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“A CORRELATIONAL STUDY ON THE IMPACTS OF SOCIAL NETWORKING SITES ON ADOLESCENTS SELF ESTEEM AT SELECTED COLLEGES IN URBAN AND RURAL AREAS OF CHITTOOR DISTRICT, ANDHRA PRADESH”.

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ABSTRACT:

BACK GROUND: Adolescence is a crucial developmental stage characterized by rapid physical, emotional, social, and psychological changes. During this period, adolescents actively seek social acceptance, develop self-identity, and build self-esteem. The widespread use of social networking sites such as Instagram, WhatsApp, Facebook, and Snapchat has transformed the way adolescents communicate and interact. Social media provides opportunities for self-expression, learning, entertainment, and social connectivity. However, excessive use of these platforms may expose adolescents to social comparison, cyberbullying, unrealistic expectations, and emotional distress. Such experiences can influence self-esteem either positively or negatively. Positive interactions may improve confidence and self-worth, whereas negative online experiences may lower self-esteem. With the increasing popularity of social networking sites among adolescents, it is important to understand their impact on psychological well-being. Therefore, the present study was conducted to assess the impact of social networking sites on self-esteem among adolescents in selected urban and rural colleges of Chittoor District.

METHODOLOGY: A quantitative research approach with a descriptive correlational research design was adopted for the study. The study was conducted among 100 adolescents from selected urban and rural colleges of Chittoor District. Samples were selected using a simple random sampling technique. Data were collected using a socio-demographic questionnaire, a self-structured Social Networking Sites Usage

Questionnaire, and the Rosenberg Self-Esteem Scale. The collected data were analyzed using descriptive and inferential statistic.

RESULTS: The study findings revealed that 56% of adolescents had high social networking site usage, 37% had moderate usage, and 7% had low usage. Regarding self-esteem, 54% had low self-esteem and 46% had high self-esteem. A statistically significant correlation was found between social networking site usage and self-esteem ($r = 0.357$, $p < 0.01$). Significant associations were observed between social networking site usage and selected demographic variables. The findings indicate that social networking sites have a considerable influence on adolescents' self-esteem.

CONCLUSION: The study concluded that social networking sites have both positive and negative impacts on adolescent self-esteem. Excessive use of social networking sites may affect adolescents' emotional and psychological well-being. Awareness regarding responsible social media use is essential. Parents, teachers, and nurses should guide adolescents toward healthy digital habits. Appropriate counseling and educational interventions can help maintain positive self-esteem and mental health among adolescents.

KEYWORDS

Social Networking Sites, Self-Esteem, Adolescents, Social Media Usage, Mental Health, Urban and Rural Area

INTRODUCTION

BACKGROUND OF THE STUDY: Social networking sites have become an essential part of modern life, especially among adolescents. Adolescence is a period of significant growth and development during which individuals experience physical, emotional, social, and psychological changes. During this stage, adolescents seek acceptance, recognition, and support from peers, making them more vulnerable to external influences. Self-esteem, which refers to an individual's perception of self-worth and value, plays a critical role in shaping personality, behavior, academic achievement, and mental health.

The advancement of technology and easy access to smartphones and internet services have significantly increased the use of social networking sites among adolescents. Platforms such as Instagram, Facebook, WhatsApp, Snapchat, and YouTube provide opportunities for communication, information sharing, entertainment, and social interaction. These platforms enable adolescents to connect with friends, express opinions, share experiences, and develop social relationships.

Although social networking sites offer numerous benefits, excessive usage may negatively affect psychological well-being. Adolescents frequently compare themselves with peers, influencers, and celebrities on social media. Such comparisons may create feelings of inadequacy, dissatisfaction, and reduced self-confidence. Cyberbullying, negative comments, social exclusion, and unrealistic portrayals of success and beauty can further influence self-esteem.

On the other hand, social networking sites can also have positive effects. Supportive online interactions, appreciation from peers, and opportunities for self-expression may enhance self-confidence and social connectedness. Therefore, social networking sites can influence self-esteem in both positive and negative ways depending on the pattern of usage and individual experiences.

