

# **THE IMPACT OF FACEBOOK ON YOUTH'S SELF-ESTEEM**

**By**

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### Abstract

**Purpose-**This study explored the possible implications social networking sites, such as Facebook have on the youth's self-esteem. Facebook has become a part of daily living for many people. The growing excessive use of Facebook by the young prompted the researcher to conduct this study to find out whether participants experience a rise or decline in their self-esteem while utilizing Facebook.

**Methodology-**The study was conducted using questionnaire filled by 400 respondents. These respondents belonged to four different universities of Karachi; Bahria University, Greenwich University, Institute of Business Management (CBM) and SZABIST aging 16 to 25. The data collected was analyzed using Correlation test.

**Findings-**The analysis clearly stated that Facebook has a positive but a weak or a moderate impact on the self-esteem of the youth. This interprets that the intensity of Facebook use and the type of activities people engage in on Facebook result in a slight but a definite increase in the self-esteem of the user.

**Practical Implications-** The outcomes of this research might help in studying the psychological behavior of consumers when they shop online on such social networking sites such as Facebook and would also help corporations operate their Facebook pages more efficiently keeping in mind consumer behavior on Facebook.

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**Keywords:** Facebook, Youth, Impact, Self-Esteem, Social Networking Sites

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1.1 Introduction

Psychology is the scientific study of behavior and the mind. It is a discipline that seeks to understand the complex interactions between the biological, psychological, and environmental factors that influence human behavior. This introductory chapter provides an overview of the field of psychology, including its history, major subfields, and the scientific method. It also discusses the importance of psychology in various aspects of human life, from clinical practice to education and research.

Although the field of psychology has become increasingly popular among individuals, there is a significant gap in research specifically focusing on the consequences that arise from the use of self-reports. For example, it is well-known that individuals often provide socially desirable responses when completing self-reports, which can lead to biased results. This gap in research is addressed in the following chapters, which explore the validity and reliability of self-reports and the impact of social desirability on the results. The resulting self-reports could also have a huge impact on their ability to access and maintain relationships.

Objective self-reports are generally considered to be more valid than self-reports, as they are not subject to the same biases and distortions. However, there is a growing interest in the use of self-reports, particularly in the context of social media. For example, the use of self-reports on social media platforms like Facebook has become increasingly common. This has led to a number of concerns, including the potential for self-reports to be used to manipulate social media algorithms and to create a false impression of one's life. A number of studies have shown that self-reports can be used to predict objective self-reports, but it is unclear what factors are most predictive of objective self-reports. What effect would one's Facebook profile have?

Recent studies conducted by Dr. [Name] from the University of Cambridge's School of Psychology on how 'liking' or positive Facebook participation can have an impact on the