



**The Relationship Between Image-Based and Text-Based Social Media Usage and Self-Esteem**

**Luke Tynan**

**N00160615**

**Research Supervisor: Grainne Kirwan**

**Dissertation submitted as a requirement for the degree of BSc (Hons) in Applied  
Psychology, Dun Laoghaire Institute of Art, Design & Technology, 2021.**

## **Declaration**

**I declare that this submission is my own work. Where I have read, consulted, and used the work of others I have acknowledged this in the text.**

**Signed:** Luke Tynan

**Luke Tynan**

**Date: 20<sup>th</sup> of March, 2021**

**Word Count: 4,935**

## **Acknowledgements**

I would like to thank my supervisor, Grainne Kirwan for all of her help and support throughout my Major Research Project. She has been patient and supportive throughout this process, I greatly appreciate the time she has given to listen to all my questions and concerns.

I would like to thank Sinead Meade for all of her hard work as the Major Research Project programme co-ordinator this year. She has done a great job, on top being a dedicated lecturer.

I would like to thank all of my other lecturers throughout my past four years of study. The learning I have received in these past four years has been so engaging and enjoyable. Thank you all for your hard work and dedication.

I would like to also take the time to thank all of my friends and family for the support that they have given me. This year has been difficult due to the covid19 pandemic, I would not have been able to do it with out the love and support of those around me.

Lastly I would like to extend my gratitude to all those who took the time out of their day to complete my study, and those who helped disseminate my study by send it one to their friends. My Major Research Project would not have been possible without all of you.

## Table of Contents

Abstract.....	1
Introduction.....	2
1.1 Social Networking Sites.....	2
1.2 Emerging Adulthood.....	2
1.3 Self-Esteem.....	3
1.4 Previous Focus on Facebook.....	3
1.5 Instagram Use and Self-Esteem.....	4
1.6 Twitter Use and Self-Esteem.....	6
1.7 Reporting Time Spent Online.....	6
1.8 Social Comparison.....	7
1.9 Hypotheses.....	8
Method.....	9
2.1 Design.....	9
2.2 Participants.....	9
2.3 Materials.....	9
2.4 Procedure.....	10
Results.....	11
3.1 Overview of Results.....	11
Discussion.....	13
4.1 Overview of Findings.....	13
4.2 Theoretical Implications.....	14
4.3 Practical Implications.....	14
4.4 Strengths of the present study.....	14
4.5 Limitations of the present study.....	14
4.6 Future Research.....	15
4.7 Conclusion.....	15
References.....	16
Appendices.....	20
6.1 Appendix A – Information Sheet.....	20
6.2 Appendix B – Consent Form.....	22
6.3 Appendix C – Demographic Questions.....	23
6.4 Appendix D – Rosenberg Self Esteem Scale.....	26
6.5 Appendix E – Cronbach’s Alpha.....	27

6.6 Appendix F – Debrief Sheet.....29

6.7 Appendix G – Univariate Analysis of Variances.....30

6.8 Appendix H – Tests of Normality.....31

6.9 Appendix I – Levene’s Test of Equality of Variances.....33

6.10 Appendix J – Dissemination of Findings.....34

## **List of Tables**

Table 1: Descriptive Statistics for RSES (by Instagram Usage Level and Twitter Usage Level).....12

### **Abstract**

The aim of this study was to evaluate whether a difference exists in the self-esteem scores of emerging adults depending on their usage of social media platforms with a focus on text (i.e., Twitter) vs. images (i.e., Instagram). Participants in the present study included males and females between the 18 and 25 years ( $n = 88$ ). Participants were asked to complete a short demographic questionnaire to determine the age, gender and social networking site usage time and social networking site preference of the participants. The Rosenberg Self-Esteem Scale (RSES) was administered in order to assess the self-esteem of the participants. Results of this study suggested that no relationship existed between the amount of time a person spends on either Instagram or Twitter and their self-esteem. The findings of the current study suggest that concern surrounding the relationship between low self-esteem in emerging adults and excessive use of social networking sites is wholly unwarranted. Future research could examine whether a difference exists in self-esteem score of emerging adults depending on their use of social media platform with a video (i.e., TikTok) vs. Image focus (i.e., Instagram).

## **Introduction**

The present study will explore the relationship between social media use and self-esteem scores. In order to do this, the present study will examine the variables of Instagram use and Twitter use with relation to the Rosenberg Self-Esteem Score (RSES) variable. Instagram and Twitter will be the social media sites examined as they are two of the most popular social media sites among emerging adults. The Rosenberg Self Esteem Scale will be used to measure self-esteem as it is a well established reliable and valid measure of self-esteem. The literature review will begin by defining what a social networking site is, as well as defining emerging adulthood and discussing social media usage among this age group. Issues with reporting time as well as a primary focus on Facebook usage in previous literature will be discussed. Finally, the literature review will discuss research in the area of self esteem with relation to Instagram and Twitter before the research question and hypothesis of the current study are cited.

### **1.1 Social Networking Sites**

A Social Network Site (SNS) is defined by boyd and Ellison (2007) as an internet service that allows one to created a public or semi-public profile in which one creates a list of users with which to connect and interact with. Young adults of today's generation are unique in that they have grown up in an increasingly digital society, there is a growing interest into how this may be effecting the well-being of young adults (Orben, 2020). Social networking sites are quickly becoming an integral part of the social lives of young adults, according to Pew Research 95% of U.S. teenagers own a smartphone and 45% say they are consistently online (Anderson & Jiang, 2018). Subrahmanyam and Smahel (2011) found that young people use the social networks as a means to engage in self expression and exploration behaviour. Espinoza and Jovenen (2011) observed that most common motivation for young people to use SNS was that it keeps them connected to their friends.

### **1.2 Emerging Adulthood**

Emerging adulthood is a relatively new stage of development observed in developed countries that is typically between the ages of 18 to 25 years old. It is characterized by self-exploration, lack of stability, self-focus and it is seen as a transitional period (Arnett, 2004). With adolescence and emerging adulthood being periods of such immense change in one's

life, measures of well-being and self concept have been observed to fluctuate and change during these stages in one's development.

### **1.3 Self-Esteem**

Self-esteem is defined by Rosenberg (1965) as the extent to which one evaluates one's self as either valuable or competent. A longitudinal study carried out by Robins et al. (2002) observed a decline in the self-esteem of both males and females between the ages of 9 to 20 years old. This observed decline was attributed to changes such as puberty, cognitive changes and the transition from first level to second level education. As one reaches the end of puberty and enters into emerging adulthood, self-esteem sees an increase. According to the findings of Chung et al. (2014), 67% of college students reported a rise in their self-esteem over the course of their four years in college.

In the current generation of 18 to 25 year old emerging adults are the first to have been exposed to social networking sites and instant messaging services for the majority of their lives (Bjornsen, 2018). Use of social media during emerging adulthood serves as an important means of socialization (Spies Shapiro & Margolin, 2013). This has commonly known as online social capital, which Paige et al. (2017) defines as "accessibility to ties on an online network that promote trust and group norms" (p. 265). The effect that this has had on their development and current sense of self is a subject of interest. With many researchers looking into the potential effects of increased SNS use on measures of well-being such as depression and self-esteem (O'Reily et al., 2018; Best et al., 2014; Dhir et al., 2018).

### **1.4 Previous Focus on Facebook**

The majority of studies examining the effect of SNS use on markers of well-being in emerging adults have focused on the Facebook social media platform. This is due to its dominance in the industry with roughly 2.7 billion monthly active users (Clement, 2020). At the time that the majority of research in this area was being published, Facebook was the dominant platform among adolescents and emerging adults, and although Facebook still remains the dominant social media platform among the emerging adult demographic, it is currently seeing an exodus towards rival platforms. Recent Pew research found that 44% of adults between the ages of 18 to 29 had deleted Facebook off of their phone in the previous year (Perrin, 2018).

