



Faculty of Cognitive Sciences and Human Development

**SOCIAL MEDIA USAGE, SELF-ESTEEM, AND LIFE SATISFACTION
AMONG SARAWAK TEENAGERS**

Nur Shareena Azlin Binti Jefferia

Bachelor of Psychology (Honours)

2021

UNIVERSITI MALAYSIA SARAWAK

Grade: _____

Please tick (✓)

Final Year Project Report

Masters PhD

/

DECLARATION OF ORIGINAL WORK

This declaration is made on the 9th day of July 2021.

Student's Declaration:

I NUR SHAREENA AZLIN BINTI JEFFERIA, 68678, Faculty of Cognitive Sciences and Human Development hereby declare that the work entitled, Social Media Usage, Self-Esteem, and Life Satisfaction Among Sarawak Teenagers is my original work. I have not copied from any other students' work or from any other sources except where due reference or acknowledgement is made explicitly in the text, nor has any part been written for me by another person.

9th JULY 2021

Date Submitted



NUR SHAREENA AZLIN BINTI JEFFERIA
(68678)

Supervisor's Declaration:

I DR VOON SIOK PING hereby certifies that the work entitled, Social Media Usage, Self-Esteem, and Life Satisfaction Among Sarawak Teenagers was prepared by the above named student, and was submitted to the "FACULTY" as a *partial fulfillment for the conferment of Bachelor of Psychology (Honours) and the aforementioned work, to the best of my knowledge, is the said student's work



Received for examination by:

(DR VOON SIOK PING)

19 July 2021

Date: _____

I declare this Project/Thesis is classified as (Please tick (v)):

- CONFIDENTIAL** (Contains confidential information under the Official Secret Act 1972)* **RESTRICTED**
 (Contains restricted information as specified by the organisation where
research was done)*
 OPEN ACCESS

Validation of Project/Thesis

I therefore duly affirmed with free consent and willingness declared that this said Project/Thesis shall be placed officially in the Centre for Academic Information Services with the abiding interest and rights as follows:

- This Project/Thesis is the sole legal property of Universiti Malaysia Sarawak (UNIMAS).
- The Centre for Academic Information Services has the lawful right to make copies for the purpose of academic and research only and not for other purpose.
- The Centre for Academic Information Services has the lawful right to digitise the content to for the Local Content Database.
- The Centre for Academic Information Services has the lawful right to make copies of the Project/Thesis for academic exchange between Higher Learning Institute.
- No dispute or any claim shall arise from the student itself neither third party on this Project/Thesis once it becomes sole property of UNIMAS.
- This Project/Thesis or any material, data and information related to it shall not be distributed, published or disclosed to any party by the student except with UNIMAS permission.



Student's signature _____
(9TH JULY 2021)



Supervisor's signature: _____
(19th July 2021)

Current Address:

LOT 1545, LORONG A1, KAMPUNG MUHIBBAH, 95000, SRI AMAN SARAWAK

Notes: * If the Project/Thesis is **CONFIDENTIAL** or **RESTRICTED**, please attach together as annexure a letter from the organisation with the period and reasons of confidentiality and restriction.

[The instrument was duly prepared by The Centre for Academic Information Services]

**SOCIAL MEDIA USAGE, SELF-ESTEEM, AND LIFE SATISFACTION AMONG
SARAWAK TEENAGERS**

NUR SHAREENA AZLIN BINTI JEFFERIA

This project is submitted
in partial fulfilment of the requirements for a
Bachelor of Psychology with Honours

Faculty of Cognitive Sciences and Human Development
UNIVERSITI MALAYSIA SARAWAK
(2021)

The project entitled 'Social Media Usage, Self-Esteem, and Life Satisfaction Among Sarawak Teenagers' was prepared by *Nur Shareena Azlin Binti Jefferia* and submitted to the Faculty of Cognitive Sciences and Human Development in partial fulfillment of the requirements for a Bachelor of Science with Honours (*Psychology*)

Received for examination by:



(Dr. Voon Siok Ping)

Date:

19 July 2021

Gred

ACKNOWLEDGEMENT

First and foremost, I want to thank both supervisors, Dr. Voon Siok Ping and Madam Mai Sumiyati Ishak for their time-to-time guidance and care throughout this project, which I will never forget. Without their help and care, this project will be impossible to be carried out. Especially during these hard times, when all of us had to conduct our study online, it really does become a challenge both physically and mentally. But looking at the bright side, it does help us to adapt with our new surrounding and new norms, and most importantly reminding ourselves that everything is possible with our pure dedication.

