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Self-Esteem and Facebook Addiction: An Impact of the Global Outbreak on University Students

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ABSTRACT

Facebook has been instrumental in the lives of people; specifically amongst the students. The objective of the work underhand highlights the impact of the pandemic on the Facebook addiction and also on the self-esteem of university students. With an intent to check and prove a low or high degree of self-esteem particularly in university students due to the excessive use of Facebook especially after the global outbreak in the shape of COVID-19; 100 of students from the University of Azad Jammu & Kashmir, Muzaffarabad whose age ranges around 19-26 were tested by collecting their data with two standardized scales namely Bergen Facebook Addiction Scale (BFAS) and Rosenberg Self-Esteem (RSE). The data analysed by computing reliabilities of scale, correlation coefficient, and independent-sample t-test. It is concluded that excessive use of Facebook activities during the global outbreak has increased self-esteem. The study also proposes positive use of Facebook, including connection and learning.

KEYWORDS	Facebook Addiction, Pandemic, Self-esteem, Social Media, University Students

Introduction

Life in the 21st century is quite different from its previous ones where the whole world is just one click away from our fingers. The boost in technology, especially from the traditional medium of communication to the erratic e-world with full of surprises and innovations, has a great impact on the lives of the people. From paper media to social media and now the bulk of social networking websites; how entered our lives; is still a big question because the same has been increasing with each passing moment. The cyber-world is crushing all boundaries and has entered the daily routine of the people. Now, people do their shopping, chatting, passing with all the latest information through these Worldwide Webs because of easy access via cell, iPad, laptop, computer, or gadget of any kind everywhere and anytime.

Talking about the start of this obsessed world of Social Networking, Facebook is one of the most famous ones among the rest which was launched in 2004 primarily in the shape of a communication app for university students. With time; apart from connecting with their family and friends through text messages, it has provided a huge platform to share all personal and private life where people update whatever they like in the shape of pictures, videos, via different posts or statuses. It has become one of the main parts of people's life (Muzaffar, Yaseen& Safdar, 2020).

Moreover, some people especially university students also get monetary benefits from it by sharing education-related information or from other profitable activities. Around 85% of university students used Facebook in communicating about their courses with their friends as reported in a survey conducted between a specific period (Ophus and Abbitt, 2009) and the same has been increasing day by day especially after the pandemic Covid-19. This huge ratio threatens the fabric of society related to their daily life as it reflects unintentional addiction in the use of Facebook. According to the viewpoint of a few authors, this addiction can be made fruitful if students try to fund more in their knowledge by using it that would ultimately lead to a knowledge-based society (Nalwa and Anand, 2003).

Although scholars fear the alarming increase in the mental related issues because of this addiction among university students-one of research that has studied basic behaviours attach to this excessive use of the internet with time reflects this threat. (Chou, 2001; Chuang, 2006; Mark Griffiths, 2000; Ng and Wiemer-Hastings, 2005; Quayle and Taylor, 2003; Tsai and Lin, 2003; Wan and Chiou, 2006; Yang and Tung, 2007; Young, Pistner, O'MARA, and Buchanan, 1999; Young, 1996, 1997). Another research shows that out of 49 % of university students i.e. research by Stern and Taylor (2007), 3% use more than two hours on the use of Facebook. (Peluchette and Karl, 2008; Raacke, 2014 and Bonds-Raacke, 2008; Salaway et al., 2008).

In addition to the charismatic world of Facebook with all of its utilities, it has negative effects too because of its excessive use due to which scholars commonly call these phenomena of side-effects as "Facebook Addiction" (Henrichs, 2009) as it shows the same habitual patterns of behaviour that exist in gambling, shopping, and Internet addiction. According to Stutzman (2005), people while using Facebook increase their social network which is good on one hand but when it turns into addiction the same goes in a large amount of waste of time later. This has been increased especially during this outbreak of COVID-19 globally. Also, the facility to pass comments and so-called scholars and judgments by social media fighters and think tanks on the personal profiles of people gets to make people understand their own life in line with those comments. (Muise et al., 2009; Boyd and Ellison, 2007). The same leads to a very strong effect on the self-esteem of the people.

Schwartz (2010) in his research found a great link between the use of Facebook and self-esteem, narcissism, and loneliness. High the use greater the negative effect on all these things. He says that users spend one hour daily on Facebook and with one to five status a week on average by every user. He found that the more the students log onto Facebook, the lower his self-esteem. People with low self-esteem use social media sites to feel themselves closer to others with an increase in the number of friends or by updating their status etc. This paves way for more comprehensive, out-and-out opportunities to research Facebook addiction.