In order to get an overview of the effect of SNS use on self-esteem, Saiphoo et al. (2020) conducted a meta analysis of 121 studies, 70 of which focused solely on Facebook

use. Results revealed a small but statistically significant negative relationship between SNS use and self-esteem, observing that as SNS used increased, self-esteem decreased. This relationship was observed to be stronger in studies that focused on social media addiction. Saiphoo et al. (2020) noted that the results of the meta analysis may be skewed towards a negative relationship due to a lack of research done into the potential positive effects of SNS use on self-esteem. While there are an abundance of scales and measures available in order to study problematic SNS use, Saiphoo et al. (2020) argued that the positive effects of SNS use may be understudied due to a lack of measures available to study them.

A study carried out by Jan et al. (2017) on emerging adults between the ages of 18 to 25, found that a strong negative relationship existed between Facebook use and self-esteem. When quantified, Jan et al. (2017) found that for every extra hour per day spent browsing Facebook there was on average a 5.574 reduction in an individual's Rosenberg self-esteem score. Jan et al. (2017) hypothesized that this effect may be due to participants engaging in upward social comparison while using Facebook, citing that 88% of participants surveyed said that they engaged in social comparison whilst browsing Facebook. Jan et al. (2017) allowed participants to self-report their Facebook use, which as previously indicated, is a highly inaccurate measure of actual time spent using Facebook.

Similar work carried out by Vogel et al. (2014) into the effect of Facebook use on college students observed that the students who used Facebook the most often tended to have a lower level of self-esteem. Vogel et al. (2014) observed that exposure to social comparison information mediated this effect. The findings of Jan et al. (2017) support those of Vogel et al. (2014). Vogel et al. (2014) found that participants exposed to social network profiles containing upward social comparison information (images of healthy people with high levels of activity) scored lower on the Rosenberg self-esteem scale than participants exposed to social network profiles containing downward social comparison information (images of unhealthy people with low levels of activity).

### **1.5 Instagram Use and Self-Esteem**

As mentioned previously Facebook is becoming less popular among adolescents and emerging adults and is facing increased competition from rival platforms with relation to this demographic (Perrin, 2018). One of Facebook's rival platforms is Instagram. A recent survey carried out by asset management firm, Piper Jaffray, found that Instagram was the most popular social network site among U.S. teenagers (Murphy et al., 2019). One of the key

distinctions between Facebook and Instagram is that Instagram allows users to upload images and video to Instagram, but text posts must be accompanied an image or video (Sherlock & Wagstaff, 2019).

According to Festinger's (1954) social comparison theory, human's have an inherent desire for self-evaluation. In order to engage in self-evaluation, one must compare themselves to someone they deem to be similar to themselves. Sherlock and Wagstaff (2019) argue that Instagram use may be more harmful than other SNSs that focus more on written content such as Twitter, proposing that such abundance of visual media may promote greater levels of social comparison thus lowering self-esteem. In order to investigate this, Sherlock and Wagstaff (2019) used a correlational design to investigate the association between Instagram use and a variety of measures of well-being including self-esteem. Sherlock and Wagstaff (2019) observed that greater levels of time spent using Instagram was negatively correlated with self-esteem, it was also observed that greater numbers of followers and people followed was negatively correlated with self-esteem. An interesting finding was that the type of images viewed on Instagram (i.e. beauty portraits versus landscape pictures) had no effect on self-esteem. One limitation of the aforementioned study is that there was no comparison made between Instagram and a different SNS, had this been done, it would have been able to test Sherlock and Wagstaff's (2019) claim that Instagram was potentially more harmful than other SNSs with a focus on written content such as Twitter.

Investigating further into the mediating effect of social comparison between Instagram use and self-esteem, Stapleton et al. (2017) conducted a study on emerging adults between the ages of 18 to 29. The aforementioned study measured the participant's intensity of Instagram use, their self-worth, their level of social comparison and their self-esteem. A mediation analysis was performed in order to test that social comparison mediates the relationship between Instagram usage intensity and self-esteem. Stapleton et al. (2017) observed that social comparison did indeed mediate the association between intensity of Instagram use and self-esteem. This would suggest that intense levels of Instagram use can be harmful to an emerging adult, but only if said emerging adult seeks validation of their self-worth from their peer group. One potential limitation of the findings of Stapleton et al. (2017) was that the researchers adapted a Facebook intensity scale in order to measure the Intensity of Instagram use. Although there are similarities between the two SNS platforms, the Facebook intensity scale is not validated for investigation of the intensity of Instagram use.

## 1.6 Twitter Use and Self-Esteem

Unlike Instagram, Twitter is a primarily text based SNS platform. Twitter was made for the purpose of micro-blogging, with the number of characters per post originally being limited to just 140 (Errasti et al., 2017). Although Twitter later allowed images and short videos to be uploaded to the platform, it has remained a primarily text based SNS platform. Similar to Instagram, Twitter is growing more popular with emerging adults. According to Pew Research, 44% of emerging adults between the ages of 18 to 24 in the United States use Twitter (Perrin & Anderson, 2019). In order to investigate the effect of Twitter usage on self-esteem, Errasti et al. (2017) decided to run Spearman's correlation to compare Twitter versus Facebook in their relation to a variety of measures of well-being including self-esteem. The aforementioned study found that increased usage of both Facebook and Twitter was mildly correlated with lower self-esteem. It was also observed that the negative relationship between higher levels of Twitter use and self-esteem was of mildly larger and also of greater statistical significance ( $r_s = -.151$ ,  $p < .01$ ) than that of Facebook use and self-esteem ( $r_s = -.124$ ,  $p < .05$ ). Although the effect size reported are negligible in size, making it difficult to determine if Facebook or Twitter usage plays an importance role in determining self-esteem.

## 1.7 Reporting Time Spent Online

Research into the effect of SNS use on self-esteem has been traditionally unreliable due to researchers asking participants to self-report their time spend on SNS websites and applications. It has been demonstrated that self-reporting time spent on the internet is inaccurate (Jones-Jang et al., 2020; Araujo et al., 2017; Naab et al., 2018; Scarkow, 2019). Although inaccurate, the level of inaccuracy in terms of time reported varies by age group. Scharkow (2019) found that adults' self-reported internet use time measures to be more accurate than that of adolescents. An example of this effect being observed in the SNS use of emerging adults, Junco et al. (2013) found that college students significantly overestimated time spent of Facebook, finding that students actually spent an average of 26 minutes a day on Facebook as compared to the self-reported average of 145 minutes per day.

The majority of the aforementioned studies allowed participants to self-report time spent using SNS. There is also a dominance of literature investigating the effect of Facebook use on self-esteem, with relatively few studies investigating other SNS platforms effect on self-esteem such as Instagram and Twitter. This is problematic, as emerging adults are beginning to migrate away from Facebook towards other SNS platforms as demonstrated by

Perrin (2018). Instagram and Twitter are very different from each other despite both being used widely by many emerging adults (Perrin & Anderson, 2019; Murphy et al., 2019). Instagram is considered a visually dominated platform where users upload pictures and videos to portray their idealized self, whereas Twitter is a primarily text based platform that allows short text posts, later adding support for pictures and video (Alhabash & Ma, 2017). A comparative study which investigated the difference in effect between both SNS platforms, similar to studies such as Errasti et al. (2017), has not been conducted for Instagram versus Twitter.

The current research study aims to investigate whether there is a relationship between use Instagram or Twitter and the self-esteem of emerging adults. In order to accurately investigate this relationship the present study will incorporate recent usage tracking software installed on newer updates of iOS and Android mobile phone operating systems. By incorporating this built in usage tracking software, researchers will be able to accurately record the times spent using either Twitter or Instagram. This will mean that participants will not be asked to estimate their usage times. The current research is of significance as there is presently a shift in SNS platforms used by emerging adults. Older studies investigating the effect of Facebook use on self-esteem can not be relied upon for understanding the effects of rival SNS platforms of Instagram and Twitter.

### **1.8 Social Comparison**

Based on Festinger's (1954) theory, the present study's researcher hypothesizes that high levels of Instagram usage will be more associated with lower levels of self-esteem in emerging adults than high levels of Twitter usage. The rationale behind this hypothesis is due to Instagram being a more visually dominated SNS than Twitter, it is reasonable to assume that Instagram users will have more stimuli with which to compare themselves against. According to Brunskill (2013) humans tend to portray the best aspects of themselves when presenting themselves to others. As a consequence of this, Harris and Bardey (2019) state "Instagram users are consistently exposed to the presentation of idealized selves" (p. 1). The present study aims to answer the following research question:  
"Is there a difference in the self-esteem scores of emerging adults depending on their usage of social media platforms with text vs. image focus?"

