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**A correlative study on social media addiction and self-esteem  
among students of selected degree colleges of Udupi Taluk,  
Karnataka.**

SRIPARNA SARKAR

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## "ABSTRACT

A research study titled "A correlative study on social media addiction and self-esteem among students of selected degree colleges of Udupi Taluk, Karnataka" was conducted by Sriparna Sarkar, as a partial fulfilment of the requirement for the degree of Master of Science in Nursing at Manipal College of Nursing, MAHE, Manipal.

The objectives of the study were to assess the social media addiction and determine the self-esteem of the students, find the relationship between social media addiction and self-esteem among students and to find the association between social media addiction and selected socio-demographic variables.

The conceptual framework of the study was based on the Technology Acceptance Model by Davis, 1989 and Social identity theory by psychologists Henri Tajfel and John Turner in 1979.

A quantitative approach with correlational survey design was adopted for the study. Simple random sampling method was used for selecting the sample. The instruments used for data collection were: Background Proforma (Section A- Sociodemographic proforma and Section B- Social media usage proforma), Social Media Addiction Scale and Rosenberg's Self-esteem scale.

Content validity was established by giving the tool to seven experts. Scale content validity index for Background proforma was 0.82 and for Social media addiction scale was 0.78. pre-testing was done among five students. Reliability of the social media addiction scale had been determined by Cronbach's alpha and found to be reliable with the score  $\alpha = 0.81$

### Abstract

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Pilot study was conducted among 100 college students. It was found to be feasible. All the required permissions were obtained including the approval from the Ethics committee. For the main study, the data was collected from 7th to 12th January, 2018. A total of 658 students from three different degree colleges of Udupi district were participated for the study. Data were analysed using SPSS 16.0 version. Descriptive statistics, Pearson correlation coefficient and Chi square were used for analysing the data.

Data showed that, majority of the students i.e 50.8% of the participants were male and 66.9% belonged to nuclear family. Data showed, 56.7% have one sibling and most of the students i.e. 86% stay at home. Data regarding educational stream depicted, 88% were B.Com students, 6.1% were B.Sc. students and 5.9% were B.A. students. It was found that students got information regarding social media mostly from friends (83.4%). Among the total participants, 97.3% reported of using WhatsApp, 65% Facebook, 64.3% Instagram, 15.7% Twitter and in the category of other, participants mentioned Hike as a quite frequently used application with involvement of 12.6% of the total samples. Majority i.e. 46.8% participants use social media sites for less than two hours per day and they use it mostly i.e. 99.1% through smartphone.

In this study, majority of the participants i.e. 51.4% had moderate social media addiction, 39.4% had mild social media addiction and 9.3% were severely addicted to social media.

In assessing self- esteem of the students it had been found out that majority of the participants i.e. 90% had normal self-esteem, 5.5% had low self-esteem and 4.6% had high self-esteem.

This study found a weak negative correlation ( $r = -0.08$ ,  $p < 0.05$ ) between social media addiction and self-esteem.

#### Abstract

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Association between socio- demographics variables and social media addiction showed that gender ( $\chi^2 = 27.799$ ,  $p$  value = 0.000), place of stay ( $\chi^2 = 12.453$ ,  $p$  value = 0.014), educational stream ( $\chi^2 = 47.142$ ,  $p$  value = 0.000) were significantly correlated with social media addiction at 0.05 level of significance.

Based on the present study recommendations were made for future study."