

Self-Esteem and Social Media Addiction among College Students: Contribution Gender as Moderator

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Abstract - Social media has become an important part of the life of college students and is an addiction to social media, so there is a risk of success for college students. Although still controversial, self-esteem is suspected as a predictor of social media addiction behavior. This study examines the effect of self-esteem on social media addiction and how does the power of self-esteem influence if it is moderated with gender? A total of 225 students from 4 universities have been respondents in this study. The instrument used for data collection, namely the Rosenberg self-esteem scale, was developed by Rosenberg (1965) to measure the level of self-esteem. While Social Media Addiction used to measure addiction behavior of social media. The Social Media Addiction developed by Sahin. Data were analyzed by moderator regression analysis. The results of study point out that self-esteem significantly not relationship to social media addiction. In addition, gender variable also has a moderator function, which is to strengthen the relationship of self-esteem variables on social media addiction.

Keywords – *self-esteem; gender; social media addiction*

I. INTRODUCTION

The rapid development of science and technology, causing communication between humans experience enormous changes [1]. Initially face-to-face communication shifted to virtual communication through the internet or satellite network. The need for fast, efficient, effective and easily accessible communication has given birth to media that can connect between people without having to be constrained by distance, location, transportation, and time. The role of media which is very important for communication between people is then more popularly known as social media.

The increasingly broad characteristics and functions of media and the ease of access have caused social media to have an important place among young people, including students, and even become a part of their daily lives. [2]. The number of platforms and ease of accessing the internet

has the potential to cause addiction to social media, namely the use of social media that is irrational and excessive to disrupt other aspects of daily life [3][4]. As a result, addiction to social media causes problems associated with emotional, relationships, health, and performance [5] [6] [7]. Wang, for example, has conducted research that shows that social media addiction causes disruption to academic performance, psychological well-being, and interactions with peers and family members [8].

Social media addiction is a behavior that is formed from various factors. Several factors contribute to social media addiction such as neorobiology, self-determination theory (the need for competence, autonomy, and association), personality traits (neuroticism, conscientiousness, narcissism, etc.), cognition (automatic thinking, self-esteem), learning (reinforcement, social learning), culture, and family [4]. In this study, empirically examined the relationship of social media addiction with self-esteem.

Several studies have shown that one factor that is recognized as a predictor of social media addiction is self-esteem [5][9][10]. Self-esteem is something that everyone has and every person has a different perception about himself and a different level of self-esteem. Self-esteem is conceptualized as a positive and negative evaluation of itself and related, approval or disagreement [11][12]. People who are addicted to social media are suspected to have low self-concepts, which are indicators of low self-esteem [13]. A study of one hundred Facebook user students at York University implies that people with lower self-esteem spend more time online and have more content promoting themselves on their social network profiles [14]. Social media gives anyone the opportunity to make an image that is not necessarily the truth about them. Individuals with low self-esteem can form this completely fake person on social networking sites [10]. However, there are differences of opinion based on research conducted by Andreason [9] and Kose [2] that self-esteem has no effect on social media addiction. This difference causes controversy towards the

development of concepts about the relationship of self-esteem to social media addiction. Addictive behavior is often also associated with gender differences [15]. For example, smoking addiction is more common in men than women, while drug addiction is more often found in women than men because of stress. While in previous studies addicted to social media based on gender is still a controversy [16].

The phenomenon of differences in results in revealing the influence of self-esteem and gender related to addiction to social media has triggered our interest to investigate the use of social media sites in relation to how users judge themselves (self-esteem themselves). Therefore, the aim of this study is to examine how the relationship between addiction to social media use and self-esteem, especially when moderated by gender variables.

II. REVIEW LITERATUR

A. *Self-esteem*

There are various definitions of self-esteem but experts have the same understanding of self-esteem. Self-esteem is understood as an individual's concept of themselves, their behavior and thoughts that can affect others [17]. Self-esteem can also be understood as the difference between the way individuals view themselves and the self they want. The difference between the two is the level of self-esteem [18]. Rosenberg defines self-esteem as an individual's negative and positive attitude towards themselves. According to him, self-esteem arises as a result of individual self-evaluation. Assessment obtained as a consequence of self-evaluation is an indication for the level of self-esteem [19] [20].