## **1.9 Hypotheses**

**HA1.** There will be a negative relationship between the self esteem scores of emerging adults and their level of Instagram use.

**HA2.** There will be a difference for emerging adults on their self esteem scores based on their level of Twitter usage

**HA3.** There will be an interaction for emerging adults on their self esteem scores between their level of Instagram usage and their level of Twitter usage

## **Method**

### **2.1 Design**

The current study employs a quantitative, 2x2 between groups survey design. The first independent variable was level of Instagram use ( $k=2$ , low, high), the second independent variable was level of Twitter use ( $k=2$ , low, high). The dependent variable in the current study was the Rosenberg Self Esteem Scale score. In order to allocate participants to either low or high level Instagram or Twitter use, descriptive statistics were used to determine the median time spent on either Twitter or Instagram. Participants who were at or below this median value were allocated to the low usage level group, and participants who were higher than this median value were allocated to the high level group.

### **2.2 Participants**

The current study incorporated a snowball sampling method to recruit 88 participants, the hyperlink to take part in the survey was disseminated among various WhatsApp groups, participants were asked to pass on the hyperlink to their friends. Participants were between the ages of 18 to 25 ( $M = 20.98$ ,  $SD = 2.04$ ) with 52.3% of participants being female ( $n = 46$ ). Participants outside of this age range were excluded from taking part as 18 to 25 years are considered the years of emerging adulthood as defined by Arnett (2004). Participants were divided into high and low usage conditions based on the median usage time for the Instagram usage variable and user versus non-user conditions for the Twitter usage variable. Recruitment was done in accordance with the British Psychological Society and the Psychological Society of Ireland code of ethics, the current study was approved by the Department of Technology and Psychology Ethics Committee (DTPEC).

### **2.3 Materials**

An information sheet (see Appendix A) was used to inform participants of the purpose of the research and any potential risks or disadvantages of taking part. A consent form (see Appendix B) was distributed to participants in order to ensure that participants were giving their informed consent to take part in the current study. Demographic questions (see Appendix C) were incorporated in the survey to determine the participant's age, gender and social media usage.

The Rosenberg Self Esteem Scale (Rosenberg, 1965) (see Appendix D) was used to measure participants' self-esteem. This questionnaire contains 10 statements which the participants are asked to indicate how much they agree or disagree with said statements using a Likert scale. The Rosenberg Self Esteem Scale (RSES) is a validated and highly reliable measure of self esteem. Rosenberg reported an internal consistency (Cronbach's  $\alpha$ ) of .77 and Guttman scale Coefficient of Reproducibility of .92 after administering the RSES to high school age students (Rosenberg, 1965). The present study found the RSES has a Cronbach's alpha value of 0.899 (See Appendix E). A debrief sheet (See Appendix F) was utilized at the end of the survey in order to reiterate the purpose of the study as well as to give the participants the contact details of the researcher and research supervisor of the current study should they have any questions or any future wish to withdraw from participation in the study at a later date. Microsoft forms, an online survey platform, was used to distribute and collect the data from the online survey incorporated in the current study. Various pilot studies were done before data collection, spelling and phrasing errors were identified and corrected prior to the beginning of data collection.

## **2.4 Procedure**

As the research was conducted by means of an online survey, the brief, consent sheet, demographic questions, RSES and debrief were all collated into one "Microsoft Forms" webpage. All materials were made accessible to participants via a hyperlink to this Microsoft Forms webpage. Upon clicking the hyperlink, participants were brought a page which contained the present study's information sheet. The participants were then requested to complete an online consent form before taking part. Upon giving consent, the participants were asked to complete the prescribed measure (RSES). After having completed the scale, participants were asked to reconfirm that they were happy to have their data incorporated in the current research before being given a debriefing statement. Participants were also provided with the contact details of the researcher and research supervisor. Participants were then thanked for their participation and asked to click "submit" in order to complete the survey.

## Results

### 3.1 Overview of Results

A 2x2 ANOVA was conducted to determine whether there was a relationship between Instagram usage level (low versus high) or Twitter usage level (non-user versus user) and self-esteem as measured by the Rosenberg Self Esteem Scale (RSES).

Instagram usage levels ranged from 0 to 195 minutes ( $M = 55.23$  min,  $SD = 49.68$  min), the median score was 44 minutes. This value was used to allocate participants into either low or high usage level groups. Participants with an Instagram usage score of 44 minutes or higher were allocated to the high usage level groups. Descriptive data for Instagram use level indicated there were 44 individuals in the low usage level group and 44 in the high usage level group. Participant's time in the Instagram low usage group ( $M = 17.02$  min,  $SD = 14.49$  min) ranged from 0 min minimum to 43 min maximum. Participant's time in the Instagram high usage group ( $M = 93.43$  min,  $SD = 42.39$  min) ranged from 45 min minimum to 195 min maximum.

As there were many participants who did not use Twitter, it was found to be appropriate to sort participants into non-user and user groups with respect to their Twitter usage level. Descriptive data for Twitter use level indicated there were 58 individuals in the non-user group and 30 in the user group. Participants' time in the Twitter user group ( $M = 24.57$  min,  $SD = 31.17$  min) ranged from 1 min minimum to 132 min maximum.

Overall, the mean RSES scores were roughly equal all for all groups regardless of usage level of social networking sites (see Table 1, below).

**Table 1***Descriptive Statistics for RSES (by Instagram Usage Level and Twitter Usage Level).*

Instagram Usage Level	Twitter Usage Level		Low	High	M	SD	N
	Non-User	User					
Low	Non-User		9	30	18.87	5.00	30
	User		7	23	18.57	4.55	14
	Total		7	30	18.77	4.81	44
High	Non-User		7	29	17.32	5.59	28
	User		6	28	17.75	6.02	16
	Total		6	29	17.48	5.68	44
Total	Non-User		7	30	18.12	5.31	58
	User		6	28	18.13	5.31	30
	Total		6	30	18.13	5.28	88

A 2x2 between-subjects ANOVA (See Appendix G) was conducted to determine whether Instagram usage level (low versus high) and Twitter usage level (non-user versus user) was related to self-esteem as measured by the Rosenberg Self Esteem Scale (RSES). None of the assumptions of a two way ANOVA were violated, these included tests of normality (See Appendix H) and Levene's test of equality of variance (See Appendix I).

The ANOVA failed to reach statistical significance for both of the main effects of Instagram usage level and self-esteem ( $F(1,86) = 0.973, p = 0.327$ ), and Twitter usage and self-esteem ( $F(1,86) = 0.003, p = 0.956$ ). There was also no statistically significant interaction between Instagram usage level and Twitter usage level ( $F(1,86) = 0.091, p = 0.764$ ).

## Discussion

### 4.1 Overview of Findings

The present study set out to investigate whether a difference existed in the self-esteem scores of emerging adults depending on their usage of a social media platform with a primary focus on text or image focus. The two social media platforms which were explored were Twitter which is a primarily text based platform, and Instagram, which is a primarily image based platform.

Hypothesis one stated that there would be a negative relationship between the self esteem scores of emerging adults and their level of Instagram use. This hypothesis was rejected as the analysis conducted failed to find any statistically significant difference in the mean self esteem scores between low level Instagram users and high level Instagram users. These findings contradict those of Sherlock and Wagstaff (2019) who found that greater levels of time spent using Instagram was negatively correlated with self-esteem.

Hypothesis two stated there would be a difference for emerging adults on their self esteem scores based on their level of Twitter usage. This hypothesis was also rejected due to a failure to find statistically significant difference in the mean self-esteem scores between non-users and users of Twitter. These findings contradict those of Errasti et al. (2017) who found that increased levels of Twitter use were mildly correlated with lower levels of self-esteem. It is worth noting that due to the low amount of twitter users found within the sample, it was decided to compare Twitter users with non-users, whereas Errasti et al. (2017) compared low level Twitter users with high level Twitter users. This may explain the discrepancy in the findings of the current study and those of Errasti et al. (2017) as the current study was unable to compare different usage levels of twitter, and had to resort to comparing Twitter users with non-users.

