- To study the impact of social networking sites on adolescent self esteem
- To compare the impact of social networking sites on self-esteem among urban and rural adolescents.

HYPOTHESIS

H_0 - Social networking sites does not affect the lifestyle of adolescents

H_1- Social networking sites affect the lifestyle of adolescents

H_0 - Social networking sites does not affect the self-esteem of adolescents

H_1 - Social networking sites affect the self-esteem of adolescents

CHAPTER 2

REVIEW OF LITERATURE

Review of literature is an important part of research. Review of literature of the topic **"Study on the impact of social networking sites on adolescent self-esteem"** under the following headings:

2.1 Social networking Sites

2.2 Gender differences usage pattern of social networking sites

2.3 Effect of social networking on lifestyle

2.4 Effect of social networking on self-esteem

2.1 Social networking Sites

Wang, Chen, and Liang (2011) define social networking sites as "the relationship that exists between a network of people." " Similarly, Barkhuus and Tashiro (2010) state that online social networks give people the ability to communicate and share their interests with others over long distances. Online social networking has become a new trend that breaks boundaries and allows people to become members of collaborative online networks.

Williams (2018) in A review of online social networking profiles by adolescents states that Social networking profiles involve individuals creating and maintaining personal Internet sites allowing authors and other users to post content, thus creating a personal network.

Smith, Wollan and Zhou (2011) described social networking as a digital interaction that facilitates peer-to-peer conversations that can be one-to-many and many-to-many dialogues, and features consumer created and posted content. The content shared amongst users includes value-added information regarding products, services and brands used to educate each other.

Murugesan, (2017) observed that an important feature of social networking sites facebook and skypes is the social inter change of this user-generated content (Kaplan & Haenlein, 2010)

Although most people refer to social media and social networking sites as being just one phenomenon, there are some differences between them as stated by Kaplan and Haenlein (2010), such as "Social media represents a revolutionary new trend that should be of interest to companies operating in online space - or any space, for that matter" in comparison to "social networking sites are applications that enable users to connect by creating personal information profiles, inviting friends and colleagues to have access to those profiles, and sending e-mails and instant messages between each other"; that is, social media is used to provide information for broad audiences, which means that everyone has the opportunity to access the information. However, social networking sites provide information for a group of people who share common interests. Overall, the term 'social media' is broader than 'social networking sites.'

By their very nature, social networks enable college students to participate online for many purposes, for example, to help strengthen communication and maintain relationships (Dwyer et al., 2010).

Wang et al. (2011) found that "ninety percent of students spent their time on entertainment; there were not too many college students who did not prefer using social media to do their homework." This percentage may indicate the general purpose of using such sites but, in fact, students are trying to benefit from the overall services provided by social networking sites.

Margo (2012) observed that since the appearance of social networking sites, social media have changed different aspects of people's lives. Social media that were emerged by the rise of Web 2.0 technologies are characterized by several significant features such as user generated content, online identity creation and relational networking.

Regan and Steeves (2010) explained that i) the first group to use social networking sites is adolescents since their age group focus on peer interactions and social relations ii) self esteem may get boosted by the relationships and feelings of connection and integration provided by social networking sites. They also described the way in which social networking websites allow young people to maintain existing friendships, make new friends and find past friends in order to renew old relationships.

Singh Har and Kumar Anil (2013), found that majority of the students in Punjab University Chandigarh were found to be aware and making use of social networking sites in their research work. Their study also reveals that facebook is the most popular SNSs by all categories of researchers.

Livingstone (2010) conducted interview with adolescents and observed that the samples use social networking sites in order to express and actualize their identities either through self display of personal

information or through connection. Each of these motivations was found to necessitate a tred- off between potential opportunities for self expression and risks with regard to compromising privacy on behalf of teenagers.

Haneefa K (2011) in her study on the perception and use of Social Networking sites by the students of Calicut University found that a majority of the students were aware of social networking sites and use these sites for friendly communication. Orkut was the most popular and used social networking site than Facebook and MySpace. A number of students visited social networking sites twice a week and always send scraps and meet new friends.

Kumar N (2012) conducted study on Sikkim University students and observed in the study that majority parts of the students expressed the use of their internet for Social Networking sites and its resources and were enthusiastic in improving their skills in the use of Social Networking sites. Facebook was the most popular site compared to other Social Networking sites.

Malhotra Reema, Mahakud G. Chandra (2014), observed that most youngsters in the university of Delhi begin social networking at 14 years, being influenced by gender and nature of family. The average time spent was 3.6 hours daily, which was effected by degree of parental regulation. Face-book was the most preferred SNS for functions of chatting and making friends. Most of the participants were found to carry social networking at night, interact with the opposite sex, have interest in electronic gadgets, ignore daily activities, hide their online tasks from others, use SNS secretly and feel frustrated in its absence.

A study by Bicen and Cavus (2010) evaluated the usage of Social Networking Sites among students in the department of computer education instructional technology and found which social networking sites are the most popular and preferred by students. The study revealed that use and sharing of knowledge on Internet is made an integral part of college students lives. Results showed that Live Spaces and Facebook are the commonly used sites by the students.

Sema P. (2013) established that Social media becomes a key communication tool that people use to connect to other people. People use social media to share their experiences, feelings, reviews, information, advice, warnings, tips and/or any kind of issues that are interesting to their connection or friends.

Manjunatha (2013) conducted research on the usage of social networking sites among college students of India and found that almost half of the students use social networking sites to maintain existing friends and

relationships, followed by using it for finding new friends and only few were using for dating purpose. Also male students use social networking sites than females. The study also showed that social networking sites were also used for messaging and chatting.

Bhatt and Dhakkar (2016) investigated on social networking pattern of extrovert and introvert adolescents and observed that most of introvert and extrovert adolescents used facebook as social networking sites especially during the night hours and that too always at home. In majority of adolescents purpose of social networking was to keep updated. No significant difference was observed in terms of pattern of use and its effect on lifestyle

2.2 Gender differences usage pattern of social networking sites

Khan (2010) carried out the study on the imapct of soical networking sites, found that majority of the male students use soical networking sites than their female counter parts and their purpose is for searching knowledge.

Mazman (2011) found that female use social networking sites for maintaining existing relationships, academic purpose and following agenda while boys use it for making new relationships.

Narasimhamurthy (2013) found that the difference between the usage patterns and purpose of the usage of the social networking sites among female and male. Female use it to maintain relationships and make use the social networking sites for games and developing new contacts. Females are more prone to social networking sites ras compared to males and spend more hours daily in the social networking sites.

According to Varghese et al (2013), girls spend more time on social networking sites compared to boys in the city of Trivandrum.Most of the students go online from home and generally make use of desktop to access internet and social networking sites. Girls logged either very often or less often whereas boys logged in to these sites almost on a regular basis.

Muscanell and Guadagno, (2012) opined that gender has been shown to influence online social networking in a number of research. To maintain existing relationships, make new connections, and for entertainment, girls use social networking more than boys. It is used by boys to share videos, photos, and films.

2.3 Effect of social networking sites on lifestyle

Shah (2010), found that online social networking sites and chat rooms have equally been reported to endorse psychological health problems and suicide purpose between adolescents.

Ahn(2011), observed that social networking sites does not affect the academic performance of students. On other hand it helps students to develop new perception during the learning process and develop new skills.

A longitudinal study conducted by Walash et al., (2013) on 483 female students of colleges belonging to the age group around 18 years. The aim of the study was to examine association between media use and academic outcomes. A negative correlation was observed between social media sites usages and academic performance of the students.

Kulandairaj, A. J. (2014) observed that there is a relationship between time spend in social networking sites and lifestyle of youth in Tamil Nadu. The study reveals that youth who are spending 30 minutes to 1 hour in SNS is highly influenced by SNS in their lifestyle than others.

Nasirudeen et al., (2017) examined the causal link between daytime sleeping habits and the usage of social media among tertiary students in Singapore by employing a questionnaire on 969 students. The findings revealed that prolonged use of Social Networking Sites at night especially in bed causing negative impact on tertiary students' quantity of sleep provoking daytime sleepiness as compared to foreign students.

Helen et al (2014) conducted research to examine the usage of SNSs by students pursuing graduation in the Nigerian academy. In the present scenario of internet and digitalization, SNSs have influenced the individuals, in various ways. The findings of the study disclosed that generally, the entire student were using the SNSs to interact with their pals, joining online with their classmates for learning and for discoursing various national concerns and watching films etc. Furthermore, various advantages and and disadvantages associated with social networking, and such hazards can be diminished by incorporating the approaches proposed in this research work.

Rajeev & Jobilal (2015) studied the role of Social Networking Sites in affecting the youth. The conclusion heavily depended upon the view that Social Networking Usage influences the academic performance of youth negatively through the major weapon of mobile phones.

