

The Influence of Social Media on Self-Esteem among International Business Students in One of the Public Universities

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Abstract: Over the past few decades, there has been a remarkable expansion of Information Communication Technology (ICT), leading to significant changes in our lives as we advance in years. Internet addiction has become a major global concern, with the number of affected individuals increasing daily. The Internet has become the primary source of knowledge, and the exponential rise in students' engagement with social media is a noteworthy phenomenon. However, it cannot be overlooked that students are spending more time on social media than on their studies, which can hurt their exam performance unless they allocate more time to learning. Therefore, this paper explores the extent to which factors of social media usage and social media addiction influence self-esteem. The target respondents were among the 97 students of Part 5 in the international business program in UiTM. The objective of this study is to investigate factors of low self-esteem among teenagers (IB students) which it narrows down to the following aim; to identify the relationship between the usage of social media and low self-esteem and to measure the relationship between social media addiction and low self-esteem. The finding of this study revealed that social media addiction has positively influenced the teenager's self-esteem. Consequently, the result of this study is hoped to help future research to do relevant & further study on social media associated with self-esteem. Besides that, it also gives recommendations to teenagers to foster healthier digital habits and strike a balance between online activities and their daily responsibilities.

Keywords: *Social media, social media usage, social media addiction, self-esteem*

1. Introduction and Background

Internet, social media, mobile applications, and various other digital communication technologies have become an integral part of the daily lives of billions of individuals worldwide. Social media serves as a global platform that enables people not only to engage with one another but also to share their daily experiences, and innovative ideas, and generate content. Instagram, in particular, has witnessed rapid growth, especially among teenagers, providing users with the ability to effortlessly update or publish images and videos of themselves for the world to see. Through social media, users have the opportunity to create a profile and a bio, where they can share personal information such as their name, age, and gender. However, this can potentially pose risks when individuals seek to express themselves more freely in the media, striving to gain recognition and visibility. Significantly, social media encompasses both textual and visual elements, as individuals now can document and share their social experiences through words and images. In the past, before the emergence of Web 2.0 technology, published photographs were primarily regarded as an artistic medium and a specialized skill within traditional media, utilized to showcase cultural phenomena and historically significant moments. However, the simultaneous progression of Web 2.0 technology and the integration of cameras and photo editing applications into smartphones have allowed for the utilization of photos to capture and exhibit the intricate details of ordinary people's everyday lives. This shift has resulted in the democratization of photography on the internet and represents a broader advancement in terms of self-expression, memory preservation, and social interaction (Chen, Sherren, Smit & Lee, 2023).

This research uncovers numerous issues or challenges. Primarily, social media hurts teenagers as it leads them to spend excessive hours engaging in online interactions, potentially hindering their ability to interact effectively with individuals in real-life situations due to the inherent comfort of online communication (Abd Rahman & Abdul Razak, 2019). When teenagers lack effective communication skills, their confidence in successful face-to-face discussions diminishes. Consequently, social media platforms like Instagram can have a detrimental impact on teenagers, as they contribute to lowered self-esteem. To address this issue, implementing solutions such as setting limits on screen time for students could be beneficial, even though it might be challenging due to their already-established habits of using social media. Another problem

statement can be found in this issue is that teenagers may experience melancholy, anxiety, and stress as a result of their usage of social media (Abd Rahman & Abdul Razak, 2019). The desire to meet societal standards and conform to current social media trends places immense pressure on young individuals to seek validation from their peers or showcase their uniqueness. Consequently, teenagers experience negative impacts on their emotional well-being and mental health due to their inability to meet these expectations. This, in turn, plays a significant role in influencing a teenager's self-esteem. One potential solution to address this issue is engaging in outdoor hobbies, as they provide a healthy outlet and diversion from the pressures of social media. According to (Daroy, 2018), Keeping active in sports or other physical activities will distract them and would even improve physical wellness.