Hypothesis three, which stated that there would be an interaction for emerging adults on their self esteem scores between their level of Instagram usage and their level of Twitter usage, was also rejected. The findings of the present study with relation to all three hypotheses suggest that there is no significant relationship between Twitter or Instagram use on the self esteem of emerging adults. These findings would support those of Skues et al. (2012) who failed to find a statistically significant relationship between social media usage and self-esteem. There may be a publication bias against studies which did not report

stastically significant findings, this may explain the lack of reasearch supporting the findings of the current study as well as those of Skues et al. (2012).

#### **4.2 Theoretical Implications**

The findings of the current study suggest that Festinger's (1954) theory of social comparison may be lacking, as Instagram users who were exposed to more social comparison stimuli did not have any significantly lower self esteem scores than Twitter users who were less exposed to social comparison stimuli. It may be the case that the effects of social comparison are less pronounced in online spheres of interaction where people online are only viewing brief snapshots of another's life. This social comparison stimuli offered by social networking sites may not be powerful enough to promote the effects described by Festinger (1954).

#### **4.3 Practical Implications**

The findings of the present study suggest that use of social networking sites, regardless of whether the platform is primarily text based or image based, has no relationship with the self-esteem of an emerging adult. This would suggest that the current concern surrounding social networking use being related to low self esteem in young adults, is wholly unwarranted. The present study's findings suggest that perhaps the widespread belief that social media use is detrimental to young people's self-esteem, may be considered another form of moral panic.

#### **4.4 Strengths of the present study**

A number of strengths have been identified within the present study. The first one being that the sample size was reasonably large ( $N = 88$ ). The second strength was that the variable of gender was reasonably well balanced for the sample, with 53.3% being female ( $n = 46$ ). The second strength identified was that the participants were asked to report exact device usage times when recording their Instagram and Twitter use. The current study decided against self reporting Instagram and Twitter usage times, as it has been previously demonstrated that self reporting time spent on the internet is inaccurate (Jones-Jang et al., 2020; Araujo et al., 2017; Naab et al., 2018; Scarkow, 2019).

#### **4.5 Limitations of the present study**

One of the primary limitation of the present study is that the time of day the participant completed the survey could not be controlled. As the participants were asked to report the amount of time they had spent on Instagram and Twitter that day, participants who completed the survey earlier in the day had less potential usage time than participants who completed

the survey later on in the day. The fact that this variable could not be controlled meant that a confounding variable potential influenced the final results of the current study. Future research should attempt to overcome this by asking participants to complete the survey just before they go to sleep. The second limitation identified was that there was a lack of twitter users within the sample. In order to compensate for this, the current study compared Twitter users with non-users, rather than comparing high Twitter usage level against low Twitter usage level. In ideal circumstances there would be similar distributions of time spent on both of the social media platforms.

#### **4.6 Future Research**

Social media migration is continuing to happen, with many new social networking sites seeing huge growth among teenagers and emerging adults. TikTok is a social networking sites that allows users to upload and share short video clips which are usually accompanied with music (Herman, 2019). Future research could compare a primarily video based social networking site, such as Tiktok, with a primarily still image based social networking site, such as Instagram, for their relationship with self esteem in emerging adult users of said platforms. As previously stated by Saiphoo et al. (2020) research in the area of social media and self esteem is negatively skewed due to an abundance of scales and measures to study problematic social media use. Future research should focus on some of the potentially positive effects of social networking sites which may be understudied. According to Minev et al. (2018), self-esteem plays a very importance roll in development during adolescence, future research should focus on the relationship between SNS use and self esteem in this age group.

#### **4.7 Conclusion**

In conclusion the present study was not able to find any relationship between use of Twitter or Instagram and self-esteem, regardless of the usage levels of said social networking sites. The results of the present study support those of Skues et al. (2012) who failed to find a statistically significant relationship between social media usage and self-esteem. The present findings challenge the widespread belief that social media use is harmful to the self esteem of young adults, as it contradicts previous research findings in this area (Errasti et al., 2017; Sherlock & Wagstaff, 2019).

## References

- Alhabash, S., & Ma, M. (2017). A Tale of Four Platforms: Motivations and Uses of Facebook, Twitter, Instagram, and Snapchat Among College Students? *Social Media + Society*, 3(1), 1–13. doi:10.1177/2056305117691544
- Anderson, M. & Jiang, J. (2018, May 31). *Teens, Social Media & Technology 2018*. Pew Research. Retrieved from <https://www.pewresearch.org/internet/2018/05/31/teens-social-media-technology-2018/>
- Araujo, T., Wonneberger, A., Neijens, P., & de Vreese, C. (2017). How Much Time Do You Spend Online? Understanding and Improving the Accuracy of Self-Reported Measures of Internet Use. *Communication Methods and Measures*, 11(3), 173–190. doi:10.1080/19312458.2017.1317337
- Arnett, J. J. (2004). *Emerging adulthood: The winding road from late teens through the twenties*. Oxford University Press.
- Best, P., Manktelow, R., & Taylor, B. (2014). Online communication, social media and adolescent wellbeing: A systematic narrative review. *Children and Youth Services Review*, 41, 27–36. doi:10.1016/j.childyouth.2014.03.001
- Bjornsen, C. A. (2018). Social media use and emerging adulthood. In M. Zupančič and Puklek Levpušček, M. (Eds.), *Emerging adulthood: Current trends and research* (pp. 223-261). Ljubljana University Press, Faculty of Arts.
- Boyd, D. M. & Ellison, N. B. (2007). Social Network Sites: Definition, History, and Scholarship. *Journal of Computer-Mediated Communication*, 13(1), 210–230. doi:10.1111/j.1083-6101.2007.00393.x
- Chung, J. M., Robins, R. W., Trzesniewski, K. H., Nofle, E. E., Roberts, B. W., & Widaman, K. F. (2014). Continuity and change in self-esteem during emerging adulthood. *Journal of Personality and Social Psychology*, 106(3), 469–483. doi:10.1037/a0035135
- Clement, J. (2020) *Global social networks ranked by number of users 2020*. Statista. Retrieved November 3, 2020, from <https://www.statista.com/statistics/272014/global-social-networks-ranked-by-number-of-users/>
- Dhir, A., Yossatorn, Y., Kaur, P., & Chen, S. (2018). Online social media fatigue and psychological wellbeing—A study of compulsive use, fear of missing out, fatigue,

