Relationship between Self-Esteem and Problematic Use of Facebook among University Students

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ABSTRACT

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Now a day, social media usage is very common in every age group especially on Facebook. Although social media has pros and cons it may affect negatively youth having less self-esteem. The core aspiration of the current research study was to know about the “Relationship between Self-esteem and problematic use of Facebook that the higher self-esteem associated with less problematic use of Facebook”. The study was a survey based and data was collected from students of Foundation University Islamabad using a random sampling technique. The sample size of the study was n=313 students including males and females results were analyzed by correlation, multiple regression and sample T test. The study concluded that the use of Facebook is more common among youth especially university and they spend lot of time on social media. Excessive usage of Facebook is very common particularly at night timing that impacting sleeping disorder among youngster. Furthermore study it is found out that people who have normal to high self-esteem have less usage of Facebook and face less problem as compared to those who have low self-esteem with excessive Facebook usage and no difference was found among male and female about more excessive use of Facebook as gender.

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1. Introduction

1.1. Self-Esteem

Self-esteem is the understanding of self-credit from others. It is proven by research that self-esteem is developed at a certain age by many factors (environment, parents, peers, life crises, etc. (Greenberg, 2008). There are some basic factors involved in shaping self-esteem as well as self-value, and self-tolerance. The personal assessment makes and upholds one’s self and the degree in their competency, value, and importance, which is carried by their attitude and verbal behavior (Wilson et al., 2010). In this modern era, technology has become an important part of life and affects self-esteem (Davis, 2001). Compulsive internet use causes psychosocial problems associated with negative outcomes (Baumeister et al., 1996).
There is interference between both high and low self-esteem in life. People with high self-awareness with self-esteem on the higher side can be thought of as self-loving as well as relaxed in life while other people with low self-esteem may lead to depression in life. In everyday decisions, self-respect and self-awareness affect individual thinking and actions in life. Self-esteem is believed to begin at an early age and affects throughout a lifetime. If a child built in early life low self-insight then this can develop into quick despair and anxiety conditions. Very low awareness of self-effects on lifelong success on that individual (Baumeister et al., 2013). The low idea of self-value originates from academic effects or appearance plays an impotent part in an individual lifetime. Such as, a pupil with low self-esteem and self-assurance in education might have less chance to pursue higher education, and cause a less successful life.

Self-esteem is an essential element of life and personal development. In teenage, there is variance in high and low self-esteem. Various scholars agree on the existence of implicit or explicit self-esteem and the difference between two both low levels of stability in individual self-esteem. A high level of self-esteem increases an individual’s propensity to involve in thought management and self-handicapping so defend said high self-esteem, especially when dealing with situations and facing much better performance (Greenberg, 2008).

Healthy self-esteem may perform a noteworthy part in one’s success and motivation during your life. Low self-esteem might stop one from success in school or work because one does not believe one’s self to be capable of achievement. Healthy self-esteem plays an important effect in life for achieving goals (Crocker et al, 1989). Too much self-love is resulting failures in life. Self-esteem can influence life’s academic and professional success relationship and mental health (Crocker, Sommers, & Luhtanen, 2002). There are several factors shaping from childhood to old age which cause up and down in self-esteem. In this technological era, the latest technologies and social media are also a big cause of effect on an individual’s life whether healthy self-esteem can perform an important part in overcoming problematic usage of social media, social networking sites such as Facebook?

If institutions and academic institutes work to overcome students' overall psychological issues self-esteem is a very important and better result that can shape healthy and successful youth which causes a better society and also effect better academic careers. Finding the causes of hopelessness and managing the performance of the student and applying methods that do not affect the physiological performance cannot develop self-esteem (Johnson & Brien, 2013). Feeling of disgrace due to poor performance is also cause of low self-esteem. In the present social media era, personal presentation is a part of the routine and it is the cause of some negative and positive features. In this digital technological era, it is most important to find the causes which problems in everyday life. Diagnostic of social problems which are causing a disturbance in the society is necessary.

1.2. Self-Esteem and Problematic usage of Facebook

Self-esteem is linked to problematic social media usage. The individual personality is playing important role in problematic use in this time (Eraslan-Capan, 2015). People of different natures characterized by an extreme consciousness of what others might reflect or sense about them are a great danger to be difficult users.

An Individual’s personality plays an important role in creating problems or motivates to develop them while using Facebook. If an individual has healthy self-esteem then the effect of social media is positive otherwise use of Facebook may problematic. Social media
particularly Facebook allows individuals to self-presentation through photographs, personal profile information, and wall posts actions that may be problematic and carefulness is the only possible way to interact with people (Blachnio et al., 2016). There are many different cultures and social backgrounds in a society rich and poor. Both communities use Facebook because technology is cheap and easily available in recent years.

