SELF ESTEEM AND ACADEMIC PERFORMANCE – A COMPRATIVE STUDY ON ADOLESCENT FACEBOOK USERS AND FACEBOOK NON USERS

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ABSTRACT

Facebook is one of the most commonly used social networking sites among the adolescents. This research study aimed at studying the patterns of using facebook by early adolescents, differences between self esteem and academic performance of facebook users and non facebook users. The study is quantitative in nature and was conducted in a CBSE schools of Mogappair in Chennai   (Tamil Nadu). A total of 240 students took part in study, out of which 200 were chosen as rest gave socially desirable answers. The data revealed that facebook users have moderate level of usage of the site. Findings also suggest that the self esteem is not affected by the use of facebook, whereas academic performance shows significant differences in facebook users and non users.

INTRODUCTION

Facebook as a source of communication is very common among adolescents. According to The Statistics Portal, in the second quarter of 2016, Facebook globally has 1.71 billion monthly active users. India is the leading country of facebook users of 2016. India overtook the United States with over 195 million users to the United States' 191.3 million (The Statistics Portal, 2016). Facebook has 500 million users, who spend more than 700 billion minutes per month communicating with their friends via photos, links and status updates (Shackford, 2016). Adolescents constitute the major portion of these users. Social networking sites provide them with the platform where they could express themselves and have perfect and ideal life. These sites are a source to boost their self esteem and self worth. It is a place where they feel accepted.

Comparing oneself with friends, parents, celebrities etc and also comparing their emotions, values, physical appearance, abilities, personality traits etc with others affects their self esteem. Spending extra hours on facebook also results in poor grades. Due to comparisons on facebook with others the mental wellbeing of a person is affected to an extent that it sometimes leads to poor relationships, addiction, anxiety and depression. Most teens surveyed who are regular media users have lots of friends, get along well with their parents, and are happy at school (Rideout, 2010). However, peer rejection and a lack of close friends are among the strongest predictors of depression and negative self-views (Hartup, 1996)**.** The problem of excessive usage and addiction to facebook has become frequent due to the increase in the number of users (Blachnio, Przepiorka, &Pantic, 2015) .

LITERATURE
REVIEW

Facebook and Self esteem:

Social media is a crucial tool in enabling users to establish and maintain useful bonds that can be used to boost their self-esteem (Ikachoi, Mberia, &Ndati, 2015).**.**There is no correlation between high social media use and low self-esteem levels. (Pineiro, 2016). Positive feedback on the profiles enhanced adolescents' social self-esteem and well-being, whereas negative feedback decreased their self esteem and well-being. (M Jochen& P, 2006).There is inversely proportional relation between facebook usage and self-esteem. The more time a person spends on facebook reflects on lower self-esteem of the person.Many researches' conducted on the body image and social representation of the young adults and adolescents, draw clear attention towards low self esteem of the person.

Facebook and academic performance:

Students with higher usage of the Facebook had significantly lower GPAs. (Marie, 2012) **.**There is no significant difference in the impact of the use of social networks websites onacademic achievements that can be attributed to gender. (Maqableh, Rajab, Quteshat, &Masa'deh, 2015) **.**Parents reported the use of SNS affecting the studies of their children and also thecomputer based interactions over face to face interactions are having negative impact onsocial interactions with the families and friends (Kathuria, 2014) **.**There exists a negative relationship between intensity of Facebook use and GPA.(Alexander, August 2012) **.** More time spend on facebook by users has reported lower GPA than the non users(Kirschner&Karpinski, November 2010)