Keol Lim and Ellen B Meier (2012) in their study clearly highlighted how and why Korean students use Social Networking Sites and what are the advantages they get by using Social Networking Sites. The findings

of the study clearly showed that the respondents get benefit from their use of social networking sites and that the interactions helped to reduce their anxiety in the new culture by providing them with a means of connecting to their parents and friends in Korea.

Brakowiecki,W. et al. (2021) proved that the most popular social media among young people are Facebook, YouTube, Instagram and Snapchat. Most of the respondents spend 3-4 hours a day on social media. Most of the respondents neglect sleep and household chores because of them.

Chris (2016) explored the influence of social media on interpersonal face-to-face communication. The author intended to examine is social media played any significant role in compromising or sacrificing interpersonal face-to-face communication.

Alzahrani & Bach (2014) examined the impact of social media on personality development of adolescents and recognized various factors that influence their personality development relying on the data gathered through peer-reviewed journals, articles and books. The findings indicated that the study identified four factors including: culture of popularity, unreal standards of appearance, approval seeking behavior, prevalence of depression and anxiety which adversely influenced the personality development of adolescents. According to the study the new media not only promoted false standards of friendship and popularity but proved harmful for mental health of users too. Its excessive use became detrimental for getting in touch with unreal standards of appearance at a very fragile age.

Deshmukh et al. (2014) revealed that high usage of online social networking sites among adolescents has lead to a decline in the psychological well being and happiness. The results showed that uncontrolled use of online social networking sites would lead to depression, loneliness etc.

2.4 Effect of social networking on self-esteem

Stephanone et al, (2011) observed that the appearance contigency for self worth had the strongest relationship with the use of facebook.

Raymer, K (2015) found that females spend more time on Facebook than males and have a larger amount of friends on Facebook than males. Results also indicated that females have lower body image satisfaction and a greater drive for thinness than males.

Nawaz et al. (2017) suggest that approximately 88% people engage in making social comparisons on Facebook and out of the 88%, 98% of the comparisons are upward social comparisons. Further this research

proves there that there is a strong relationship between social media and self esteem. Increase in social media usage causes the self-esteem of individuals to decrease. One hour spent on Facebook daily results in a 5.574 decrease in the self-esteem score of an individual.

Nadkarni et al (2012) opined that people with low self esteem were more likely to spend over an hour per day on facebook.

Nesi and Prinstein (2015) reported that girls tend to show more social comparison online which are self-revelant and can be treating to their self worth, which can lead to higher levels of depression and lower levels of self- esteem.

Vogel et al (2015) studied on the relationship between social media and self esteem and revealed that those who spend more time on social media have lower levels of self esteem.

Thomos (2015) investigated male students spent more time on social networking sites as compared to females in the colleges of Idukki. The result shows that pattern of usage of social networking sites was not related to the self esteem.

According to Nyagah and Stephen (2015) studied that social networking is very common among students in secondary schools at Kenya and facebook was listed most commonly used social networking site. It further concluded that social networking influence the self esteem and psychological well being of secondary school students.

Tazghini and Seidlecki (2013) showed that those with low self esteem tend to allow more friend requests from people they do not know very well.

Krasnova et al. (2019) concluded that because many studies do not specify the activities social media users engage in, results are mixed, with some studies reporting a positive association between social media use and self-esteem, some showing negative associations and others finding no relationship at all.

CHAPTER 3

METHODOLOGY

Methodology is the conditions for collection and analysis of data in a manner that aims to combine relevance to the research paper (Kothari, 2014). The methodology of the "**Study on the impact of social networking sites on adolescent self-esteem**" is discussed under the following subheadings.

3.1 Selection of Area

3.2 Selection of Sample

3.3 Selection of tools and techniques

3.4 Collection of data

3.5 Analysis and interpretation of data

3.1 Selection of Area

This study was done with selected areas of Ernakulam and Alappuzha districts. Both urban and rural areas of the districts were included in the study. These districts were selected due to multitude variety of schools and easy availability of respondents and the convenience of the researcher.

3.2 Selection of Sample

100 school going adolescents between the age group of 15-18 years were selected as the samples for the study. The sample comprised of 50 boys and 50 girls. The samples were selected by purposive sampling method, which is a non- probability sampling technique. It is a method in which researcher relies on own judgment when choosing members of population to participate in the study (Adler and Clark,2010)

3.3 Selection of tools and techniques

The tool selected for the study includes a self- formulated questionnaire with reference to "An inventory on online social networking" developed by Bhatt and Dhakar (2016) for assessing the purpose and use of online social networks. A "self esteem scale" was included in the study that was developed by Bagora B (2019) in her study on " Online social networking and its effect on self esteem among rural adolescents" for assessing the self esteem. The questionnaire composed of five major sections namely Background details of the subjects, use of social networking sites, purpose of using social networking sites, questionnaire to assess the impact of social networking sites on adolescent lifestyle, self-esteem scale, under each sections the investigator included the questions to collect the necessary information needed for the study.

3.4 Collection of data

The google forms were sent to all the selected samples and asked to fill the details given in the google forms.

3.6 Analysis and interpretation of data

The survey results using the questionnaire were consolidated and tables were prepared. Percentage analysis was used to interpret the general information, usage pattern and effect on lifestyle. Chi square test and correlation plotting was used to interpret the comparison and evaluation of effect of social networking sites on adolescent self-esteem.

Area
Alappuzha and Ernakulam

Sample
100 schoool going adolescents between age group 15-18 years
(50 girls and 50 boys)

Tools and techniques
Survey through Google forms

Analysis and interpretation of data
Percentage analysis
Chi sqaure test
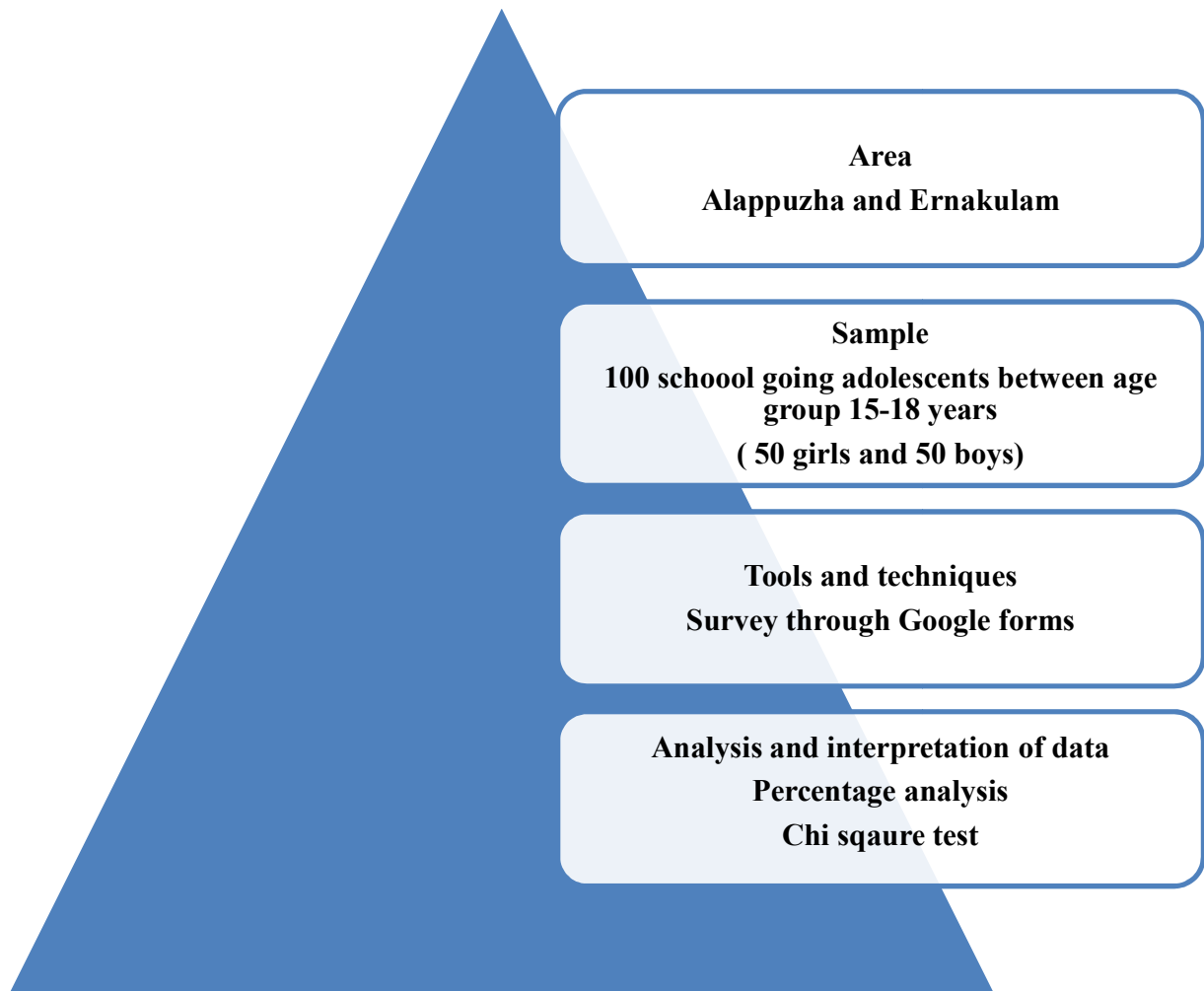
Figure – 1

Research design

CHAPTER 4

RESULTS AND DISCUSSION

The results of the study, **"Study on the impact of social networking sites on adolescent self-esteem"** are given in this section. Tabulated and presented under the following headings:

4.1 Background information

4.2 Usage pattern of social networking sites among boys and girls

4.3 Purpose of using social networking sites among adolescents

4 .4 Effect of social networking on lifestyle of adolescents

4.5 Effect of social networking sites on Self-Esteem

4.6 Comparison on the effect of social networking sites on self-esteem among urban and rural adolescents

4.1 Background information

The table below shows the general information of the selected subjects.