- anxiety and depression. *International Journal of Information Management*, 40, 141–152. doi:10.1016/j.ijinfomgt.2018.01.012
- Errasti, J., Amigo, I., & Villadangos, M. (2017). Emotional Uses of Facebook and Twitter: Its Relation With Empathy, Narcissism, and Self-Esteem in Adolescence. *Psychological Reports*, 120(6), 997–1018. doi:10.1177/0033294117713496
- Espinoza, G., & Juvonen, J. (2011). The Pervasiveness, Connectedness, and Intrusiveness of Social Network Site Use Among Young Adolescents. *Cyberpsychology, Behavior, and Social Networking*, 14(12), 705–709.
- Festinger, L. (1954). A Theory of Social Comparison Processes. *Human Relations*, 7(2), 117–140. doi:10.1177/001872675400700202
- Herman, J. (2019, March 10). *How TikTok Is Rewriting the World*. The New York Times. <https://www.nytimes.com/2019/03/10/style/what-is-tik-tok.html>
- Jan, M., Soomro, S. A., & Ahmad, N. (2017). Impact of Social Media on Self-Esteem. *European Scientific Journal, ESJ*, 13(23), 329. <https://doi.org/10.19044/esj.2017.v13n23p329>
- Jones-Jang, S. M., Heo, Y.-J., McKeever, R., Kim, J.-H., Moscovitz, L., & Moscovitz, D. (2020). Good News! Communication Findings May be Underestimated: Comparing Effect Sizes with Self-Reported and Logged Smartphone Use Data. *Journal of Computer-Mediated Communication*. doi:10.1093/jcmc/zmaa009
- Junco, R. (2013). Comparing actual and self-reported measures of Facebook use. *Computers in Human Behavior*, 29(3), 626–631. doi:10.1016/j.chb.2012.11.007
- Minev, M., Petrova, B., Mineva, K., Petkova, M., & Strebkova, R. (2018). Self-Esteem in Adolescents. *Trakia Journal of Sciences*, 2, 114–118. doi:10.15547/tjs.2018.02.007
- Murphy, E., Regan, N. M., & Olson, M. (2019). *Piper Jaffray 37<sup>th</sup> Semi-Annual Taking Stock With Teens Survey, Spring 2019*. Piper Jaffray. <https://piperjaffray.com/teens/>
- Naab, T. K., Karnowski, V., & Schlütz, D. (2018). Reporting Mobile Social Media Use: How Survey and Experience Sampling Measures Differ. *Communication Methods and Measures*. <https://doi.org/10.1080/19312458.2018.1555799>
- Orben, A. (2020). Teenagers, screens and social media: a narrative review of reviews and key studies. *Social Psychiatry and Psychiatric Epidemiology*. doi:10.1007/s00127-019-01825-4
- O'Reilly, M., Dogra, N., Whiteman, N., Hughes, J., Eruyar, S., & Reilly, P. (2018). Is social media bad for mental health and wellbeing? Exploring the perspectives of

- adolescents. *Clinical Child Psychology and Psychiatry*, 23(4).  
doi:10.1177/1359104518775154
- Paige, S. R., Stellefson, M., Chaney, B. H., Chaney, D. J., Alber, J. M., Chappell, C., & Barry, A. E. (2017). Examining the Relationship between Online Social Capital and eHealth Literacy: Implications for Instagram Use for Chronic Disease Prevention among College Students. *American Journal of Health Education*, 48(4), 264–277.  
doi:10.1080/19325037.2017.1316693
- Perrin, A. (September 5, 2018). *Americans are changing their relationship with Facebook*. Pew Research. Retrieved from  
<https://www.pewresearch.org/fact-tank/2018/09/05/americans-are-changing-their-relationship-with-facebook/>
- Perrin, A. & Anderson, M. (April 10, 2019). *Share of U.S. adults using social media, including Facebook, is mostly unchanged since 2018*. Pew Research. Retrieved from  
<https://www.pewresearch.org/fact-tank/2019/04/10/share-of-u-s-adults-using-social-media-including-facebook-is-mostly-unchanged-since-2018/>
- Rosenberg M. (1965) *Society and the adolescent self-image*. Princeton University.
- Saiphoo, A. N., Dahoah Halevi, L., & Vahedi, Z. (2020). Social networking site use and self-esteem: A meta-analytic review. *Personality and Individual Differences*, 153 (2020), 109639. doi:10.1016/j.paid.2019.109639
- Scharkow, M. (2019). The Reliability and Temporal Stability of Self-reported Media Exposure: A Meta-analysis. *Communication Methods and Measures*, 13(3), 198-211.  
Doi:10.1080/19312458.2019.1594742
- Sherlock, M., & Wagstaff, D. L. (2019). Exploring the relationship between frequency of Instagram use, exposure to idealized images, and psychological well-being in women. *Psychology of Popular Media Culture*, 8(4), 482–490.  
<https://doi.org/10.1037/ppm0000182>
- Skues, J. L., Williams, B., & Wise, L. (2012). The effects of personality traits, self-esteem, loneliness, and narcissism on Facebook use among university students. *Computers in Human Behavior*, 28(6), 2414–2419. doi:10.1016/j.chb.2012.07.012
- Spies Shapiro, L. A., & Margolin, G. (2013). Growing Up Wired: Social Networking Sites and Adolescent Psychosocial Development. *Clinical Child and Family Psychology Review*, 17(1), 1–18. doi:10.1007/s10567-013-0135-1

- Stapleton, P., Luiz, G., & Chatwin, H. (2017). Generation Validation: The Role of Social Comparison in Use of Instagram Among Emerging Adults. *Cyberpsychology, Behavior, and Social Networking*, 20(3), 142–149. doi:10.1089/cyber.2016.0444
- Subrahmanyam, K. & Smahel, D. (2011). *Digital Youth: The Role of Media in Development*. Springer-Verlag. <https://doi.org/10.1007/978-1-4419-6278-2>
- Vogel, E. A., Rose, J. P., Roberts, L. R., & Eckles, K. (2014). Social comparison, social media, and self-esteem. *Psychology of Popular Media Culture*, 3(4), 206–222. doi:10.1037/ppm0000047

## Appendices

### 6.1 Appendix A – Information Sheet

#### Information Sheet

Title of project: Twitter and Instagram on the self esteem of Emerging Adults.

You are being invited to take part in the research Twitter and Instagram on the self esteem of Emerging Adults. This project is being undertaken by Luke Tynan for our major research project as part of the BSc in Applied Psychology, IADT.

What is the purpose of the project?

Emerging adulthood is a new stage of life development observed in many developed and developing nations. It is usually between the ages of 18 to 25. Emerging adults are beginning to move away from Facebook towards other social networking sites. These include Instagram and Twitter. The majority of research on the effect of social networking sites on self esteem has been conducted on Facebook use. The current study aims to compare the effect of Instagram versus Twitter on the self esteem of their users.

Who is being invited to take part?

The study is for young adults between the ages of 18 to 25 who use social media. Instagram and Twitter use is being investigated so any young adult that has an account on one or both social media platforms is being asked to take part in this research.

#### What is involved

If you choose to participate, you will be asked demographic questions about your age and gender. Following this you will be instructed to report your time usage of Instagram and/or Twitter based on screen time tracking on your phone. You will then be asked to fill out a 10 item scaled designed to measure your self esteem. The study will take approximately 7 minutes.

Do I have to take part?

You are free to decide whether you wish to take part or not. If you do decide to take part, you will be asked to sign a consent form that lets us know you have read this information sheet and understand what is involved in the research. You are free to withdraw from this study at any time and without giving reasons.

What are the disadvantages and risks of taking part?

You will be asked to take some valuable time out of your day to complete the survey. You will also be asked to complete a self esteem scale which will ask you to rate how you feel about yourself, answering these questions could potentially be uncomfortable for some.

What are the possible benefits of taking part?

We cannot promise the study will help you, but the information we get from the study will help to increase the understanding of the impact of social media usage on self esteem. By participating in the current research you will be contributing to research in the area of social networking sites usage.

## How will my information be used?

Who will have access to information about me?

Your responses to the questionnaire will be combined with all other participants data and statistically analysed. No individual's data will be identifiable in the final report. The results of this analysis will be reported in the thesis for the BSc in Applied Psychology in the Dun Laoghaire Institute of Art, Design & Technology. This can be requested through the library at IADT, or by emailing the researcher or supervisor at [n00160615@student.iadt.ie](mailto:n00160615@student.iadt.ie) and [grainne.kirwan@iadt.ie](mailto:grainne.kirwan@iadt.ie).

How will my data be protected?

Under the EU General Data Protection Regulation (GDPR) the legal basis for collecting data for scholarly research is that of public interest. The regulations regarding the protection of your data will be followed. Only data which is needed for analysis will be collected. By giving your consent to take part in the study you are consenting to the use of your data as detailed in this information sheet.

As the supervisor on this project, I, Grainne Kirwan, am responsible for ensuring that all datasets will be stored in accordance with GDPR regulations and those which are not submitted to a journal will be fully deleted on or before date 7 years from data collection.

The project researcher, Luke Tynan as well as the project supervisor, Grainne Kirwan, will have access to the data. The data will be stored on an encrypted Microsoft server as well as a password protected computer. In the event of a data breach the data protection officer in IADT will be informed immediately. Data submitted will be coded in order to make it identifiable in the event that you wish to withdraw from participation in the study at a later date.

