

# The Impact of Social Media on Social Comparison, Envy and Self-Esteem in Adults: Has the Global Pandemic caused an Increase in Social Media Comparison?

## 1. Introduction

It has been shown that on a societal scale that social media can have a significant negative impact on social comparison and self-esteem in both Males and Females. The current increase in the covid19 lockdown stages worldwide has not been without its problems, however. Gao et al., 2020 cited that “there has been a high prevalence of mental health problems, which positively associate with frequent social media exposure during the COVID-19 outbreak”.



With this research in mind, the current study aims to explore the 10-item Rosenberg Self-Esteem Scale (1965), (a widely used self-report instrument for evaluating individual self-esteem) compared to a social media question are answered by the general public and if envy and social media comparison has an effect on an individual's self-esteem levels. The interesting factor in this study is to analyse the increase/decrease in social media usage during the covid19 outbreak and if the levels of lockdown had an impact on our human behaviour.

The scales and relationships among variables will be explored in a number of ways, beginning with Python (Jupyter Notebook), Rstudio Libraries such as FlexDashboard for data visualisation and MySQL and Workbench queries.



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## 2. Literature Review

- According to a study conducted by Gao et al., (2020) social media exposure was positively associated with high odds of anxiety. The findings showed that there were high prevalence of mental health problems, which positively associated with frequent social media exposure during the COVID-19 outbreak..
- Another study conducted by Chae., 2017, found that Envy influenced Social comparison in a study consisting of females aged 20-39 years.
- In a 2014 correlational approach study conducted by Vogel., et al, it found that individuals who used Facebook at a high frequency had a lower trait self-esteem. Results revealed that participants state self-esteem and relative self-evaluations were lower when the target persons profile consisted of healthy habits and a highly active social network – similarly it found that individuals who used Facebook at a lower frequency had a higher trait self-esteem.

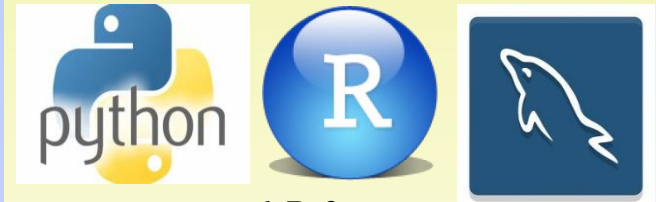
## 3. Methodology

- A survey will be conducted and collected using Microsoft Forms which will consist of a demographic questionnaire, Social media addiction/use questionnaire and the Rosenberg Self-Esteem Scale questionnaire.
- The study will consist of the analysis of data sets supplied by social media companies analyzing the increase/decrease in social media usage during the covid19 outbreak in comparison to previous years.

## 4. Research Questions

- H1: Social media will have an impact on an adult's self-esteem levels
- H0: Social media will have no impact on an adult's self-esteem levels.
- H2: Social media causes Envy in adults.
- R1: Will there be a difference in self-esteem levels between genders?

## 5. Technologies



## 6. References

- Chae, J., 2017. Explaining Females' Envy Toward Social Media Influencers. *Media Psychology*, 21(2), pp.246-262.
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