The social reimbursement hypothesis is that “poor getting rich” and “rich getting richer”. The very first proposition stands that Facebook is useful for those who have low self-esteem by bringing social wealth (Steinfield et al., 2008). Self-worth is the basic component of self if the inner self is strong then the effect of the outer self is less and causes no problematic use of Facebook. If the inner self is the week that can be the cause of problematic use of Facebook and may cause lower self-esteem. Interpersonal sensitivity is playing an important role if a person is worthy and feels competent then his/her self-esteem leads to healthy self-esteem. People make a social capita on Facebook and upload an attractive and positive images on Facebook. As per this principle, Facebook can create a tool to encourage personality self-esteem (Gonzales & Hancock, 2011). People who have lower self-esteem recompense their difficulties in social relationships when consuming the internet and persons with high self-esteem received great advantages on the internet by reaching a large number of friends, by staying active online. “Which means people who manage well in the real world will also manage well in the virtual world” (Blachnio et al., 2016).

Self-esteem forecast both low self-esteem and high self-esteem guide towards frequent usage of Facebook for dissimilar, precise purposes, little is known about the specific connection between self-esteem and the authentic difficult usage after the occurrence and purposes. The relationship between self-esteem and problematic usage may be more harmful to persons with high and low levels of self-esteem(Christofides, Muise & Desmarais, 2009). There is some relation between the usage of websites related to social networking as well as personality disorders. Networking websites such as Facebook provided the facilities through a real social environment to try to conquer not having of self-esteem and self-confidence of individuals. It is suspected that there exists some relationship between the extent of time spent on Facebook and their self-esteem of theirs. Some studies available show that there are noteworthy associations between self-esteem and academic success and social life (Pullmann & Allik, 2008). Regarding the linkage between self-esteem and problematic use, many researchers found contradictory results. To explore this phenomenon researcher conducted a study to understand whether some relationship exists between individual personality self-esteem and problematic use of Facebook or not.

1.3. Problematic use of Facebook

The users of Facebook growing rapidly and has captured billions of users. Although where it has many social benefits there is some problematic use also. Many researchers pointed out those social features have also created risks in problematic use (Young, 1998). Facebook created many attractive and innovative social features which cause attraction of people and users spent a lot of time on Facebook which is also a cause of Facebook addiction. Problematic use of Facebook hasn’t yet been formally recognized as a kind of mental disorder. Many researchers and psychologists have shown their concern over the issue, especially for the unwanted suffering brought problematic use of Facebook. It is estimated that there are 350 million people were brought with the kind of Facebook Disorder. Facebook addiction disorder terminology was presented by American psychologists for describing uncontrolled use of Facebook or unable to control their activity on Facebook. Such
individuals called Facebook addiction disorder. Problematic use of Facebook creates problems in user’s life such as relationships, friends, and school life (Lee et al., 2014).

It is a hot debate whether Facebook use affects users’ or active users’ everyday life. In everyday life, if users involve in distress related problems such as cognitive failures then it is said that the use of Facebook is problematic and has poor subjective welfare (Marino et al., 2018). Facebook has interactive features that strongly cause problematic use. Many people spent time reading the comments on their posts and replying to them, someone is interested to see notifications of other users and responding to them. Then post something which attracts others and wait for the response of other connected users like family, friends, colleagues and sometimes strangers. If responses show negative to their post can be the cause of social anxiety, depression, and social compression. Similarly, physiological effects on individuals can cause problematic use of Facebook. Problematic use of Facebook is associated with distinct features and mental adjustments (Marino et al, 2017).

There is scientific confusion in defining the problematic use of Facebook. Some scientists say high frequency use of Facebook or more time dedicated to Facebook is problematic use of Facebook or Facebook addiction (Chou, Condron, & Belland, 2005). However, another group of researchers says that frequency and time of usage are insufficient to explain the problematic use of Facebook (Pontes, Kuss, & Griffiths, 2015). Facebook is a virtual reality and connects people without any limitation of culture, nationality, or religious conviction. In reality, the adverse part of societal phenomena is dangerous because of their difficult usage or even addiction to Facebook. Unfortunately, it is a reality that an increasing figure of individuals make use of the social network in problematic ways, which push them towards the danger of internet addiction (Kuss, Griffiths, Karila, & Billieux, 2014).

Facebook creates a lasting impression on societal life and creates many negative effects on real social life. There are many issues to control the characteristics of Facebook users who use the Facebook excessive and problematic use. There is a very significant thing to comprehend the reasons and exact pattern developing the problematic use or Facebook addiction (Kuss & Griffiths, 2011)

It is vital to comprehend the all positive as well as also negative aspects of Facebook for youth. Perversion from problematic use is very essential because a large number of youth are involved in the problematic use of Facebook in society. People spent a lot of time online activities which cause a bad affect on relations. Another negative effect of the high frequency of use of Facebook is less physical activities which big cause of mental and physical health problems, obesity, depression and heart diseases. In this era, a gap is prolonged between real relations and online relations. Real relations are your brothers, sisters, father and mother, but youth has no time in busy life and reaming time spent online such as Facebook. People waste their time in wasted activities even children too. Younger’s look busy with online activities which only wastage time. Playing online gaming is much more popular among youth they spent several hours on it. There are a lot of activities that make Facebook a much time consuming product in society such as self-expression, and information sharing. It is just because of social connection that is frequent use of Facebook (Alhabashet et al., 2014).