2. Literature Review

Self-Esteem: Self-esteem refers to the overall value individuals attribute to themselves. Numerous empirical studies have emphasized the link between self-esteem and various aspects of well-being, including subjective well-being, life satisfaction, happiness, and mental health. Additionally, past research has consistently demonstrated that lower self-esteem can act as a risk factor for various forms of addiction (Gori, Topino, Griffiths, 2023). Self-esteem refers to an individual's self-assessment of their personal value or worth. There is a significant connection between the use of social media and mental health about this self-perception (Tibber, Zhao, & Butler, 2020). Earlier studies have demonstrated that fearful and preoccupied attachment styles, along with a generally anxious attachment style, play a predictive role not only in the emergence of problematic social media usage but also in other variables that can impact this connection, such as self-esteem and fear of missing out (FOMO) (Stanculescu and Griffiths, 2022). Previous research has indicated a connection between self-esteem and problematic use of Facebook, social comparisons, and depression (Marino, Gini, Vieno, & Spade, 2018). While various studies have explored the relationship between social media use and self-esteem, they have primarily focused on selfie behavior and prosocial actions.

Happiness rather than specifically investigating young adults' self-esteem concerning Instagram (Mohd Nazri, Abd Latiff & Muhmud Pirus, 2021). Additionally, previous research is investigating the mediating role of positive feedback between social networking site (SNS) use and social esteem. However, limited research has been conducted on the association between self-esteem and Instagram use, with most studies focusing on general social media platforms. This study stands out by exploring how self-esteem can influence an individual's motivation to enhance their self-esteem (Mohd Nazri, Abd Latiff & Muhmud Pirus, 2021). For example, the authors noted that users with high self-esteem tend to benefit from success and are more motivated to continue tasks that boost their self-esteem. Positive self-esteem serves as a driving force for personal motivation. On the other hand, individuals with lower self-esteem may lack the motivation to repeat tasks, hindering their progress and potential for future motivation (Danielsson & Bengtsson, 2016). Prior studies have indicated that individuals with low self-esteem tend to view social media as a safer platform for self-expression compared to those with high self-esteem. Additionally, research has found a negative correlation between self-esteem and addictive social media usage. As such, the current study hypothesizes that there will be a negative association between self-esteem and symptoms of addictive social media use (Andreassen, Pallesen, Griffiths, 2017).

Social Media in Malaysia: Social media is defined as an application that facilitates communication and interaction between users, creating an online space where people can connect, share, and communicate with others for various purposes. It serves as a platform enabling individuals to establish and maintain social networks or relationships with others who have similar personal or professional interests, backgrounds, or real-life connections (Tayo, Adebola and Yahya, 2019). Essentially, social media fosters the exchange of information and ideas within networks of individuals. This interactive process heavily relies on electronic devices such as tablets, iPads, laptops, and Internet-based technologies to connect people. In essence, social media can be described as a set of technologies that promote social interaction, foster collaboration, and facilitate discussions on a global scale (Boateng & Amankwaa, 2016). In the Asia Pacific region, Malaysia stands out as one of the leading users of social media, which can be attributed to the significant increase in internet penetration within the country. As of the first quarter of 2015, Malaysia's internet penetration rate reached 70.4% (MCMC, 2015). Notably, social media penetration in Malaysia reached 53%, making it the sixth highest in the Asia Pacific region. Furthermore, Malaysians spend an average of 3.3 hours per day on social media, ranking third in the region in terms of daily social media usage.

Social Media Usage: In a recent study conducted by previous researchers, the focus was on investigating the impact of social media usage on the academic pursuits of undergraduates. The findings revealed a range of social media platforms preferred by undergraduates, such as WhatsApp, Facebook, Instagram, YouTube, Twitter, LinkedIn, Google Plus, Snapchat, and Skype. On average, undergraduates dedicate 2-3 hours each day to engaging with social media, attributing their usage to various purposes, including socializing, seeking information, academic-related activities, business interests, and entertainment (Tayo, Adebola and Yahya, 2019). The negative impacts of social media outweigh the positive ones, particularly when it comes to students. As they tend to allocate more time to social media for non-educational purposes, it leads to distractions within the learning environment, ultimately affecting their academic progress (Kolhar, Ahmed Kazi & Alameen, 2021). According to a recent study, social networking sites are widely used by university students, mainly due to the widespread availability of smartphones and easy access via home computers. However, this extensive use of social media has resulted in a decrease in the time students dedicate to academic activities. Interestingly, only a minimal percentage (1%) of students utilized social media for academic purposes, while a substantial majority (35-43%) engaged in non-academic activities such as chatting with others on platforms like WhatsApp, Facebook, and Snapchat, and browsing social networking sites to pass the time (Kolhar, Ahmed Kazi & Alameen, 2021).

