

Social Media Addiction: Online Self-presentation as predictors of Well-being

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Abstract- The prevalence of social media addiction has increased rapidly throughout the years. Researchers have been conducting a number of studies to understand the impact as well as the causes of social media addiction in different domains. The aim of this study is to understand how social media and online self-presentation related to well-being. 110 adolescents of age 16 to 18 are chosen through simple random sampling to complete the questionnaires inventory of social network addiction, presentation of online self-scale and WHO-5 Well-being index. The data is analyzed using Stepwise Regression, Spearman Rho correlation and Mann Whitney U test. The results suggests that multiple self's presentation predicts well-being and social media addiction negatively affects well-being. It is also found that dependent users use ideal, multiple and online presentation preferences. There is also no difference in online self-presentation styles among participants of rural and urban areas and commerce students use multiple selves more.

Keyword: Consistent self, ideal selves, multiple selves, online self-presentation, online presentation preferences, social media addiction and well-being.

INTRODUCTION

Technology has begun to change rapidly in the 20th century. The earliest form of internet was CompuServe, developed in 1960s. The invention of internet has led to many such inventions such as emails and social networking sites which was introduced to ease the communication and to connect around the world. The benefits of using social media includes education, gaming, information seeking, decision making and mobile payments etc., while the demerits involve scamming, addiction, aggression, depression etc. Social media addiction is a behavioral addiction that is defined by being overly concerned about social media, driven by an uncontrollable urge to log in and out or to use social media, devoting so much time and

effort to social media that it impairs other important life areas (Hillard, 2019). Addictive social media use should thus be manifested by being preoccupied by social media in order to reduce their negative feelings. People use social media more in order to get the same pleasure from it. They suffer distress if prohibited from using social media as the usage was by sacrificing other obligations and causing harm to other important life areas because by then desire or attempt to control the use of social media will be without success. The way social media sites have become addictive is through numbers, i.e., the number of likes a person gets for the photo that has been uploaded, the number of views that is obtained for a video, the number of followers etc. This has become a crucial part of a person's life as people try to improve their self-esteem and self-consciousness with these dry numbers (Shaw, 2021). Statistics shows that 52.92% people use Facebook, 30.86% use Instagram, 10.55% use Youtube and 3.31% use Twitter in India (StatCounter, 2022). It is also found that 28.4% of the Generation Z population uses social media i.e., people who are born between 1997 and 2012 (Acumen, 2022). Individuals born in these years fall under the category of adults and adolescence.

Adolescence is a critical developmental period when many self-concepts are redefined and constructed and undergo various changes as result of both internal and external factors (Zeigler-Hill & Shackelford, 2017). According to Kohlberg (1984) the behavior of individual in this stage is driven by social approval. When the individual falls into a conflict between the norms of the authority and social approval, certain developmental effects can trigger a series of defense mechanisms. These defense mechanisms could be withdrawal, avoidance of any extensive social contact, aggressive reactions, and addictive behavior. Adolescents are exceptionally vulnerable and highly

receptive during this period and can become drawn to the Internet as a form of release which can lead to addiction. (Karacic & Oreskovic, 2017).

Uses and gratification theory, put forth by Katz and colleagues in 1960, states that people engage in social media as an escape from their routine or problems, and also to reassure their status, gain credibility and stability. Social media provides a safe platform for people to express their thoughts and opinions. The merit of anonymity that provides increases the urge to use it. Moreover, it does not expose people to a physical flight or fight situation, thereby giving them the strength to express themselves. By doing so, people try to gain credibility and status to enhance their self-presentation.

The concept of self-presentation was introduced by American sociologist, Irving Goffman in 1959. It is defined as the process of self-portrayal, how an individual communicates with others about who they are. The basic motivational core of self-presentation is impression management. People engage in intra self-negotiation in order to project a desired impression and maintain it through consistently performing coherent and complimentary behavior. Fullwood, in 2016, said that there are four types of online self-presentation styles: ideal self, multiple selves, consistent self and online presentation preferences. Ideal self is presenting the self that one desires to be; multiple selves is the presentation of different personas through online. This is expressed by acting out different personas across various online platforms or even creating an entirely new online identity. Consistent self is presenting an authentic self-i.e., expresses the position that one's online character is no different to one's offline character. Online presentation of preference factor is the level of preference one has to present the self-online over presenting the self-offline. People can use these styles interchangeably or can use one particular style consistently and this can affect their well-being.

