

# Facebook Friendship and the Development of Self Image

Dr. Sam Vinay Rao<sup>1</sup>, Dr. Pooja Rana<sup>2</sup>

<sup>1</sup>Associate Professor, Amity School of Communication, Amity University Haryana, India

<sup>2</sup>Professor, Amity School of Communication, Amity University Haryana, India

**Abstract**— The fact that Facebook has now become a ubiquitous medium of communication for the initiation, maintenance and renewal of friendship is now a “*fait accompli*”. As online friendships underscore offline friendships, Facebook remains a preferred social media tool amongst college students. A vital element in the friendship development is a persons’ perception of self-image or ‘self-concept’. A low self- concept is antithetical to the initiation of a friendship and even if one develops, it will lack the impetus to be sustained. This paper examines friendships in virtual spaces. It aims to observe whether online friendships can enhance and promote the development of a positive self-image amongst University undergraduate students.

**Index Terms:** Facebook, Social Media, Friendship, Self-image, Self-esteem.

## 1.INTRODUCTION

Although the origins of Facebook are subject to dispute (three classmates of Mark Zuckerberg, a Harvard University graduate, alleged that he stole the idea from them), Zuckerberg is universally acknowledged as the creator of Facebook, a social networking website (SNW) in February 2004. Facebook’s popularity increased to become a student network dream phenomenon. Some months later, Zuckerberg and Moskovitz dropped out of Harvard to pursue their dreams and run Facebook full time. In August 2005, “theFacebook” was officially called as just “Facebook” and the domain Facebook.com was purchased for a reported \$200. Exactly when Facebook came to India is difficult to trace, but it grew nearly as rapidly as it did in the United States. From a sociological perspective, the turn of the century was a period of turmoil for India as pressure of work and scattering of industries geographically, led to redistribution of the workforce and disintegration of the joint family tradition. In their book ‘Structure and Change in Indian Society’, authors Milton B. Singer and Bernard S. Cohn repeatedly stress that fragmentation of Indian

families primarily occurred due to the challenges of urbanization and modernization. They also attribute breakdown of the patriarchal system as yet another trigger to the installation of the nuclear family. The result of pressures of modernization, migration of labour force to the cities, education and geographical dislocations led to the breakup of the joint families into self-sustained and self-sufficient nuclear families. Apart from alienation from the “family” came alienation of the self and a self-nurtured manifestation of introversion. Urban youth driven by the urge to reach out to peers and now divest of the social umbrella that hitherto catered to this need, began looking for new avenues for communication. The entry of Facebook at this period of transition, bridged the gap between needs that were felt and mediated communication.

Although Facebook made an entry into India comparatively late, as compared to the European nations, it did not take long for the new entrant to catch on like the proverbial wildfire. Young college students now had a platform in which they could air their views, develop and foster peer networks and gain social acceptance (or rejection) for uploaded views.

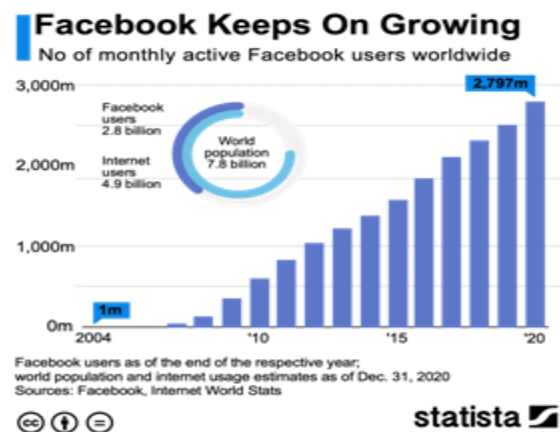
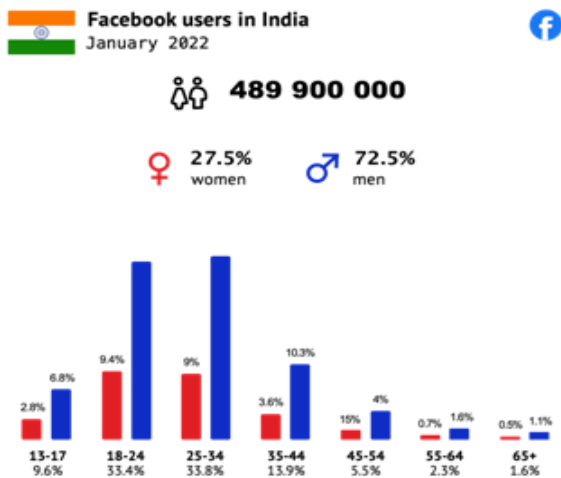


