

The impact of social networking sites (SNS) use on self-esteem

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Abstract

Aim: The aim of this study was to determine the relationships between the individual components of self-esteem and the variables related to the active use of social networking sites.

Method: 110 people participated in the online questionnaire surveys. Two research tools were used: the own questionnaire on the use of social media and the MSEI Multidimensional Self-Assessment Questionnaire.

Results: Participants who use more social networking sites have higher scores in the dimension of leadership skills. Assuming the existence of statistically significant relationships between the preferred place of using social networking sites and the level of self-esteem, for its individual components, it was shown that those who performed this activity in specific places obtained higher scores in terms of competences than those who did it's everywhere. The results also indicate that more frequent use of social networking sites during the day is associated with lower scores in terms of self-control and identity integration. The analysis of gender differences in the level of self-esteem and the frequency of using social networking sites showed that in men there are more negative correlations between more frequent use of social networking sites during the day and low results, and these relate to self-control and identity integration. In women, a negative correlation was found between defensive reinforcement of self-esteem and more frequent updating of one's own profile.

Conclusions: Despite the presented ambiguities, it was possible to confirm the theory that more frequent use of social media is associated with low self-assessment scores.

Key words: self-esteem components, social networks, virtual profile

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I. SELF-ESTEEM AND SOCIAL NETWORKING SITES

The rise of SNS popularity among Internet users has been accompanied by an interest among researchers to evaluate their impact on mental health. Anders Hansen (2020) notes that the results of research on the impact of social media are not unanimous; some report a negative and some a beneficial impact on mental health. The author states that those who, besides using social networking sites, have good relationships with other people, use this tool in order to maintain contact with them. In this case, SNS play a constructive role for the individual. The situation is different when they become a substitute for social life. The feeling of jealousy, easily aroused by looking at the "perfect" photos, appearing on Facebook or Instagram boards, contributes to the deterioration of mood. This feeling stems from the natural tendency to compare ourselves with others, and even the knowledge of that does not protect us from experiencing jealousy. This feeling, although natural, is extremely painful because it leads to a confrontation between the ideal self and the real self, whose images usually contradict each other (Roguski, 2020).

Observations of SNS users' behavior show that the number of likes is very important for self-esteem. However, after publishing a photo and getting a sufficient number of positive reactions, self-satisfaction decreases and the author feels the need to publish another photo again (Roguski, 2020). The need for positive reception from the environment, is so important that too few collected "likes" under the published photo, may prompt the author to remove it (Szpunar, 2016). And in extreme cases, it can become an indirect factor, prompting the decision to commit suicide. "Hate", or hate speech, is a common phenomenon on various websites, including SNS. It is one of the dangers of social networking sites and, according to researchers, can negatively affect self-esteem. Hate speech manifestations may also have their origin in lowered self-esteem (Rosińska, 2017). Self-esteem among authors of hateful content on social media increases due to the need for "downward" social comparisons. This makes the hater feel like a better person than the one he or she is targeting

with the hate speech content. He or she may feel malicious glee, linked to a sense of superiority over the person being ridiculed. Social media hecklers may take any active user as the target of their attacks, but their recipients are usually public figures, talented people, those with power or other desirable qualities (Makowski, 2015). The above observations, show that an important regulatory role of self-esteem of social media users, is the need to receive positive reactions to the content they shared and the need for social comparisons. Another criterion that affects the level of self-esteem is the type of content viewed on SNS.