1.4. Rationale of the Study

The current research study deals with self-esteem and problematic use of Facebook among youth. This is a new phenomenon especially in Pakistan as researchers have seen few researches conducted on this topic. Facebook usage is the more attractive habit of youngsters
as they seem available online almost round the clock. Many observers and researchers trust that due to the increase in the utilization of social networking sites, people have emerged as the victims of lower self-esteem and self-growth. To support or negate the existing literature, the researchers chose this topic to know whether self-esteem has any relation to the problematic use of Facebook among youth especially university students of Pakistan. This study investigated the relationship between self-esteem effects on the problematic use of Facebook. The relation of self-esteem to Facebook addiction studies has been available in other parts of the world. This study is its replication in our society. The study also checked the level of self-esteem and problematic use of Facebook among males and females.

1.5. Problem Statement

It has been observed that excessive use of Facebook creates social, physiological and emotional difficulties resultanty affecting self-esteem. Peoples who have low self-esteem seem to manifest problematic use of Facebook. Peoples who have high self-esteem tend to be less problematic using Facebook. This study explored the relationship between self-esteem and problematic use of Facebook in a Pakistani cultural setting.

1.6. Significance of the Study

Social media use is a common phenomenon among youth. The use of technology and accessing online content frequently imposes some positive and negative impacts. As majority almost all the youth use Facebook according to their experience and interest. So there was a need to find out the relationship between self-esteem and problematic use of Facebook. It is hypothesized that people with high self-esteem cause less problematic use and those who have low self-esteem assumed more problematic use of Facebook. Therefore, the aim of the present study was to examine the effect of self-esteem on the problematic use of Facebook. The impact of social media on self-esteem has already been studied in Pakistan but the current research study explored the effect of self-esteem on problematic use of Facebook.

1.7. Objectives of the Study

The objectives of the study were to; 1) Inspect the difference in the problematic use of Facebook across gender categories and 2) Observe the effect on self-esteem and problematic use of Facebook.

2. Literature Review

Bergagna and Tartaglia (2018) stated in their article “Self-Esteem, Social Comparison, and Facebook Use” that Facebook is a popular social networking site among youth. The study aimed to examine the relationship between self-esteem and the quantity of time spent on Facebook and societal comparison. The study was a survey based and data was collected from 250 undergraduate as well as graduate Italian students of ages 22 to 18 years through a self-report questionnaire. The results found that adaptation to societal comparison in arbitrating relations is low self-esteem and few signs of Facebook usage. Everyday time spent over Facebook for virtual reality females uses Facebook for societal communication that is openly affected by high self-esteem and indirectly affected by low self-esteemed. Worldwide, the aspect of societal comparison over Facebook appeared as more significant for females rather than males.
Andreassen, Pallesen and Griffiths (2017) argued in study “The relationship between addictive usage of social media, narcissism, and self-esteem: Findings from a large national survey” that the use of social media expanded in previous years and for the majority of social media users, social media is not problematical, few users found disproportionately and impulsively. The research aimed to examine the relationship between addictive usage of social media, self-esteem and narcissism. The study was an open web based survey and a sample of 23,533 respondents were taken. The study concluded that lower education, lower self-esteem and lower income were related to advance scores over the clarifying overall 17.5 % of the variance. The outcomes were in line with demography predictors and associations obtained from vital theories regarding “addiction”, which indicated that females grow more addictive usage of activity involving social communication than males.

Baturay and Toker (2016) study “Self-Esteem Shapes the Impact of GPA and General Health on Facebook Addiction: A Mediation Analysis” argued that self-esteem decreases influence on GPA and overall health due to using Facebook with passion and self-esteem provided there is vigorous day-to-day usage of Facebook is a concern. The aim of the study was to improve the low GPA and general health of college students. Through an online questionnaire 120 college students (52.5%) female and 47.5% male participated. Data analysis using AMOS and arbitration, the study found that self-esteem determining concept when lessening the impact of both GPA and general health. It was also found that low self-esteem increases the possibility of becoming a Facebook addiction.

Kircaburun (2016) study “Self-Esteem, Everyday Internet Use and Social Media Addiction as Predictors of Depression among Turkish Adolescents” investigated the level of depression in adolescent’s straight as well as indirect effects of self-esteem everyday usage of internet and social media. The descriptive study was conducted and adolescents of age 12 to 18 years old were selected. The sample size of the study was 1130 students selected from different schools in the southern region of Aegean. “Social media obsession Scale “and “Rosenberg Self-esteem Scale” were used to collect data. To check the proposition, the person’s correlation and structural equation model were applied. Findings showed that self-esteem and social media addiction predicted 20% stress released due to self-esteem and openly internet usage. The social media desire was affecting stress indirectly.