I would also like to express my sincere gratitude and indebtedness to The Almighty, for giving and showering me the strength to successfully complete this study on time.

And of course, I would also like to take this occasion to thank my family, especially to both of my parents and my sister, for their endless support and help, financially, physically, and mentally. Without their unwavering support, it would be impossible for me to finish this project.

Thank you too, to my course mates in Psychology, for assisting and answering every single question that I was unable to catch up with patience, throughout this project's completion. I owe them a lot, and congratulations for making it till the end.

Finally, a big thanks to the participants of this study for their willingness to participate in this study without any issues. Without their help, again this project will never be completed.

TABLE OF CONTENTS

ACKNOWLEDGEMENT	i
TABLE OF CONTENTS	ii
LIST OF TABLES	v
LIST OF FIGURES	vi
ABSTRACT	vii
ABSTRAK	viii
CHAPTER 1 INTRODUCTION	1
1.1 Overview	1
1.2 Background of the Study	1
1.3 Problem Statement	3
1.4 Research Questions	4
1.5 Objectives of the Study	4
1.5.1 General Objectives	4
1.5.2 Specific Objectives	4
1.6 Research Hypothesis	5
1.7 Conceptual Framework	5
1.8 Definition of Terms	7
1.8.1 Social Media	7
1.8.2 Social Media Usage	7
1.8.3 Self-Esteem	8
1.8.4 Life Satisfaction	8
1.9 Significance of Study	8
1.10 Scope of Study	9
1.1 Limitations of Study	9
1.12 Summary of the Chapter	9
CHAPTER 2 LITERATURE REVIEW	11
2.2 Theories and Models	11
2.2.1 Theories of Social Media Usage	11
2.2.2 Models of Social Media Usage	12
2.2.3 Theories of Self-Esteem	14

2.2.4	Models of Self-Esteem	15
2.2.5	Theories of LifeSatisfaction	16
2.2.6	Framework of LifeSatisfaction	18
2.3	Past Studies	18
2.4	Summary of the Chapter	20
CHAPTER 3		21
METHODOLOGY		21
3.1	Introduction	21
3.2	Research Design	21
3.3	Location of the Study	21
3.4	Population, Sample and Sampling Procedure	21
3.5	Instrumentation	22
3.5.1	Instrument Structure.....	22
3.5.1.1	Section A: Demographic Information of the Respondents	22
3.5.1.2	Section B: Social Networking Usage Questionnaire (SNUQ)	22
3.5.1.3	Section C: Rosenberg Self-Esteem Scale (RSES) (Rosenberg, 1965)	24
3.5.1.4	The Satisfaction With Life Scale (Diener, E., Emmons, R. A., Larsen, R. J., & Griffin, S., 1985)	25
3.5.2	Pilot Study.....	25
3.5.3	Validity and Reliability of Research Instruments	26
3.5.3.1	Validity and Reliability of Social Networking Usage Questionnaire Instrument	26
3.5.3.2	Validity and Reliability of Rosenberg Self-Esteem Scale Instrument.....	27
3.5.3.3	Validity and Reliability of The Satisfaction With Life Scale Instrument.....	28
3.6	Validity and Reliability of Research Instruments	29
3.6.1	Validity and Reliability of Social Networking Usage (SNU).....	29
3.6.2	Validity and Reliability of Rosenberg Self-Esteem Scale (RSES)	29
3.6.3	Validity and Reliability of Satisfaction with Life Scale (SWLS)	33
3.7	Ethical Considerations	33
3.8	Data Collection Procedure.....	33
3.9	Data Analysis.....	34