Table 1

Distribution of age and class based on gender

Sl.No	PARTICULARS	RESPONSES (N = 100)%		
		Boys	Girls	Total
1.	Age of the respondents (in years)			
	● 15-16	24	28	46
	● 17-18	26	22	54
2.	Class			
	● 9-10	20	5	25
	● 11-12	30	45	75
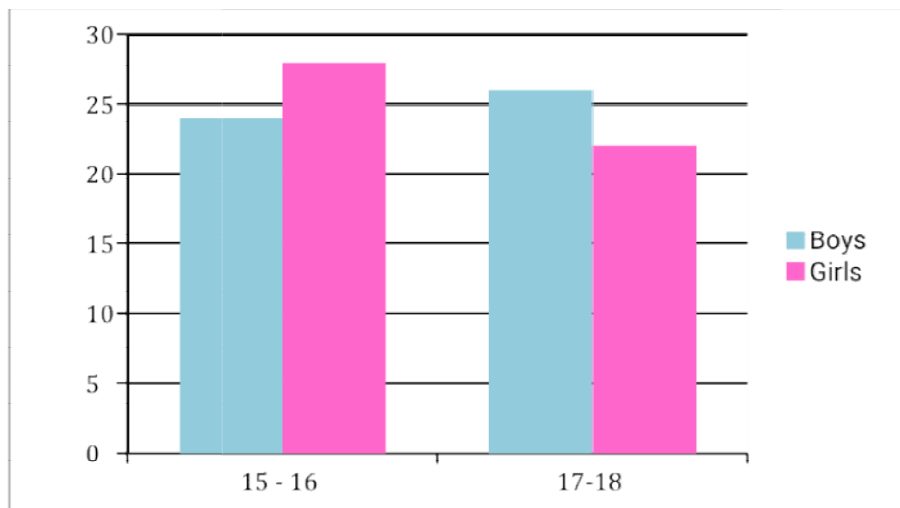
Figure 2

Age group of the respondents in years

15

Equal proportion of boys and girls were taken as subjects for the study. Majority (28%) of the respondents were girls and 26 percent were boys from the age group of 15-16 years. In the age group of 17-18 years majority were boys (26%) and 22 percent were girls. From the above table it was evident that more than half of the respondents were from the age group of 17-18 years.

Among the 50 percent of the boys selected majority are studying in higher secondary (30%) and only 20 percent are from classes 9 and 10. Similarly from the 50 percent girls 45 percent are from higher secondary. Majority of the respondents are from higher secondary classes.

Table 2

Background information of the samples

Sl.No	Particulars	Responses (n = 100) %
1.	**Residential area**	
	● Urban	51
	● Rural	49
2.	**Type of family**	
	● Nuclear	71
	● Extended	23
	● Joint family	6

3.	Annual income of the family	
	● Below 25000	39
	● 25000-50000	21
	● 50000-1 lakh	18
	● Above 1 lakh	22

From the above table it was evident that more than the half (51%) of the respondents were from urban area and others were from the rural area (49%). 71 percent of the respondents were from nuclear family, 23 percent were from extended family and only 6 percent from joint family. Regarding the annual income majority of the respondents were having an annual income 25,000 (39%). 22 percent had an annual income of above one lakh, 21 percent had annual income between 25,000 and 50,000 and 18 percent had annual income between 50,000 and one lakh.
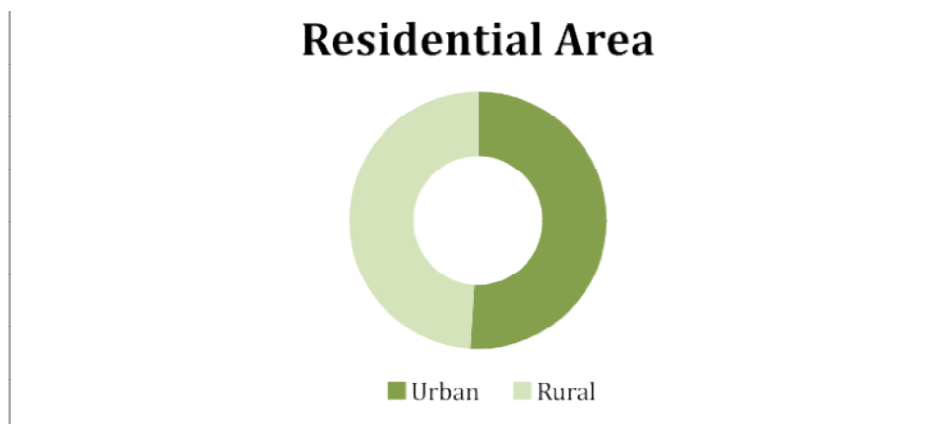
Figure 3

Distribution of respondents based on area of residence
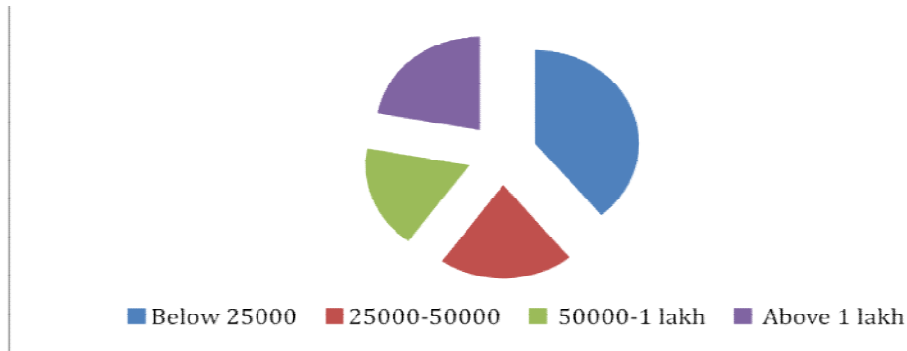
Figure 4

Distribution of respondents based on family annual income

4.2 Usage pattern of social networking sites among boys and girls

The table below gives information about the use of social networking among boys and girls.

Table 3

Usage pattern of social networking sites among boys and girls

Sl. No	Particulars	Responses (n = 100)		
		Boys	**Girls**	**Total**
1.	**Device used for social networking**			
	● Mobile	50	50	100
	● Laptop	15	8	23
	● Computer	0	0	0
2.	**Types of social networking used**			
	● Facebook	50	50	100
	● Instagram	48	39	87

18

	● Youtube	50	50	100
	● Whastapp	50	50	100
	● Other	12	18	30
3.	**Source of information of social networking**			
	● Friends	45	25	70
	● Siblings	5	8	13
	● Relatives	4	9	13
	● Mass media	0	4	4
4.	**Time spend on social networking sites**			
	● Less than 3 hours	28	19	49
	● 4-6 hours	25	22	45
	● More than 7 hours	2	4	6
5.	**Preferred time for using social media sites**			
	● Early morning	1	3	4
	● Day time	20	16	36
	● Evening	17	21	38
	● Late night	17	5	22

The above table show that all the respondents use mobile phone for social networking, 23 percent of them use both mobile and laptop for social networking. All the respondents were active on facebook, youtube and whatsapp,it was alsonoted that 87 percent are active on instagram also. Some of them use other social networking sites such as telegram,snapchat, My Josh etc. The respondents who are active on instagram majority were boys (48%). From this it was evident that boys are more active in using different social networking sites than girls.

For majority of the respondents the source of information about social networking was friends (70%), for 13 percent of them the source on information was siblings and about 13 percent got information from relatives. Also 4 percent had information about social networking sites from mass media.

Forty nine percent of the respondents spent less than 3 hours on social networking sites, forty five percent spent 4-6 hours on social networking and only six percent spend more than 7 hours on using social networking sites. From the respondents who spent less than 3 hours on social networking sites majority were boys (28%) and 20 percent were girls. 25 percent of the boys use social networking sites for 4-6 hours and 22 percent were girls. Only two percent of the boys and four percent of girls spent more than 7 hours on social networking sites. From this it was evident that girls spent more time on using social networking sites than boys.