Blachnioa et al. (2016) argued in the study “The part of self-esteem in Internet obsession: an evaluation of Turkish, Polish and Ukrainian examples” that the internet is essential in this era and the use of the internet is most popular, especially among youth’s everyday routines life and it leads to the problematic use of the internet. The purpose of the study was to explain the response to the question that self-esteem is a forecaster of the internet or not? Whether there is any connection between self-esteem and problematical usage of the internet? Participants were selected from three different countries including Poland (N=350), Turkey (N=320) and Ukraine (N=341). Rosenberg’s self-esteem scale and young’s internet addiction scale were used in this study. Data collected through a survey that self-esteem is a forecaster of internet craving in cross cultural forms. The conclusion showed that with self-evaluate and heavy self-criticism approach seem to more dispose to internet addiction. The study further investigated the relationship between internet obsession and its relations to self-esteem, personality and culture to provide a better understanding. The part of character discovered in obsession to time spent on the internet in Facebook obsession literature. Personality qualities play an important part in human conduct. Needs, inspirations, and morals are affected by personality as well. The association between internet addiction and personality characteristics was examined but the consequence on self-esteem.
Armstrong et al. (2000) research explained that self-esteem predicts internet obsession. Previous studies identified the sense in life and self-esteem. Self-esteem works as a shield against internet addiction and people with a huge level of impulsiveness. Persons who have low levels of self-esteem refer to more internet addiction while people who have a high level of Self-esteem use the internet positively. Low levels of self-esteem are linked to internet usage as an effort to improve their self-esteem.

Sariyska et al. (2014) argued that people who examine themselves with heavy criticism and about themselves as unworthy think about themselves negatively e.g. they think they are not capable they are not worthy they are not able to do tasks while others performed then due to low self-esteem to problematic use of the internet or social networking sites.

Cramer, Song and Drent (2016) observed rapidly growing research to examine the social comparison on Facebook in social media growth. Users on social media or social networking sites present themselves as an improved version for their satisfaction of self. A complex situation develops in the shape of social compression on Facebook. The relation of self-esteem is significantly effectively linked to exploring the motivation of societal comparison. Using the survey method college students N= 267 reported being involved in social comparison and using Facebook with high frequency and with low self-esteem. Important moderating effects were observed in self-esteem and motivation and effect relationship. Higher self-esteem (HSEs) produced a self-improvement motive as compared to low self-esteem whereas self-enhancement reasons produced affect more highly among LSEs.

Rosenberg (1989) designed a self-esteem scale to measure Facebook users’ perception of their self-worth and satisfaction. The scale included 10 items containing a 4-points Likert scale 1=Strongly agree, 2=agree, 3=disagree, and 4=strongly disagree. Scale verified good internal reliability with higher scores indicating a higher level of dispositional self-esteem. The study concluded that self-esteem and social comparison were observed on Facebook but there was no significant relationship between social comparison and self-esteem on Facebook.

Blachnio, Przepiorka and Pantic (2016) evaluated that due to the increase of use of social networking sites in recent years that cause physiological problems and mental health issues so much research’s focus on it in this era. It was a hot debate to find the relationship between Facebook's problematic use or addiction associated with self-esteem and life satisfaction in society. A cross-sectional study was conducted with 381 active Facebook users with the help of the Facebook Intensity Scale, Rosenberg’s self-esteem scale, satisfaction with file scale and Bergen Facebook addiction scale. Using these scales, respondents were divided into three categories i.e. ordinary, intensive and addicted users. The study concluded that Facebook addiction was related to lower self-esteem and ordinary Facebook users. Furthermore, the study found that self-esteem and life satisfaction addicted intensive users and FB addiction was negatively associated with life satisfaction.

Mehdizadeh (2010) study “Self-Presentation 2.0: Narcissism and Self-Esteem on Facebook” argued that self-presentation is very important in this era of social networking sites such as Facebook. In this era of cyber networking, people connect using social networking. There are benefits of social networking sites but also have some negative outcomes observed in everyday activity. Social networking sites provide a platform for identification and personality examination. This study explained how self-esteem and narcissism are established on Facebook. Using a survey method 100 students of New York University participated in this study. Using correlation analysis study found that students with lower self-esteem and
higher narcissism were involved more in online activities. In gender differences, the study found that self-promotional activities were more common among users.

Hawi and Samaha (2016) in their study stated that the use of social media is expended largely and rapidly that have involved individuals contributing to online activities. Rapidly growth of social media can be accessed through statistics. Social media statistics had been reported that the average annual increase of social media users is 10% of the total number of users. The excessive and impassive increase of social media users attracts researchers to investigate this phenomenon and all aspects of user’s life. The study aimed to explore the relationship between social media addiction, self-esteem and satisfaction with life. To find this phenomenon a social survey was conducted with various scales and questionnaires used from the Facebook invasion questionnaire. Participants responded online Rosenber’s self-esteem scale and gratification with life scale. For data analysis, person’s correlation, linear regression and structural equation model were used. Findings of the study showed that addictive use of Facebook is negatively associated with self-esteem whereas positive associated with life satisfaction. There were some benefits and some shortcomings of social media but the main concern was that to overcome the negative influence on people specific addiction of users and behavioral addiction.