3.10	Summary of the Chapter	35
CHAPTER 4 RESULTS.....		36
4.1	Introduction.....	36
4.2	Demographic Characteristics	36
4.2.1	Demographic Characteristics of the Sarawak Teenagers.....	36
4.3	Relationship between Social Media Usage and Self-Esteem.....	37
4.3.1	Relationship between Social Media Usage and teenager’s self-esteem.....	37
4.3.2	Relationship between Self-Esteem and Life Satisfaction	39
4.3.3	Relationship between Social Media Usage and Life Satisfaction	41
4.4	Difference in Social Media Usage, Self-Esteem, and Life Satisfaction by Gender ..	43
4.4.1	Difference in Social Media Usage by Gender.....	44
4.4.2	Difference in Self-Esteem by Gender	45
4.4.3	Difference in Life Satisfaction by Gender	46
4.5	Summary of Findings	48
4.6	Summary of the Chapter	48
CHAPTER 5 DISCUSSION, LIMITATIONS AND RECOMMENDATION.....		49
5.1	Introduction.....	49
5.2	Summary of Study.....	49
5.3	Summary of Findings	50
5.4	Limitations and Recommendations of Study	51
5.5	Summary of the Chapter	52
REFERENCES.....		53
APPENDICES		59

LIST OF TABLES

<i>Table 3.1: General Guidelines for a good validity and reliability of an instrument.....</i>	<i>26</i>
<i>Table 3.2: Validity and Reliability of Social Networking Usage Questionnaire Instrument</i>	<i>26</i>
<i>Table 3.3: Social Networking Usage (SNU).....</i>	<i>29</i>
<i>Table 3.4: Reliability Statistics before the removal of items for Rosenberg Self-Esteem Scale (RSES)</i>	<i>29</i>
<i>Table 3.5: Item-Total Statistics before the removal of items in Rosenberg Self -Esteem Scale (RSES)</i>	<i>30</i>
<i>Table 3.6: Reliability Statistics after the removal of items in Rosenberg Self -Esteem Scale (RSES)</i>	<i>31</i>
<i>Table 3.7: Item-Total Statistics after the removal of items in Rosenberg Self -Esteem Scale (RSES)</i>	<i>32</i>
<i>Table 3.8: Reliability Statistics of the Satisfaction with Life Scale (SWLS)</i>	<i>33</i>
<i>Table 3.9: Summary of data analysis method used.....</i>	<i>34</i>
<i>Table 4.1: Demographic characteristics of the Sarawak teenagers</i>	<i>37</i>
<i>Table 4.2: Mean and Standard Deviation of social media usage and self-esteem.....</i>	<i>38</i>
<i>Table 4.3: Correlation coefficients between social media usage and self-esteem.....</i>	<i>38</i>
<i>Table 4.4: Mean and Standard Deviation of self-esteem and life satisfaction.....</i>	<i>39</i>
<i>Table 4.5: Correlation coefficients between self-esteem and life satisfaction.....</i>	<i>40</i>
<i>Table 4.6: Mean and Standard Deviation of social media usage and life satisfaction.....</i>	<i>38</i>
<i>Table 4.7: Correlation coefficients between social media usage and life satisfaction</i>	<i>41</i>
<i>Table 4.8: Independent Samples T-test in social media usage, self-esteem, and life satisfaction by gender</i>	<i>43</i>
<i>Table 4.9: Group Statistics in Social Media Usage between Male and Female</i>	<i>44</i>
<i>Table 4.10: Independent Samples T-test in Social Media Usage by gender</i>	<i>45</i>
<i>Table 4.11: Group Statistics in Self-Esteem between Male and Female.....</i>	<i>45</i>
<i>Table 4.12: Independent Samples T-test in Self-Esteem by gender</i>	<i>46</i>
<i>Table 4.13: Group Statistics in Life Satisfaction between Male and Female.....</i>	<i>47</i>
<i>Table 4.14: Independent Samples T-test in Life Satisfaction by gender</i>	<i>47</i>
<i>Table 4.15: Summary of findings</i>	<i>48</i>

LIST OF FIGURES

<i>Figure 1: Conceptual framework of the study</i>	5
<i>Figure 2.1: Final Version of the Technology Acceptance Model</i>	12
<i>Figure 2.2: The Media Practice Model</i>	13
<i>Figure 2.3: The Self-Organizing Self-Esteem Model</i>	15
<i>Figure 2.4: The Concept of Life Satisfaction in a Subjective Well-Being Framework (Source: Diener, 1984)</i>	18
<i>Figure 3.1: 19-item Social Networking Usage Questionnaire (SNUQ)</i>	22
<i>Figure 3.2: The factor loadings of the statements of Social Networking Usage Questionnaire (SNUQ)</i>	23
<i>Figure 3.3: 10-item Rosenberg Self-Esteem Scale</i>	24
<i>Figure 3.4: 5-item Satisfaction With Life Scale</i>	25
<i>Figure 3.5: Validity and Reliability of The Rosenberg Self-Esteem Scale Instrument</i>	27
<i>Figure 3.6: Validity and Reliability of The Satisfaction With Life Scale Instrument</i>	28
<i>Figure 4.1: A scatterplot between the social media usage and self-esteem</i>	39
<i>Figure 4.2: A scatterplot between self-esteem and life satisfaction</i>	40
<i>Figure 4.3: A scatterplot between social media usage and life satisfaction</i>	42