Thirty eight percent of the respondents' preferred evening time for using social networking sites from this twenty one percent were girls and seventeen percent were boys. Thirty six percent were preferred day time for using social networking sites. This is because the respondents were spending all the time at home as they were having holidays

4.3 Purpose of using social networking sites among adolescents

Following tables give information about the purpose of using social networking sites by the respondents.

Table 4

Purpose of social interaction

Sl. No	Particulars	Responses (n = 100)%				
		Always	Often	Sometimes	Rarely	Never
1.	To make friends	41	27	20	11	1
2.	To maintain existing relationships	42	32	19	4	3
3.	To identify people who share same interest	23	30	25	13	9
4.	To share happiness and sorrows	31	22	26	11	10
5.	To share achievements	27	28	30	8	7
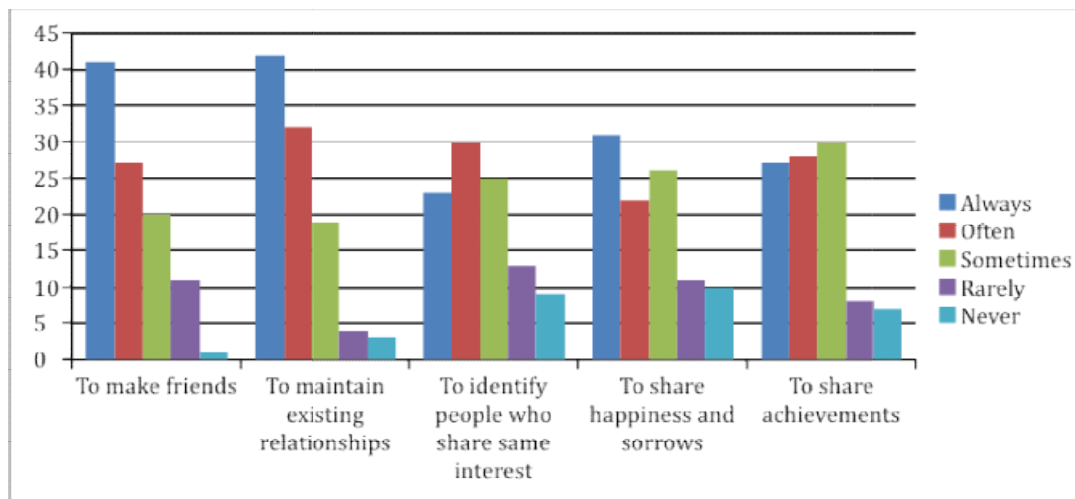
Figure 5

Purpose of social interaction

From the above table and figure it was evident that majority of them always use social networking sites to make friends (41%), to maintain existing relationship (42%) and to share happiness and sorrows (31%). Some of them use social networking sites often to identify people who share same interest (30%). Some of them use social networking sometime for sharing their achievements (30%).

Table 5

Purpose of entertainment

Sl. No	Particulars	Responses (n = 100)%				
		Always	**Often**	**Sometimes**	**Rarely**	**Never**
1.	For chatting	44	35	17	2	2
2.	For playing online games	17	31	32	12	8
3.	To download and share pictures or videos	26	37	30	3	4
4.	For uploading pictures or videos	17	39	21	16	7
5.	For liking and commenting on others news	20	27	33	14	6
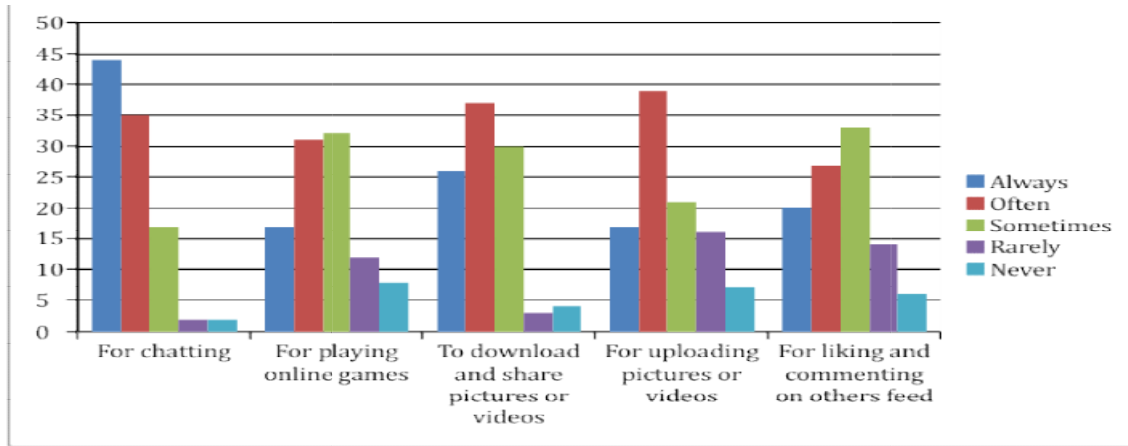
Figure 6

Purpose of entertainment

From the above table and figure it was clear that majority (44%) always use social networking sites for chatting, followed by 35% who often used the same for chatting. 17 percent sometimes use social networking sites for chatting.

31 percent often used social networking sites for playing games, 37 percent often used for downloading pictures and videos. About 39 percent used the social networking sites for uploading pictures. Very few (20%) always use social networking sites for liking and commenting on others news. 27 percent use social networking sites often for commenting.

Table 6

Purpose of keeping updated

Sl. No	Particulars	Responses (n = 100)%				
		Always	**Often**	**Sometimes**	**Rarely**	**Never**
1.	For latest news or general knowledge	40	28	23	5	4
2.	For new fashion trends	37	28	26	7	2
3.	For sports update	39	25	21	11	4
4.	For movie update	36	33	22	5	4
5.	For health information	31	33	27	5	4
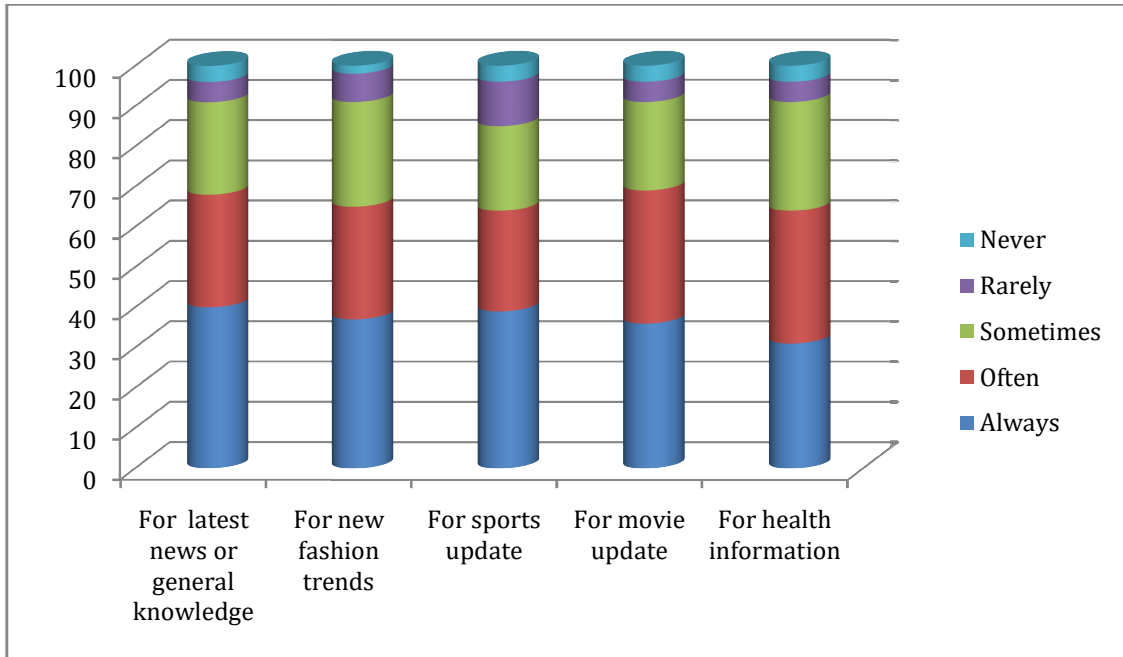
Figure 7

Purpose of keeping updated

Majority of the respondents (40%) always use social networking sites for updating about latest news and general knowledge, also 37 percent always use social networking for updating on latest fashion trends. Regarding the update of sports and movie only 39 percent and 36 percent respectively always used social networking sites.

