

## Correlational Study between Social Media Usage, Self-esteem, and Sleep Quality among Young Adults

Anshika Mahajan<sup>1\*</sup>, Dr. Roopali Sharma<sup>2</sup>

### ABSTRACT

This study investigates the relationship between social media usage and two critical aspects of well-being among young adults: self-esteem and sleep quality. Using a sample of 120 participants aged 18-26, data was collected. We employed Bergen Social Media Addiction Scale, the Rosenberg Self Esteem Scale (RSES) and the Pittsburg Sleep Quality Index (PSQI). Results revealed Positive correlation between social media usage and self esteem but a negative correlation between social media usage and sleep quality. These findings provided deeper insights into the mechanisms underlying these associations, fear of missing out (FOMO), and disrupted sleep patterns due to late-night scrolling. This research underscores the need for strategies to promote mindful social media consumption and enhance well-being among young adults in the digital age.

**Keywords:** *Social Media Usage, Self-esteem, Sleep Quality*

In today's digital age, social media has become an omnipresent aspect of young adults' lives, profoundly influencing their behaviours, attitudes, and well-being. Platforms like Facebook, Instagram, and Twitter provide avenues for social interaction, self-expression, and information dissemination. However, the pervasive use of social media has raised concerns regarding its impact on young adults' self-esteem and sleep quality. This study aims to explore the intricate relationship between social media usage, self-esteem, and sleep quality among young adults.

Social media platforms offer a virtual stage where individuals can curate their identities and engage with peers, celebrities, and influencers. While this fosters social connection and validation, it also creates a breeding ground for comparison and self-doubt. Young adults, in particular, are susceptible to comparing their lives to the idealized versions portrayed on social media, leading to feelings of inadequacy and diminished self-esteem. The pursuit of likes, comments, and followers may become a barometer of self-worth, perpetuating a cycle of seeking validation through online interactions.

Furthermore, the pervasive nature of social media extends into young adults' sleep routines, impacting their sleep quality and patterns. The constant exposure to screens, coupled with the stimulating content encountered on social media, can disrupt circadian rhythms and

<sup>1</sup>Student, Amity Institute of Psychology & Allied Sciences, Amity University, Uttar Pradesh.

<sup>2</sup>Professor, Amity Institute of Psychology & Allied Sciences, Amity University, Uttar Pradesh.

\*Corresponding Author

**Received: April 18, 2024; Revision Received: May 15, 2024; Accepted: May 18, 2024**

## Correlational Study between Social Media Usage, Self-esteem, and Sleep Quality among Young Adults

hinder the onset of sleep. Bedtime scrolling, a common phenomenon among young adults, often leads to delayed sleep and shorter sleep duration. The resultant sleep disturbances can have detrimental effects on cognitive function, mood regulation, and overall well-being.

Understanding the complex interplay between social media usage, self-esteem, and sleep quality is essential for promoting the holistic well-being of young adults in the digital age. By examining these relationships through quantitative research methods, including surveys and statistical analyses, this study seeks to uncover potential mechanisms and moderators. Ultimately, the findings aim to inform interventions and strategies aimed at fostering healthier social media habits and improving self-esteem and sleep quality among young adults.

### REVIEW OF LITERATURE

Miljeteig, K., Soest, T. (2022) did a study on the study Association between the Social media use and Self esteem and the results provided credence to the idea that women's self-esteem and social media use are correlated, with women's self-esteem serving as both a source of low self-esteem and a motivator for more social media use. Men's use of social media appears to have fewer negative effects.

Dhamija, S., Chaudhari, B. et al (2021) found that 52% of medical college students reported having a smartphone addiction; boys showed greater rates than girls. Furthermore, a strong correlation was discovered between smartphone addiction and sleep disturbance, but not between low self-esteem and smartphone addiction.

Abdalqader, M., Joseph, S. (2020) found that female university students who spent more than three hours on social media had considerably more body comparison tendencies, which in turn resulted in lower body esteem levels than those who used the platform less frequently. Furthermore, because of their use of social media, almost half of the individuals were found to be at a higher risk of developing insomnia or other sleep-related illnesses.