The increasing prevalence of social media use among adolescents has become a major concern for educators, healthcare professionals, parents, and policymakers. Understanding the relationship between social networking site usage and self-esteem is essential for promoting healthy psychological development. Despite

the growing popularity of social media, limited studies have explored its impact on adolescents from both urban and rural settings.

Therefore, the investigator felt the need to assess the impact of social networking sites on self-esteem among adolescents in selected urban and rural colleges of Chittoor District. The findings of the study may help nurses, teachers, parents, and mental health professionals develop strategies to encourage healthy social media use and improve adolescents' self-esteem and overall well-being.

NEED FOR THE STUDY

The use of social networking sites among adolescents has increased rapidly in recent years. Social media platforms such as Instagram, WhatsApp, and Facebook have become an important part of adolescents' daily lives. Excessive use of these platforms may influence their thoughts, emotions, and behavior. Adolescents often compare themselves with others on social media, which may affect their self-esteem. Negative experiences such as cyberbullying and social exclusion can reduce confidence and self-worth. Low self-esteem may lead to stress, anxiety, and poor academic performance. At the same time, positive online interactions may improve confidence and social support. Therefore, it is important to understand how social networking sites influence adolescents' self-esteem. Limited studies have compared this relationship among urban and rural adolescents. Hence, the present study was undertaken to assess the impact of social networking sites on self-esteem among adolescents.

OBJECTIVES:

1. To Assess the level of social networking sites usage among adolescents in urban and rural areas
2. To Assess the level of self esteem among adolescent in urban and rural areas
3. To examine the correlational between social networking sites usage and self-esteem among adolescent in urban and rural area
4. To Compare the Impact of social networking sites on self esteem among Adolescents in Urban and Rural Areas.
5. To find out the association between social networking sites usage and self esteem among adolescents with selected socio demographic variables.

TABLE1: Frequency and percentage distribution of demographic variable among adolescents .

Sl.no	Demographic variables		Frequency	Percent
1.	Age in years	15-16 years	54	54.00
		17-18 years	41	41.00
		19-20	4	4.00
		20 years and above	1	1.00
		Total	100	100.00
2.	Gender	Male	50	50.00
		Female	50	50.00
		Total	100	100.00
3.	Religion	Hindu	80	80.00
		Muslim	4	14.00
		Christian	6	6.00
		Total	100	100.00
4.	Education of father	Illiterate	18	18.00
		Primary education	37	37.00
		Secondary education	16	16.00
		Intermediate	26	26.00
		Graduate	3	3.00
		Total	100	100.00
5.	Education of mother	Illiterate	14	14.00
		Primary education	38	38.00
		Secondary education	27	27.00
		Intermediate	20	20.00
		Graduate	1	1.00
		Total	100	100.00
		Unemployed	13	13.00
		Labour	56	56.00

6.	Occupation of head of the family	Private job	22	22.00
		Government job	9	9.00
		Total	100	100.00
7.	Monthly family income	Rs.10000-15000	44	44.00
		Rs.15001-20000	29	29.00
		Rs.20001-30000	13	13.00
		Rs.30001and above	14	14.00
		Total	100	100.00
8.	Geographical background	Urban	64	64.00
		Rural	33	33.00
		Semi urban	3	3.00
		Total	100	100.00
9.	Type of family	Nuclear	60	60.00
		Joint	40	40.00
		Total	100	100.00
10.	Type of residence	Staying at hostel	16	16.00
		With parents	80	80.00
		With relatives	4	4.00

		Total	100	100.00
11	Use any social networking sites	Yes	84	84.00
		No	16	16.00
		Total	100	100.00
12.	Type of social networking site used	Face book	13	13.00
		Instagram	54	54.00
		WhatsApp	26	26.00
		Others	7	7.00
		Total	100	100.00
13.	Approximately time spent per day on these sites	Less than 3hours	65	65.00
		4hours-6hours	24	24.00
		More than 7 hours	11	11.00
		Total	100	100.00