Table 7

Purpose of academic enrichment

Sl. No	Particulars	Responses (n = 100)%				
		Always	**Often**	**Sometimes**	**Rarely**	**Never**
1.	Gain knowledge related to academics	39	28	27	3	3
2.	Search to gather assignments and projects information	40	34	19	4	3
3.	Gain information regarding competitive exams	35	31	23	7	4
4.	To clarify doubts	41	31	21	5	2
5.	To get expert advice	32	29	28	8	3
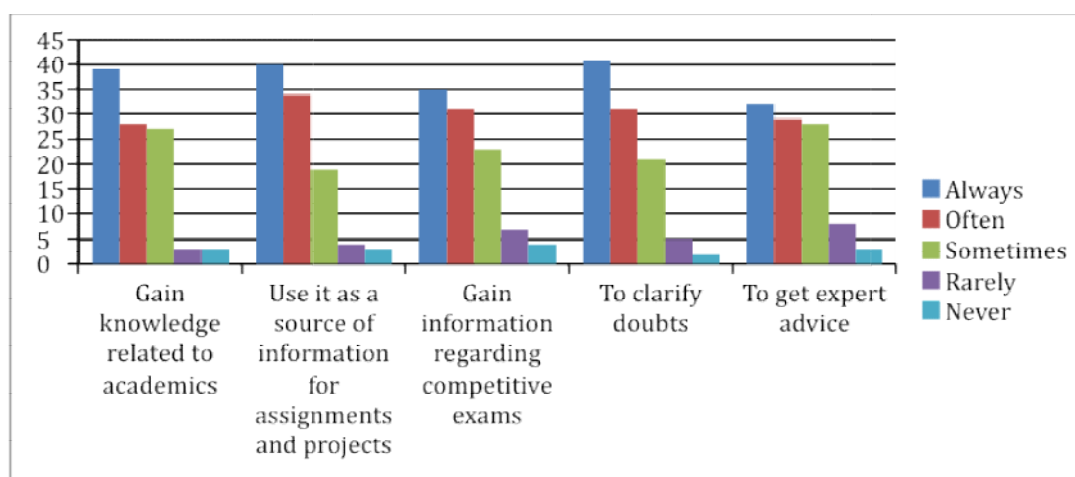
Figure 8

Purpose of academic enrichment

26

From the table 7 it can be found that 39 percent of the respondents always use social networking sites for gaining knowledge. 40 percent for searching information for assignment and project. 35 percent and 41 percent for gaining information on competitive exams and to clarify academic doubts. From above table and graph it was evident that majority of them always use social networking sites for academic enrichment.

Table 8

Purpose of strengthening personality

Sl. No	Particulars	Responses (n = 100)%				
		Always	Often	Sometimes	Rarely	Never
1.	Achieving emotional balance	32	26	22	15	5
2.	Enhancing creativity	30	35	27	5	3
3.	Developing skills	26	36	32	5	1
4.	For the purpose of fostering a positive moral values	25	29	39	7	2
5.	In order to foster hope	27	29	35	5	6
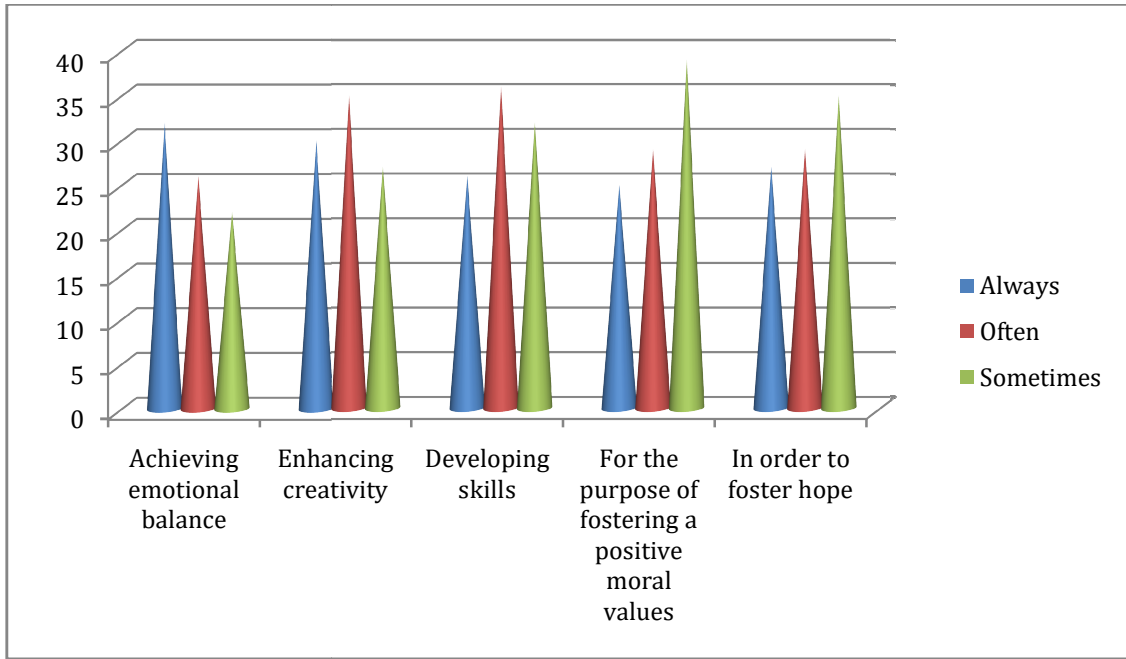
Figure 9

Purpose of strengthening personality

From the above table and figure it show that majority of the respondents use social networking sites sometime for fostering hope (35%) and fostering moral values (39%). Majority of them use social networking often for developing skills (36%) and enhancing creativity (36%). It show that only some of them use social networking for strengthening their personality.

4.4 Effect of social networking on lifestyle of adolescents

This section explains on the effect of social networking on lifestyle of adolescents. Table 9 to 14 provides the details on the effect of social networking sites on lifestyle.

Table 9

Effect on daily routine

Sl. No	Particulars	Responses (n = 100)%				
		Always	Often	Sometimes	Rarely	Never
1.	Motivated to keep fit and healthy	31	23	31	5	10
2.	Improved personal hygiene activities	12	28	33	15	12
3.	Changed sleeping pattern	21	30	35	7	7
4.	Changed meal pattern	25	29	39	7	2
5.	It has caused to ignore household duties	27	29	35	5	6
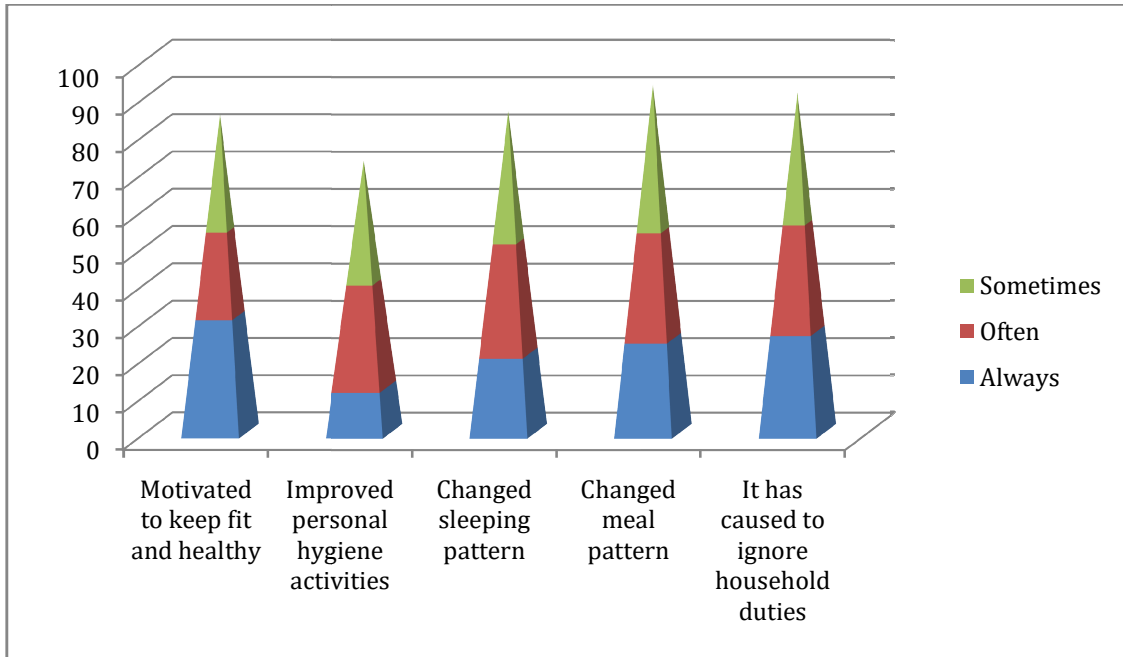
Figure 10

Effect on daily routine

From the above table and figure it show that use of social networking has affected their daily routine to some extent. For 31 percent social networking has sometimes motivated to keep fit and healthy. For 33 percent social networking has improved their personal hygiene activities to some extent. 35 percent had changed sleep pattern, also 39 percent had change in meal pattern because of the use of social networking sites For 35 percent social networking have sometimes made them ignore the household duties.