Amor, T. (2020) did a research on Lower self-esteem which was shown to be connected to more than 2.69 hours on Instagram, 3.59 hours on Facebook, or 4.69 hours on YouTube every day, according to the study. It underlines the significance of prioritising in-person connections and establishing appropriate boundaries, as well as the intricacy of social media's influence on self-esteem.

### METHODOLOGY

**Aim:** To understand the intricate relationship between frequent engagement with social media platforms and its potential impact on both self-esteem and sleep patterns.

**Objective:** To assess the effect of Social media on Self-esteem and Sleep quality among Young Adults.

#### *Hypothesis*

- There will be a significant negative correlation between social media usage and self-esteem among young adults
- There will be a significant negative correlation between social media usage and sleep quality among young adults.

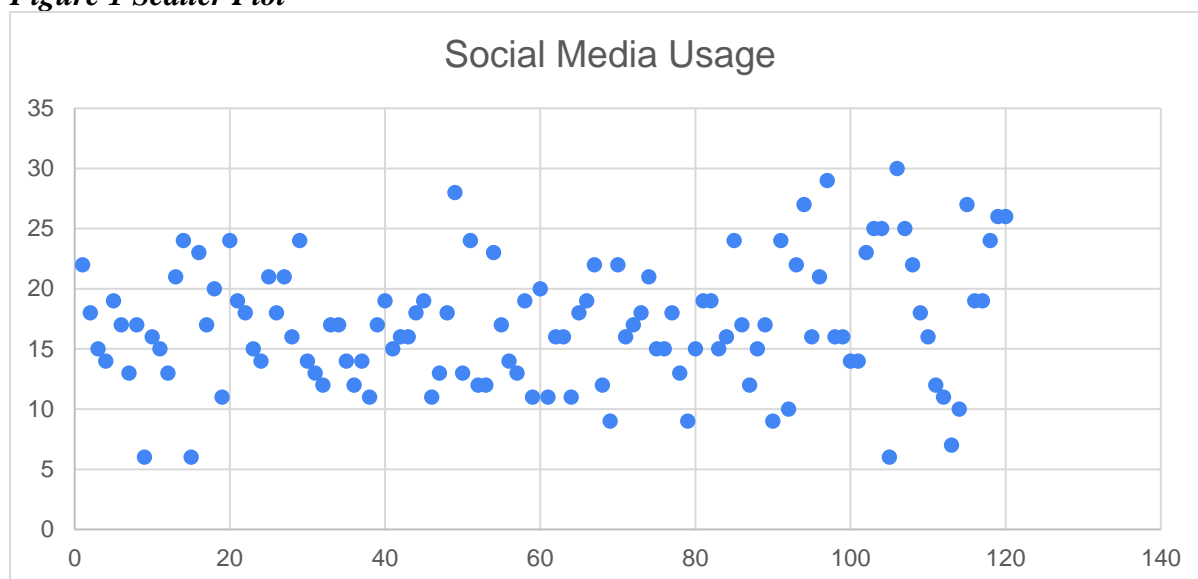
## Correlational Study between Social Media Usage, Self-esteem, and Sleep Quality among Young Adults