C. *Social Media Addictive*

The addictive term to show dependence on social media has been debated among scholars regarding the specification of criteria for determining addiction [9]. The consequence is that scholars must create criteria with several sub-themes such as online sexual addiction or cyber-sexual addiction, social media addiction, online business addiction, online game addiction and so on [8][5]. In this research, the social media addiction criterion in question is social media addiction with criteria that have been developed by Sahin [21]. The criteria for social media addiction need to be demonstrated by behavior that is preoccupied with social media, excessive use of social media, narcissism, the emergence of negative feelings, getting pleasure by depending on social media, feeling sad if prohibited from using social media, leaving obligations, causing harm to the sphere of life others, failing to reduce the use of excessive social media, reduce functionality[21]

Social media addiction is a psychological condition involving cognitive aspects and feelings and attributions that

encourage the formation of a very strong action or behavior such as social media addiction. Therefore, if someone thinks "I am disliked" or "I have poor social skills" while at the same time believing that having many friends will change their self-conception about it, so this can trigger addictive behavior towards social media [9]. Therefore, if someone thinks "I am disliked" or "I have poor social skills" while at the same time believing that having many friends will change their self-conception about it, so this can trigger addictive behavior towards social media [8]. On the other hand, research shows that there is no negative relationship between self-esteem and social media addiction [2][5].

III. METODE

A. Design study and Participants

This research method uses a quantitative approach with cross sectional design. A total of 225 student participants from five tertiary institutions in East Java, Indonesia were included in this study. Determination of participants is done by non-probability sampling technique with accidental sampling technique. This technique was chosen because it considers the ease of data retrieval and the availability of research time [22].

B. Measurement

This study uses three types of instruments for data collection;

Self-esteem

To measure the level of self-esteem students use the Rosenberg Self-esteem Scale which consists of 10 question items [12] [20].

Addicted to Social Media

The instrument used to measure is the social media addiction scale developed by Sahin. The number of items was 29 questions divided into 4 factors, namely; virtual tolerance, virtual communication, virtual problems and virtual information.

C. Procedure

Data was collected by distributing instruments in the form of an online questionnaire (google form) to students. Spread the Citation questionnaire using whatsapp social media and email. A total of 234 students have participated in this study.

D. Data Analysis

The collected data is then analyzed with a moderator regression analysis, which explains the moderator variable as a variable that changes direction or strengthens the relationship between predictors. Moderators are variables that determine the conditions under which the predictor given is related to the criterion [23]. Moderators function when predictors and criteria

are related. With moderation implies an interaction effect, allowing a moderation variable to change the direction or magnitude of the relationship between the two variables. A moderating effect can be: (a) Enhancing, where an increase in moderator will increase the predictor effect on the criterion; (b) Buffering, where an increase in moderator will reduce the effect of predictions on the criterion and (c) Antagonists, where an increase in moderator will reverse the effect of the predictor on the criterion [24]. Based on the conceptual framework of the research model proposed in this study, the research hypothesis states that gender as a moderator of self-esteem influence on social media addiction in college students. the research framework can be seen in figure 1.

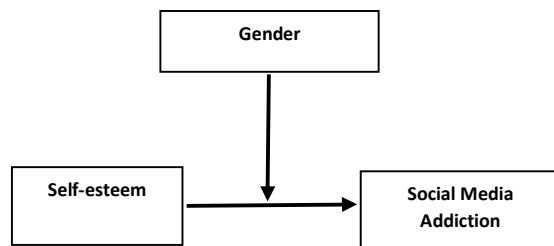


Figure 1. Conceptual Framework gender as a moderator of influence self-esteem to social media addiction in college students

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Based on the stated research objectives, three stages of analysis are presented. First, descriptive statistics related to gender, self-esteem, and social media addiction. Second, the test analysis of the effect of self-esteem on social media addiction. Third, the moderator regression analysis test (moderator regression analysis).

The results of participant description data related to self-esteem and social media addiction can be seen in table.