Hawi and Rupert (2015) and Samaha and Hawi (2017) argued that with the fast growth of technologies all over the world. Devices such as smartphone laptop tablet ownership can make this world connected. With this technology era and the enhancement of applications, social media addiction becomes a major concern of this era. Most technology related studies were conducted in Europe and united States because fast and early growth of technology in these states and where technology growth is less than in the gulf region containing Lebanon. The main findings of the study discovered an undesirable association between self-esteem and social media.

Mei et al., (2016) Explored in this study that internet use expanded in society which is needed in the modern world but with time some negative outcomes challenge of time i.e. internet addiction or addictive patterns among the youth. The study aimed to explore the problematic use of the internet. The study was a correlation between problematic use of the internet and the effects on the health of students in China. With the help of logistic regression analysis received that gender and domestic income every month caused childhood problematical internet usage. Wellbeing, self-esteem was related to severity.

Yoo et al., (2013) conducted a survey based study and data from 74,980 Korean middle-end–high school students were collected. The study was related to internet obsession linked with mental health. Emotional and temperament effects added in youths who have problematical internet usage. The study concluded that problematic internet use related to more pleasure but inferior life gratification amongst the learners. The study also found that problematic internet use severity can decrease with self-control increase and may be reasonable social relations with parents and peers.

Li et al., (2013) and Park et al., (2014) study observed problematic internet use and inferior happiness, self-esteem and self-control. Researchers argued that cross-sectional type of research cannot allow insight into the temporal relationship. Longitudinal data is necessary to understand the resigns of problematic use of the internet and its risks and causes of the development of problematic internet use. Internet users of different social economic, geographic, backgrounds, genders and mental statuses were measured. The study concluded that internet use is a varied concept and the context of different health related issues and
social demographic variables. This study provided early information about the inquiry of psychological variables which is connected to the problematic use of the internet. The study contributed the information to help for prevention the youth from problematic internet use.

Marshall, Lefringhausen and Ferenczi (2015) study highlighted the most important feature (status update) on Facebook. The study examined different personality traits or specific personality motives people chose to update. Extraverts are most often apprised about their social actions every day and another type of personality openness was most likely updated intellectual topics in everyday sharing information. Those who were high in conscientiousness mostly update about children. The study concluded that now the life of every individual has become almost open.

Satici and Uysal (2015) stated that the use of social networking sites is highly prevalent among youth and adults all over the world. Teenagers and youth use these sites to make the connection and share opinion with each other. There are many social networking sites but Facebook is the most popular among them. The aim of study was to find important predictors of Facebook. This study investigated the association among welfare and problematical Facebook usage. Using Bergen’s scale, subjective vitality scale, satisfaction life scale, flourishing scale and happiness scale relationship was measured. Using regression analysis study concluded that subjective vitality, life satisfaction, subjective happiness and flourishing were negative predictors of problematic use of Facebook.

Blachnio, Przepiorka and Rudnicka (2015) constrained that self-love and self-esteem linked the different forms of Facebook usage. This research aimed to explore psychological forecasters of Facebook usage. To find an association, the Facebook intensity scale, motivation and importance scale, narcissistic personality inventory and self-esteem scale were used. Self-esteem plays a very important and substantial role in self-esteem. Using the survey method, 653 active users of Facebook participated. The study found that role of narcissism and self-esteem are associated with Facebook. Furthermore, the study found that shy and low self-esteem people have more levels of anxiety.

Ehrenberg et al., (2008) article “Personality and self-esteem as predictors of young people’s technology use” examined the role of personality and self-esteem in technology use among university students. Using the survey method, 200 university students participated in this study 146 females and 54 males at an average age of 19.5 with their mobile and text messages in everyday routine. The study concluded that people mostly spend time on calls and messaging. The study reported low self-esteem individuals to spend most of their time on internet messaging.

Giota and Kleftaras (2015) article “The role of personality and depression in problematic use of social networking sites in Greece” discussed the role of personality in the use of social networking sites. Research aimed to examine the relationship between personality characteristics and social networking sites. Using a survey method young adults of Greece participated in this study. Study revealed that there were some linked with an individual’s self-personality, problematic uses and depressive symptomatology. Neuroticism and depuration were positively related with the problematic use of Facebook (PUFB). Desperation and everyday normal practice account for about 33% of modification in forecasting problematical SNS usage Agreeableness is negatively associated. However problematic use of SNS was not related to scrupulousness, openness to experience and extraversion, but they were negatively associated with depression. People in rural areas are found higher scores than people living in urban areas. Some important factors related to uses
of social networking sites used as depressive symptomatology and social demographic factors. Furthermore, study concluded that several individuals face social difficulties and lack of face to face interaction due to excessive use of Facebook.