THEORETICAL FRAMEWORK

The uses and gratification approach explores how and based on which motives recipients use the media as well as which gratifications are obtained thereat. It emphasizes on positive motivation and active use of the media content that can gratify individual recipient's needs (Griffin, 2012: 368). Theorists Katz, Blumler and Gurevitch pointed out five basic assumptions of the theory: "1. the audience is active and its media use is goal oriented; 2. the initiative in linking need gratification to a specific medium choice rests with the audience member; 3. the media compete with other resources for need satisfaction; 4. people have enough self-awareness of their media use, interests, and motives to be able to provide researchers with an accurate picture of that use; 5. value judgments of media content can only be assessed by the audience" (Kunczik, Zipfel, 2006: 190). (Kunczik, Zipfel, 2006: 192).
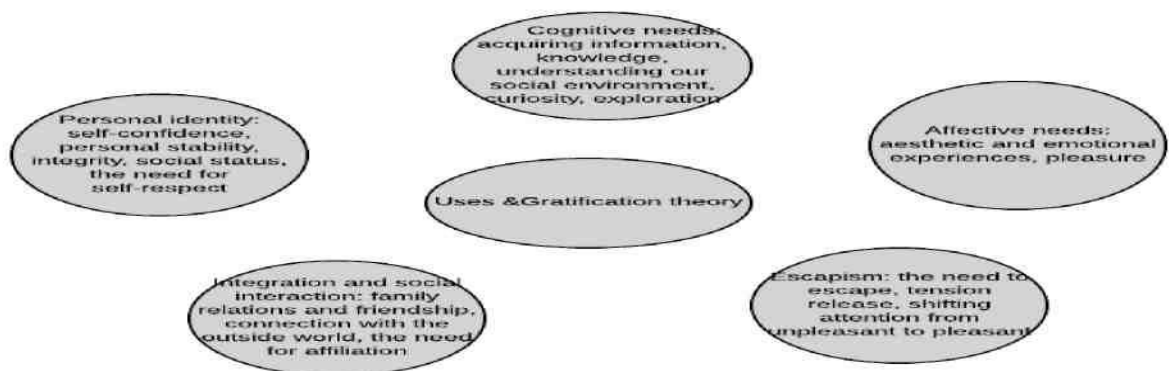

Figure: Uses and Gratification Theory

OBJECTIVES

1.To study the self esteem of facebook users and non users, 2. To study the academic performance of facebook users and non users, 3.To identify the usage patterns of facebook use of the facebook users, 4.To analyze if there exists gender differences in self esteem and academic performance of facebook users and non users.

RESEARCH METHODOLOGY

The research is a descriptive study. The researcher had chosen all the CBSC schools in Mogappair. The universe for the study includes students of 9th and 10th standard. The total number of respondents is (N= 220). The sample consists of 220 students, 110 facebook users

and 110 non users. Out of these 60 boys and 60 girls in both the groups were taken.

Tool

A screening tool - The screening tool was self constructed to gather socio-demographic information (name, age, gender and educational qualification etc) of the respondent as well as to differentiate the respondents on the basis of being a facebook user and a non user. The facebook usage as per inclusion criteria for one year is taken.

Facebook usage patterns questionnaire - self constructed - The tool to understand the intensity and frequency of facebook usage by facebook users was self constructed. The questions were taken from some existing questionnaires and scales such as Facebookintensity scale (FBI) and modified as per the requirements of the research.

Five dimension Self esteem questionnaire by Pope et. al - The scale has five dimensions such as social, academic, family, body and global scale for general self worth. It also has a lie scale which detects if the responses are socially desirable. The questionnaire consists of 60 items (10 for lie scale) and has options 'Almost always', 'Sometimes', 'Almost never' on a likert scale.

KEY FINDINGS:

Facebook usage patterns:

Time Spent On Facebook	Half the respondents 42 i.e. 50% said to have been spending 0-1 hours using facebook daily. Only 6 respondents (5.7%) are active on facebook for more than 3 hours a day.
Logging in/Accessing Facebook	Most of the respondents (75%) log into their account 2 to 3 times a day. There are very few respondents (25%) who either access it only once or more than three times a day
Number of Facebook Friends	35% of the respondents said to have less than 100 facebookfriends followed by 27% having 100-200 facebook friends. Only 14 respondents (13.4%) reported of having more than 300 facebookfriends.
Counting number of Likes/comments and Deleting posts	The respondents have mentioned that they count the number of like they get on their status (27%) and photos (70). 15.3% which tend to delete the posts if they feel number of likes are less than their expectations.
Uploading Pictures, Statuses and check ins	Only 2respondent has said of updating status on facebook daily. Whereas more than half the respondents i.e. 52 % say they update their facebook status rarely i.e. even less than a month. 23% users update check in once a day which means that they post on facebook about what they are doing or where they are currently. Only 8 respondents i.e. 8% said that they upload pictures on facebook everyday whereas 23% and 30% of the respondents upload picture sometimes in a week and month respectively.

Preference of communication	More than half of the respondents i.e. 31 (60%) say they prefer personal communication/Face to face. 40% are comfortable with virtual communication with their friends and people. They prefersocial networking as a medium to communicate.

Adding Unknown people	Most respondents said they don't add unknown people on facebook (87%) which means that their friends on facebook include either friends or family members or only known people.
Chat Feature	It is very interesting to see that the use of chat feature daily and less than a month has identical responses of 35% .
Multiple Accounts	31% of the total facebook users have multiple accounts. Of 31% multiple account holders 75% hold one extra account on FB. This accounts for 24 number of the facebook users in the sample studied. Whereas there is only one respondent who holds three extra facebook accounts.
Participation in Other's Facebook posts	Only 29% of respondents say to actively participate on the other fb users activities and comment, whereas rest participate sometimes.
Experience of using Facebook	52% of the respondents say that they have positive feelings after using facebook.