Fig1. Facebook keeps on growing.  
Source: Statista, 2022

Judging by the rate of growth, we can infer that Facebook from its humble beginnings of just 54.1 million in 2014 was projected that growth would reach 211 million by the year 2018. Fig1. shows the rise in this immensely popular social media, which has crossed the 2.8 billion mark in 2020 and is expected to rise even higher, as online consumption of social media, given a huge impetus by the pandemic, continues its growth pattern. The chart below shows that Facebook has overtaken all the countries in terms of sheer usage and continuous access and now combined gender users stands at 489,900,000 in India, having overtaken even the US by a wide margin.



Surprisingly, the chart above indicates that contrary to assumed opinions, male FB users outnumber the female sample by a large percentage.

The figures are indicators, that in today’s nuclear families, pressure of work and increasing alienation is making it imperative for a student to feel accepted and peer recognized in order to be productive and socially well adjusted.

Not only that, but the recent pandemic has also forced the individual to seek and consume data in the confines of the home; and this forced reclusiveness has resulted in increased isolation, societal alienation and a plethora of health and psychological problems which is a matter of growing concern.

While most individuals and institutions collectively agree that Facebook is of immense value in the generation of social capital and also provides a tremendous opportunity to the business community, much has also been spoken and written about this phenomenon on the negative effects of this form of

social media (Elisabeth Bernstein, Wall Street Journal). While debates range as to its usefulness or non-usefulness, its market penetration cannot be ignored. Among the 500 million active users of Facebook, collegeusers (between 18 and 25 years old) constitute the biggest age group, accounting for approximately 30% of the total user population .

Although there are many social and psychological reasons behind usage of Facebook, with a large number of people holding the view that those who use Facebook are insecure, the fact remains that an overwhelming majority of social media users speak glowingly of the positive benefits of Facebook. Even those who are not very active on the site, posting messages, photos or comments through likes/dislikes, but merely observing or ‘lurking’, cannot stay away from it. Says one student:

“Facebook is extremely voyeuristic – there's something great, and at the same time, creepy, about knowing when someone you haven't talked to in 5 years broke up with their boyfriend who you never even met.”

Numerous studies have established positive relations between Facebook use and life satisfaction (e.g., Ellison et al. and Valenzuela et al.). Facebook usage is growing at a phenomenal rate, with many users daily receiving friend requests and accepting those sent to them. And though many boast of the sheer magnitude of friends network in social media channels, research has shown that just sheer numbers does not in any way enhance or improve the user's self-image or self-concept to any significant level .So, while the making of additional Facebook friends does address an innate fundamental desire to communicate, the number of responding Facebook friends affects the satisfaction of psychological needs over and above the impact of the total number of relationships formed on Facebook. In fact, one has to carefully balance the number of online friends made and maintained as research has shown that Facebook users with too few friends or too many friends are perceived more negatively than those with optimally 'large number of friends' (Tong et al.)

With regard to social networking sites, the definition of friends varies slightly from the traditionally accepted definition.

It is defined as “a subset of peers who engage in mutual companionship, support, and intimacy,” friends are an important source of emotional and

practical support and are thereby considered a key element of happiness.”

An important component in the perception of one's self worth is the concept of self-image.

How we perceive ourselves is integral to the notion of self-esteem and is vitally important in all forms of verbal as well as non-verbal communication. Self-esteem is an important facet of personality which itself is a multidimensional concept, based according to Ewen, on the five-factor model (Ewen, 1984). It is also generally agreed that dimensions of personality are related to self-esteem. People with higher self-esteem tend to be more extroverted, agreeable, conscientious, emotionally stable, and more open to experience (Robins, Tracy, Trzesniewski, Potter & Gosling, 2001).