Table 10

Effect on personality

Sl. No	Particulars	Responses (n = 100)%				
		Always	Often	Sometimes	Rarely	Never
1.	Boosted self confidence	38	24	25	9	4
2.	Became less compassionate and more self centered	13	38	29	11	9
3.	Became optimistic	26	23	36	9	6
4.	Motivated to plan for future	33	36	22	7	2
5.	Concerned about moral values	18	26	31	13	12
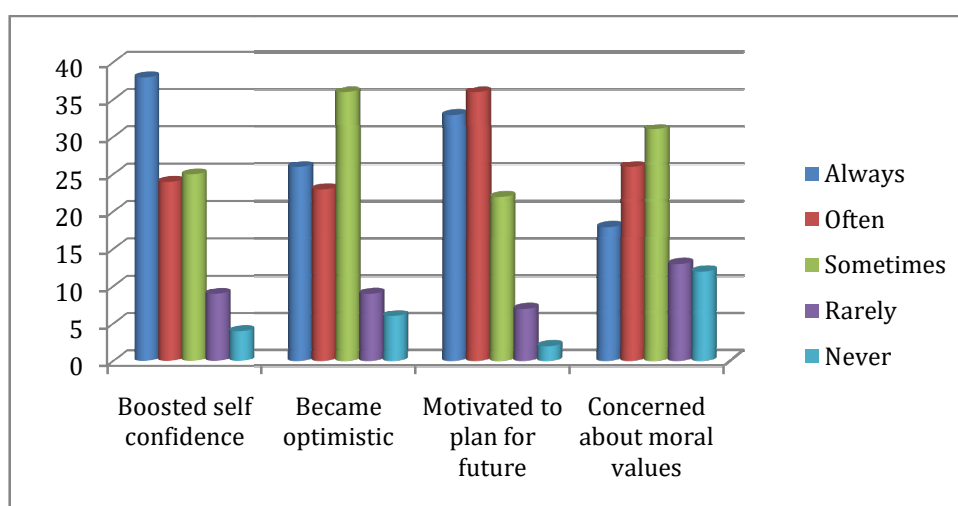
Figure 11

Effect on personality

31

From the above table and figure it was evident that for 38 percent social networking always boosted self confidence. For 38 percent social networking has made them less compassionate and more self centered. For 36 percent social networking made them more optimistic

Table 11

Effect on Hobbies

Sl. No	Particulars	Responses (n = 100)%				
		Always	Often	Sometimes	Rarely	Never
1.	Helped in working successfully in a group	40	21	31	6	2
2.	Improved creative ability	27	28	37	6	2
3.	Stopped from engaging in other activities such as playing outside, reading books or any other	15	35	30	5	15
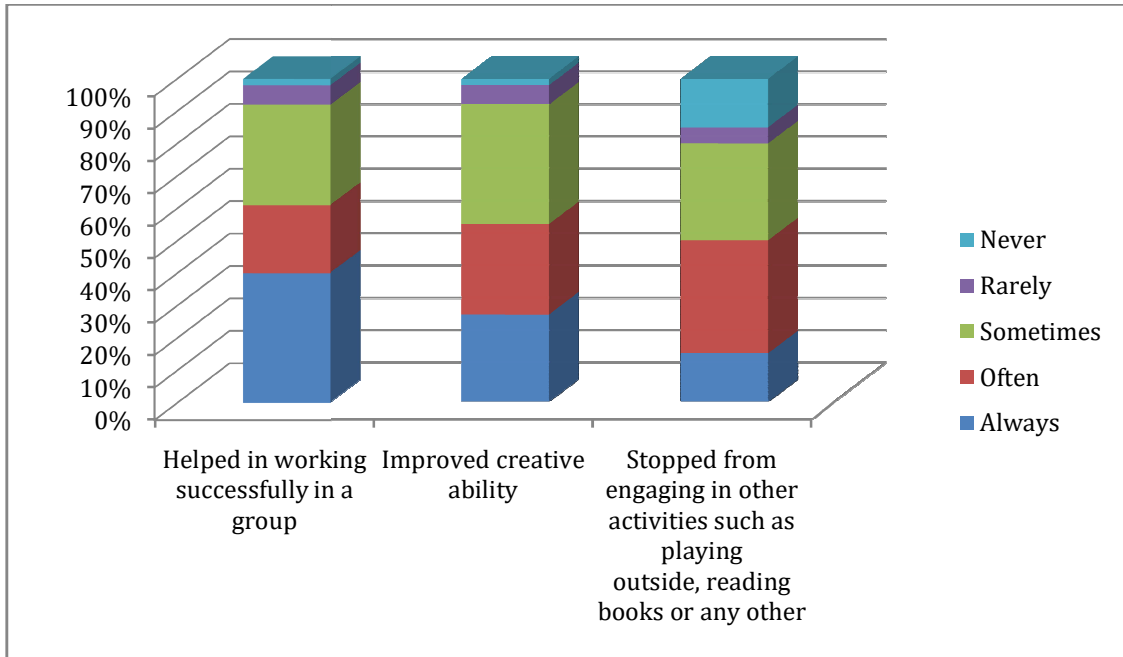
Figure 12

Effect on Hobbies

The table and figure show that for 40 percent of the respondents, social networking made them work successful in a group. It has improved the creative ability for 37 percent. For 30 percent, social networking has stopped them from engaging in other activities such as playing outside, reading books etc. From this it can be concluded that social networking have affected their hobbies.

Table 12

Effect on study pattern

Sl. No	Particulars	Responses (n = 100)%				
		Always	Often	Sometimes	Rarely	Never
1.	Distracts from studies	24	26	33	10	7
2.	Affects study routines	17	29	33	14	7
3.	Reduced reference of books for assignments and projects	25	28	31	7	9
4.	Provides more knowledge in addition to classroom teaching	30	39	22	5	4
5.	Affected my reading and writing skills	19	29	24	7	21
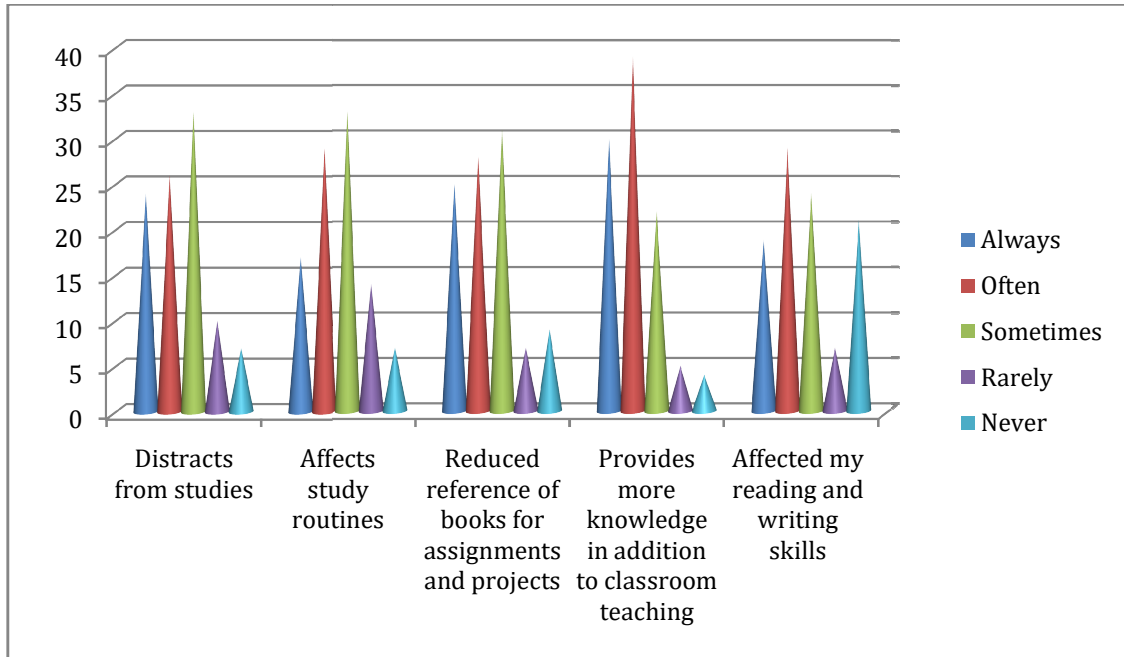
Figure 13

Effect on study pattern

From the table 13 it was clear that 33 percent of them responded that social networking sites affected their study routine and were also distracted from studies. Social networking have often reduced their reading and writing skills (29%) and sometimes affected for 24 percent. 39 percent responded that social networking sometimes provided knowledge in additional to classroom teaching.