Well-being is the experience of health, happiness, and prosperity. It includes having good mental health, high life satisfaction, a sense of meaning or purpose, and the ability to manage stress. Well-being emerges from one's thoughts, actions and experiences and which has a greater control. Since, well-being is related to a person's life satisfaction and happiness, this research is conducted to understand how social media addiction and online self-presentation predicts well-being.

Zhu & Xiong, 2022, found that self-presentation on social media could significantly predict social media addiction. Another study conducted by Kah and colleagues in 2022, discovered that self-esteem was a significant predictor of social media addiction. While similar study conducted in Bhutan resulted that there is no significant difference in social media addiction and self-esteem (Zam et al., 2022). By examining the relationship between social media addiction and depression, it was seen that there is a direct relationship between the two (Habib & Yousaf, 2022). Additionally, Balci and colleagues in 2020 found that psychological well-being negatively predicts social media addiction.

While a study conducted by Tian and colleagues in 2022 found that positive self-presentation is negatively associated with life satisfaction and honest self-presentation is positively related to it. Also, positive self-presentation was negatively related to positive online feedback only for high self-esteem college students, but negatively associated with life satisfaction only for low self-esteem ones. Nitschinsk and colleagues in 2022, explained the relationship between the dark triad and online self-presentation, which revealed that Machiavellianism and psychopathy were associated with adaptable and inauthentic self-presentation and narcissism is associated with authentic online self. Kawamoto, 2021, showed that identity development processes were associated with online surface-level self-presentation but not inner level self-presentation.

Mesisca and Mainwaring in 2021, conducted to examine Stress, Anxiety, and Well-being in Nursing students showed that low well-being leads to high level of stress and anxiety. Swaminathan and his associates in 2018, conducted a study on stress and well-being among Indian college students' association with social support, academic performance and stressful life events found that well-being is positively correlated with social support and is negatively correlated with perceived stress.

Social media addiction is one of the major issues of the modern era and evidences prove that online self-presentation significantly predicts social media addiction. However, this study is conducted in Kerala, where the literacy rate and health parameters are high. Therefore, this study is conducted to understand how students in Kerala perceive the role of social media and how it affects the well-being.

Aim

The aim of this study is to find the prediction of multiple selves, ideal self, consistent self and online presentation preferences on well-being. Also, the difference in multiple selves, ideal selves, consistent selves and online presentation preferences across gender, domicile, dependent and non-dependent users; difference in well-being among dependent and non-dependent users and the intercorrelation of the variables. The study is conducted to understand how social media addiction and online self-presentation is related to well-being.

METHOD

Research Design

Exploratory research design is used for this study since it would provide a better understanding of the problem along with the possible cause of the problem, which can be further studied in detail. This study intends to find the relation social media addiction and online self-presentation to well-being.

Population

The samples are collected from the Central part of Kerala where the adolescent population is chosen for this study. The sample size is 110 calculated using G*Power and the sample collected is late adolescence. The samples are collected using simple random sampling technique. The participants in the study include 57 males and 53 females. From these samples, 90% of the participants are from rural area and 10% of the participants from urban area; 53% of the participants are commerce students and 46% of the participants are science students and from these participants, 30 participants are dependent on social media and 80 participants are non-dependent on social media.