### Tools Used

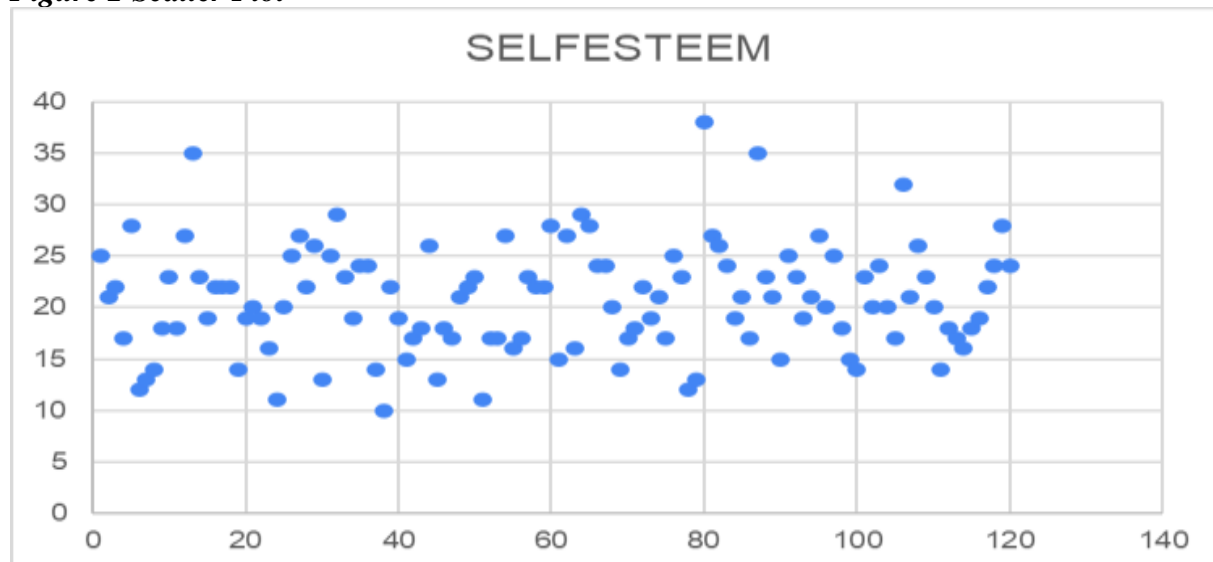
- **BSMAS:** Developed in 2012. Bergen Social Media Addiction Scale (BSMAS) measures an individuals' levels of addiction to social media platforms. This scale consists of 6 items, ranging from very rarely to very often.
- **RSS:** Rosenberg Self-Esteem Scale in 1965 is a 10-item self-report measure of global self-esteem. It consists of 10 statements related to overall feelings of self-worth or self-acceptance. The items are answered on a four-point scale ranging from strongly agree to strongly disagree.
- **PSQI:** Pittsburgh Sleep Quality Index developed in 1980 is a 19 item which is helpful in identifying various sleep disorders, such as insomnia, sleep apnea, and restless leg syndrome. It can also track changes in sleep quality over time and assess the effectiveness of interventions aimed at improving sleep.