The data will be retained by the researcher for at least one year, and may be retained for up to 7 years if the results of the study are published in certain capacities (e.g. in a journal article). There is also a possibility that the fully anonymised dataset may be submitted to a journal and made available to other researchers and academics worldwide for verification purposes, but if this occurs it will be ensured that you are not identifiable from the data.

You will find contact information for IADT's Data Protection Officer, Mr Bernard Mullarkey, and more information on your rights concerning your data at <https://iadt.ie/about/your-rights-entitlements/gdpr/>

## Who has reviewed the study?

This study has been approved by the Department of Technology and Psychology Ethics Committee (DTPEC).

What if you have any questions or there is a problem?

If you have a concern about any aspect of this study, you may wish to speak to the researcher who will do their best to answer your questions. You should contact Luke Tynan at [n00160615@student.iadt.ie](mailto:n00160615@student.iadt.ie) or their supervisor Grainne Kirwan at [grainne.kirwan@iadt.ie](mailto:grainne.kirwan@iadt.ie).

Thank you for taking the time to read this information sheet.

Date

08/12/2020

## 6.2 Appendix B – Consent Form

### Consent Form

Title of Project: Twitter and Instagram on the self esteem of Emerging Adults

Name of Researcher: Luke Tynan

1

I confirm that I have read and understand the information sheet for the above study and have had the opportunity to ask questions. \*

Yes

No

2

I understand that my participation is voluntary and that I am free to withdraw at any time. \*

Yes

No

3

I understand that data collected about me during this study will be anonymised before it is submitted for publication \*

Yes

No

4

I am over the age of 18 years \*

Yes

No

5

I agree to take part in this study. \*

Yes

No

### 6.3 Appendix C – Demographic Questions

#### Questions

The following are some demographic questions

6

Please create a code to help identify your data. Please use the last two letters of your surname as well as the last three digits of your phone number

Enter your answer

7

What is your age?

Enter your answer

8

What is your gender?

- Male
- Female
- I prefer to self describe

9

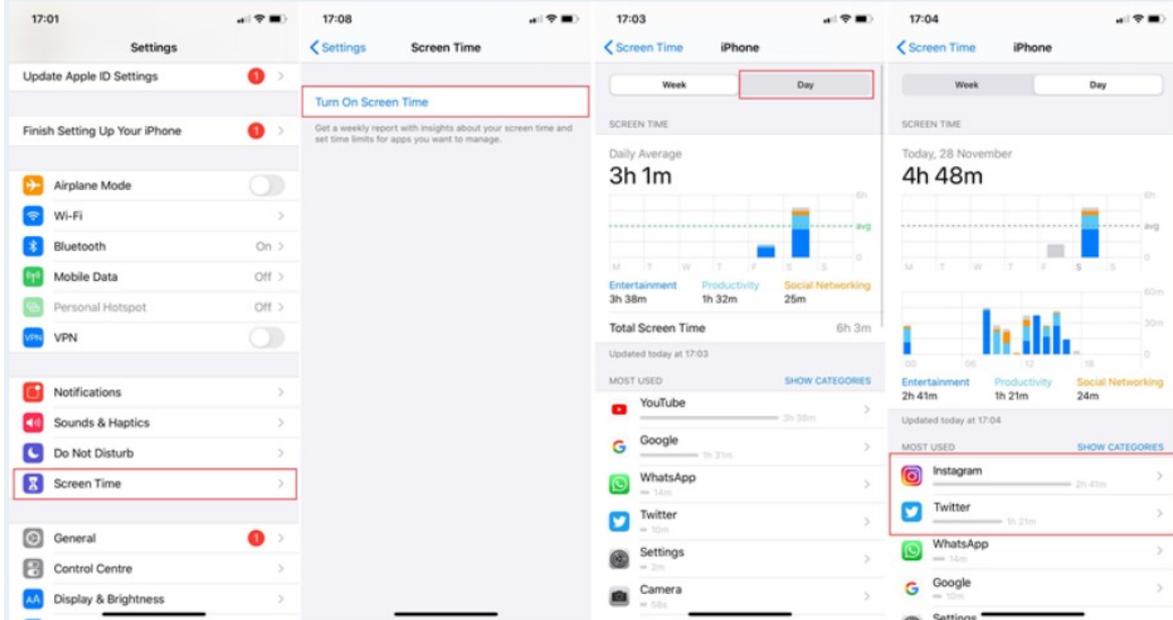
I'm using

- Android
- iOS (iPhone)



## iOS App Usage Instructions

1. Enter your settings app
2. Scroll down to Screen Time settings
3. If it is not enabled, click Turn On Screen Time and return back to the Screen Time settings after 24 hours and continue
4. On the top right of the screen, click Day
5. Record the amount of time spent on Instagram and Twitter



12

How much time in hours and minutes did you spend on Instagram?

Enter your answer

13

How much time in hours and minutes did you spend on Twitter?

Enter your answer

## 6.4 Appendix D – Rosenberg Self Esteem Scale

### Self Esteem Scale

#### Instructions

Below is a list of statements dealing with your general feelings about yourself. Please indicate how strongly you agree or disagree with each statement.

	Strongly Agree	Agree	Disagree	Strongly disagree
1. On the whole, I am satisfied with myself.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
2. At times I think I am no good at all.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
3. I feel that I have a number of good qualities.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
4. I am able to do things as well as most other people.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
5. I feel I do not have much to be proud of.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
6. I certainly feel useless at times.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
7. I feel that I'm a person of worth, at least on an equal plane with others.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
8. I wish I could have more respect for myself.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
9. All in all, I am inclined to feel that I am a failure.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
10. I take a positive attitude toward myself.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

## 6.5 Appendix E – Cronbach’s Alpha

### Reliability

#### Scale: ALL VARIABLES

##### Case Processing Summary

		N	%
Cases	Valid	88	100.0
	Excluded <sup>a</sup>	0	.0
	Total	88	100.0

a. Listwise deletion based on all variables in the procedure.

Reliability Statistics		
Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.899	.902	10

##### Item Statistics

	Mean	Std. Deviation	N
1. On the whole, I am satisfied with myself.	2.84	.659	88
2R. At times I think I am no good at all.	2.42	.867	88
3. I feel that I have a number of good qualities.	3.27	.519	88
4. I am able to do things as well as most other people.	3.11	.651	88
5R. I feel I do not have much to be proud of.	2.78	.718	88
6R. I certainly feel useless at times.	2.30	.805	88
7. I feel that I'm a person of worth, at least on an equal plane with others.	3.16	.623	88
8R. I wish I could have more respect for myself.	2.40	.878	88
9R. All in all, I am inclined to feel that I am a failure.	3.07	.785	88
10. I take a positive attitude toward myself.	2.77	.707	88

### Summary Item Statistics

	Mean	Minimum	Maximum	Range	Maximum / Minimum	Variance	N of Items
Inter-Item Correlations	.478	.273	.662	.389	2.428	.012	10

### Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Squared Multiple Correlation	Cronbach's Alpha if Item Deleted
1. On the whole, I am satisfied with myself.	25.28	23.171	.667	.546	.888
2R. At times I think I am no good at all.	25.70	21.337	.717	.611	.884
3. I feel that I have a number of good qualities.	24.85	25.047	.485	.340	.898
4. I am able to do things as well as most other people.	25.01	23.552	.611	.490	.891
5R. I feel I do not have much to be proud of.	25.34	22.411	.722	.594	.884
6R. I certainly feel useless at times.	25.83	22.626	.596	.498	.893
7. I feel that I'm a person of worth, at least on an equal plane with others.	24.97	23.229	.702	.557	.886
8R. I wish I could have more respect for myself.	25.73	22.499	.548	.386	.898
9R. All in all, I am inclined to feel that I am a failure.	25.06	21.801	.739	.594	.882
10. I take a positive attitude toward myself.	25.35	22.323	.751	.634	.882

### Scale Statistics

Mean	Variance	Std. Deviation	N of Items
28.13	27.835	5.276	10

## 6.6 Appendix F – Debrief Sheet

15

Having completed the questionnaire, I am still happy for my data to be used in this project \*

- Yes
- No

### Debriefing Information Form

Title of Project: Twitter and Instagram on the self esteem of Emerging Adults  
Name of Researcher: Luke Tynan

Thank you very much for taking part in this research study.