ABSTRACT

The purpose of this study is to investigate the relationship between social media usage, self-esteem, and life satisfaction among Sarawak teenagers using correlational study design. This study used quantitative survey method. A total number of 313 participants, from the areas including Kuching and Simanggang, Sarawak took part in this study. This study utilised three types of questionnaires, firstly the 10-item Social Networking Usage, secondly, the 6-item Rosenberg Self-Esteem Scale and lastly, 5-item Satisfaction With Life Scale. Originally, the Rosenberg Self-Esteem Scale consisted of 10 items. However, due to the low reliability and validity score of the test, four items were removed, leaving a total of six items to be used in this study. The data collected was analysed using the Statistical Package for Social Sciences (SPSS) Version 22. Pearson Correlation Coefficient was used to investigate the relationship between the variables, while Independent Sample T-test was used to investigate the relationship between the variables with gender. Majority of the hypothesis was rejected, and a small, positive correlation was found between self-esteem and life satisfaction among the Sarawak teenagers. As for future recommendations, future researchers are advised to conduct the similar study using qualitative method, such as interviews to see if there are differences in the findings.

Keywords: Social media usage, self-esteem, life satisfaction, teenagers

ABSTRAK

Tujuan kajian ini adalah untuk mengetahui hubungan di antara penggunaan media sosial, harga diri, dan kepuasan hidup dalam kalangan remaja Sarawak, dengan menggunakan reka bentuk kajian korelasi. Kajian ini menggunakan kaedah tinjauan kuantitatif. Sejumlah 313 peserta, dari Kawasan Kuching dan Simanggang, Sarawak yang turut serta dalam kajian ini. Kajian ini menggunakan tiga jenis soal selidik, pertama sekali Penggunaan Rangkaian Sosial 10 item, kedua Skala Harga Diri Rosenberg 6 item, dan akhir sekali Skala Kepuasan dengan Hidup 5 item. Asalnya, Skala Harga Diri Rosenberg mempunyai 10 item, namun disebabkan oleh skor kebolehppercayaan dan kesahan yang rendah, empat item telah disingkirkan, meninggalkan sejumlah enam item untuk digunakan dalam kajian ini. Data yang dikumpul telah dianalisis menggunakan versi 22 Statistical Package for Social Sciences (SPSS). Analisis Korelasi Pearson digunakan untuk untuk menyiasat hubungan antara pemboleh ubah, sementara Uji T sampel bebas digunakan untuk menyiasat hubungan antara pemboleh ubah dengan jantina. Sebilangan besar hipotesis ditolak, dan korelasi positif kecil didapati antara harga diri dan kepuasan hidup di kalangan remaja Sarawak. Bagi cadangan masa depan, penyelidik masa depan disarankan untuk melakukan kajian serupa menggunakan kaedah kualitatif, seperti temu ramah untuk melihat apakah terdapat perbezaan dalam penemuan tersebut.

Kata kunci: *penggunaan media sosial, harga diri, kepuasan hidup, remaja*

CHAPTER 1

INTRODUCTION

1.1 Overview

This first chapter discussed the background of the study, problem statement, research questions, objectives of the study, hypotheses, conceptual framework, definitions of terms, significant, scope, and limitations of this study.

1.2 Background of the Study

In the modern era, social media has been known for having a large impact on influencing people's life, especially in the student community. Almost every individual, including teenagers, have smartphone ownership where it has become one of the necessities in their life to own one and has at least, a social media account such as Facebook, Instagram, or Twitter. Research by Global WebIndex indicated that social media users are now spending an average of 2 hours and 24 minutes per day globally, engaging themselves with an average of 8 social networks and messaging apps (Chaffey, 2020). According to O'Keeffe et al. (2011), a national poll done in 2009 which took place in San Francisco, California has shown that more than a half of teenagers visited their favorite social media site approximately more than 10 times a day, while some adolescents log on to a social media site more than once a day.