Table 1: shown that out of 100 students 54.00% (54) were 15-16 years of age group,41.00%(41) were 17-18 years of age group,4.00% (4) were19-20 years of age group,1.00% (1) were 20years and above in age groups. Regarding gender 50.00% (50) were male,50.00% (50) were female. Religion 80.00% (80) were hindu,4.00% (4) were muslim,6.00% (6) were Christian. Regarding father education 18.00% (18) were Illiterate,37.00% (37)were primary education,16.00% (16) were secondary education,26.00 % (26) were intermediate,3.00(3) were graduate. Regarding education of the mother 14.00 % (14) were Illiterate,38.00% (38) were primary education, 27.00% (27) were secondary education,20.00% (20) were intermediate,1.00% (1) were graduate. Regarding to occupation of the family13.00 (13) were unemployment,56.00% (56) were labour,22.00% (22) were private job,9.00(9) were government. Regarding Monthly Family Income 44.00% (44) were families,29.00% (29) were earning Rs 10000-15000,29.00% (29) were earning Rs20001-30000,4.00% (4) were earning Rs 20001-30000,14.00% (14) were 20 earning Rs 30001and above.

Regarding Geographical area 64.00% (64) were residing in urban area,33.00% (33) were residing in rural area,3.00% (3) were residing in semi urban area. Regarding type of family 60.00% (60) were living in nuclear family,40.00% (40) were living in joint family. Regarding type of resident 16.00% (16) were staying in hostel,80.00% (80) were staying with parents,4.00% (4) were staying with relatives. regarding use of any social networking site 84.00%(84) were respond as yes,16.00% (16) were respond as no. Regarding type social networking site used 13.00% (13) were used facebook,54.005(54) were used Instagram,26.00% (26) were usedwhatsapp,7.00% (7) were used other social networking sites. Regarding approximately time spent per day on these sites 65.005(650) were spent time less than 3 hours per day,24.00% (24) were spent time 4 hours per per,11.00% (11) were spent more than 7 hours per day.

TABLE-2: Distribution of Level of Social Networking sites usage among adolescents

S.No		Frequency	Percent
1	Low Usage	7	7.00
2	Moderate Usage	37	37.00
3	High Usage	56	56.00
	Total	100	100.00

Table-2:shows that out of 100 sample 7.00%(7)had low usage,37.00%(37)were moderate usage,56.00%(56)were high usage of social networking sites

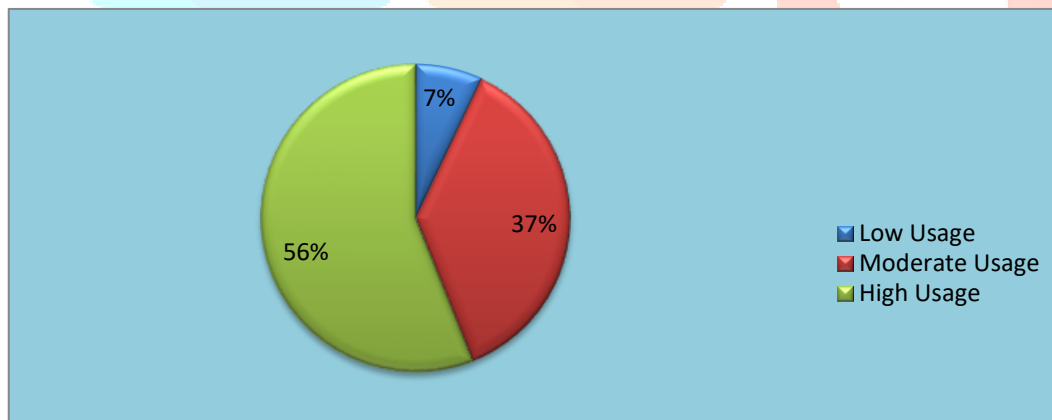


Fig 1-Percentage distribution of adolescents level of social networking site usag

TABLE -3: distribution of Level of Rosenbergself esteem on adolescents

S.No	Variables	Frequency	Percent
1	Low Self Esteem	54	54.00
2	High Self Esteem	46	46.00
	Total	100	100.00

Table-3:Showns that 54.00%(54) were have low self esteem,46.00%(46) were have high self esteem.