Wilson et al Study (2010) defines self-esteem as, "idiotypic thinking and maintaining one's image about oneself and amount of trust in ones' abilities" worth, and significance, which is conveyed through their attitudes and verbal behaviour." It is key to a healthy life and happiness (Passer and Smith, 2007, pg. 453). Braden (1969) explains three aspects of self-esteem. Its importance for shining life and influenced by many factors such as friends and society (Gross, 2010). Feelings of being accepted increase self-esteem and ignorance ultimately put it down, Hogg, and Vaughan. (2008).

Testing the effects of the use of the internet on self-esteem, many studies have been conducted by taking different variables. Van der Aa (2008) has studied on the

interconnection between the use of the internet by teenagers with low self-esteem and depressive moods. He found that they have allowed the level of emotional stability in contrast to the high level of introversion that triggers compulsive internet use (CIU). His study shows that 99% of youngsters use the internet in their daily routine with 97% have easy access to the internet at home. He further reveals that daily internet use in on the edge and not has a direct link with low well-being in them apart from other factors.

Festinger (1954) in his social comparison theory, says that everyone has an aptitude of comparing oneself with others to get an idea of their abilities that may increase their level of confidence if comparison goes positive with the objective approach but on the other hand if standards of unbiased comparison drive inaccessible the same lead to distortion and poor feeling about oneself. There are two types of Social Comparison Theory i.e. Upward Social Comparison and Downward Social Comparison. The first talk with the process of comparison with the people of great abilities to improve oneself by looking up whereas other is opposite to the first. In this mode of comparison, one makes oneself feel greater by looking down on the people lower than that to him. Now media portrays the perfect picture of this comparison of all genders. Tiggemann and Slater (2003) prescribe the dashing competition to look perfect among women who work in music videos has an ultimate effect on their self-esteem.

Literature Review

At the time of reviewing the literature, an amount of research focusing on depression, self-esteem, and excessive use of the internet and addiction in the use of social media during the pandemic were noticed (Muzaffar, Chohdhry & Afzal, 2019). Here, Jacobsen and Forste (2011) put light on the effects of the excessive use of electronic media. They say that it is the sole culprit that has reduced head-on connections among people that used to be in the past; as nowadays; people are more horizontal towards emails, text messengers, IM, and SNSs. Not only the daily life of the people but the most vulnerable part of the society also i.e. students of the universities; in their academic life, are easy prey to its cons type effects yet increase in social networking sites because of an excessive interaction electronically is another story (Jacobsen and Forste, 2011).

Wang and Liang (2011) also second this opinion as mentioned in the foregoing paragraph in their research on the effects of social media on college students. They say that students and their efficacies have been badly hit by these social networking sites due to the wasting of the unlimited period of precious hours. Besides this, these SNSs like Facebook shares one's personal information like interests, hobbies, status updates, and all that jazz incidental to it that touches other people like a double-edged sword by throwing light on the weaknesses of others in preventing them to express their opinions freely coupled with lowering the self-esteem of their and increase the same of the sharer but with subjective approach of one's about oneself in vice versa. Here, Gonzales and Hancock (2011) also tell the same that an increase in one's self-esteem occurs when one is in charge of information on one's own.

One of the major theories that express Self-esteem was laid down by Maslow, (1943; 1954; 1970). He treats self-esteem as one of the important traits in the lives of human beings. He portrays all needs of hale and hearty life in five phases. Firstly, he starts from the psychological needs those stand for basic things like shelter, water, and food. His second phase embodies security and safety in employment, money, health, friends, and neighbours, although this level is not as of much importance as to the first level. Here, he says that as per his characterization third level which talks about social needs come in and only if an individual passes over the first two phases. This stage

encompasses emotional connections such as love relationship with loved ones. Moreover, this also includes friendships, trust & social acceptance. All these aspects are essential to get genuine fulfilment in life. After getting these first three levels, the fourth level emerges that is the need for esteem. This esteem includes self-esteem, personal reflection, and value. If esteem of one is high then it leads to his worth and respect in front of others and makes one happy, outgoing, and positive but negative in the shape of low esteem makes one negative, depressed, quick to anger, and moods. The last but not the least level of Maslow's hierarchy is the highest level in the life an individual is the fifth level i.e. self - actualizing. This level makes an individual make his dreams come true without bothering what people say about him.