Munch et al. (2015) study was aimed to find the relationship between trouble controlling Facebook use and time spent on social networking sites. They argued that a lot of literature debate available that discussed the problematic use of SNS traits of individuals who spent an excessive amount of time on social networking sites. The high frequency of use of social networking sites creates troubles in user’s life and may cause negative outcomes in everyday life. The study uses the methodology of a survey and data was collected from 489 youngsters of teen ages. The study examined the relationship between Facebook addiction and time spend on Facebook. The study concluded that time spent on Facebook is not associated with self-esteem. Social comparison and social addiction were associated with an individual’s pattern of Facebook use. Furthermore, the study found that time spent on Facebook was not associated with a positive relationship. Less involvement in real life, in social communities, and its associated social networking sites involves more time spent on SNS and significant time spent on Facebook.

Nyland, Marvez and Beck (2007) study measured Facebook use and addiction among youth. Using the survey method, data was collected from youth and the questionnaire was divided from 15 minutes to 4 hours or more per day. Results were examined using face-validity and self-reported items contacting options from 1 to 14 times per day. Self-esteem was measured using Rosenberg self-esteem scale and four items were loaded. Similarly, traditional addicting e.g. (drugs and gambling) were types that define addiction. The study concluded that self-esteem significantly overlapped associated with Facebook behavior. Regression results showed that none of the variables were significantly associated with self-esteem when controlling the others.

Lee et al., (2014) stated in the article “Problematic Use of Social Networking Sites: The role of self-esteem” that social networking sites are a successful part of the internet and provide platforms for social interaction and sharing experiences among the users. When users use these platforms excessively without their awareness it cause of problematical usage, negative consequences and negative behavior in real life. The study aimed to highlight problematic use of social networking sites and psychological welfare. It was investigated how self-esteem affects internet use, especially concerning the social networking sites. Using the survey method, data was collected from 200 Facebook users using a structural questionnaire. Equation model analysis confirmed that low self-esteem affects individual’s development on social sites in social interaction. Study concluded that social networking sites play important role in mood relation and short self-regulation.

Corey, Blomfield and Barber (2014) study “Social networking site use: Linked to adolescents’ social self-concept, self-esteem, and depressed mood” highlighted the uses of social networking sites in teen agers as they spend a heavy amount of time on Facebook. Heavy uses of social networking sites linked with the indicator of adjustments. This study investigated a different aspects of measures in adolescents living in the Australian community. Total sample size was (N=1819) and among them, 55% were female respondents and data was collected from 34 various high schools. The finding highlighted that the frequency of social networking site use is associated with lower self-esteem with greater depressed mood.
Benjarnin, Balogun and Olajumoke (2013) explored the type of activities that can cause increased self-esteem or decrease self-esteem. Using survey method, 192 students designated from two universities of age 16 to 35 age participated. Through social survey data was collected by using two slandered scales i.e. self-esteem scale and a Facebook intensity questionnaire. Data were analyzed using one-way ANOVA. Results demonstrated that there were important positive effects of Facebook on self-esteem. Age factors found were influenced by self-esteem but not by the use of Facebook. There was no important change found in gender. The study concluded that attractive activities on Facebook positively influenced self-esteem. Whereas social networking sites help users to develop social capital with the help of personal profile and the public this profile on any social networking site connect with social activities create online and built online relationships between friends, coworkers, teachers schoolmate and family members.

2.1. Research Question

RQ1: What is the effect of self-esteem on the problematic use of Facebook?
RQ2: Whether the effect of self-esteem on problematic use of Facebook different across gender categories?

2.2. Hypotheses

H1: It is more likely that the higher self-esteem associated with less problematic use of Facebook
H2: It is more likely that females manifest problematic use of Facebook as compared to males.

3. Method

3.1. Survey

Researchers used the survey research method to investigate the problem under study. The questionnaire was used to collect data from the targeted public i.e. students including males and females studying at Foundation University Islamabad. The questionnaire is divided into three parts to measure exposure to use Facebook, self-esteem and problematic use of Facebook among university students. Self-esteem was used as an independent variable of this study which indicated an individual’s personality capitalistic Problematic use of Facebook was the dependent variable of the study. The Operationalization of variables stated Self-esteem as Self-esteem is individual self-worth and Problematic use of Facebook as Social psychological university and work difficulties faced by Facebook users.

3.2. Respondents

The respondents of this study were university students that share common characteristics. Students of Foundation University Islamabad were respondents to this study. The total strength of registered university students at that time was 5849 in five main institutions of the university i.e., Foundation University College of Dentistry (FUCD), Foundation University Medical College (FUMC), Foundation University of Rehabilitation Institute of Science (FURIS), Foundation University College of Nursing (FUCN) and Foundation University of Rawalpindi Campus (FURC).

3.3. Data Collection Tool
Using the survey method, the current research study used a combination of questionnaires including a self-administered questionnaire to measure exposure to use Facebook and adopted standard tools of self-esteem scale (Rosenberg, 1965), addiction scale and problematic use of Facebook scale (Andreassen et al., 2012). Self-administrative part of the questionnaire contained 6 items including the respondent’s information such as age, gender and to measure the respondent’s exposure to Facebook use, self-esteem part of the questionnaire contained 10 items and the problematic use of FB part contain 6 items. Furthermore, the tool contained two open-ended questions also. To increase readability and understandability, the questionnaire was translated into both English and Urdu language. Researchers visited all campuses of the university and distributed questionnaires themselves and gathered data from the selected sample.