2	High Self Esteem	46.00
	Total	100.00

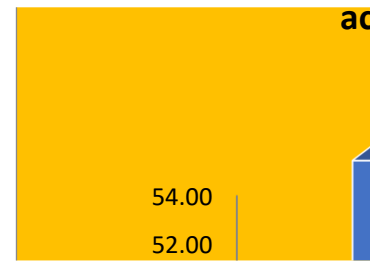


Fig 2:- Percentage distribution of adolescents level self-esteem according to Rosenberg

TABLE 4-Distribution of correlation between social networking sites usage with Rosenberg self esteem score

Variables	correlation	Social Networking sites usage score	Roserberg Self Esteem Score
Social Networking sites usage score	Pearson Correlation	1.000	.357**
	Sig. (2-tailed)		0.000
Roserberg Self Esteem Score	Pearson Correlation	.357**	1.000
	Sig. (2-tailed)	0.000	

Table-4: shows that relationship between social networking sites usage with Rosenberg self-esteem score ** correction is significant at the 0.01 level 2-tailed

TABLE-5: Association between Socio Demographic Variables and social networking sites among adolescents

s.no	Variables	Chi square	P value
1	Age in years	15.661	0.016
2	Gender	7.529	0.023
3	Religion	2.755	0.600
4	Education of the father	23.195	0.003
5	Education of mother	15.861	0.044
6	Occupation of head family	38.245	0.000
7	Monthly family income	11.244	0.081
8	Geographical background	13.151	0.011
9	Type of family	7.400	0.025
10	Type of resident	7.156	0.128
11	Do you use any social networking sites	30.267	0.000
12	Type of social networking site used	3.712	0.716
13	Approximately time spent per day on these site	7.104	0.130

Note**=Significant at 0.01 level

*=significant at 0.05 level

NS= Not significant

Table 5: shown the relation ship between selected socio demographic variables and socio networking sites among adolescents are age,gender,education of father,education of mother,occupation of head of the family, family income $p < 0.05$ level

Table-5: Association between Socio Demographic Variables with level of Rosenberg Self Esteem on adolescents

s.no	Variables	Chi square	P value
1	Age in years	9.380	0.025
2	Gender	0.644	0.422
3	Religion	0.161	0.923
4	Education of the father	32.318	0.000
5	Education of mother	13.505	0.009
6	Occupation of head family	10.609	0.014
7	Monthly family income	11.220	0.011
8	Geographical background	5.412	0.067
9	Type of family	0.329	0.566
10	Type of resident	0.060	0.970
11	Do you use any social networking sites	3.328	0.066
12	Type of social networking site used	0.925	0.819
13	Approximately time spent per day on these site	0.869	0.647

Note: ** = Significant at 0.01 level

* = Significant at 0.05 level

NS = Not Significant

Table-6: shown that association between selected demographic variables and Rosenberg self -esteem on adolescents are age, gender, education of father, education of mother, occupation of head of the family, at $p < 0.01$ level.

CONCLUSION: -

The present study highlights the relationship between social networking site usage and self-esteem among adolescents in selected urban and rural colleges of Chittoor district. The findings reveal that social media has both positive and negative impacts on adolescents' self perception and emotional well-being. This underlines the importance of educating adolescents about mindful social media use and the need for psychological support when required. Nurses,educators, and parents play a vital role in guiding adolescents toward balanced digital habits, which in turn help maintain healthy self-esteem and overall mental health.

RECOMMENDATIONS

- Awareness programs should be conducted in schools and colleges to educate adolescents on the safe and healthy use of social networking sites.
- Counselling services should be made available in educational institutions to support adolescents experiencing low self-esteem.
- Parental and teacher involvement in monitoring social media use should be encouraged to

provide balanced emotional support to adolescents.

➤ Further studies can be conducted using larger samples across various regions to strengthen the generalizability of findings.

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