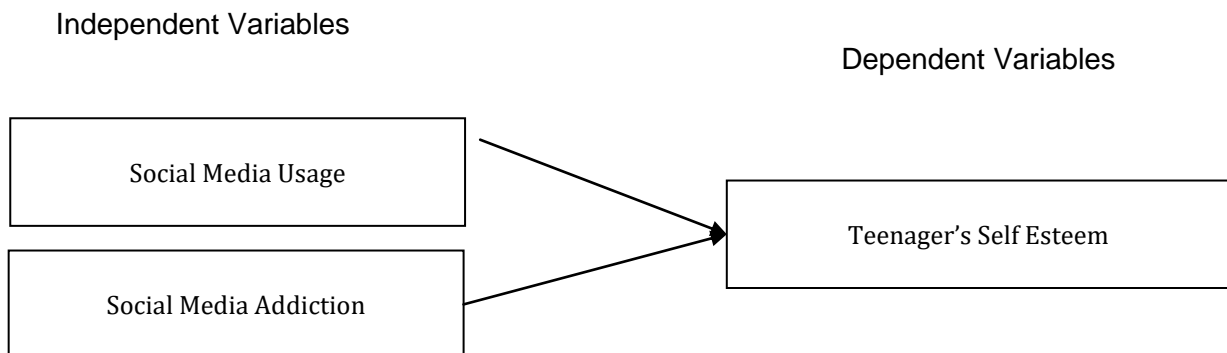
Social Media Addiction: The study investigating the effects of social media usage on students' academic performance has identified several noteworthy influences, including internet addiction, distraction, anti-social behavior, cyberbullying, and a decline in writing and spelling skills. The research concludes that the prevalent social media platforms among students are WhatsApp, Facebook, Instagram, and YouTube. These platforms are primarily utilized for socialization, accessing information, and academic purposes. Additionally, the study hints at a potential correlation between the reasons behind social media addiction and the usage patterns observed (Tayo, Adebola, and Yahya, 2019). According to a recent study, social networking sites are widely used by university students, mainly due to the widespread availability of smartphones and easy access via home computers. However, this extensive use of social media has resulted in a decrease in the time students dedicate to academic activities.

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H1: Social Media Usage has positive and significant influences.

H2: Social Media Addiction has positive and significant influences on Teenagers Self Esteem.

Figure 1: Research Framework



3. Research Methodology

The study was conducted among part 5 students from the International Business program at Universiti Teknologi Mara (UiTM) Puncak Alam. Part 5 has a total of 128 students. Referring to Krejcie and Morgan's table, the targeted respondents for this research are 97 students. The probability sampling method will be applied in this study. Simple random sampling and complex probability sampling are the two different forms of probability sampling. It is anticipated that the sample's characteristics would reflect the population from which it was collected. For this study, simple random sampling is the most appropriate sampling method. To use the whole Part 5 student population at UiTM Puncak Alam as a selected respondent would be too complex and difficult. The method used to conduct the survey is by distributing the questionnaire through online instant messaging such as Telegram and WhatsApp. This will allow and ease the researcher to reach the target population. Correlation coefficients were used to analyze the data to identify the relationship between the variables. Furthermore, multiple regressions were used to assess the most influential factors towards self-esteem.

4. Results

This section presents sets of results relating to the profile of respondents' experiences towards social media in influencing self-esteem based on demographic and geographic characteristics (gender, age, semester, and social media usage).

Profile of Respondents: Table 1 displays a summary of the characteristics of the total sample of students who participated in the study.