While self-image does figure prominently in the desire to create new friends (or alternatively, abstain from relationships) in the case of introverted individuals, it is essential to understand that the users image identity of an online contact is only constructed by indicators and attributes presented to him. Since in most cases the Facebook user gets to see only a photograph image of his or her friend, a conception of the personality of either user is constructed only through hints and ambiguous cues dropped in the course of online chats and communication.

While many deplore the remote nature of computer mediated communication (CMC) through SNS, saying that it inhibits rich communication, for most users, this careful construction of identity is its greatest appeal. The combination of disembodiment and anonymity creates a technologically mediated environment in which a new mode of identity production emerges (Bargh, McKenna, & Fitzsimons, 2002; McKenna, Green, & Gleason, 2002).

In this study, the researchers propose to examine the extent to which Facebook usage is linked to the construction of a positive self-image and whether this self-image translates and extends itself to real world relationships as well.

## 2. LITERATURE REVIEW

Numerous studies have been carried out on Facebook and its role in the construction of new friendships as well as identity. Several studies have been conducted on the pivotal role of self-esteem in the context of

personality, but few studies exist that attribute Facebook as an important determinant in the development of a positive self-image. In the area of self-image, identity plays a crucial role.

Self-concept is the totality of a person's thoughts and feelings in reference to oneself as an object (Rosenberg, 1986), and identity is that part of the self “by which we are known to others” (Altheide, 2000, p. 2).

Almost all studies, done by researchers in the field of psychology and networking, cite the incidence of growing popularity of Facebook. On an average, there appears to be a positive relationship between self-concept and Facebook usage. Many of the studies related to usage of Internet, some to the general relationship between social prestige, status and the use of Facebook, while others pertained to the growing importance of this social media.

In the most recent study on this subject by Elisa Bergagna and Stefano Tartaglia in 2018, the authors used t-tests (along with other tests) on a sample of 250 University students (43.6% male and 56.4% female). The tests showed that females on an average, spent more time on Facebook than males. They also found that females with low self-image tended to spend more time on Facebook, a finding which correlated with other studies conducted on the past, which rigorously tested this assumption alone. It appeared that females used Facebook to bolster their self-esteem since “social comparison serves the function of self-enhancement and self-improvement (Buunk & Gibbons, 2007).

An important and particularly relevant study in the area of social network was undertaken by Vogel, Rose, Roberts, and Kathryn Eckles of the University of Toledo on Social Comparison, Social Media, and Self-Esteem. They looked at the relationship between spending time on social networking sites (SNS) and development of self-concept and self-image and define self-image in two ways. First, that self-image is the evaluative emotional component of the broader self-concept (Heatherton & Wyland, 2003) and second that self-image can be conceptualized as both a mostly stable trait that develops over time and a fluid state that is responsive to daily events and contexts (Heatherton & Polivy, 1991). They anticipated that people who used Facebook most frequently would have poorer self-esteem and that this relationship would be mediated by upward social

comparison on Facebook. The hypothesis was tested across two studies, one correlational and one experimental. The correlational study tested the proposed meditational model by examining the relationship between chronic Facebook use and trait self-esteem. The experimental study manipulated the proposed mediator—social comparison on Facebook and tested the effects of short-term Facebook use on state self-image. In study one, the participants were 145 undergraduates from a Midwestern University in the US with a demographic break up of 106 female and 39 male respondents. The median age was 19.00 ( $M=19.64, SD=2.87$ ).

To assess Facebook usage, a questionnaire was distributed to participants, comprising a mix of scaled questions and open-ended questions (analysed using factor analysis) and to tabulate self-esteem, a 10-point Rosenberg Self Esteem scale was used. To determine whether the effect of Facebook use on self-image was mediated by increased upward social comparisons via Facebook, a path and bootstrapping analysis was conducted and as expected, it was found that frequency of Facebook use was a significant predictor of self-image ( $b = -0.24, t = -2.45, p < 0.02$ ), indicating that participants high in Facebook use had lower self-esteem.