The study in which you just participated was designed to investigate the effects of high or low social network usage on self esteem. The aim of this investigation was to determine if there was a difference in emerging adults on their esteem scores based on whether they were engaged in low or high levels of use of Instagram or Twitter.

This study is being done due to a notable shift in social media usage among emerging adults. Previously most research into the effects of social media usage on the self esteem of emerging adults was done on Facebook. In recent years increasing numbers of emerging adults have left Facebook to use other platforms such as Instagram or Twitter. These platforms have notable differences to Facebook, and therefore could have potential different effects on the self esteem of their users.

#### Withdrawal information

If you have any questions about this study, or if you would like to withdraw your data from the study, please contact the researcher or supervisor at [n00160615@student.iadt.ie](mailto:n00160615@student.iadt.ie) and [grainne.kirwan@iadt.ie](mailto:grainne.kirwan@iadt.ie). In your email let them know your unique ID code (i.e. the last two letters of your surname as well as the last three digits of your phone number). If you submit a request for data removal, all data collected from you will be securely deleted. You will be able to remove your data from the study until 14/02/2021 when the data will be combined and analysed. Data removal will not be possible after that date. Please keep a copy of this information in case you wish to remove your data after leaving this screen.

#### Data protection

Your data will be treated according to GDPR regulations. You will find contact information for IADT's Data Protection Officer, Mr Bernard Mullarkey, and more information on your rights concerning your data at <https://iadt.ie/about/your-rights-entitlements/gdpr/>

Thank you again for taking the time to participate in this research.

If you have any questions about this study, please contact the researcher or supervisor at [n00160615@student.iadt.ie](mailto:n00160615@student.iadt.ie) or [grainne.kirwan@iadt.ie](mailto:grainne.kirwan@iadt.ie).

## 6.7 Appendix G – Univariate Analysis of Variances

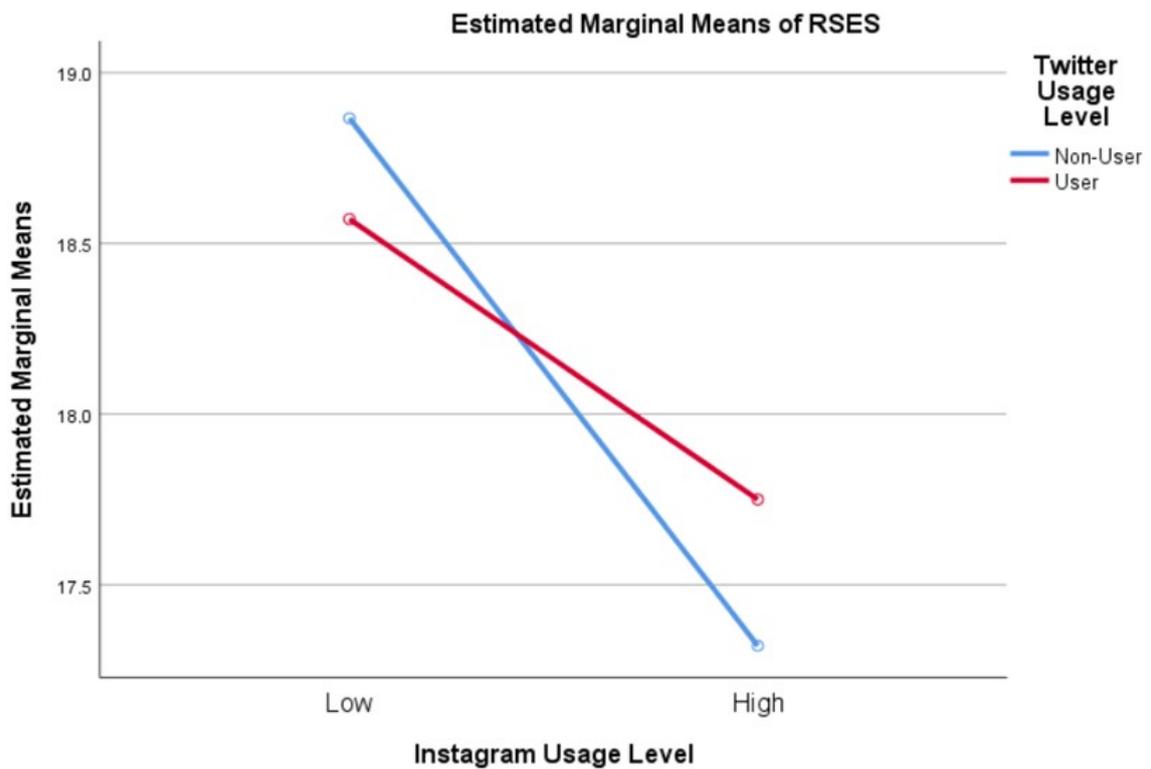
### Tests of Between-Subjects Effects

Dependent Variable: Total 0-30

Source	Type III Sum of Squares	df	Mean Square	F	Sig.	Partial Eta Squared
Corrected Model	39.623 <sup>a</sup>	3	13.208	.466	.707	.016
Intercept	25902.698	1	25902.698	913.444	.000	.916
IGUseLevel	27.595	1	27.595	.973	.327	.011
TUseLev	.088	1	.088	.003	.956	.000
IGUseLevel * TUseLev	2.581	1	2.581	.091	.764	.001
Error	2382.002	84	28.357			
Total	31331.000	88				
Corrected Total	2421.625	87				

a. R Squared = .016 (Adjusted R Squared = -.019)

### Profile Plots



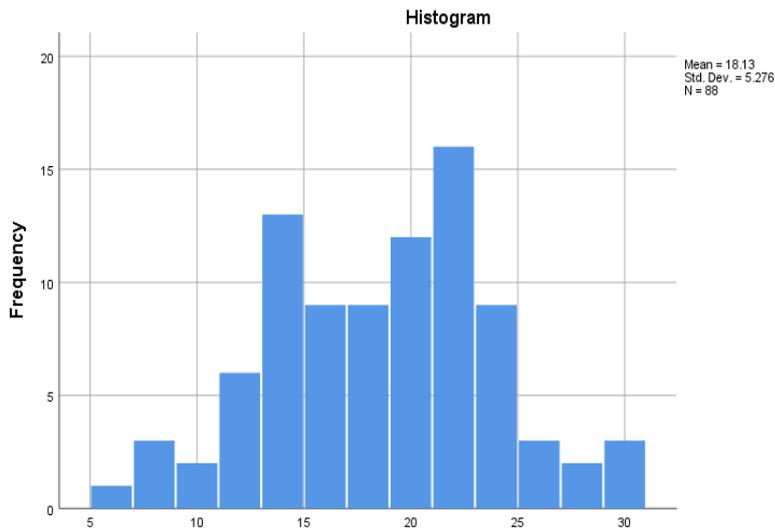
## 6.8 Appendix H – Tests of Normality

Tests of Normality							
RSES	Kolmogorov-Smirnov <sup>a</sup>			Shapiro-Wilk			Sig.
	Statistic	df	Sig.	Statistic	df	Sig.	
	.082	88	.200 <sup>*</sup>	.985	88	.410	

\*. This is a lower bound of the true significance.