Among SNS users, a special and most frequently encountered group, are those whose personality can be placed in the broad spectrum of narcissistic traits. Some studies revealed that next to the need for self-presentation, fulfilling a narcissistic need is one of the key motives why men use social media (Kotyśko et al., 2014). The way in which they are structured allows for the creation of a self-image so that one can present those characteristics that are consistent with the "ideal self". This is particularly desirable for narcissistic people, and virtual space gives them permission to do so, so that values that are important to them can meet with approval. Self-esteem of narcissistic people is high, but also "fragile". Such users look for constant confirmation of their own value as the primary way to regulate their self-esteem. SNS, precisely because of the possibility of receiving quick feedback from other users, can secondarily influence the level of self-esteem. Narcissism is often associated with an avoidant attitude, but it is characterized by a strong need for social approval, admiration, and recognition, which helps to increase low self-esteem. When these needs are not met - the reaction of the environment is not as expected or its interpretation is unclear - a person with sensitive narcissism, may feel rejected, withdrawn, and consider the outside world as hostile to them (Wink, 1991; Miller et al, 2010; Maciantowicz et al, 2017). Consequently, a person with sensitive narcissism may be more sensitive to criticism and heckling from other users on social media. Even a lack of response to the content they shared or a single negative comment, in the form of a thumbs-down response, is enough to reinforce their insecurities about their self-esteem. Since people with highly narcissistic traits have a dual nature - their overt self-esteem is rated high, while their latent self-esteem is at a low level - they are prone to behavior with negative consequences that usually bolster their self-esteem. This is often at the expense of others. For example, by devaluing their merits, aggressive behavior, in the form of hate speech on social media, or by using various defense mechanisms.

The selective self-presentation on social networking sites mentioned before, is one of the most important motives why people choose to use this tool (Kotyśko et al. 2014). This is justified by the fact that self-presentation belongs to the basic behaviors in social life. It involves non-verbal or verbal communication with the world about who one is or how one would like to be perceived. On SNS this is done by sharing photos and videos, as well as by communicating interests or lifestyles. Modern society is dominated by image culture, so it is the photos and recordings that play a key role here, being an element of self-presentation.

There are two theories about how self-presentation on social networking sites affects self-esteem. The first theory deals with the self-consciousness in question and its authors are Duval and Wicklund (1972). This theory, assumes that self-presentation on social networking sites can lead to lower self-esteem. This occurs when an individual shifts his or her attention from an object or the surrounding reality to his or her own behaviors, thoughts, and actions and thus redirects the object of consciousness to "I". The study concluded that gazing at one's own mirror image for a prolonged period of time usually leads to the realization of a discrepancy between the real self and the ideal self. This leads to a decrease in positive affect, resulting in lower self-esteem. And since the Facebook (Fb) profile contains autobiographical information, this may contribute to treating oneself as an object of self-observation and, as a result, to temporarily lowering one's self-esteem..

In opposition to the theory of subjective self-consciousness, there is a concept of the hyperpersonal model emerged (Słodka, 2014). It assumes that the Internet, including SNS, provides the possibility of selective self-presentation. This means a great deal of freedom as to the content one presents thanks to the possibility of delayed response to incoming stimuli and control of information about oneself and sharing with the world those contents that can show the user in the best possible light. This way of creating an image in the virtual world has a positive influence on the individual's opinions about himself and temporarily increases his self-esteem. It was shown that people who observed their own profile and selectively edited it had significantly higher self-esteem than those in the control group (Gonzales, Hancock, 2011). The results of the Polish replication of the study differed from the original version: the self-esteem of people whose self-awareness was aroused by their activity on Fb did not differ from the control group. However, the authors of the Polish study, despite the statistical insignificance in the results, noted a trend that coincides with the one observed by the authors of the original study - Facebook can be a tool to induce self-awareness by being similar to other stimuli that do so (Słodka, 2014).

The theory of subjective self-consciousness in the context of social media is also confirmed by another Polish study. This time, however, it did not concern Facebook users, but the so-called igers, ie. Instagram users. The researchers wanted to check how the use of this portal affects various psychological aspects, including self-esteem. They showed that people who update their profile more often by adding new content have lower self-esteem than those who do it less frequently. Interestingly, they also showed that as users' self-esteem increases, shyness levels rise. This is contrary to the previous theory, which links high self-esteem with confidence.

Pyszkowska, in an attempt to explain this unusual correlation, posits the following hypothesis: Instagram, as a medium positioned between the real and virtual worlds, may influence the blending of the real and virtual Self in the self-esteem-shyness relationship. This means that people who are shy in real life, may be more confident, decisive, feisty, and display traits of high self-esteem outside of it, in virtual reality. This undoubtedly encourages deeper research on this issue (Pyszkowska, 2017).