A brief, but important study by Dallin Bywater, Chelsey Tautkus, Paul Moss and Dana Kearnes, which focused more on the development of charts and indices rather than critical content analysis, revealed that whether it is “an issue of self-worth or of narcissism”, some people need social gratification, and these people seek activities that can either be physically or mentally harmful to their welfare (Piazza, Bowman, Contrucci, Delia, Adelinis, Goh).

In order to test the relationship between Facebook and self-worth, 96 Brigham Young University undergraduate participants were divided into two groups, 49 in the experimental group and 47 in the control group. The gender ration comprised of 42 males and 54 females. The control group completed a demographic questionnaire, followed by a social aptitude test, and a Facebook intensity test. The experimental group completed the demographic questionnaire, followed by a social aptitude test, received falsified social aptitude results, completed a Facebook intensity test, and lastly was debriefed.

For the tests, A Likert scale format was used. Results of the exhaustive testing are displayed in the Tables

and Graphs section (Tables 1&2). Their findings supported the initial hypothesis that lower self-worth causes more intense usage of Facebook. The results also revealed significant amount of variance of Facebook intensity between the experimental group and the control group. The male experimental group had lower Facebook intensity after being disparaged. The researchers acquiesced that there may be factors other than Facebook, which leads to a decrease or increase in self-worth.

A study which mapped popularity ratings with social network usage and self-esteem, and which went into this subject in considerable depth was a study conducted by Jolene Zywica and James Danowski of the University of Illinois, Chicago in their paper entitled “The Faces of Facebookers: Investigating Social Enhancement and Social Compensation Hypotheses; Predicting Facebook and Offline Popularity from Sociability and Self-Esteem, and Mapping the Meanings of Popularity with Semantic Networks”.

The authors investigated two competing hypotheses from existing literature: (1) the Social Enhancement (“Rich Get Richer”) hypothesis that those enjoying popularity further increase it by constant Facebook activity and (2) the “Social Compensation” (“Poor Get Richer”) hypothesis that users attempt to increase their Facebook popularity to compensate for inadequate offline popularity.

Using semantic network analysis of open-ended survey responses, the authors identify the meanings that users have for Facebook and offline popularity in relation to self-image and sociability.

Self-esteem was measured using the popular 10 question self-esteem Rosenberg scale and sociability was indexed using nine items from Zarkin (1983). Individuals who scored low on this scale were classified as introverted while those scoring high were considered as extraverted. An operational definition of popularity was constructed by defining popularity in two ways. One was a status indicator of the number of friends on the site and the other was the length of the wall in Facebook. One of the goals of this study was to identify the meanings of Facebook popularity for users with different levels of self-image and sociability.

The study revealed that nearly three times as many low self-esteem users revealed more about themselves to people they knew online rather than

offline friends when compared to high self-esteem users (20.9% of low self-esteem users vs. 6.6% of high self-esteem users,  $z = 3.0$ ,  $p < .001$ ). A small percentage of users, those more extroverted and with higher self-esteem, support the 'Social Enhancement' hypothesis, being more popular both offline and on Facebook.

An important and relevant study for the purpose of our current research is a study conducted by A. Tiffany, A. Yevdokia and L. Sandra in USA entitled "College students social networking experiences on Facebook". The purpose of their study was to examine how the use of such applications address time commitment, why students use these sites, how they interact on such sites and the development of identity and friendship in emerging adulthood. In this study only visits to Facebook were studied and not any other similar social networking sites, so as to preserve homogeneity of data. The study comprised of Ninety-two undergraduate students (60 females; mean age=20.59 years,  $SD=1.07$ ) from two psychology classes at a private university. Time spent on Facebook was assessed daily using a measure in which each undergraduate student (i) reported the total amount of time (in minutes) that he or she spent on Facebook each day for a one week period and (ii) checked off the specific activities that he or she did each day for that one week period. Most of these questions used a four-point Likert scale of "not much," "some," "quite a bit," and "a whole lot."