3.4. Sample Size

Keeping in mind the financial and time constraints a sample of 350 students including males and females of Foundation University Islamabad was selected. In response, 313 questionnaires were received in this way response rate was 89.43%.

3.5. Procedure

Researchers used a random sampling technique to select the respondents from the target public. Foundation University Islamabad consists of five (5) institutes and on the basis of population, researchers selected the respondents. From five institutions, FURC consisted of 72.16% population, FUMC 14.00% population, FUIRS 8.19%, FUCD 3.43% and FUCN 2.20% population. On the same percentage, respondents were selected to collect the data.

The demographics characteristics of respondents belonging to Foundation University Islamabad that from 313 selected respondents, N=146 were male and N=167 were female who filled the questionnaire. In education point of view, N=271 undergraduate students, N=12 graduate students and N=30 post-graduate students were selected as respondents who filled the questionnaire. Whereas background point of view, N=132 rural and N=181 urban family background students filled the questionnaire.

4. Findings

<table>
<thead>
<tr>
<th>Table 1: Reliability</th>
</tr>
</thead>
<tbody>
<tr>
<td>Reliability analysis</td>
</tr>
<tr>
<td>Level</td>
</tr>
<tr>
<td>-------</td>
</tr>
<tr>
<td>Problematic use of Facebook (DV)</td>
</tr>
<tr>
<td>Self-esteem (IV)</td>
</tr>
</tbody>
</table>

The instrument used for data collection has 16 items in total. Scale reliability analysis has been conducted to measure the inter item reliability of each variable used for this research.
study and values corresponding to each variable along with each dimension is mentioned above.

A total of 16 items were developed to collect a response rate from the potential sample of 350 university students out of which 313 questionnaires were returned from respondents. The questionnaire consisted of a total of 22 questions out of which 10 items consisted of the independent variable (Self-esteem). The dependent variable problematic use of Facebook contained 06 items and the remaining 6 questions were about their demographics’ characteristics and exposure to Facebook use. As per the given direction of the aforementioned authors, the values for each of the variables fulfilled the acceptable standard of greater than 0.6 therefore it indicates that the scale used for collecting the response from potential sample for this particular research is reliable. Individual values for independent, and dependent variable along with their dimensions is given in the table mentioned above.

Table 2: Descriptive Statistics

<table>
<thead>
<tr>
<th></th>
<th>N</th>
<th>Min</th>
<th>Max</th>
<th>Mean</th>
<th>S.D</th>
</tr>
</thead>
<tbody>
<tr>
<td>Self-esteem</td>
<td>313</td>
<td>1.00</td>
<td>4.00</td>
<td>1.8814</td>
<td>.39612</td>
</tr>
<tr>
<td>Problematic use FB.</td>
<td>313</td>
<td>1.00</td>
<td>5.00</td>
<td>2.4558</td>
<td>.96128</td>
</tr>
<tr>
<td>Valid N (listwise)</td>
<td>313</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

The information displayed in the table above provides the various numerical values for descriptive statistics for both variables and their respective dimensions. It can be observed from the information that strategic orientation is cumulative for its potential driver’s Self-esteem and problematic use of Facebook. The mean value of self-esteem is 1.8814 and Std. Deviation is 0.39612 and Mean Value of problematic use is 2.4558 and Std. Deviation is 0.96128.

Table 3: Correlation between self-esteem, problematic use of FB, Gender, Education, Age and Background (N=313)

<table>
<thead>
<tr>
<th></th>
<th>Gender</th>
<th>Education</th>
<th>Age</th>
<th>Background</th>
<th>self-esteem</th>
<th>Problematic use FB.</th>
</tr>
</thead>
<tbody>
<tr>
<td>Gender</td>
<td>1</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Education</td>
<td>.080</td>
<td>1</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Age</td>
<td>-.179**</td>
<td>.444**</td>
<td>1</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Background</td>
<td>.135*</td>
<td>.057</td>
<td>-.066</td>
<td>1</td>
<td></td>
<td></td>
</tr>
<tr>
<td>self-esteem</td>
<td>-.097</td>
<td>-.161**</td>
<td>-.036</td>
<td>.081</td>
<td>1</td>
<td></td>
</tr>
<tr>
<td>Problematic _use of FB.</td>
<td>.103</td>
<td>.035</td>
<td>.072</td>
<td>-.125*</td>
<td>-.212**</td>
<td>1</td>
</tr>
</tbody>
</table>

**.p< 0.01, *.p< 0.05

To establish construct validity as per direction from the aforementioned literature has significantly drawn that there is no significant relationship between any age group, Education, Gender and any demographical domains that can affect the Self-esteem and problematic use of Facebook at any stage. To establish construct validity the researcher has
primarily draw a relationship between demographics and constructs of this research. Self-esteem has a negative correlation with Problematic use of Facebook.