Medhizadeh (2010) found that individuals with low self-esteem spend more time on Fb and do it more frequently, also in a compulsive manner, than those with high self-esteem. According to Steinfeld and colleagues, such individuals benefit from bridging social capital more than individuals with high self-esteem (Pius, Tabak, 2015). Joinson (2004) speculates that communication through Messenger or Whatsapp may be particularly conducive for people with low self-esteem. By being able to block or not reply to messages to other users, individuals can protect their self from negative feedback.

Social networking sites, are also apps whose main function is to help you date. One of the most popular sites serving this purpose is Tinder. However, not much research has been done on the correlation between Tinder and self-esteem. So far, researchers have been able to show that low self-esteem, in terms of body satisfaction and self-esteem, is prevalent among men and women who use Tinder compared to non-users of the app (Strübel, Petrie, 2016). The relationship shown, therefore, reveals the same trend presented by the results of studies conducted on users of other social networks. Not surprisingly, the Tinder app, like other social networks, particularly Instagram, is based on a pictorial message in which perfect looking photos play a key role on the way to social approval.

Based on the sources cited, it can be concluded that the self-esteem of SNS users is constantly being challenged. In most of the studies, the relationship between SNS use and the self-esteem of their users, indicated a reduction in self-esteem. It is noteworthy that most of the cited studies were based on the same tool to measure self-esteem - the Rosenberg Self-Esteem Scale, which allows us to assess the level of general self-esteem, disregarding its specific aspects. This encourages to repeat the study, so that the individual components of self-esteem are also measured.

II. METHODOLOGY

The object of this study was to examine the significance of SNS use on self-esteem. The following theoretical objectives were formulated:

1. Evaluating the relationship between SNS use and the various components of self-esteem of their adult users.
2. Determining the relationship between the frequency of adults' use of social networking sites and the various components of their self-esteem.

Based on the literature review and research conducted to date on the significance of SNS use on self-esteem, the following hypotheses were made:

H1. There are statistically significant relationships between using more social networking sites (more than one) and the level of self-esteem for its individual components.

H2. There are statistically significant relationships, between the preferred location (everywhere or only in a certain place/time) of using social networking sites and the level of self-esteem for its individual components.

H3. There are statistically significant relationships, between the frequency of SNS use and low self-esteem scores for its individual components.

A research question was also posed regarding whether there are gender differences in the aspect of self-esteem of the subjects in relation to the frequency of their SNS use.

Measures

The following tools were used to measure the variables:

1) A self-administered survey with 7 questions: metric questions: about gender and age in three ranges: 21 - 30; 31 - 40; 41 - 50 years. Further questions regarded which social networking sites respondents use and where they use them. The survey took an average of 2 - 3 minutes to complete.

2) Multidimensional Self-Esteem Questionnaire MSEI (E. J. O'Brien and S. Epstein, 1998; in the Polish adaptation by D. Fecenec, 2008). This questionnaire is used to measure general and specific self-esteem. The MSEI Self-Evaluation Questionnaire is characterized by good psychometric parameters. It has mostly satisfactory internal consistency indices, where Cronbach's alpha coefficient is 0.70 - 0.90. It has high stability, ranging from 0.37 - 0.96. It is also characterized by satisfactory theoretical accuracy.

Procedure

The subjects were presented with an online version of the questionnaire, which was modified to maintain the validity of the psychological tool data. The participants of the study were 110 individuals of different genders. The subjects were matched according to demographic variables such as age and gender. The age of the subjects was within three ranges: 21 to 30 years; 31 to 40 years and 41 to 50 years. People asked to

fill in the questionnaire had an active account on at least one social networking site.

The research was conducted in the first half of 2021. The online questionnaire was accompanied by information about who the author of the study is and the general purpose of the study. The questionnaire was also preceded by important information about the anonymity and voluntariness of participation in the study and that the respondent may withdraw from the study at any time.

Statistical analyses

Analyses were performed using IBM SPSS Statistics 24. $p = 0.05$ was considered to be the level of statistical significance. Spearman's rank correlation coefficient was used to determine whether there were statistically significant correlational relationships between ordinal and quantitative variables. To verify the presence of statistically significant differences in mean scores between the two study groups, t-Student test was used for independent samples.

