

Social Media's Impact on Self-Esteem: Among Currently Young College Students (18-26).

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INTRODUCTION

PURPOSE OF STUDY

- Current undergraduate students between the ages 18-26, from various academic institutions.
- The purpose of this study is to research how social media continues to greatly impact the development of health self-image, influencing a high prevalence of low self-esteem among currently enrolled college students (ages 18-26).
- The proposed quantitative research study will also examine patterns of low SE occurrences as it relates to demographic variables, such as age 18-26), race gender identification, current college year statuses, and social media affiliation questions.

RESEARCH QUESTION

- This study aims to identify the impact of social media on SE, among young current college students (18-26), regardless of demographic factors (race, gender identification, college year level, and social media affiliations).

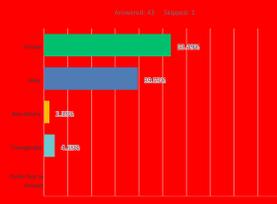
HYPOTHESIS

- It is hypothesized that young college (age 18-26) students' self-esteem is impacted by social media.

METHODOLOGY

PARTICIPANTS

- 44 currently enrolled college student, ages 18-26, participated in the study; 53% or 23 were Females, 40% or 17 were Males, 2% or 1 was Non-Binary, 5% or 2 were Transgender.



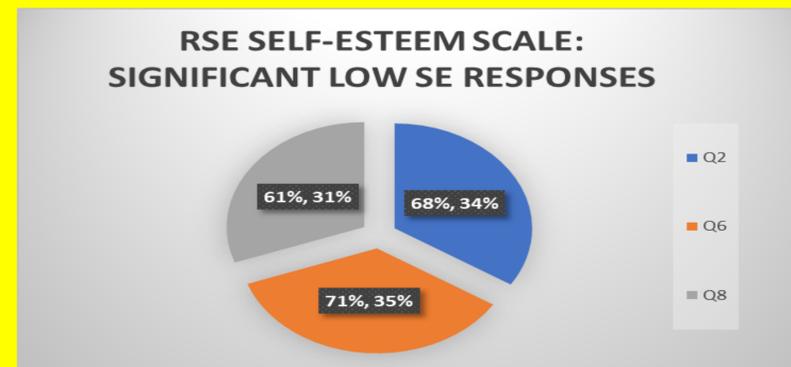
- The following variables occurred most frequently:
- 30% or 13 were between the ages of 21-22
- 48% or 21 were White/Caucasian
- 30% or 13 were Juniors (Current Year Level)
- 53% or 23 were enrolled bachelor's Level
- 93% or 41 reported Social Media of Choice
- 32% or 14 reported 4-5 hours daily time spent



PROCEDURE

- Study collected data utilizing an electric survey.
- The research will also examine/measure significant factors, influencing reported levels of Self-Esteem.
- The study is cross-sectional, as subjects will be surveyed, and data collection will occur simultaneously, specifically not over an extended time.
- Rosenberg's "Likert 10 item RSE scale," was utilized to measuring Self-Esteem.

RESULTS



ANALYSIS: REGRESSION

- in regression analysis, you must first fit and verify that you have a good model. After doing this, you must look at the regression coefficients and the p values. When you have a p-value less than 0.05 then the independent variable is statistically significant.
- This p-value will help you to determine whether the relationship you observe in the sample also works with the larger population or not.
- For the most part, there were no available demographic factors that were statistically predictive of self-esteem. On the other hand, there was moderate/strong direct relationship between Race and Self-Esteem, based on a simple linear regression ($r(1) = 0.464$, $p = 0.04$).

Inferential Statistics (Correlation/ANOVA)

- In the process of conducting correlation tests, correlations were extremely far from +1/-1, very far from the actual value, values among variables are systematically low. This result indicates that the observed variables in each cluster do not share a large amount of variance, specifically the amount of common variance, also known as communality, is low.
- Researchers concluded that variables had "weak and/or no relationship" to each other.
- In the process of conducting ANOVA (single factor) tests, produced "P" values above 0.05, specifically "results were due to chance."
- The results of the tested demographics studied, could not statistically predict the self-esteem levels of participants.

CONCLUSION

As social media sites continue to become a sought-after platform, especially during the current health crisis (COVID-19), many young adult college students (ages 18-26) are susceptible to experiencing issues with developing a positive self-esteem (SE).

Researchers had suspects that factors of college year level, college degree, and greater times spent on social media lead to increased feelings of self-esteem. Unfortunately, suspicions were not precise.

For the most part, results were inconclusive, due to a small number of participants (N=44) and demographics responses lacking diversity.



RESEARCH

Future research could address gaps in survey presented, specifically the impact of a small sample size on data outcomes. Conclusive results from this survey had to potential to promote and enhance a greater understanding of the factors impacting development of low self-esteem among college students, between the ages of 18-26. Furthermore, conclusive data results may contribute to advancing effective strategies, focused on increasing a student's self-esteem level. Replication of research will benefit from increasing sample size, email reminders, and increasing time for subjects to access survey.

REFERENCES

Rosenberg, M. (1979). *Conceiving the Self*. New York: Basic Books