Table 4: Multiple Regression Technique

<table>
<thead>
<tr>
<th>Model</th>
<th>Standardized Coefficients</th>
<th>T</th>
<th>Sig</th>
<th>R</th>
<th>R²</th>
<th>Adj R²</th>
</tr>
</thead>
<tbody>
<tr>
<td>(Constant)</td>
<td></td>
<td>13.737</td>
<td>.000</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>self-esteem</td>
<td></td>
<td>-.212</td>
<td>-3.829</td>
<td>.000</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

The table shows the significant impact of self-esteem on problematic use of Facebook. The beta value \(-.212^*\) indicates a vice versa relationship between those individuals who have high self-esteem and are less addicted to Facebook. The value shows one percent change in self-esteem creates a drop of 21% in the use of Facebook. Overall model fit was significant and there is a slight variation of .4% in the overall framework which is minimal but significant. Therefore, the hypothesis proposed was accepted for this research study.

Table 5: Independent Samples Test

<table>
<thead>
<tr>
<th>Levene's Test for Equality of Variances</th>
<th>t-test for Equality of Means</th>
</tr>
</thead>
<tbody>
<tr>
<td>F</td>
<td>Sig.</td>
</tr>
<tr>
<td></td>
<td></td>
</tr>
<tr>
<td>Equal variances assumed</td>
<td>4.015</td>
</tr>
<tr>
<td>Equal variances not assumed</td>
<td></td>
</tr>
</tbody>
</table>
| An independent sample t-test was performed to analyze the difference among genders which was proposed. But results have shown a different outcome which can be observed that no major It is more likely that females manifest problematic use of Facebook as compared to males. Variations can be seen in equal variance and variance not assumed which indicates that males and females both have the same probability to cause problems during Facebook usage.

5. Discussion

The current study investigated self-esteem and problematic use of Facebook among university students belonging to Rawalpindi and Islamabad. The study revealed that self-worth plays a vital role in demolishing problematic use of Facebook. Bergagna and Tartaglia (2018) also found that regular and frequent use of social media directly influenced high self-
esteem. Andreassen, Pallesen and Griffiths (2017) Results vary demographic predictors and women found more addicted involving social media than men. The current research study found that the urge to use social media, especially Facebook remains normal as the experience to use social media increases. Baturay and Toker (2016) study discussed that self-esteem is critical shaping construct when decreasing the impact of both general health and GPA and low self-esteem increases the possibility of social media addiction. Kırcaburun (2016) study found that social media and self-esteem predicted that depression was associated with self-esteem directly and social media addiction was affecting depression indirectly. The current study found that users of Facebook forget about their problems not depend on social media. Blachnio, Przepioka and Rudnika (2015) found people built social capita and receive social support with the help of the social networking site Facebook. People with low self-esteem were found to have more users on Facebook for building social capital rather than those who have high self-esteem. Munch et al. (2015) study showed that time spent on Facebook was not associated nor Facebook checking significantly associated with self-esteem, social comparison and fear of social evaluation, while SNS addiction and their sign were each associated individually linked with Facebook usage. The study revealed that students not face any trouble and not become restless if they prohibited from use of Facebook. Munch et al., (2015) study revealed that problem associated with self-esteem and problem becomes low if self-esteem is high. The current study found that more self-esteem caused less restlessness and has no cause of any problem. The use of Facebook has no negative impact on the job or study of youth. Youth can effectively manage such activities.

6. Conclusion

The study concluded that there is no significant relationship between any age group, Education, Gender and any demographical domains that can affect the Self-esteem and problematic use of Facebook at any stage. Self-esteem has a negative correlation with Problematic use of Facebook. The Vice versa relationship indicated those individuals who have high self-esteem are less addicted to Facebook. The value shows one percent change in self-esteem creates a drop of 21% in the use of Facebook. Overall model fit was significant and there is a slight variation of .4% in the overall framework which is minimal but significant. Results among different genders have shown a different outcome that variations are seen as equal indicating that males and females both have the same probability to cause problems during Facebook usage. The overall impact of self-esteem on problematic use of Facebook found that self-esteem has increased understanding to use Facebook, their desire has been reduced, and to get rid of personal problems they usually not preferred social media. Cutting down the use of Facebook without success was mixed and prohibiting from use of Facebook does not cause restlessness among youth. The element of tolerance was found among youth and the use of social media has no negative impact on jobs and study of youth. About thinking and planning about Facebook use, the result found that there is no difference between male and female respondents.

6.1 Suggestions for Further Researchers

- This study can be conducted further in other provinces of the country.
- Researchers can find the relationship between self-esteem in Public Sectors Universities with financial, religious, social expectations, etc.
- The current research study was limited to only universities in Islamabad. This study can be conducted in various cities and universities and different age groups would be beneficial to generalize the model that was tested in this study.
Another limitation is that data was collected by using quantitative scales. It may be suggested that new studies may be conducted by using more detailed qualitative instruments to shed further light on these associations.

This study was conducted only on one popular social networking site Facebook users only. It may be suggested to work on other social popular networking sites also.

References