## RESULT

*Figure 1 Scatter Plot*

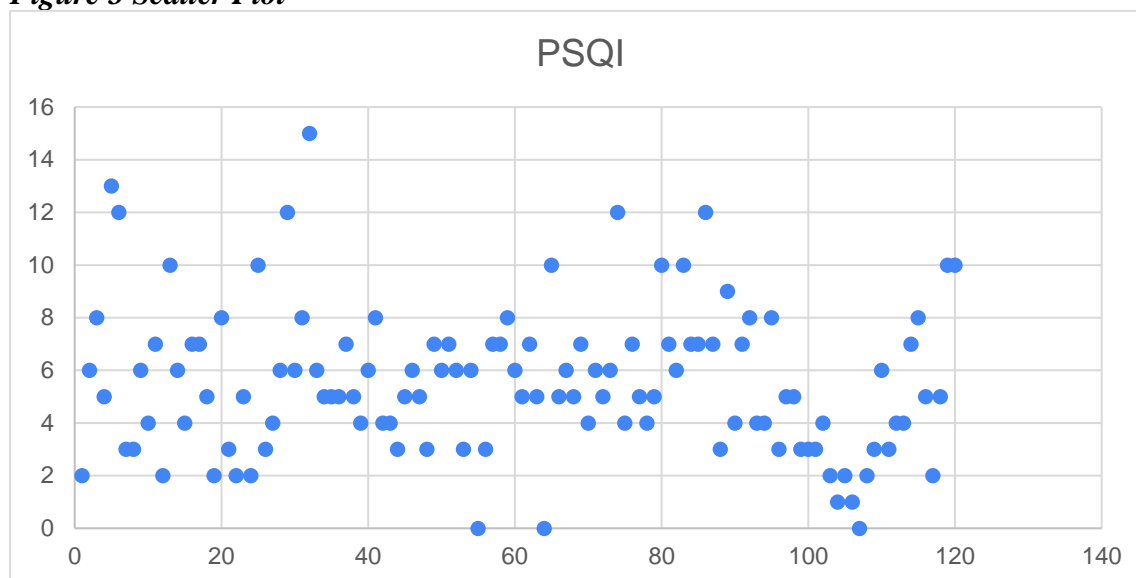


*Figure 2 Scatter Plot*



## Correlational Study between Social Media Usage, Self-esteem, and Sleep Quality among Young Adults

**Figure 3 Scatter Plot**



**Table 1 Correlation**

	<i>SM</i>	<i>SE</i>	<i>SP</i>
SM	1		
SE	0.69	1	
SP	-0.66	0.42	1

### **DISCUSSION**

This study aimed to explore the associations between Social Media, Self Esteem, and Sleep Pattern among a sample of 120 adults. Understanding these, correlations can provide valuable insights into the interplay of lifestyle behaviours with Social Media Usage in adulthood. Such findings may inform interventions aimed at promoting holistic well-being among Young Adults.

The hypothesis was to find a Positive correlation between the above variables. This study shows that there is a significant positive correlation between BSMAS and RSS scores, indicating that as scores on the Bergen Social Media Addiction Scale (BSMAS) increase, scores on the Rosenberg Self Esteem Scale (RSS) tend to increase as well. However, there is a non-significant negative correlation between BSMAS and PSQI scores indicating that as scores on the Bergen Social Media Addiction Scale (BSMAS) increase, scores on the Pittsburg Sleep Quality Index tend to decrease.

Studies suggest that there is a complex relationship between social media use, self-esteem, and sleep quality among young adults. While some research indicates that excessive social media use may be associated with higher self-esteem and poor sleep quality, the direction and strength of these associations can vary depending on various factors such as individual differences, types of social media use, and underlying psychological mechanisms. Future research should continue to explore the underlying mechanisms and moderators of these relationships to develop targeted interventions aimed at promoting positive social media use and well-being among young adults. Additionally, promoting digital literacy and healthy media habits can empower individuals to navigate social media in ways that enhance rather than diminish their sleep quality.

## Correlational Study between Social Media Usage, Self-esteem, and Sleep Quality among Young Adults

Based on the correlational data presented above, the hypothesis stating that there would be significant negative correlation self-esteem, sleep quality and social media is partially supported.

### REFERENCES

- Berryman, C., Ferguson, C.J., & Negy, C.E. (2018). Social media use and mental health among young adults. *Psychiatric Quarterly*, 89, 307–314. [PDF] jacekowski.org
- Donnelly, E., & Kuss, D.J. (2016). Depression among users of Social Networking Sites (SNSs): The role of SNS addiction and increased usage. *Journal of Addiction and Preventive Medicine*, 2, 107. [PDF] ntu.ac.uk
- Lennis, A., Sanborn, A. (2020) Bedtime social media use, sleep, and affective wellbeing in young adults: an experience sampling study. *Journal of child psychiatry and psychology*. 14 September 2020. <https://doi.org/10.1111/jcpp.13326>
- Wang, C., Mattingly, S., Payne, J. The impact of social networks on sleep among a cohort of college students. *SSM - Population Health* Volume 16, December 2021, 100937. <https://doi.org/10.1016/j.ssmph.2021.100937>
- Yu, D., Wing, Y., (2024) The Impact of Social Media Use on Sleep and Mental Health in Youth. *Curr Psychiatry Rep.* 26(3): 104- 119. Feb 8 2024. 10.1007/s11920-024-01481-9

### Acknowledgment

The author(s) appreciates all those who participated in the study and helped to facilitate the research process.

### Conflict of Interest

The author(s) declared no conflict of interest.

**How to cite this article:** Mahajan, A. & Sharma, R. (2024). Correlational Study between Social Media Usage, Self-esteem, and Sleep Quality among Young Adults. *International Journal of Social Impact*, 9(2), 124-128. DIP: 18.02.017/20240902, DOI: 10.25215/2455/0902017