a. Lilliefors Significance Correction

### Self Esteem Distribution

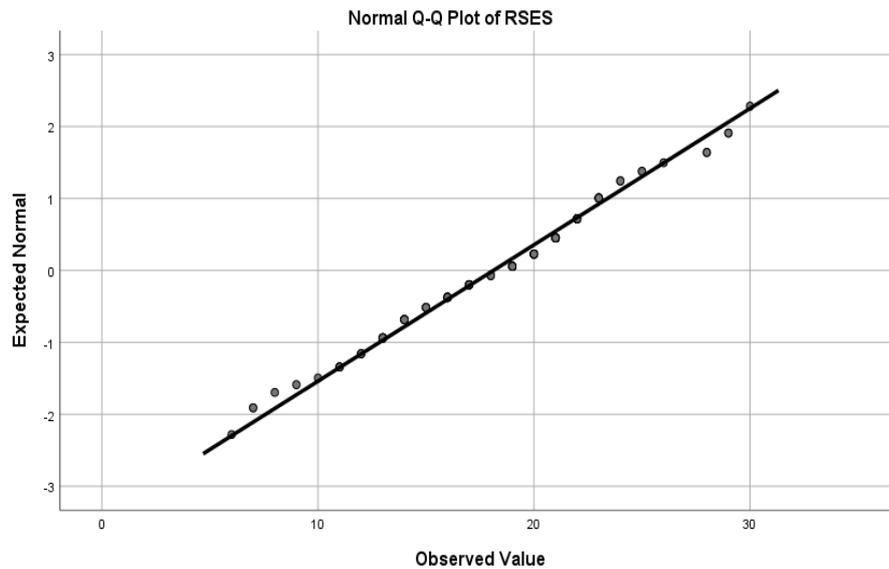


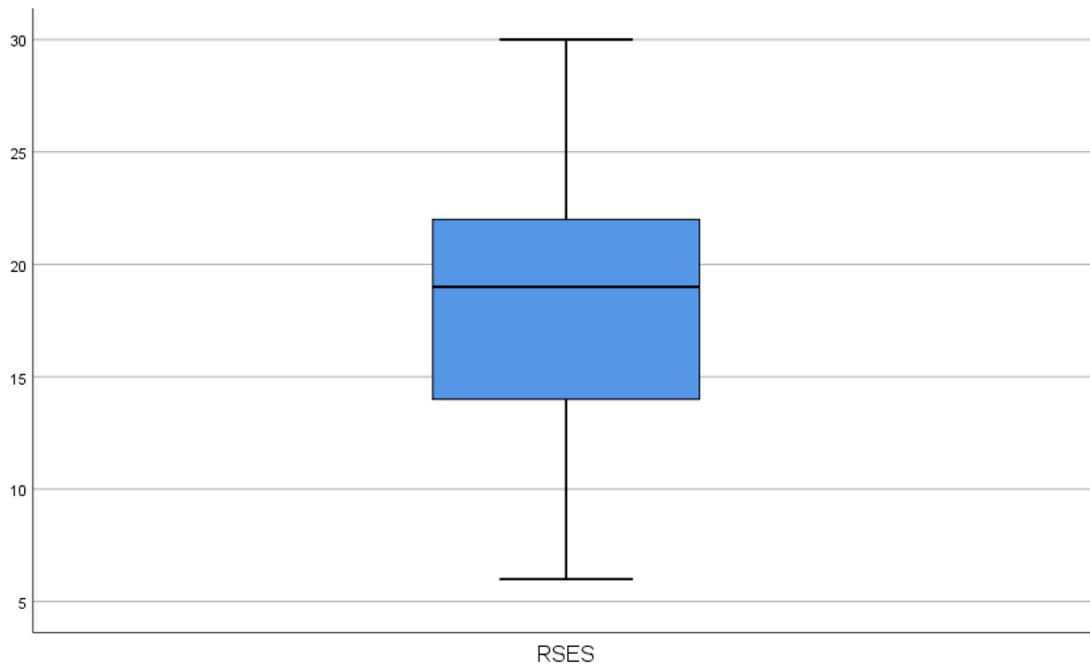
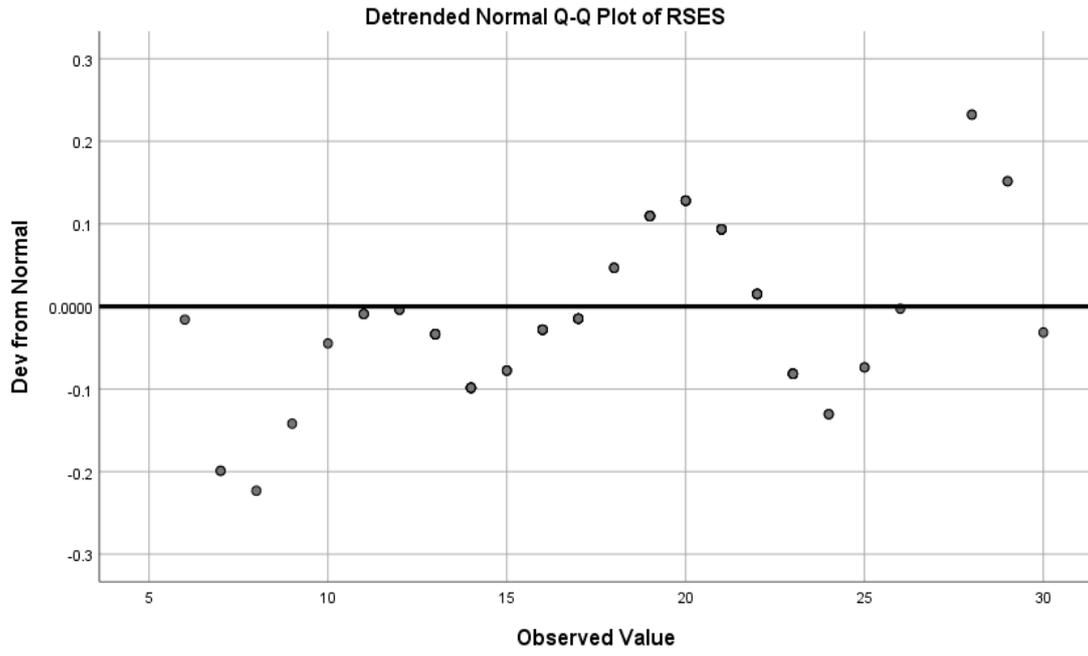
RSES Stem-and-Leaf Plot

```

Frequency      Stem & Leaf
  5.00         0 . 67789
 20.00         1 . 01112223333334444444
 24.00         1 . 5556666666777777888999999
 31.00         2 . 00000111111111122222233333344
   7.00         2 . 5568899
   1.00         3 . 0
  
```

Stem width: 10  
Each leaf: 1 case(s)





## 6.9 Appendix I – Levene’s Test of Equality of Variances

**Levene's Test of Equality of Error Variances<sup>a,b</sup>**

		Levene Statistic	df1	df2	Sig.
RSES	Based on Mean	.432	3	84	.731
	Based on Median	.577	3	84	.632
	Based on Median and with adjusted df	.577	3	77.196	.632
	Based on trimmed mean	.512	3	84	.675

Tests the null hypothesis that the error variance of the dependent variable is equal across groups.

a. Dependent variable: RSES

b. Design: Intercept + IGUseLevel + TUseLev + IGUseLevel \* TUseLev

## 6.10 Appendix J – Dissemination of Findings

# All-Ireland Psychology Student Congress 2021

All submissions and registrations must be received by the 19th of March 2021

\*Required

First Name(s) \*

Luke

Surname

Tynan

Email Address \*

n00160615@iadt.ie

Project Title \*

The Relationship Between Image-Based and T

Are you submitting for a poster or oral presentation? (please note, only completed projects will be considered for the oral presentations) \*

Poster

Oral

Structured Abstract (Limit 250 words. Please follow the following format: Introduction, Methods, Results, Discussion/Conclusions) \*

Introduction: The aim of this study was to evaluate whether a difference exists in the self-esteem scores of emerging adults depending on their usage of social media platforms with a focus on text (i.e., Twitter) vs. images (i.e., Instagram). Methods: Participants in the present study included males and females between the 18 and 25 years (n = 88). Participants were asked to complete a short demographic questionnaire to determine the age, gender and social networking site usage time and social networking site preference of the participants. The Rosenberg Self-Esteem Scale (RSES) was administered in order to assess the self-esteem of the participants. Results: Results of this study suggested that no relationship existed between the amount of time a person spends on either Instagram or Twitter and their self-esteem. Discussion/Conclusions: The findings of the current study suggest that concern surrounding the relationship between low self-esteem in emerging adults and excessive use of social networking sites is wholly unwarranted. Future research could examine whether a difference exists in self-esteem score of emerging adults depending on their use of social media platform with a video (i.e, TikTok) vs. Image focus (i.e., Instagram).

Submit

Never submit passwords through Google Forms.

This form was created inside University College Cork. [Report Abuse](#)

Google Forms