There were 110 study participants. Most of the respondents were people aged 21 to 30 (90%). A small group were users aged 31 to 40 (7%). Those aged 41 to 50 accounted for only 3% of the surveyed SNS users. There was little gender diversity in the group: 51% women and 49% men.

Statistical analysis: activity on social networks

All respondents who took part in the study were Facebook users, 75% of whom also used YouTube. The social network Instagram was used by slightly fewer people: 70% of them. Other mentioned portals they used included: Pinterest, with a percentage of 19.1%, LinkedIn (13.6%) and Twitter (12.7%). Only 10%, said they used Tinder. The average number of SNS that respondents used was 3.1, with a median of 3.

All respondents declared daily activity on social media. The others used social media 4-6 days a week (4%) or less than once a week (1%).

More than half of the surveyed users declared that they spend between 2 and 4 hours a day on the sites (55.5%). 21.8% of them, spent between 30 minutes and an hour on this activity. 17% spent between 5 and 10 hours a day on social media. The smallest percentage (1.8%) were those who spent a great deal of time using social media, or more than 10 hours. A slightly larger percentage, 3.6, were users who preferred to spend as little time as possible on social media, i.e., less than 30 minutes per day.

The largest percentage of respondents said they update their profile once a year (34.5%) or once every few months (39.1%). 16% of people updated their profile once a month (15.5%). The smallest percentage (5.5%) were people who declared to update their profile once a week or daily.

Respondents most often used social networking sites wherever they had the opportunity (67%). 26.4% of them were people who declared that they use social media only outside working or university hours. The rest were a small percentage who used social media everywhere else.

Statistical analyses

Self-assessment

The average raw score that respondents obtained on this scale was 28.6 points, with a standard deviation of 8.84. The average sten value for this dimension was 4.9 points, with a standard deviation of 2.77. 34% of the surveyed social media users obtained low scores on this scale (1-3 sten). 46% scored average (4-7 stena). High scores, on the other hand, were assigned to 21% of respondents (Table 1).

Table 1. Average self-esteem results of all respondents using social networks

Self-esteem		<i>M</i>	<i>SD</i>	<i>Me</i>	<i>Mo</i>	<i>Min.</i>	<i>Max.</i>
General self-esteem	Score	28,6	8,84	29,0	32,0	10,0	49,0
	Sten	4,9	2,73	5,0	1,0	1,0	10,0
Competence	Score	34,4	6,52	35,0	39,0	19,0	48,0
	Sten	5,9	2,44	6,0	5,0	1,0	10,0
Lovability	Score	32,7	8,78	32,0	31,0	12,0	50,0
	Sten	4,7	2,35	4,0	4,0	1,0	10,0
Likability	Score	32,0	6,40	32,0	32,0	14,0	47,0

	Sten	4,8	2,38	4,5	4,0	1,0	10,0
Personal power	Score	31,9	7,00	32,0	32,0	13,0	46,0
	Sten	5,8	2,38	6,0	7,0	1,0	10,0
Self-control	Score	30,2	5,88	30,0	29,0	19,0	44,0
	Sten	4,6	2,11	4,0	4,0	1,0	10,0
Moral self-approval	Score	38,4	6,79	38,0	37,0	23,0	50,0
	Sten	6,2	2,96	6,0	10,0	1,0	10,0
Body appearance	Score	30,2	8,24	31,0	28,0	11,0	49,0
	Sten	5,1	2,53	5,0	4,0	1,0	10,0
Body functioning	Score	30,9	8,39	31,0	32,0	10,0	49,0
	Sten	4,9	2,28	5,0	4,0	1,0	10,0
Identity Integration	Score	29,8	8,07	30,0	27,0	11,0	46,0
	Sten	4,9	2,62	5,0	5,0	1,0	10,0
Defensive Self-Enhancement	Score	47,5	8,24	47,0	47,0	21,0	71,0
	Sten	4,5	1,90	4,0	4,0	1,0	10,0

The number of SNS used and the level of self-esteem in its different dimensions

Survey results, for the most part, showed no statistically significant correlation between self-esteem and the number of SNS used ($p > 0.05$). The only exception appeared to be the "leadership ability" dimension ($\rho = 0.2$; $p = 0.020$). Study participants who used more than one SNS scored higher for this dimension. Therefore, H1 cannot be considered confirmed.