Table 1: Demographic and Geographic Information About International Business Students in UiTM

VARIABLE	FREQUENCY	PERCENTAGE
GENDER		
Males	18	18.6%
Females	79	81.4%
Total	97	100%
AGE		
20-22	40	41.2%
23-25	49	50.5%
26-28	4	4.1%
29-32	4	4.1%
Total	97	100%
Semester		
Semester 1	10	10.3%
Semester 2	4	4.1%
Semester 3	14	14.4%
Semester 4	3	3.1%
Semester 5	66	68.0%
Total	97	100%
Social Media Usage		
Instagram	33	34%
Twitter	7	7.2%
TikTok	45	46.4%
Facebook	12	12.4%
Total	97	100%

Correlation Analysis: A correlation matrix is used to demonstrate the strength of a linear relationship between variables in a dataset. The correlation coefficient is used to demonstrate the correlation. The

correlation coefficient indicates how closely two variables are connected. Scores vary from 1 to -1. A perfect positive correlation is represented by a value of one, whereas a perfect negative correlation is represented by a value of one. Closer to zero indicates a weak association.

Table 2: Correlation Analysis

	Social Media Usage	Social Media Addiction	Teenager's Sel esteem
com_TSE	.254*	.049**	1
	.012	.000	
	97	97	97

** Correlation is significant at the 0.01 level (2-tailed)

* Correlation is significant at the 0.05 level (2-tailed)

Table 2, indicates that Pearson's correlation between teenage self-esteem and social media usage is negligible, $r = 0.254$. This indicates that there is a statistically insignificant correlation between the respondent's teenage self-esteem and social media usage. Pearson's correlation between teenager self-esteem and social media addiction is low positive, $r = 0.490$. This indicates that there are statistically significant correlations between the variables.

Analysis of Variance (ANOVA, and Multiple Regressions): ANOVA was used to determine the significant influence of social media on self-esteem among international business students in UiTM Puncak Alam. The ANOVA results are displayed in Table 3.

Table 3: Coefficients

Model		Unstandardized Coefficients		Standard Coefficients		
		B	Std. Error	Beta	t	Sig.
1	(Constant)	16.107	3.826		4.210	.000
	Social Media Usage	-.379	.223	-.220	-1.699	.093
	Social Media Addiction	1.635	.325	.650	5.027	.000
R		.513a				
R-square		.263				
Adjusted R-square		.247				
F		16.764				
Significance F value		.000b				
Dependent Variable: com_TSE						
Predictors: (Constant), com_SMA, com_SMU						

According to the results in Table 3, just two independent factors, social media use and social media addiction, contributed considerably with significant values of 0.093 and 0.00, respectively. According to the results of the standardized coefficients (beta), social media use is the variable that contributed to the dependent variable with $B = -0.220$, while social media addiction contributed to the dependent variable with $B = 0.650$. The result has shown that it supported hypothesis 2, Social Media Addiction has positive and significant influences on Teenagers Self Esteem. Therefore, rejected Hypothesis 1, Social Media Usage has no positive or significant influences on self-esteem. Based on Table 3, the value of R represents the percentage of variance in the dependent variable, which is explained by the variation in the independent variable. It is significant to the value that represents our research and how much this study is presenting. In this study, the value of R is (.513), equivalent to 51.3%. Thus, this shows that our study had presented 51.3% and the balance of 48.7% is explained by other factors. Whereas the F value is where it predicts the response of the sample. The minimum value is 1 but the study recorded F at 16.764, $p > 0005$, which predicts to be a good model for forecasting the sample. As a result, it indicates that the data gathered was valid and can be accepted. The data's significance could be attributed to the extensive number of questions per variable being tested.