Table 13

Effect on physical and mental activity

Sl. No	Particulars	Responses (n = 100)%				
		Always	**Often**	**Sometimes**	**Rarely**	**Never**
1.	Made more lazy	26	29	25	11	9
2.	Resulted in health problems	9	24	32	13	22
3.	It has made feel depressed when there is no internet connection	18	27	28	12	15

35
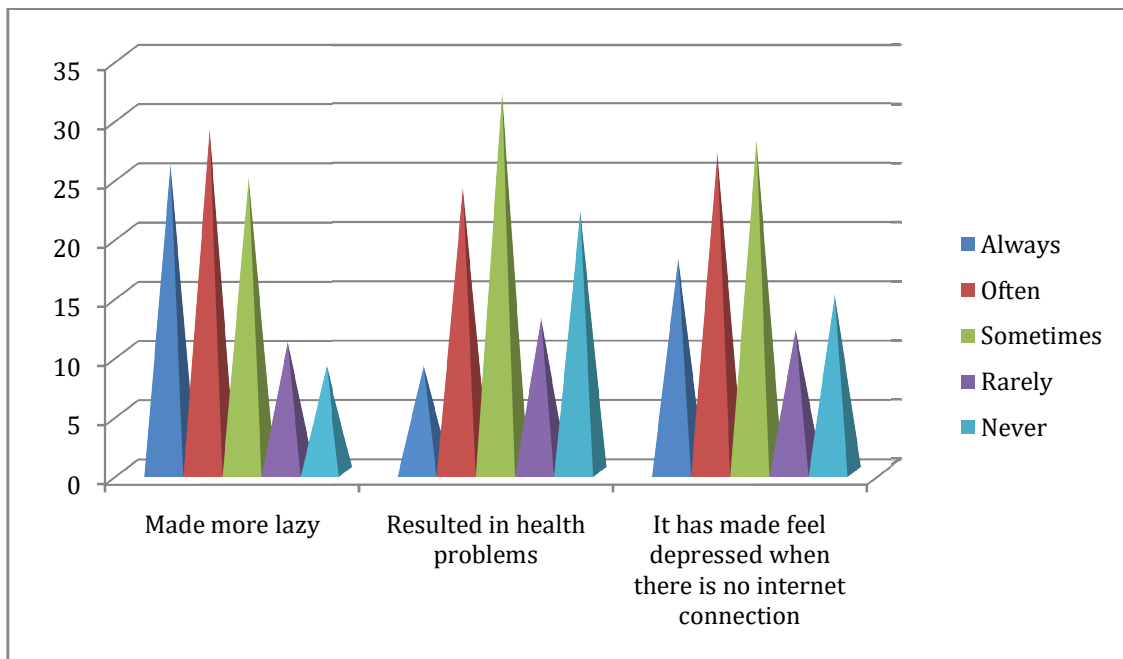
Figure 14

Effect on physical and mental activity

From the table and figure it was evident that majority of the respondents, that is for 29 percent social networking have often made them lazier, for thirty two percent it sometimes caused health problems and for 28 percent social networking sometimes made them depressed. From this was can be concluded that social networking have negative effect on their physical and mental health.

The section shows that social networking has negative and positive impact on lifestyle of adolescents. The result of the study is similar to results of Bagora B (2019) who found that social networking have an effect on lifestyle of adolescents in rural area.

4.5 Effect of social networking sites on self esteem

This section explains the effect of social networking sites on self - esteem of adolescents

Table 14

Self esteem

Sl. No	Particulars	Responses (n = 100)%				
		Strongly Agree	Agree	Somewhat Agree	Disagree	Strongly Disagree
1.	Started liking the self and accept the self	39	39	17	4	1
2.	Developed more respect towards self	48	28	18	4	2
3.	improved the ability to interact with others	25	48	21	3	3
4.	Started feeling frustrated or rattled about the performance	21	33	28	10	8
5.	Started feeling good as others	22	43	27	5	3
6.	Felt worried about what others think during social networking	13	38	27	11	11
7.	Worried about others concern	16	32	30	12	10

8.	Felt popular among friends	17	29	28	11	15
9.	Sometimes feel insecure	12	31	27	14	12
10.	Felt that life is stressful	15	26	27	17	15
11.	Started giving fake information to become popular	14	20	23	10	33
12.	Became more optimistic	15	34	28	15	8
13.	Felt that developed the ability to resist manipulation	15	38	29	11	7
14.	Became more sensitive to feelings and needs of others	13	40	28	11	8
15.	Became emotionally stable	16	40	32	10	2
16.	Felt that online social networking has helped in raising self confidence	23	30	35	9	3
17.	Felt more empowered now	21	36	34	6	3

From the above table, it can be found that, majority of the respondents (48%) have agreed that they have started liking the self and accept their self. Forty eight percent have developed more respect towards self and also agreed that they have improved their ability to interact with others. Forty three percent started feeling as good as others, twenty percent felt that popular among friends. Thirty four percent have agreed that they became more optimistic. Thirty eight percent agreed that they have developed the ability to resist manipulation and forty percent agreed that they became more sensitive to feelings and needs of others. Forty

percent have become more emotionally stable. Majority of the respondents agreed that social networking has helped in raising their self confidence (35%) and more empowered now (36%).

4.6 Comparison on the effect of social networking sites on Self Esteem among urban and rural adolescents

For the comparison of the effect of social networking sites on Self Esteem among urban and rural adolescents Chi Square test is used.

Table 15

Comparison on the effect of social networking sites on Self Esteem among urban and rural adolescents according to time spent

Sl. No	Particulars	P value	
		Urban	Rural
1.	Started liking the self and accept the self	0.12	0.44
2.	Developed more respect towards self	0.33	0.41
3.	improved the ability to interact with others	0.12	0.85
4.	Started feeling frustrated or rattled about the performance	0.37	0.92
5.	Started feeling good as others	0.12	0.82
6.	Felt worried about what others think during social networking	0.59	0.39

7.	Worried about others concern	0.32	0.72
8.	Felt popular among friends	0.89	0.27
9.	Sometimes feel insecure	0.45	0.23
10.	Felt that life is stressful	0.30	0.51
11.	Started giving fake information to become popular	0.45	0.32
12.	Became more optimistic	0.77	0.03
13.	Felt that developed the ability to resist manipulation	0.33	0.37
14.	Became more sensitive to feelings and needs of others	0.56	0.61
15.	Became emotionally stable	0.22	0.71
16.	Felt that online social networking has helped in raising self confidence	0.64	0.18
17.	Felt more empowered now	0.13	0.03

In the case of urban students no variable has dependence with time spent on social networking sites. P value of test between every self esteem variable are greater than 0.05.
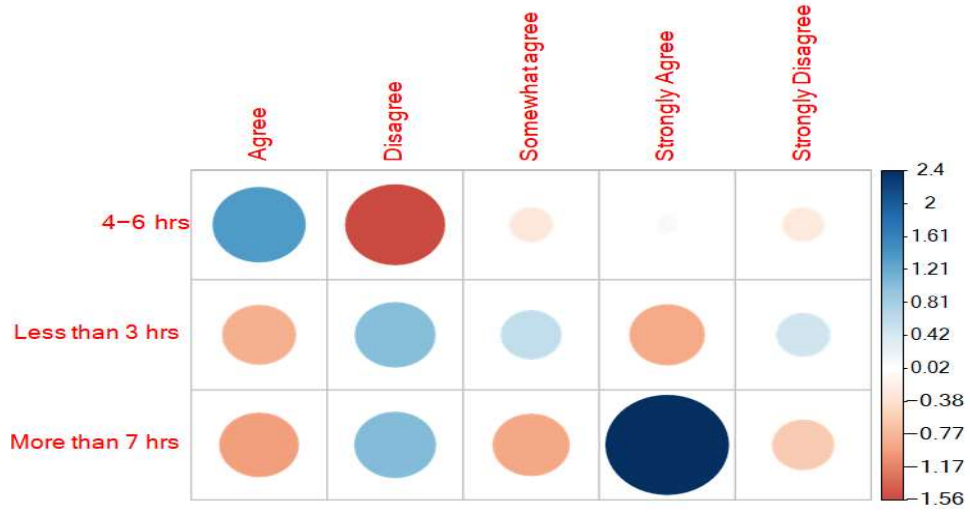
Figure 15

Correlation plotting of rural students who became more optimistic
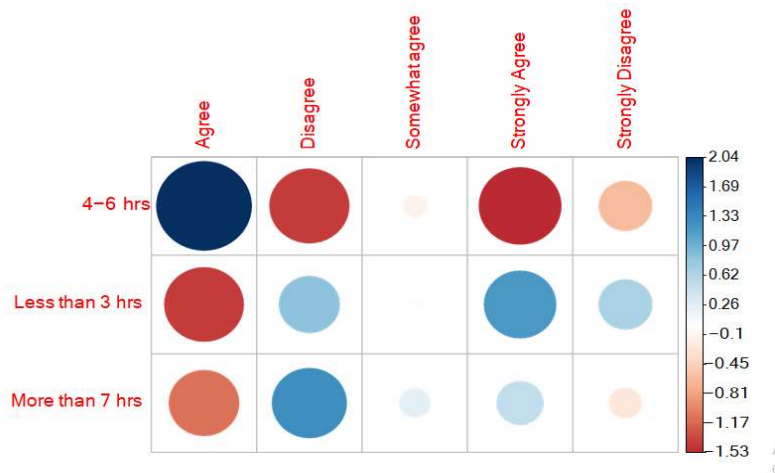
Figure 16

Correlation plotting of rural students who became more empowered

In the case of rural students there are two variables that show dependency between time spent on social networking sites. The students spending more than 7 hours strongly agree that they have become more optimistic by the usage of social networking sites. Also students using social media 4-6 hours tend to agree that they become more empowered after the use of social networking sites.