Preferred location of using social networking sites and level of self-esteem in its different dimensions

In order to determine the presence of statistically significant correlations between the level of self-esteem in its various components and the place of SNS use, the subjects were divided into two groups: those who liked using social networking sites everywhere and those who chose a specific place/time for this purpose. This time, again the results showed a statistically significant correlation for only one of the self-esteem components. In this case, the correlation was for the dimension "competence" ($p = 0,003$). With respect to this component, higher mean scores were obtained by those who used social networking sites at a specific place/time (mean score of 36.8), while those respondents who used SNS everywhere obtained lower mean scores (33.3). Therefore, H2 cannot be considered to have been confirmed either.

Frequency of spending time on social networking sites versus users' self-esteem levels

A statistically significant correlation was found between the variables, ie. between the two dimensions of self-esteem: "self-control" ($\rho = -0.21$; $p = 0.027$) and "identity integration" ($\rho = -0.22$; $p = 0.020$) and the amount of time spent using social networking sites. Analyses showed that those respondents who spent more time on social networking sites had lower scores in the above self-assessment dimensions (Table 2).

Table 2. Time spent on social media

MSEI	Time a day for social media (N-110)
General self-esteem	-0,10
Competence	-0,15
Lovability	-0,16
Likability	-0,18
Personal power	-0,08
Self-control	-0,21*
Moral self-approval	-0,14
Body appearance	0,00

Body functioning	-0,12
Identity Integration	-0,22*
Defensive Self-Enhancement	-0,10

* $p < 0,05$

At this stage of analysis, it was considered whether there were any statistically significant correlations between the results of the Multidimensional Self-Esteem Questionnaire and the frequency of updating one's profile on a social networking site among all the subjects. No statistically significant correlations ($p > 0.05$) were found between the study variables. Due to the analysis of the results H3, can be considered partially confirmed. No statistically significant relationships were observed in the aspect of self-esteem and the frequency of updating one's social networking profile, though. However, two statistically significant correlations were observed between self-control and identity integration and the amount of time spent on social networking sites per day.

Analysis of gender differences

In order to answer the question of whether there are gender differences regarding the correlation between frequency of daily use of social networking sites and self-esteem in all its dimensions, statistical analysis was conducted separately for women and for men.

Table 3. Time spent on social media

MSEI	women	men
General self-esteem	0,03	-0,19
Competenc	-0,14	-0,12
Lovability	-0,21	-0,17
Likability	-0,19	-0,23
Personal power	0,02	-0,11
Self-control	-0,16	-0,27*
Moral self-approval	-0,20	-0,14
Body appearance	0,02	0,01
Body functioning	-0,12	-0,09
Identity Integration	-0,13	-0,29*
Defensive Self-Enhancement	-0,03	-0,20

* $p < 0,05$

Among women, there were no statistically significant correlations between the amount of time spent using social networking sites and Multidimensional Self-Esteem Questionnaire scores ($p > 0.05$) (Table 3).

In the male group, slightly different results were achieved between the measured variables than in the female group. Statistically significant differences came out in two dimensions: "self-control" ($\rho = -0.27$; $p = 0.046$) and "identity integration" ($\rho = -0.29$; $p = 0.032$). It turned out that men who spent more time during the day using SNS had lower scores in the above dimensions.

In order to answer the question of whether there are gender differences in the relationship between the frequency of updating one's profile on SNS and self-esteem, analyses were conducted separately for women and for men. As it turned out, in most cases there was no statistically significant correlation between these variables in the group of women. This significance occurred only in the dimension of "defensive reinforcement of self-esteem". ($\rho = -0.30$; $p = 0.026$). Those of the respondents who updated their profile more frequently, obtained lower results in the above dimension. The analyses showed no statistically significant correlation in the male group between the results of the Multidimensional Self-Esteem Questionnaire and the frequency of updating one's profile on SNS ($p > 0.05$). A comparative analysis of men and women in terms of self-esteem versus frequency of SNS use confirmed the presence of gender differences. It was shown that in men there are statistically significant correlations between longer time spent per day using social networking sites and negative self-esteem, for two of its components: self-control and identity integration. At the same time, in women, no statistically significant correlations were observed between the variables studied. On the other hand, one emerged; between higher rates of defensive self-esteem enhancement and more frequent updating of one's profile.