TABEL I
 DESCRIPTION OF RESEARCH DATA VARIABLES

Variabel	N	% Of Total N	Min	Max	Mean	Σ Mean
Social Media Addiction						
Female	161	71.6	33	88	74,34	72.65
Male	64	28	32	83	68, 41	
Self-esteem						
Female	161	71.6	15	27	22,76	22.85
Male	64	28	19	25	23, 06	

Based on table 1 above, it can be seen that the number of participants was 225 students consisting of 64 male students (28%) and 161 female students (71.6%). The social media addiction variable has an average total of 72.65 with an average score of 74.34 female students higher than 68.41 male students. Whereas in the self-esteem variable the total average score was 22.85, where the average score of male students was higher (23.06) than that of female students (22, 76).

The results of testing the hypothesis by using regression analysis can be read in Table 2.

TABEL II
 HYPOTHESIS TEST RESULTS

Variable Predictors	R	R ²	F	Sig.
Self-esteem	.106 ^a	.011	2.55	.112
Self-esteem, Gender, ModSeGen	.309 ^a	.096	7.79	.000

The results of the regression analysis are carried out in stages, the first stage is a linear regression between self-esteem scores and social media addiction scores. The analysis showed an R² of 0.011 and an F value of 2.55 (P> 0.05) which means that self-esteem contributed 1.1% in predicting social media addiction.

The second stage of the regression test was performed with a moderate regression test between self-esteem, gender, and ModSeGen scores. ModSeGen scores are obtained by multiplying self-esteem scores by gender. The analysis shows that gender is a variable that moderates the effect of self-esteem on social media addiction. This is indicated by the increasing value of R² from 0.011 to 0.096 and F 7.99 pada significance of 0,000 <0.05. Based on the results of the analysis it can be concluded that the research hypothesis which states gender acts as a moderator of the relationship of self-esteem with social media addiction among students is acceptable.

V. DISCUSSION

The results of the analysis in this study showed that self-esteem in this study showed R² = 0.011 and P> 0.05. This shows that self-esteem has no effect in shaping social media addiction behavior in students. The results of this study support previous research which states that there is no influence or relationship between self-esteem and social media addiction. Or in other words the behavior of social media addiction is not influenced by how individuals evaluate themselves [25][15][2][9][8] [26].

Thus the results of this study are not in line with previous research which states that self-esteem influences social media addiction behavior. Individuals with low self-esteem tend to have addicted behavior towards social media. The need to get

recognition and social connection (self-determinant) causes people with low self-esteem because they are more able to actualize themselves virtually than in real life [27][28][5] [29] [30].

In addition, the results of the moderation regression analysis showed that gender significantly played a role as a moderator of the relationship between self-esteem and addictive behavior on social media. This means that gender has contributed to the formation of social media addictive behaviors. This supports the previous literature which uses gender as a moderator variable in strengthening the influence / relationship on addiction behavior [31][5][25][32].

In the descriptive analysis of social media addiction the results show that social media addiction behavior scores higher on female students than on men. The results of the study are in line with previous studies [33]. McAlaney stated that women are more likely to develop digital addictions through social networking sites; whereas men are more likely to develop digital addiction through online games [34]. While the results of the description analysis of the level of self-esteem based on gender show that the average score of self-esteem of male students is higher than the self-esteem of female students. Although there is no significant difference seen from the small difference in mean scores. Gentle and friends explain the difference in self-esteem between men and women based on ten domains of self-esteem. The results show that self-esteem regarding physical appearance, athleticism, personality, and self-satisfaction in men is greater while self-esteem regarding behavior and moral ethics in women is greater. In addition it was found that there were no significant differences that emerged in self-esteem regarding academic, social acceptance, family, and affection [35].

VI. CONCLUSION AND FUTURE WORK

This article explored the contribute gender to relationship self-esteem and social media addiction behavior among college students. The results of study point out that self-esteem significantly not relationship to social media addiction. In addition, gender variable also has a moderator function, which is to strengthen the relationship/influence of self-esteem variables on addiction social media.

Anyhow, the results of research related to self-esteem and social media addiction still controversies between self-esteem influence to social media addiction or not. Therefore, need to analysis on that by meta-analysis method, in order to achieve a clear understanding. The same research also needs to be done in settings variety that more references can clarify social media addiction theories with predictors of self-esteem or other factors.

Addiction behavior in students can be a problem for college students' success both academically, psychosocially and health.

Accordingly, the significant attention of educators, governments, and the community towards addictive behavior in college students needs to be given.

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