

# ANALYSIS OF USAGE TRENDS OF SOCIAL MEDIA AND SELF-ESTEEM BY THE ROSENBERG SCALE

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## ABSTRACT

The spread of SNS has changed communications between people to a great extent. For them it is a place their hearts can rely on and where they can hang out, a place for self-approval, for self-expression and a place where the other person listens to their dissatisfaction and discontent. At the beginning people are interested in knowing what everyone is doing, so they check SNS every day. However, they feel gradually tired. Immediate response syndrome refers to the feeling of having to check SNS sites and being is a state of psychological imbalance. Some have a loss of self-esteem in the SNS communication. So I analyzed the relationship of social media use and the self-esteem. As a results, the high self-efficacy group prefers both Facebook and LINE while the low self-efficacy group tends to use Twitter.

## KEYWORDS

SNS, Communications, self-esteem, Rosenberg self-esteem scale, Facebook, Twitter, LINE

## 1. INTRODUCTION THE IMMEDIATE RESPONSE SYNDROME

The spread of SNS has changed communications between people to a great extent. At the beginning people are interested in knowing what everyone is doing, so they check SNS sites while eating, working, studying and commuting then they become tired of doing so. These factors are shown in ranks 1 and 2. Immediate response syndrome refers to the feeling of having to check SNS sites and being is a state of psychological imbalance. People who respond immediately become friends but those who reply 15 minute later may have their friendship terminated and their messages refused. It seems that not responding within 15 minutes (or even 30 minutes) leaves the person out of the young people network. It is important to reply before everyone else to show the other person that they are their best friend. And instead of using emails that they do not know when they can be received, the number of teenagers becoming desperately attached to mobile phones on standby in survival mode which they can use eating, having a bath, studying or at any moment is increasing. There are cases when the troubling internet based bullying can be caused by not responding immediately. The birth of the immediate response syndrome is one pathological aspect of SNS culture.

Youths who use e-mail and SNS chat sites frequently and who fall to immediate response syndrome tend to send messages which do not relate to them, have imbalanced mutual understanding and make a lot of mistakes. Being flooded by messages and receiving threats due to misunderstanding is very common.

On the other hand, there are cases when someone decides not use smart phones or the internet regularly as a communication tool like people in the same age group around them, these people find that there is a lot of bad talk about them on SNS posts and they find themselves alone before they know it. This may lead to truancy or may lead to suicidal tendencies in some victims when they see that there were hundreds or even thousands of bad postings about them spread in a short time.

Moreover, there is a function for checking who read a message in group chats. There are various ways of display such as “seen” or “unread” marks. These marks make it possible to see if the other person has read the message or not. So, when someone reads a message but does not reply, they are called KS(KIDOKU SURU: Seen through or read and ignored) which may leads to anger and troubles.

In October 2013, a 19 year old male student in Yamagata district in Hiroshima Prefecture, studying at a correspondence high school was repeatedly kicked and punched and had his legs tied and thrown into a river. When he crawled out of the water he had his legs burned with a lighter. The perpetrators were 4 young friends of the victim between 16 and 17 years old. The male student suffered blows to his whole body and needed skin graft operations. The reason for this torture which was treated as an attempted murder was a result of one of the four 16 to 17 year old youths messaging the victim on the smart phone free application,

LINE, and the victim not responding. The four young perpetrators committed such a sadistic act on the youth because their message was ignored and there are other more hideous than torture committed in Edo Period.

## 2. SURVEY SUMMARY

Self-efficacy is the ability to take correct action needed for certain situations. It is generally believed that there are many benefits to having a positive view of the self. Those who have high self-esteem are presumed to be psychologically happy and healthy (Branden, 1994; Taylor & Brown, 1988), whereas those with low self-esteem are believed to be psychologically distressed and perhaps even depressed (Tennen & Affleck, 1993). The feeling of success becomes higher as the feeling of self-efficacy rises, but the feeling of not being able to do something because one cannot use their self-efficacy properly in regard to positive feelings leads to falling into negative thinking. Isn't it possible to be positive and use one's high self-efficacy instead of falling into a vicious circle with no exit? This study reflects on the aspect self-efficacy and SNS.

A questionnaire survey was used to gather information on the use of mobile devices and PC. Survey participants included 1,032 male and female who had agreed to participate in a questionnaire survey. Their ages ranged from 20 to 59. The survey was conducted from March 14 to March 17, 2014.

The survey question was, 'Rosenberg Self-esteem Scale' and 'social media use [LINE, Facebook, Twitter; average using time every day (minutes)]'.