The researchers found that the amount of time spent by students on Facebook varied greatly. Facebook use ranged from 2.00 to 117.00 min per weekday and from 0.00 to 165.00 min per day on Saturday and Sunday. Total time spent on Facebook varied, most students reported logging on either "a few times" (55.43%) or "several times" (31.52%) the previous day. An important finding was that Facebook played an integral part in their lives, regardless of their level of activity. There is an urgent pressing need to be active on social media, which existed independent of their schedule. As one student stated: "Through Facebook, I can communicate through messages, wall posts, and even events. I have been able to sustain so many friendships through Facebook, which is the biggest reason why I use it."

A major constituent in the building of a positive self-image is the amount of 'looking good' photos posted of themselves on the site, and in this particular study

it was found that females posted significantly more photos than males did,  $z = - 3.43$ ,  $p < .01$  ( $Mdn=104.50$  for females and  $8.00$  for males). For a response to lurking (observing without posting), 44.57% of respondents reported "quite a bit," 19.57% reported "a whole lot," 25% reported "some," and 10.87% said "not much." The study concludes by saying that they "found considerable lurking, with students being content to look at friends' profiles and to have their own profiles examined as well. Posting to walls and posting pictures for others to observe highlight a public communication style. Social networking sites allow emerging adults to construct profiles and engage in activities that reflect identity markers. While friendships, romantic relationships, and ideology remain key facets of adolescent development, it is fitting that in the digital age individual media preferences have also emerged as playing an important role in students' expressions of who they are (Tiffany et. al., 2009)."

A landmark study by Christy M.K. Cheung a, Pui-Yee Chiu, Matthew K.O. Lee, using social influence theory and uses and gratifications paradigm of social science research discovered that the Internet did in fact negatively impact users, and the improvement in self-image that resulted as a result of constant and prolonged Facebook usage was offset by the other negative repercussions of increasing net usage. This study was undertaken over a period of 6-8 weeks. With regard to actual behavioral habits when using Facebook, results indicated that students spent more time observing content on Facebook rather than actually posting content. Also following events on Facebook was more common than making friends on the site. They also discovered that in many of the cases studied, there was an attempt to project a self that seemed to be more "positive" and more "friendly" rather than the real personality.

A study by Lindsay H. Shaw and Larry Grant showed that while increased visiting of Facebook appeared to reinforce their self-respect and self-image, at the same time, this increased usage and time spent on the Net was leading to increased isolation and depression. This is also supported by many other studies on Internet addiction and Internet Addiction Disorders.

The authors employed a correlational design in which the study showed that people who had the most chronic exposure to Facebook (i.e., used it most

frequently) tended to have lower trait self-esteem. The second part of the same study used an experimental design in which participants viewed fictitious social media profiles that varied in terms of whether the target profile was conveyed as an upward or downward comparison target. The authors found as stated that:

“Delving into the results of Study 2 more deeply, self-esteem—our primary construct of interest in the current studies—was more strongly impacted by the social network activity content manipulation than the user content manipulation.”

### 3. RESEARCH DESIGN & METHODS

In this paper, although there are subtle differences between the two, the terms “self-concept” and “self-image” have been used interchangeably.

To ascertain the impact of Facebook on self-image on the student population a questionnaire consisting of two parts, was administered to 100 students. However, some of the respondents did not answer the questionnaire and the final sample comprised of 75 students (n=75) with 37 male and 38 female respondents. The age of all the students was between 18 and 20 years of age, and most of the participants came from a similar demographic and economic profile. All had equal access to laptops and the Internet. The level of education was similar, and they were at the same educational level with most students who responded to the questionnaire being from either Semester II or Semester III in the social sciences.

Two questionnaires were used. One was to measure the construct of self-image and the other to measure the time as well as a variety of activities spent on Facebook. A set of ten questions was used for questionnaire #1, consisting of mostly dichotomous questions with some multiple-choice questions and the second utilized a ten item Rosenberg scale to measure changes in the perceived self-image as a result of increased time spent on Facebook. The questionnaire was administered to a sample of 75 students – 37 boys and 38 girls.