III. DISCUSSING THE RESULTS

The first hypothesis was that there is a statistically significant relationship between using more than one social networking site and low or high self-esteem scores in its particular dimensions. The results showed a

statistically significant correlation only for one component, therefore this hypothesis cannot be considered confirmed. It was determined that **respondents who declared having profiles on more SNS achieved higher scores in the area of leadership skills**. This means that they were able to assess their ability to lead people and influence their behavior higher, as well as show higher evaluation of their own assertiveness than those respondents who declared using fewer SNS. It was also noted that **there was a tendency toward statistically significant associations between a high sense of physical attractiveness, or self-assessment of one's appearance and sexual attractiveness, and a higher number of profiles on different social networking sites**.

The association between using more social networking sites than one and higher assessment of one's own leadership skills, as well as the observed tendency to such an association, can be justified by the specificity of the social network environment. Aboujaoude has an interesting observation on this, according to which an individual in the virtual world acquires greater assertiveness and a sense of sexual attractiveness because he feels free from the constraints of everyday life in the real world, full of labels, moral and social rules (Aboujaoude, 2012). On the other hand, Szulc, in her dissertation (2019), notes that social media encourage and condone the glorification of oneself and one's image, thus providing a sense of empowerment and an increase in self-confidence, thanks to the many technical possibilities at their disposal. They also provide very good conditions for the development of a narcissistic society. Such individuals, as it turns out, are the most active group in social media (Campbell and Buffardi, 2008, after Szpunar). What may very well attract such people to stay in virtual reality, is the possibility of self-creation of their own image (so-called manipulation of their own image), which allows to influence the perception of themselves by others (Borzucka - Sitkiewicz and Leksy, 2017). Research also shows that most of the users who manifest narcissistic traits are also those who have FOMO (Fear Of Missing Out). People who suffer from FOMO, experience a strong fear of being disconnected; a fear that they may miss out on some important information. Research on the link between narcissism and FOMO has shown that such individuals, compared to the general group, were more likely to be active on more than one social networking site (Jupowicz-Ginalska & Kisilowska, 2020). Assuming that behind the greater number of profiles on social networking sites there is also an intensive and excessive use of them, the obtained correlation may have much in common with the results of the study of Śliwak et al. (2017). According to these researchers frequent use of SNS promotes a higher assessment of one's own ability to direct other people and influence their behavior.

The second assumption was that there was a statistically significant relationship between preferred location of SNS use and low or high self-esteem scores in each of its particular dimensions. The respondents were divided into two groups: those who use social networking sites everywhere and those who do it in specific places. The results indicated the presence of a statistically significant correlation only in relation to the component "competence" (assessments in the field of skills, speed of learning and efficiency in performing tasks). **Respondents who declared that they used social networking sites in their designated places rated themselves as more competent than those respondents who did so everywhere**. Those who used social networking sites in specific locations may be characterized as less compulsive and able to complete tasks without distraction. Regarding those respondents who used SNS everywhere and showed lower scores for the competence component, one might be tempted to suggest that they belong to the group of people who have a higher FOMO index. According to a Polish research report on this phenomenon, 35% of "fomers" felt that SNS reinforced in them the belief of not knowing about topics that others know about, 43% that they don't have something that others have and 1/3 of the high FOMO group felt useless and hopeless. This group of individuals had lower self-esteem than average internet users and in case of these individuals social networking may significantly contribute to lowering their sense of worth (Jupowicz - Ginalska et al., 2018).

