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A Study on Social Media Addiction and Self Esteem of Undergraduate College Students

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Abstract-- The present study was conducted to find out the social media addiction and self-esteem of college students in Vijayanagara Sri Krishnadevaraya University, Ballari giving weightage to gender, locality and stream of study. To assess the social media addiction rate of undergraduate college students the investigator constructed a tool "Social Networking Sites Addiction Scale". The data were collected from 400 undergraduate students. The study revealed that many college students are using social media through their mobile phones. The study found that Facebook is the most popular site among the college students under study. It also revealed that social media addiction had negatively affected the self-esteem of college students. The study recommended that social media have become the part of college student's life, so positive utilization strategies should be developed among college students.

I. INTRODUCTION

Social relationship is considered to be the most important component of human life. The information and communication technology expanded the areas of interpersonal relationship. With the development of the Internet and social networking sites more people are using technology to communicate with their friends and family online and maintain these interpersonal connections in a novel way that was not available for previous generations. The expansion in the field of communication brought numerable dynamic developments in every aspect of life. The sphere of entire life has been changed. That is why the new age is marked as the golden age of communication revolution. The frequent use of Internet and other communication may lead to addiction. The addicted people, especially college students, face many psychological problems like depression, shyness, loneliness and low self-esteem. This addiction mainly affects young people studying in various colleges and other educational institutions. Hence the investigators felt the need to study the relationship between social media addiction and self-esteem of college students.

Need and Significance of the Study

The social media sites addicted college students face many social and psychological problems like depression, loneliness, academic failure and low self-esteem.

Even though social media gives opportunities to reflect self-portrait many a time faked and virtual pictures are highlighted and posted in the wall papers to avoid the hurdles of real world. This leads to false evaluation of self. Here the investigators believe that the studies covering the aspects and new dimensions of social media addiction can bring positive outlook towards their usage. By conducting studies in this area we can make a lot of significant contribution to enhance educational process of future generations because we cannot fully avoid the relevance of social networking sites as they are a reality of our time.

II. LITERATURE REVIEW

Dwayer (2003) studied how trust in particular sites and other members can affect users' willingness to share information and develop new relationships. The study was conducted with a comparison of Facebook and My Space. The results show that online friendship can develop invites where perceived trust is low and protection of privacy is nominal.

Sponcil (2008) conducted a study on the use of social media by college students and its relationships with communication and social concepts. In that study completed a questionnaire which assessed personal use of social media and its effects on self-concepts. Results indicated that all of the sampled 586 students were using at least one form of social networking sites.

Seinfeld (2008) conducted a study on social capital self-esteem and use of online social networking sites with a sample of 18 Facebook addicts, they interviewed the respondents. Intensity of Facebook use in year one strongly predicted bridging social capital outcomes in year two, even after controlling measures of self-esteem and satisfaction with life.

Usman (2003) conducted a study on self-esteem in relation to social maturity of higher secondary students of Kerala in a sample of 535 students. The study found that gender plays an important role in the self-esteem of a person. The nature, content, course of study may influence the self-esteem of a person.



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Villacorta (2006) conducted a study on self-esteem and self-regulation and found that contingencies of self-worth can facilitate self-regulation because people are highly motivated to succeed and avoid failure in domains of contingency.

Beegum Investigated (2007) the relationship of self-esteem and approaches of studying of higher secondary school students. The findings show that self-esteem and approaches to studying are not dependent on each other. The finding suggested that in rare cases a negative relationship exists among these variables.

Statement of the Problem

The problem of the present investigation is stated as “A study on social media addiction and self-esteem of undergraduate college students”

Definition of Key Terms

- 1) *Social media*: Social media is web-based services that enable individuals to construct a semi-profile within a bounded system, articulate a list of other users with whom they share connections and views.
- 2) *Addiction*: The fact or process of being addicted
- 3) *Self-esteem*: Self-esteem is a personal judgment of worthiness that is expressed in the attitudes that the individual holds of himself.
- 4) *Undergraduate college students*: It refers to the students studying Science and Arts subjects for undergraduate degree courses in Arts and Science College recognized by the Government of Karnataka and affiliated to the Vijaynagara Sri Krishnadevaraya University, Ballari.