The sample was taken from students studying at a private university at the undergraduate level. Sampling methodology used was purposive sampling. The purpose behind administering the questionnaire was to examine whether increase in Facebook activity leads to greater self-esteem. To

simplify analysis, two main (null) hypothesis were posited:

Hypothesis #1

H1 : Those who desire greater self-image will constantly update photos of themselves

Hypothesis #2

H2: Those who don't feel good about themselves, will spend more number of hours on Facebook.

During the period under study, the students were instructed not to communicate with each other specifically about Facebook so that referral feedback effects could be eliminated. The nonparametric Chi Square test of association was employed to measure relationship between hours of Facebook activity and perceived self-image.

There was no need to test the reliability of the research instrument, since the four-point Rosenberg scale is a widely accepted and tested instrument for measurement of self-image.

Since the first questionnaire was non-standardized hence no SPSS test for reliability, such as Cronbach's alpha, was employed.

### 4. RESULTS & DISCUSSION

Analysis of Sample Characteristics

In order to ascertain which tests to be run on the sample distributions, the selected sample was tested for Normality for both genders. The Mean of the aggregate self-esteem scores for male population was 28.86 and the Standard Deviation 3.057. For the female population sample, the Mean was 27.97 and the Standard Deviation 2.686. When the sample was tested for normality, Skewness for the male population was 0.882 (SE 0.277) and the Kurtosis was seen to be 1.872 (SE 0.548). The z statistic for Skewness of the male population was found to be 2.796 which was well above the range of +/- 1.96 and Kurtosis was found to be 3.878 which is also outside of the required z-value span of +/- 1.96.

The null hypothesis assumed was that if the p-value of the distribution is below 0.05 ( $p < 0.05$ ) then the distribution is not normally distributed. The Shapiro-Wilk Test for the male population revealed a significance level of 0.005 which is below the required test value and hence we can conclude that self esteem scores for the male population do not meet conditions of normality.

For the female population, Skewness for the female population was 0.551 (SE 0.383) and the Kurtosis was seen to be -0.018 (SE 0.750). The z statistic for Skewness of the female population was found to be 1.438 which is within the range of +/- 1.96 and Kurtosis was found to be 0.024 which is also within the required z-value span of +/- 1.96. As before, the null hypothesis posited was that if the p-value lies above 0.05, then the distribution would meet conditions of normality. The Shapiro-Wilk test for the female population revealed a significance level of 0.089 which is above the required test value and hence we can conclude that self-esteem scores for the female population do meet conditions of normality, and that parametric tests for the female population can be applied.

**Tests of Association**

To test whether there is a degree of association between perceived self-image and the extent of time spent on Facebook and activities associated with Facebook, two cross tab tests were run on two separate sets of questions. The first test run was to ascertain whether time spent on Facebook on updating photos of respondents was in any way associated with the desire to have more self-respect and the second test run was to see whether the

number of hours spent on Facebook was in any way correlated with feeling good or not so good about themselves. Findings are presented below:

(i) Test between updating of photos on FB and desire to have more self-respect

To test for association, Crosstabs, was run in SPSS between Question #4 in Questionnaire #1 and Question #8 in Questionnaire #2. Although this kind of test strictly does not demand the delineation of independent and dependent variables; for purposes of consistency, updating of photos was taken as the independent variable and desire for greater self-respect (measured on the 4-point Rosenberg scale) as the dependent variable. Since the sample did not satisfy conditions of normality, the non-parametric Chi Square test of association was chosen and for further confirmation “Lambda” was chosen as the second confirmatory test statistic. The null hypothesis (Ho) was that there is a relationship between constant updating of photos and the degree of self-respect of respondent, measured at a 5% level of significance. The test yielded a Chi square reading of 0.661 (Table 1) which means that the null hypothesis that there is a measure of association is rejected. A lambda value of 0.00 further augments this conclusion that there is no relationship between the two variables.