### 1) Rosenberg Self-esteem Scale

A 10-item scale that measures global self-worth by measuring both positive and negative feelings about the self. The scale is believed to be uni-dimensional. All items are answered using a 6-point Likert scale format ranging from strongly agree to strongly disagree. Below is a list of statements dealing with your general feelings about yourself. Please indicate how strongly you agree or disagree with each statement. Scoring: Items 2, 5, 6, 8, 9 are reverse scored. Give "Most Strongly Disagree" 1 point, "Strongly Disagree" 2 point, "Disagree" 3 points, "Agree" 4 points, "Strongly Agree" 5 points and "Most Strongly Agree" 6 points. Sum scores for all ten items. Higher scores indicate higher self-esteem. 1. On the whole, I am satisfied with myself. 2. At times I think I am no good at all. 3. I feel that I have a number of good qualities. 4. I am able to do things as well as most other people. 5. I feel I do not have much to be proud of. 6. I certainly feel useless at times. 7. I feel that I'm a person of worth, at least on an equal plane with others. 8. I wish I could have more respect for myself.

9. All in all, I am inclined to feel that I am a failure. 10. I take a positive attitude toward myself.

### 2) Social media use

Please tell us how frequently you use the mobile device functions and apps listed below. Facebook/LINE/Twitter/Mixi. Please tell us how frequently you use the PC and apps listed below. Facebook/LINE/Twitter/Mixi. Mobile devices include smartphones, cellphones, gaming devices that can connect to the Internet, and computers." Responses indicating frequency of use were denoted on a six-point scale (6: Often; 1: Never).

## 3. RESULTS

Mean and standard deviation for each item of Self-Esteem are shown in Table 1. This later, using the combined value of the item of Self-Esteem, because Cronbach Confidence coefficient was  $\alpha = .885$ . And the combined value of the item of SELF-ESTEEM was in accordance with the normal distribution. Therefore, I was a grouping combined value of the item of Self-Esteem, 34 below the low group, more than 35 high group, and using the analysis of variance.

About using SNS with mobile devices, the one factor analysis of variance for the use of each SNS with mobile devices and "combined value of SELF-ESTEEM". The results were as follows. Using Facebook with mobile device's  $\times$  SELF-ESTEEM;  $F(1,1030)=6.65$  ( $p<.01$ ). Using Twitter with mobile device's  $\times$  SELF-ESTEEM;  $F(1,1030)=4.80$  ( $p<.05$ ). Using Mixi with mobile device's  $\times$  SELF-ESTEEM;  $F(1,1030)=4.53$  ( $p<.05$ ). Using LINE with mobile device's  $\times$  SELF-ESTEEM; n.s. The high group of self-esteem use of Facebook has tended to be higher than the low group. The low group of self-esteem use of Twitter and Mixi has tended to be higher than the high group. The number of people using Facebook, Twitter, Mixi was examined for each of the two Self-Esteem groupings as shown in Table 2. Further I showed average comparison in Figure 1.

Table 1. Mean and standard deviation for each item of Self-Esteem

	Mean	SD	N
1. On the whole, I am satisfied with myself.	2.84	1.461	1032
2. At times I think I am no good at all.	3.40	1.693	1032
3. I feel that I have a number of good qualities.	3.07	1.412	1032
4. I am able to do things as well as most other people.	3.69	1.424	1032
5. I feel I do not have much to be proud of.	3.68	1.609	1032
6. I certainly feel useless at times.	3.54	1.666	1032
7. I feel that I'm a person of worth, at least on an equal plane with others.	3.30	1.507	1032
8. I wish I could have more respect for myself.	3.27	1.513	1032
9. All in all, I am inclined to feel that I am a failure.	3.42	1.676	1032
10. I take a positive attitude toward myself.	3.32	1.464	1032

Table 2. Facebook, Twitter, Mixi use of each high group and the low group of SELF-ESTEEM

		N	Mean	SD
<b>Facebook</b>	Low group	529	1.83	1.607
	High group	503	2.10	1.799
	All	1032	1.96	1.708
<b>Twitter</b>	Low group	529	2.01	1.769
	High group	503	1.78	1.563
	All	1032	1.90	1.675
<b>Mixi</b>	Low group	529	1.61	1.373
	High group	503	1.44	1.133
	All	1032	1.53	1.264

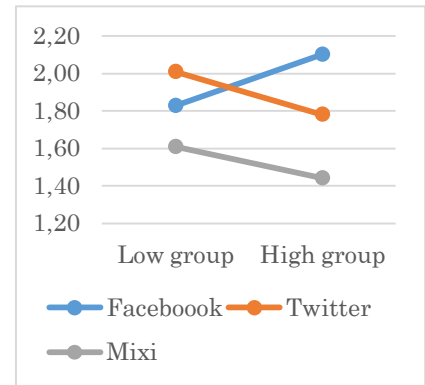


Figure 1. Average comparison of Facebook, Twitter, Mixi use of each groups

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