CHAPTER 5
SUMMARY AND CONCLUSION

The study undertaken by the researcher was "**Study on the impact of social networking sites on adolescent self-esteem**". The sample for the present study consisted of 100 school going adolescents residing in rural and urban areas of Alappuzha and Ernakulam district. The method of sampling adopted was Purposive sampling. The tools used for the research included a self-designed questionnaire for assessing the purpose and use of social networking sites and a self esteem scale for assessing the self esteem. Data was collected, consolidated and analyzed using Percentage analysis and statistical analysis like chi square test and correlation plotting.

Findings

The findings of the study can be summarized as follows:

Background details

- A little more than half of the students belonged to the age group of 17-18 years.

- There was equal participation of respondents from both genders.

- There was little more than half of students belonged to urban (51) area. And (49) students are from rural areas.

- About seventy one percent of students are belongs to nuclear family.

- About thirty nine percentages of the students have the annual income below 25000 under the BPL category.

Usage pattern of social networking sites among boys and girls

- Boys are more active users of different social networking sites than girls.

- All of the respondents use mobile phone for using social networking sites

- More than half of the respondents got information about social networking from their friends (70%).

- Little less than half of the respondents spend less than 3 hours on social networking sites (49%)

- Girls spend more time on social networking sites than boys

- Majority of the respondents spend evening time on social networking sites.

Purpose of using social networking sites among adolescent

- Most of the respondents spend on social networking sites for making friends and maintain existing relationships.

- Respondents often use social networking for sharing happiness, sorrows and achievements.

- Most of the respondents use social networking sites for social interaction.

- 44 percent of them always use social networking sites for chatting, downloading, sharing and uploading pictures and videos

- 32 percent sometimes use social networking for playing online games

- Most of them use social networking sites for entertainment

- Most of the respondents use social networking to keep updated

- Majority of them use social networking sites sometimes for academic enrichment

- Majority of the respondents use social networking sites sometime for fostering hope (35%) and fostering moral values (39%)

- Most of the respondents use social networking sometimes for strengthening the personality

Effect of social networking sites on lifestyle of adolescents

- For majority of the respondents social networking have sometimes affected their daily routine

- For majority of the respondents social networking have always affected their personality in a positive way.

- For most of the respondents social networking sites have always affected their hobbies in a negative way.

- For majority of the respondents social networking sites often affected the study pattern

- Physical and mental activity of the respondents had negative effect by the use of social networking.

- Social networking site have positive and negative impact on lifestyle.

Effect of social networking on lifestyle of adolescents

- Majority of the respondents strongly agree that they started liking and accepting the self after the use of social networking sites (39%).

- Little less than the half (48%) of the respondents strongly agreed that they developed more respected towards self after using social networking sites

- 40 percent of the respondents agreed that they have improved the ability to interact with others with the use of social networking sites

- Most of the respondents agreed that they started feeling frustrated about the performance (33%) by the use of social networking sites

- Majority of the respondents agreed that they started feeling good as others (43%)

- 27 of them agreed that they started feeling insecure and stressful

- Majority of them strongly agree that they have become more optimistic and empowered after the use of social networking sites (36%)

- Social networking sites have positive and negative impact on self esteem of adolescents

Comparison on effect of social networking sites on self- esteem among urban and rural adolescents

- On the comparison of the effect of social networking sites on self esteem among urban and rural adolescents it resulted for some aspects rural adolescents had positive impact on self esteem by the use of social networking sites

Conclusion

The study concludes that the social networking sites have impact on the lifestyle and self esteem of the adolescents. It shows both positive and negative impact on the lifestyle and self esteem. It also concludes that social networking sites have an positive impact on the self esteem of the rural adolescents who spend more time on these sites.

Limitations

- The study was limited to the students in Alappuzha and Ernakulam district only.

- The study was limited to the normal students and not suffering from any disability.

- The major limitation is that due to the pandemic there is no face to face contact with the respondents.

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APPENDIX

STUDY ON THE IMPACT OF ONLINE SOCIAL NETWORKING ON ADOLESCENTS SELF- ESTEEM

- Name –

- Age-

    - 15-16 years

    - 17-18years

- Gender – Male/Female

- Class –

    - 9-10

    - 11-12

- Type of family –

    - Nuclear

    - Extended

    - Joint

- No of family members –

    - less than 3

    - 4-6

    - Above 7

- Father's Education -

- Mother's Education -

- Father's Occupation –

- Mother's Occupation –

- Family annual income –

    - Below 25000

    - 25000-50000

    - 50000-1lakh

    - Above 1 lakh

- Which device you use for social networking sites?

    - Mobile

    - Laptop

    - computer

- Do you use any social networking site – Yes / No

- Type of Social Networking sites used –

    - Facebook

    - Instagram

    - YouTube

    - WhatsApp

    - Others - Specify

- Source of information about SNS

    - Friends

    - Relatives

    - Mass Media

- Approx. time spent per day on these sites

    - Less than 3 hours

    - 4 – 6

    - More than 7 hours

- Preferred time for using

  - Early Morning

  - Day Time

  - Evening

  - Late night

Purpose of Social networking sites

Following are the statements regarding the purpose of social networking sites you use. Please tick appropriate answers.

a. Social Interaction (always, often, sometimes, rarely, never)

  - To make friends

  - To maintain existing relationship

  - To identify people who share the same interests as you

  - To share happiness and sorrows

  - To share achievements

b. Entertainment (always, often, sometimes, rarely, never)

  - Chatting

  - Playing online games

  - Download and share pictures/ movies

  - Uploading pictures/ videos

  - Liking and commenting for others feed

c. Keep updated (always, often, sometimes, rarely, never)

  - Latest news / general knowledge

  - New fashion trends

- Movie update

- Sports

- Health information

d. Academic enrichment (always, often, sometimes, rarely, never)

- Gain knowledge related to academics

- Use it as a source of information for assignment and projects

- Gain information regarding competitive exams

- To clarify doubts

- To get expert advice

e. Strengthening ones personality (always, often, sometimes, rarely, never)

- Achieving emotional balance

- Enhancing creativity

- Developing skills

- For the purpose of fostering a positive moral values

- In order to foster hope

Effect of social networking site on lifestyle

Following are the statements regarding the effect of social networking sites on lifestyle. Choose appropriate options given

- ■ Daily routines (always, often, sometimes, rarely, never)

  - It has motivated to keep me fit and healthy

  - It has affected my personal hygiene activities

  - It has changed my sleeping pattern

  - It has changed my meal pattern

  - It has caused me to ignore my household duties

- Personality (always, often, sometimes, rarely, never)

  - Helped me to share my personal experiences and boosted my self confidence

  - Made me less compassionate and more self-centered

  - Made me more optimistic

  - Motivates me to plan for my future

  - Causes for denial of moral values

- Hobbies (always, often, sometimes, rarely, never)

  - Helped me in working successfully in a group

  - Improved my creative ability

  - Stopped me from engaging in other activities such as playing outside, reading books or any other

  - Affected academic grades

- Physical and mental activity

  - It has made me more lazy

  - Resulted in health problems

  - It made me feel depressed when there is no internet connection

- Social interaction

  - Helped me to connect with people

  - Helped me to reduce my boredom through interacting with friends

  - Created distance between me and my parents

  - Reduced face to face interaction with my friends

Self-esteem scale (strongly agree, agree, somewhat agree, disagree, strongly disagree)

1 I have started liking myself and accept myself the way I am

2 I have developed more respect towards myself

3 I have improved my ability to interact with others

4 I have started feeling frustrated or rattled about my performance

5 I have started feeling good as others

6 I feel worried about what people think of me during online social networking

7 I am worried about whether I will be regarded as a success or failure by others

8. I feel that I am becoming popular in my friends because of use of online social networking

9. Sometimes I feel very insecure

10. I feel that my life is very stressful because of online social networking

11. I have started giving fake information to be popular online social networking

12. I am now becoming more optimistic

13. I feel that I have developed ability to resist manipulation by others

14. I feel that I have become more sensitive to the feelings and needs of others

15. I now consider myself as more emotionally stable

16. I feel that online social networking has helped in raising my self confidence

17. I feel now more empowered