According to Ellison et al. (2007), self-esteem may go between social networking sites and social capital (social capital is a web of interactions surrounded by people). People with low self-esteem intake more form Facebook opposite to others. Apropos to this, Stein field et al. (2008) in his study interviewed 18 people on the subject of the use of Facebook and the internet where he also calculated self-esteem and contentment in their lives and found strong ties of all those with social capital outcomes. Pettijohn, LaPiene, and Horting (2012) in their study conducted on 200 undergraduate students from public universities in Ohio and South Carolina about the connection between active use of Facebook and self-esteem as based on the quality of companionships and behaviour; have found a noteworthy progressive relationship between use of Facebook and friendship depending self-esteem but there were no significant relationships between Facebook use and personality. A study by Mehdizadeh (2010) on self-esteem from social networking sites and their connotations with online self-promotional content shows that people with poorer self-esteem were more in touch with online bustle as well as some self-promotional content. This study is closer to this work that is all about to see if there is a relationship between self-esteem with Facebook use and other online activities.

The main objective of this study is to highlight the impact of Facebook addiction on self- esteem of university students especially during the pandemic COVID-19. Unfortunately, in Pakistan, no focus has been given to this critical issue. Some pieces of research have been conducted to discover the issue and those revealed that excessive use of Facebook before and during the global outbreak lowers the self-esteem of individuals.

Research Methodology

Research Design

This research is based on a quantitative and nonexperimental design using correlations. Here, Kumar (2005) explains about correlations study that it is used to discover the relationship between two different aspects of a situation by taking a detailed analysis of it.

Variables

The independent variable in this study is the Facebook addiction as the same is one of the most famous and influential social media among all social networking. As Sutz man (2005) rightly said that on the one hands use of Facebook by its users is quite helpful in their social network building but on the other hands its addiction also causes a lot of wastage not only in time but also in money especially has a worse impact on their self-esteem, so we here we take self-esteem as a dependent variable affected by Facebook addiction during pandemic.

Sample

Here, we take a hundred participants for sampling out of which 57 persons are male and the rest of 43 are females. Their ages vary from nineteen to twenty-six. Also, a random sampling technique was applied to the population of university students.

Research Instruments

The research instruments are:

a) Demographic Information Sheet, 2024

b) Bergen Facebook Addiction Scale, 2024

c) Rosenberg Self-Esteem Scale, 2024

Demographic Sheet

The demographic information sheet contains information about the respondents, age, gender, and education.

Bergen Facebook Addiction Scale (BFAS)

Bergen Facebook Addiction Scale (BFAS) BFAS deals to assess the Facebook addiction by Andreessen et al. as designed in 2012. The scale contains six items representing the six addiction elements, each item in the scale responds on a five-point Likert scale and starts from 1=very rarely to 5= very often. The alpha of the coefficient of BAFS is .83. The reliability coefficient of the test-retest is .82. The corrected item-total correlation ranges from .60 to .73.

Rosenberg Self-Esteem Scale (RSE)

Rosenberg developed this scale in 1965. The Rosenberg Self Esteem scale measures the general feelings of self-worth or self-respect. The scale contains 10-items that give a response with a 4-point Likert type scale. The response format starts from 3= strongly agree to 0= strongly disagree. The scale high rating in reliability internal consistency is 0.7. The alpha coefficients here are from 0.72 to 0.87. The total sum of the score is from 10-50. If a person scores 10 or below it shows low self- esteem and if the person scores 50 then it shows high self- esteem.

Data Analysis

The data were analysed by using a statistical package for social sciences (SPSS) in which the Pearson Product-Moment Correlation Model and independent-sample t-test were applied.

Results and Discussion

The current study examines the impact of Facebook addiction on the Self-esteem of university students during the global outbreak in the shape of COVID-19. In this regard, the result of the data as collected from students of the University of Azad Jammu & Kashmir, Muzaffarabad, Pakistan i.e. samples containing 57 males and 43 females along with the information gathered through questionnaires are as under in the below-mentioned tables.

Table 1
Descriptive Statistics (N=100)

Variables	Mean	Std. Deviation
Facebook Addiction	45.1	11.61
Self-Esteem	18.03	4.23

Note: N=total numbers of observation=mean, SD=Standard deviation

This table shows the number of participants, mean values, and standard deviation. In this table, Facebook addiction means the value of 45 greater then means of self-esteem value 18.03. The standard deviation of Facebook is 11.61 and the self-esteem standard deviation value is 4.23.