Self esteem vs. Facebook users and Non Facebook users

Differences in domains of self esteem between Facebook users and Facebook Non users

Variable	Facebook User		Non Facebook User		t value	p value
	M	SD	M	SD		
Global Self Esteem	13.96	3.093	13.98	3.09	-.028	.977
Body Self Esteem	11.52	2.63	11.10	2.34	.834	.406
Family Self Esteem	14.37	3.21	14.06	3.37	.459	.647
Academic Self Esteem	14.83	3.26	15.48	3.58	-.952	.343
Social Self Esteem	12.94	2.38	12.73	2.43	.442	.659
Total Self Esteem	67.62	10.54	67.35	11.57	.118	.906

There is no significant difference inself esteem between Facebook users and Non Facebook

users. Self esteem is not influenced by the facebook users.

Academic Performance vs. Facebook users and Non Facebook users

Differences in Academic performance between Facebook users and Facebook Non users

Variable	Facebook User		Non Facebook User		t value	p value
	M	SD	M	SD		
Academic Performance (CGPA)	7.42	1.21	8.53	1.17	-4.64	.000

There is significant difference in Academic performance between Facebook users and Non Facebook users. Hence, Academic performance is influenced by the facebook use.

GENDER vs. Facebook users and Non Facebook users

Differences in domains of self esteem between Facebook user males and Facebook users females:

Variable	Facebook User Male		Facebook User Female		t value	p value
	M	SD	M	SD		
Global Self Esteem	13.69	2.311	14.23	3.745	-.624	.536
Body Self Esteem	10.92	2.15	12.12	2.95	-1.662	.103
Family Self Esteem	13.85	3.41	14.88	2.98	-1.168	.248
Academic Self Esteem	14.88	3.44	14.77	3.14	.126	.900
Social Self Esteem	12.58	2.41	13.31	2.38	-1.110	.272
Total Self Esteem	65.92	10.76	69.31	10.25	-1.161	.251

There is no significant difference in self esteem between Facebook users Males and Facebook users Females. Hence,Self esteem is not affected by the gender

Differences in domains of self esteem between Non Facebook user males and Non Facebook users females:

Variable	Non Facebook User Male		Non Facebook User Female		t value	p value
	M	SD	M	SD		
Global Self Esteem	13.09	3.57	14.80	2.34	-1.97	.054
Body Self Esteem	10.91	2.31	11.28	2.40	-.537	.594
Family Self Esteem	12.70	3.41	15.32	2.85	-2.89	.006
Academic Self Esteem	14.65	3.66	16.24	3.40	-1.55	.127
Social Self Esteem	12.30	2.75	13.12	2.08	-1.162	.251
Total Self Esteem	63.65	13.36	70.76	8.56	-2.21	.032

There is a significant difference in global, family domains of self esteem and total self esteem between Non Facebook users Males and Non Facebook users Females. Hence,Self esteem on these domains is affected by the gender of the non facebook users male and females.

Differences in Academic performance between Facebook users male and Facebook users female.

Variable	Facebook User Male		Facebook User Female		t value	p value
	M	SD	M	SD		
Academic Performance (CGPA)	7.25	1.34	7.59	1.07	-1.003	.321

There is no significant difference in all the Academic performance between Facebook users Males and Facebook users Females. Hence, It means Academic performance is not affected by the gender of the respondents.

Table 8:

Differences in Academic performance between Non Facebook user males and Non Facebook user females

Variable	Non Facebook User Male		Non Facebook User Female		t value	p value
	M	SD	M	SD		
Academic Performance (CGPA)	8.50	1.14	8.57	1.22	-.210	.834

There is no significant difference in all the Academic performance between Non Facebook users Males and Non Facebook users Females. Hence, it means Academic performance is not affected by the gender of the respondents.

CONCLUSION

From the research made it can be concluded that, facebook plays an important role in their lives. They spend significant amount of time using the site. Though there are no significant differences in the self esteem of the two groups i.e. facebook users and non users but others approval matters to some of them. They count number of like they get on their posts and delete if they don't match the expectations. Preference for online communication through the chat feature helps in better communication for the most. It is a comfortable medium of communication where students communicate and gender also shows no influences on their self value and self worth. For the non users, it's the parents who don't allow their children to join the website and believe academic would get affected. The study also revealed that within the facebook user group and non facebook user group there are significant differences in the CGPA i.e. academic performance. To understand these differences there is a need to do more in depth research of the topic. It will help in planning the interventions for the groups using facebook.

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