Measure

The questionnaires consist of 4 parts: personal data schedule, inventory of social network addiction, presentation of online self- scale and WHO-5 Well Being Index. The personal data schedule collects the name, age, gender, domicile and stream of the participants. While, Inventory of social network addiction, constructed by Suhail Jogi, Shazia Gurgani and Yuman Kawoos in 2018 comprising of 13 items. It is a self-administered questionnaire which can help

understand the dependence of social media on a person i.e., when a person scores 19 or above, the person is said to social media dependent. The scale measure salience/excessive use, withdrawal, tolerance, negative repercussions, craving and mood modifications. The Karl Pearson reliability of the scale is 0.94 and has high criterion validity. The Presentation of Online Self scale, developed by Fullwood and colleagues in 2016. It consists of 21 items and contains 4 subscales: ideal self, multiple selves, consistent self and online presentation preferences. The score of each item ranges from 1 to 5 and higher the score obtained by the participant for each dimension, higher is the preference of that self. The test-retest reliability of the scale is 0.79 and good convergent validity. The WHO-5 Well-being Index is 5-item World Health Organization Well-Being Index in 1998, is a global rating scale that measures perceived subjective well-being. WHO equates mental health to positive well-being, therefore WHO-5 has been developed as a short, self-administered questionnaire containing positively worded items related to positive mood, vitality and general interests. The total score is 25. The Cronbach Alpha is 0.91 and has good convergent validity.

Procedure and data analysis

Prior to the data collection permission was obtained from the authorities for data collection. The study was briefed to the participants and consent was obtained. Rapport was established with the participants and the questionnaire was distributed among them and the data was collected in a small group setting of 10 to 15 participants. The questionnaires were self-instructional. The questionnaires (social media addiction inventory (1), presentation of online self-scale (2) and WHO well-being scale (3)) were given in the order 1, 2 and 3 for 50% of the participants and 3, 2 and 1 for the other 50% of the participants to avoid discussion among the participants. The obtained was screened for omissions and was entered into MS Excel.

After entering the data, it is analyzed using the SPSS software package. Descriptive statistics used are mean and standard deviation. The normality of the data was found and based on the results nonparametric tests were opted. Inferential statistics used is Regression, Mann Whitney U test and Spearman Rho correlation test. These tests were used for further analysis.

Ethical Considerations

The consent from was obtained from the participant. Confidentiality and anonymity were ensured. The participant was given the option to quit at any part of the test. The study was briefed to the participants before the commencing and all doubts were cleared.

RESULT AND DISCUSSION

Results of the normality test suggest that the data is non-normal therefore the tests that are used for analyzing the data is non parametric. Both descriptive and inferential statistics were conducted on the data for analysis.

Table 1 -*The intercorrelation between the variables*

Variables	M	SD	1	2	3	4	5	6
Social media addiction (1)	14.55	4.73	-	-	-	-	-	-
Well-being (2)	12.69	5.68	-0.45**	-	-	-	-	-
Ideal Self (3)	27.38	6.13	0.53**	-0.25**	-	-	-	-
Multiple Selves (4)	10.27	4.39	0.48**	-0.32**	0.62**	-	-	-
Consistent Self (5)	13.87	3.05	-0.05	0.11	-0.12	-0.28**	-	-
Online Presentation Preferences (6)	7.38	2.37	0.28	-0.14	0.51**	0.54**	-0.18	-

Results of table 1 shows the intercorrelation between the variables. It can be seen that there is a negative correlation between social media addiction and well-being is -0.45** which can be interpreted as a negative correlation i.e., as social media addiction increases well-being decreases. This result shows that people engage in social media usage in order to reduce their negative feelings but the solace that get through social media will diminish gradually affect their well-being. There is also a significant negative correlation of -0.25** between well-being and ideal self, as people might use social media in order to escape from themselves online which can disrupt their well-being and, the correlation between well-being and multiple selves is -0.32**. This shows that people use social media to create new identity different from their true self which disturbs their well-being. Also, the correlation score of consistent self and multiple selves is -0.28** i.e., they are negatively correlated.

The results also show the positive correlation between social media addiction and ideal self (0.53**) which is because of being online allows people to express themselves which can lead to social media addiction. This could be the reason for the positive correlation between social media addiction and ideal self. The spearman rho correlation score of social media addiction and multiple selves is 0.48** which can be interpreted as a significant positive correlation. Projecting multiple selves online, allows an individual to act out different personas in certain online spaces which could contribute to social media addiction. There is also a positive correlation between ideal self and multiple selves with a score of 0.62**; between ideal self and online presentation preferences (0.51**) and between multiple selves and online presentation preferences (0.54**).