**Chi-Square Tests**

|                              | Value              | df | Asymp. Sig. (2-sided) |
|------------------------------|--------------------|----|-----------------------|
| Pearson Chi-Square           | 4.115 <sup>a</sup> | 6  | .661                  |
| Likelihood Ratio             | 5.629              | 6  | .466                  |
| Linear-by-Linear Association | .047               | 1  | .829                  |
| N of Valid Cases             | 75                 |    |                       |

Table 1

**Directional Measures**

|                    |   | Value | Asymp. Std. Error <sup>a</sup> | Approx. T <sup>b</sup> |
|--------------------|---|-------|--------------------------------|------------------------|
| Nominal by Nominal | Symmetric   | .000  | .024                           | .000                   |
|                    | Lambda  | .000  | .000                           | . <sup>c</sup>         |
|                    | Q8. I Wish I could have more respect for myself Dependent | .000  | .032                           | .000                   |
|                    | Goodman and Kruskal tau                                   | .045  | .030                           |                        |
|                    | Q8. I Wish I could have more respect for myself Dependent | .017  | .015                           |                        |

Table 2

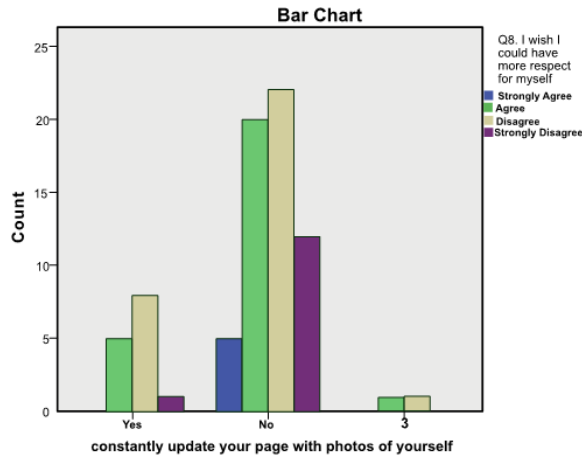


Fig. 3. Constantly update your page with photos of yourself

(ii) Test between no. of hours spent on Facebook and feeling good about themselves.

This test of association was run in SPSS between Question #2 in Questionnaire #1 and Question #2 in Questionnaire #2. Crosstab analysis was conducted keeping no. of hours spent as the independent variable and “Don’t feel good about myself” as the dependent variable. Once again, as both the variables did not meet any conditions of normality, Chi square test and as we were testing between a nominal variable and an ordinal variable, the Eta test was used.

As can be seen from the table below, the count for the “Strongly Agree” category was too low to draw any conclusions. However, in the “Agree” category, respondents with a low self-image, who seemed to think that “they were no good at all” spent more time on Facebook (presumably to overcome these feelings) with the percentage rising from 30% in the half hour category to 66.7% for those who spent 2.5 hours. This was consistent with our hypothesis that low feelings of self-image lead people to spend more time on Facebook. Conversely, those who disagreed with “I’m no good at all”, in other words, those who had a comfortable level of self-respect, spent less time on Facebook, with 56.7 % spending half an hour and only 33.3% percent spending two and a half hours. This can also be seen in the Histogram depicted below the table.

The null hypothesis posited was that there is no measure of association between the two variables at a 5% level of significance.

The Eta score of 0.086 for the dependent variable ( $p > 0.05$ ) leads us to reject the null hypothesis and hence we can conclude that there is a measure of association between the two variables, although as can be seen from the marginally higher Eta score, this is not very high.

|                                 |           | Q2. At times I think I am no good at all |       |          |                   |
|---------------------------------|-----------|--|-------|----------|-------------------|
|                                 |           | Strongly agree                           | Agree | Disagree | Strongly Disagree |
| hours per day spent on Facebook | Count     | 3  | 9     | 17       | 1                 |
|                                 | half hour | 10.0%                                    | 30.0% | 56.7%    | 3.3%              |
|                                 | Count     | 3  | 13    | 11       | 4                 |
|                                 | 1 hr      | 9.7%                                     | 41.9% | 35.5%    | 12.9%             |
|                                 | Count     | 0  | 4     | 2        | 0                 |
|                                 | 2.5 hrs   | 0.0%                                     | 66.7% | 33.3%    | 0.0%              |
|                                 | Count     | 0  | 3     | 5        | 0                 |
|                                 | 3 hrs     | 0.0%                                     | 37.5% | 62.5%    | 0.0%              |
|                                 | Count     | 6  | 29    | 35       | 5                 |
|                                 | Total     | 8.0%                                     | 38.7% | 46.7%    | 6.7%              |