The third assumption regarding statistically significant relationships between the frequency of SNS use and low self-esteem scores in its individual dimensions was partially confirmed. The results showed presence of a statistically significant correlation in terms of two components of self-esteem. **People who spent more time per day using social networks had lower self-esteem in terms of self-control** (evaluation of one's own persistence, discipline, ability to control body and emotions) and **identity integration**, which, according to the authors of the MSEI questionnaire, is one of the key functions of self-esteem because it is responsible for the sense of self-consistency. **Tendencies to establish associations that were statistically significant for popularity** were also noted. Individuals who spent more time using SNS during the day rated their self-esteem lower in this component. Associating low self-ratings of perseverance, discipline, and the ability to control one's body and emotions with spending time on social networking sites during the day more frequently has reference to similar studies. These concerned the use of various forms of the Internet, including specifically social networking sites. The correlation obtained in that study showed that as time spent on the internet during the day increases, self-control decreases (Śliwak et al., 2017).

Aboujaoude notes that although being in the virtual world more often promotes the experience of positive emotions, it also has another, darker face, leading to insecurity, crisis and loss of one's identity (Aboujaoude, 2015). The balance between the real and virtual spheres is disrupted, and this promotes the risk of splitting one's identity into a virtual self and an offline self, has a destructive effect on different spheres of life,

and leads to a regression of communication skills.

The results showed no statistically significant correlations between the frequency of updating one's own profile on SNS and self-esteem in its various dimensions. The only thing that was observed in this aspect was a **tendency to negative statistical correlations on the scale of defensive self-esteem enhancement, for those who made more frequent changes to their own profile. Women who updated their social profile more often rated themselves lower on the scale of defensive self-esteem enhancement.** This means that the more often they made any changes to their social profile, the less socially acceptable they felt and the more they tended to see flaws and weaknesses in themselves. So far, such a relationship has been observed among women, in the context of longer time spent online (Śliwak et al., 2017).

Justification for this correlation can be found in other works. Roguski (2020), in his book about social networking, addresses the problem of comparing oneself to others and the jealousy experienced by social media users. It is likely that this problem may concern women who make changes to their profile more frequently. The reason for the repetitive nature of updating a social profile can be attributed to the fact that any positive reactions shared on one's own profile act as a reward system and thus, have addictive potential. For this purpose, the user may create artificial new content on his own profile just to get a "like" (Szulc, 2019). In addition, Murawska (2020) citing recent research, writes that Facebook, due to the fact that its users compare themselves to more physically attractive people, may contribute to the formation of insecurities about themselves.

Statistically significant relationships were observed between more frequent use of social networking sites during the day and self-esteem for two self-esteem components in men. **Men who used social networking sites more frequently during the day showed lower self-esteem for the self-control component and experienced weaker identity integration.** When they updated their own profile more frequently, only a **tendency toward statistically significant associations for higher overall self-esteem was observed.** Low self-control in the subjects may indicate a high rate of FOMO or a tendency toward social networking addiction. Low self-control has been shown to be one of the predictors for Facebook addiction and harmful SNS use (Andreassen, Torsheim, & Pallesen, 2014).

Comparison of results between men and women in the aspect of frequency of SNS use and the level of self-esteem, in its various dimensions, showed differences between them. It seems that men are more susceptible to the influence of social media than women, as there were more negative statistically significant correlations between the dimensions. For the total respondents, most of the correlations, appeared to be negative for self-esteem. However, the number of correlations proved to be too small to draw clear conclusions about the relationship between social media use and self-esteem of its users. Despite the ambiguities shown, however, it was possible to confirm the theory that more frequent use of social media is not coincidentally associated with low self-esteem scores and to show some tendencies. Observations regarding the links between more frequent social media use, lowered self-esteem, and high levels of FOMO and narcissistic traits also seem interesting.

It would be advisable to conduct further research, using other tools, with a larger number of subjects (taking into account the proportions between men and women). It is recommended to use the Multidimensional MSEI Questionnaire to examine the level of self-esteem, because there are still too few studies examining the relationship between SNS use and all dimensions of self-esteem. Most of the studies that we were able to analyze were based on the results obtained from the Rosenberg Self-Esteem Scale, which only allows us to assess the level of overall self-esteem, thus showing one-dimensional results.

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