Table 2-*Comparing different online self-presentation styles among females and males*

Variable	Group	Mean Rank	Sum of the Ranks	U	Sig
Ideal Self	Female	38.03	2015.50	584.50	0.01
	Male	71.75	4089.50		
Multiple Selves	Female	34.66	1837.00	406.00	0.01
	Male	74.75	4268.00		
Consistent Self	Female	57.55	3050.99	1402.00	0.51
	Male	53.60	3055.00		
Online Presentation Preferences	Female	45.23	2397.00	966.00	0.01
	Male	65.05	3708.00		

Results of table 2 shows the comparison of different online self-presentation styles among females and males after performing the Mann Whitney U test. The Mann Whitney U score of female and male displaying ideal self is 584.50 with a 0.01 level of significance. The mean ranks of female and male displaying ideal self are 38.03 and 71.75 respectively. This could be because males are more addicted to social media (Alnjadat et al., 2018) and they might prefer communicating online as it allows to say things that they can't say offline. This could be the reason why males have high ideal self, mean rank than females. The U test score of females and males exhibiting multiple selves 406.00 with a 0.01 significance level. The mean ranks of female and male is 34.66 and 74.75

respectively. This could be because social media provides online spaces for people to act out different personas allowing them to form friendship with interests that they want to share. This might be the reason for high mean rank for males in multiple selves. The U test score of females and males exhibiting online presentation preferences 966.00 with a 0.01 significance level. The mean ranks of female and male is 45.23 and 65.05 respectively. Since, males have higher social media addiction they prefer to be online than offline which could be the reason for the higher mean rank for online presentation preferences. The U score of consistent self is 1402.00 and there is no significant difference between males and females displaying consistent self.

Table 3-Comparing different online self-presentation styles among rural and urban population

Variable	Group	Mean Rank	Sum of the Ranks	U	Sig
Ideal Self	Rural	53.72	5318.00	368.00	0.08
	Urban	71.55	787.00		
Multiple Selves	Rural	56.10	5554.00	485.50	0.55
	Urban	50.09	551.00		
Consistent Self	Rural	55.10	5448.50	498.50	0.66
	Urban	59.68	656.50		
Online Presentation Preferences	Rural	54.68	5413.00	463.50	0.41
	Urban	62.91	692.00		

The results of table 3 shows the comparison of different online self-presentation styles among the rural and urban population through Mann Whitney U test. The U score of ideal self is 368.00, multiple selves is 485.50, consistent self is 498.50 and online presentation preferences is 463.50. The mean ranks of rural and urban population displaying ideal self are 53.72 and 71.55 respectively; exhibiting multiple selves is 56.10 and 50.09 respectively; showing consistent self is 55.10 and 59.68 respectively and online presentation preferences is 54.68 and 62.91 respectively. It can be seen that $p > 0.05$, therefore, there is no significant difference among rural and urban population in online self-presentation.

The results indicate that there is no significant difference in ideal, multiple, consistent and online presentation preferences among the rural and urban area. In Kerala, it can be seen that the distinction of rural and urban areas is minimal apart from a few districts such as Idukki and Wayanad. Since, the data is collected from the metro city, the facilities are available to both the areas are equal owing to the advancement of technology. Thus, this might be the reason for the lack of difference in rural and urban population displaying various online presentation style.