Table 3



| Directional Measures |     |  | Value |
|----------------------|-----|--|-------|
| Nominal by Interval  | Eta | hours per day spent on Facebook Dependent          | .154  |
|                      |     | Q2. At times I think I am no good at all Dependent | .086  |

Table 4

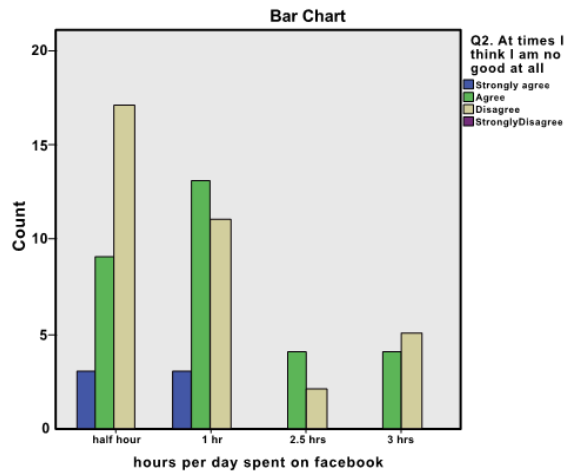


Fig. 4. Hours per day spent on Facebook

As we have seen from the studies that have been reviewed and the graphs of Facebook usage in India as well as all across the globe, Facebook usage is increasing both in terms of time as well as geographical coverage. A random survey of other graphs and tables, primarily from Statista.com showed that Facebook is overtaking even other social media such as Twitter and Instagram. Regarding this study, one limitation faced was that of a relatively small sample size and a very homogenous population as it was all drawn from a very localized population. However, the study results have shown that many of the activities commonly associated with Facebook such as updating photos of oneself, likes and dislikes and posting videos online etc., do not have significant correlation with the boosting of self-concept and self-image.

Concerning gender distribution, analysis showed that for a small number of hours, the ratio of time spent between male and female was identical, but as the number of hours increased (3 hours or more), a greater percentage of females (62.5%) indulged in this particular form of social media than males who only spent 37.5% of their time on this.

To reach definitive conclusions, each variable of Q#1 would have to be correlated with each and every variable of Q#2, which was clearly beyond the scope of this research paper. Furthermore, in order to firmly consolidate our study, the sample size would have to be greatly increased, perhaps to a cross university level, so that sampling errors can be reduced, and the population more closely approximate that of a normal distribution.

### 5. CONCLUSION

With the onset of the pandemic, time spent on social media has surged upwards and present-day statistics are only an approximation, since globally, the student community is in a state of flux. For the last three years, entire batches have completed their studies online, and pressure of studies combined with isolationist effects of solitary knowledge assimilation, have led to vicarious satisfaction and self-affirmation being procured through time spent on social media. As academic institutions open and life exhibits a semblance of pre-covid normalcy, it is currently difficult to gather accurate data about time spent on Facebook apart from other social media sites. With regard to gender distribution, our study has conclusively proved that a greater proportion of females (62.5%) spend time on Facebook as opposed to males who scatter around 37.5%. It has been proven that time spent on social media sites like Facebook, which was originally conceived and still is, a platform for social gratification, and has produced numerous psychological benefits like peer-to-peer affirmation, a platform to express ideas, even social, political and religious inclinations, and the promotion of self-image. The results of the Eta test on the second hypothesis clearly showed that the percentage for both genders rose from 30% to 66.7% in the half-hour category and those possessing a comfortable level of self-respect spent less time on the social media site, with 56.7% spending half an

hour and only 33.3% per cent spending two and a half hours, thereby conclusively proving that people possessing a level of self-respect deemed as standard, spent less time on social media as opposed to those with a distinctly poor level of self-respect who need the bulwarks of social media to bolster a flagging self-image.

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