Variables

Social media addiction is treated as the independent variable. Self-esteem is considered as the dependent variable.

Objectives

- To find out the extent of social media addiction among college students.

- To find out if there exists any significant relationship between social media addiction and self-esteem of college students for the total sample and in the sub-samples based on,

- a) Gender
- b) Locality
- c) Stream of study

Hypotheses

- There exists significant relationship between social media addiction and self-esteem of college students.
- There exists significant relationship between social media addiction and self-esteem of college students in the sub-samples based on
 - a. Gender
 - b. Locality
 - c. stream of study

III. METHODOLOGY

Sample

The study has been envisaged on a sample of 400 undergraduate college students studying in various Arts and Science colleges affiliated to the Vijaynagara Sri Krishnadevaraya University, Ballari.

Tools Used

To collect data of social media addiction the investigators developed "Social Networking Sites Addiction Scale." The self-esteem inventory prepared and administered by Koya and Beegam in 2007 was used to measure the variable self-esteem

Statistical Techniques Used

- Preliminary Analysis -Mean, Median, Mode and Standard Deviation, Percentiles Pearson's Product Moment Coefficient of Correlation ('r'),

Analysis of Data

Table -1
Mean score of social median addiction of college students in the Total sample and sub –samples

Variables	Total	Gender		Locale		Stream of study	
		Male	Female	Rural	Urban	Arts	Science
Mean score of social media addiction	114.16	124.62	105.68	116.19	111.67	108.93	120.55

Table 1 shows that male college students are comparatively more addicted to social media ($M = 124.62$) than that of female college students ($M = 105.68$). Students from rural college area are comparatively more addicted to social media ($M = 116.19$) than students of urban colleges ($M = 111.67$). College students studying science subjects are comparatively more addicted ($M = 120.55$) to social media than arts subject studying college students ($M = 108.93$).

Table : 2
Coefficient of correlation between social media addiction and self – esteem of college students.

SI No	Sample	N	Correlations “r”
1	Total	400	– 0.7345
2	Male	179	– 0.680
3	Female	221	– 0.761
4	Rural	220	– 0.732
5	Urban	180	– 0.760
6	Arts	220	– 0.694
7	Science	180	– 0.78

Table 2 shows that there exists a high and negative relationship between social media addiction and self-esteem of college students ($r = -0.735$). There exists a high and negative relationship between social media addiction and self-esteem of rural college students ($r = -0.732$). There exists a high and negative relationship between social media addiction and self-esteem of urban college students ($r = -0.76$). There exists a high and negative relationship between social media addiction and self-esteem of arts studying college students ($r = -0.694$).

There exists a high and negative relationship between social media addiction and self-esteem of science studying college students ($r = -0.780$).

IV. DISCUSSION

Results show, that there is high and negative relationship between social media addiction and self-esteem of college students in the total sample and sub-samples based on gender, locality and streams of study. So the two hypotheses formulated to study have been fully accepted.

Educational Implications

The major findings of the study made the investigators put forward the following suggestions to improve the educational practice.

- There exists a high and negative relationship between social media addiction and self-esteem of college students; so measures should be taken to strengthen the real life relationships among students.
- Students should be made aware of the bad effects of social media addiction on their personal and social behavior.
- Social media have become part of college student's life; so the positive utilization strategies should be developed among college students.
- Ample opportunities should be given in the campus to express creative potentialities.
- Students should be encouraged to utilize social media for their academic development. Live and open discussions should be conducted in the college to generate real life debate in the students.

V. CONCLUSION

Social media addiction and self-esteem of college students were analyzed. Results show that there exists a high and negative relationship between social networking sites addiction and self-esteem of college students. The coefficient of correlation of the variables social media addiction and self-esteem for total samples and sub-samples shows a negative correlation which indicates that the social media addiction is one of the factors that affects negatively the self-esteem of college students.



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