Table 4-Comparing different online self-presentation styles among commerce and science streams

Variable	Group	Mean Rank	Sum of the Ranks	U	Sig
Ideal Self	Commerce	59.53	3512.00	1267.00	0.15
	Science	50.84	2593.00		
Multiple Selves	Commerce	64.64	3813.50	965.50	0.01
	Science	44.93	2291.50		
Consistent Self	Commerce	60.65	3578.50	1200.50	0.07
	Science	49.54	2526.50		
Online Presentation Preferences	Commerce	58.79	3468.50	1310.50	0.24
	Science	51.70	2636.50		

The results of table 4 shows the comparison of different online self-presentation styles among females and males through Mann Whitney U test. The mean ranks of commerce and science students displaying ideal self are 59.53 and 50.84 respectively; exhibiting multiple selves is 64.64 and 44.93 respectively; showing consistent self is 60.65 and 49.54 respectively and online presentation preferences is 58.79 and 51.70 respectively. The U score of ideal self is 1267.00, multiple selves is 965.00, consistent self is 1200.00 and online presentation preferences is 1310.50. It can be found that there is a significant difference among science and commerce students

exhibiting multiple selves and the mean rank is high for commerce students.

The results shows that there is a significant difference in participants with multiple selves' style while there is no difference in ideal self, consistent self and online presentation preferences. This indicates that commerce students have a higher tendency to act out different personas in the online platform than science students. This could be due to the increased abstractedness showcased by the commerce students (Patel, 2014). Commerce students also have more time compared to science students which could be the reason for them exhibiting multiple selves.

Table 5- Comparing different online self-presentation styles among non-dependent and dependent users

Variable	Group	Mean Rank	Sum of the Ranks	U	Sig
Ideal Self	Non dependent	45.28	3622.00	382.00	0.01
	Dependent	82.77	2483.00		
Multiple Selves	Non dependent	48.25	3860.00	620.00	0.01
	Dependent	74.83	2245.00		
Consistent Self	Non dependent	56.01	4481.50	1159.00	0.78
	Dependent	54.13	1624.50		
Online Presentation Preferences	Non dependent	50.66	4052.50	812.50	0.01
	Dependent	68.42	2052.50		

The result of table 5 shows the comparison of different online presentation styles among non-dependent and dependent users using Mann Whitney U test. The U score for ideal self is 382.00 with a significance level of 0.01. The mean rank of non-dependent and dependent users exhibiting ideal self is 45.28 and 82.77 respectively. It can be seen that dependent users display ideal self because people prefer to present themselves significantly differ from their real life which could be the reason for higher ideal self-presentation for individuals dependent on social media than non-dependent social media users.

they would like to display various shades of their personality. This could have led to the higher multiple selves score for people dependent in social media than non-dependent users.

The U score for multiple selves is 620.00 with a significance level of 0.01. The mean rank of non-dependent and dependent users exhibiting multiple selves is 48.25 and 74.83 respectively. It can be seen that dependent users display multiple selves because people enjoy acting out different persons online as

The U score for online presentation preferences is 812.50 with a significance level of 0.01. The mean rank of non-dependent and dependent users exhibiting ideal self is 50.66 and 68.42 respectively. It can be seen that dependent users display online presentation preferences as people find it difficult to be themselves in the real world. This could be the reason for the significant difference between individuals dependent and non-dependent on social media displaying online presentation preference. The U score for consistent self is 1159.00 with a significance level of 0.78. Thus, there is no significant difference between dependent and non-dependent users of social media.

Table 6-Ideal self, multiple selves, consistent self and online presentation preferences as predictors of well-being

R	R square	F change	Sig F
0.28	0.08	9.38	0.01

Predictor: Multiple selves

The results of table 6 show the prediction of ideal self, multiple selves, consistent self and online presentation preferences on well-being using regression. The R score is 1.28 and the R square score is 0.08.

The results indicate that multiple selves significantly predict well-being while the others do not. People displaying a number of personas online, not only feel that their personality is inadequate but also that they want to display different aspects of their personality as a dominant one. In order to achieve this motive, people engage in multiple selves' presentation styles. As a consequence of this, their well-being is been affected.

LIMITATION

The samples were collected only from one district of the state. Therefore, the sample size is small. The data was collected from a group setting, so extraneous variables such as peer discussion could be controlled only to an extent.

CONCLUSION

To conclude, the study provides an insight into how social media addiction and self-presentation is related to well-being. The results reveal that multiple self's presentation predicts well-being and social media addiction negatively affects well-being. It is also found that dependent users use ideal, multiple and online presentation preferences.

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