Table 2
Alpha Reliability of Facebook addiction and Self-Esteem during Pandemic

Variables	Alpha Reliability Coefficients
Facebook addiction	0.84
Self-Esteem	0.52

The above result shows that the reliability of Facebook addiction .84 is greater than 0.7 (which is the criteria of Cronbach's Alpha that reliability value should be more than 0.7). So, it indicates that the Facebook addiction scale is acceptable for social scientific research while self-esteem reliability is .52 which is moderately less.

Table 3
InterScale Correlation for Facebook Addiction and Self-Esteem (N=100)

Variables	1	2
BFA	1	
RSE		0.18

Note: BFAS= Bergen Facebook Addiction Scale, RSE= Rosenberg Self-Esteem Scale

The above Table shows a correlation between Facebook addiction and self-esteem. Facebook addiction has a significant positive correlation with self-esteem ($r=0.18$, $p<0.05$).

Table 4
Independent Group t-test among BFAS, RSE, AND GENDER (N=100)

Variables	Male(n=57)		Female(n=43)		t(df)	P	95% C-l	
	M	SD	M	SD			LL	U.P
BFAS	45.39	10.63	44.72	12.91	0.28(98)	0.77	-4.01	5.34
RSE	17.68	4.27	18.49	4.2	-.93(98)	0.35	-2.50	0.89

Note: M=means, SD=Standard deviation, BFAS=Bergen Facebook Addiction Scale, RSE=Rosenberg Self-Esteem-L=Confidence Interval.

Table 4 shows the independent sample t-test among variables (BFAS and RSE) and gender. To test the assumed hypothesis that there is a significant difference between the male and female use of Facebook and according to the above results P-value of 0.778 and 0.35 for Bergen Facebook Addiction and Rosenberg Self-Esteem respectively represents that there is a slight difference between male and female. It reveals that there are no significant differences between genders.

Discussion

The main purpose of this work was to explore the impact of Facebook addiction on the self-esteem of university students during the global outbreak i.e. COVID-19. The hypotheses of this study were two. First was that "there will be a significant positive

impact of Facebook addiction on self-esteem during pandemic". The second hypothesis was that "there will be a difference between Facebook and Self-Esteem to Gender". To test the first hypothesis, correlation analysis was run and results showed that their exists significant positive relationship between Facebook addiction and self-esteem especially during the time of the global outbreak. Results supported the first hypothesis. However, the results of the current study are not supported by the second hypothesis showing that there were no differences between genders.

Our results are inconsistent with earlier studies results revealed that Facebook addiction is negatively correlated with self-esteem. The reason might be that those were conducted in normal conditions whereas our study was conducted during special circumstances and in extra-ordinary conditions. As Schwartz (2010) in his research found a great link between the use of Facebook and self-esteem, narcissism, and loneliness. High the use greater the negative effect on all these things. He says that users spend one hour daily on Facebook and with one to five status a week on average by every user. He found that the more the students log onto Facebook, the lower his self-esteem. The results of the current study revealed the significant positive relationship of Facebook addiction with self-esteem during pandemic. This finding supports the earlier findings of Kalpidou et al (2011), Lee et al (2006), and Omolayo, Balogun, & Omole (2013).

Also, it reflects that one who makes oneself up to date with current affairs and more to fund in one's knowledge under his caps by using Facebook, get positive effects on their self-esteem. It also shows the attitude of university students towards Facebook. Besides this, it tells the reason why youngsters especially university students spend their time more on Facebook apart from common people. One of the satisfactory answers is people get self-satisfaction by sharing their feelings with their friends via this social medium. i.e. Facebook. Here, results tell that there is as such no big difference between males and females. These findings support previous findings of Omolayo, Balogun, & Omole (2013), Malik & Khan (2015).

Conclusion

From the findings of this study, it is concluded that Facebook has a positive impact on the self-esteem of the individual not only in normal circumstances but also in extra-ordinary conditions like as recently happened in the global outrbreak in the shape of COVID-19. Here, we can conclude that Facebook addiction increases the self-esteem of individuals. Students use Facebook for educational purposes, the medium of communication, and for maintaining a relationship with their friends and also get a reduction in their feelings of loneliness. And also results also found that there is no significant difference exists between males and females in this regard irrespective to any circumstances.

Recommendations

This study recommends the following

- First, students should use Facebook to increase their educational and other related information and also can deal with their self-esteem positively.
- Second, counsellors and psychologists should use the Facebook platform to help their students in reshaping their self-esteem. The psychological reimbursement of Facebook is real. They may expose how to construct self-esteem and feel good, at least in the short term.

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