Discussion: This research aims to gain a better understanding of the relationship between social media usage and addiction about teenagers' self-esteem at Universiti Teknologi Mara, Puncak Alam. By considering the various social media platforms as moderators, the study will analyze the factors within social media that potentially impact teenagers' self-esteem. In the current era of modernization, it has become commonplace for teenagers to have accounts on popular social media platforms such as TikTok, Twitter, and Instagram. As of April 2022, Instagram users aged 18-24 accounted for 30.2% of the total user base, comprising both males and females (Dixon, 2022). Conducting this research will shed light on the level of self-esteem among teenagers based on their usage of specific social media platforms and their degree of dependence on social media. Based on the findings, it has been established that only the independent variable of social media addiction has a significant and positive impact on teenagers' self-esteem (H2).

This addresses research question number two. Notably, social media addiction may be even more potent than addictions to alcohol or cigarettes, largely due to the internet's accessibility, widespread use, cost-effectiveness, and perceived safety. Ignoring the effects of social media could have detrimental consequences for teenagers. This accomplishment fulfills the first research objective: identifying social media usage patterns that may lead to social media addiction. The conclusion drawn is that social media usage has an insignificant and negligible impact on teenagers' self-esteem (H1). Social media can serve as a source of support during challenging times, and many view it as a healthy means of building peer attachments, where individuals receive encouragement and motivation, ultimately boosting their self-esteem. This finding successfully fulfills the second research objective, which was to assess the daily frequency of social media usage among young adults.

5. Managerial Implications and Recommendations

Recommendation for Future Research: A more effective method of evaluating the usage of social media should be included in the further investigation of this subject, as well as a sample size that is both more varied and bigger than the one that was used in the particular study. It would also be fascinating to look into the different ways that men and girls utilize social media platforms like Instagram, Facebook and Twitter. According to this research, girls had an average self-esteem score that was somewhat lower than that of men. Thus, females may be more sensitive to being affected by social media than boys. As a conclusion, given that this was correlational research, there is no explanation as to why there is a connection between high self-esteem and participation in social media. Additional study has to be carried out so that we can identify the components that are contributing to the problem.

Recommendation for Teenagers: To address the issue of spending excessive time on phones, teenagers can implement the following strategies. Teens can set alarms on their phones to monitor their daily screen time. This will help them become aware of how much time they spend on their phones each day. Second, it's crucial for students, especially those at UITM, to focus on their school assignments and avoid distractions like social media addiction, laziness, and lack of motivation. Finding a new environment that fosters motivation and excitement about their tasks can be helpful. Third, to strike a healthy balance, teens should disconnect from

digital gadgets for specific periods, especially during schoolwork or important tasks. After completing their work, they can indulge in phone usage without excessive social media involvement. Fourth, Avoid Social Media Addiction. Being cautious about excessive social media use is vital to prevent addiction. Teens can engage in more meaningful personal interactions rather than simply spending time on their phones. Fifth, Monitor Social Media Activities: Parents can become tech-savvy and monitor their children's social media activities. This proactive approach aims to prevent teens from becoming overly dependent on social media platforms (Almond Solution, 2019). By following these recommendations, teenagers can foster healthier digital habits and strike a balance between online activities and their daily responsibilities.

Conclusion: This study sheds light on the attitudes of young individuals towards social media. It reveals that addiction to and frequent use of social media negatively impacts youngsters' self-esteem. Overall, the research highlights the significant relationship between various aspects of social media and teens' self-esteem. The findings indicate that social media can lead to a harmful addiction among young individuals. Some respondents strongly agreed that social media has become an addiction for them based on the questionnaires. The researchers propose that future studies could include additional indicators to better reflect a teenager's level of self-esteem. Understanding the link between social media addiction and adolescent self-esteem is crucial for comprehending their reciprocal effects. Further research is recommended to gain a deeper understanding of the consequences of this situation. Moreover, the study reveals that youngsters' self-esteem has only a minor influence on their frequency of social media use. Some respondents disagreed with the statement "I use Instagram every single day." Researchers are encouraged to enhance their methodological and theoretical approaches to explore teenagers' self-esteem and related inquiries within the realm of social media platforms. Additionally, researchers are expected to explore prospective factors that are relevant to the current state of the virtual world. In conclusion, the research's questions and objectives were appropriately addressed and fulfilled. This study has sparked further questions about social media and its impact on teenagers' self-esteem in various aspects.

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