Based on the results from a national survey conducted on 1,520 American adults which took place on the seventh of March until the fourth of April in 2016, it concluded that Facebook remained as the most popular social media platform among the participants compared to other social networking sites such as Twitter, Pinterest, Instagram, and LinkedIn (Greenwood, Perrin & Duggan, 2016). However, a recent study done in the year 2018 stated that the most preferred social media platform among teenagers was no longer Facebook, but it was replaced by Instagram, YouTube, and Twitter platforms (Anderson & Jiang, 2018).

In the modern era, social media usage which has become a part of an individual's life, its usage has also developed few concerns, including its impact on one's self-esteem and their life satisfaction. According to Chen and Lee (2013), social networking sites help individual in

making social comparisons among themselves with other people which then increase their psychological distress, hence resulting in the lower overall level of self-esteem. This is because social media allows people to share their personal life with others, which acts as their audience. For example, some people who constantly share their progress and how they live their life to the fullest made some feel like how they wished to be that person. This will eventually lead to comparisons, and they will feel that what they have is not enough, which will lower their self-esteem even more.

There are few previous researchers had found that the using social media excessively can affect one's self-esteem, as well as their life satisfaction. For instance, according to Tromholt (2016), evidence from experiments have found a positive effect of non-Facebook usage users who took some time off from Facebook for a week had higher life satisfaction than those who kept using it. Hence, the study concluded that the longer the time spent on social media usage, the higher the possibility for one to compare themselves to others and will directly affect their own self-esteem.

1.3 Problem Statement

Social media has been known for giving tremendous amounts of benefits to its users. However, the benefits somehow can lead to risks. The issue on the effects of social media usage on self-esteem and life satisfaction is found common and has been going on for the past decades in people's lives.

A survey was done by Wang et al., (2017) showed that when people perceived their social media friends as having better lives, their self-reported self-esteem level was lower. This study showed how impactful social media usage to an individual when they constantly viewing what other people presented on their social media was much better than what they had in their life. Therefore, they will feel a twinge of envy for the people that they view on social media itself, thus affecting how they value themselves.

Jan et al. (2017) concluded that in his study on the impact of social media on self-esteem, majority of the people who engaged more on social media caused them in having lower self-esteem by constantly making upward comparisons with others. The major findings from the study showed that more than half of people engaged in making social comparisons on Facebook platform. On top of that, results also indicated that 98% out of the 88% social comparisons were the upward social comparisons. Upward comparisons occur when someone compares themselves with people that they think are much better than them. According to Vogel et al. (2014), upward comparisons in most of the cases resulted in giving negative effect on people, especially in their self-esteem. This is because, they feel insecure about themselves when they see there are others who much more acknowledged, having more privileges and how things are doing well to the person that they are comparing with themselves. Therefore, having low self-esteem from the act of comparing themselves constantly will also affect their life satisfaction.

In addition, there are many previous studies conducted internationally, but the issue on social media usage, self-esteem and life satisfaction is limited in Malaysia. Hence, this study is done to investigate the relationship between social media usage towards self-esteem and life satisfaction among Sarawakteenagers.

1.4 Research Questions

1. Is there any relationship between social media usage and teenagers' self-esteem?
2. Is there any relationship between self-esteem and life satisfaction among the teenagers in Sarawak?
3. Is there any relationship between social media usage and life satisfaction?
4. Is there a difference in social media usage, self-esteem, and life satisfaction by gender?

1.5 Objectives of the Study

1.5.1 General Objectives

To investigate the relationship between social media usage, self-esteem, and life satisfaction among Sarawak teenagers.

1.5.2 Specific Objectives

1. To investigate the relationship between social media usage and teenager's self-esteem among the teenagers in Sarawak.
2. To investigate the relationship between self-esteem and life satisfaction among the teenagers in Sarawak
3. To investigate the relationship between social media usage and life satisfaction among the teenagers in Sarawak.
4. To investigate the difference in social media usage, self-esteem, and life satisfaction
5. by gender among the teenagers in Sarawak.

1.6 Research Hypothesis

H₀₁: There is a significant relationship between social media usage and Sarawak teenagers' self-esteem.

H₀₂: There is a significant relationship between self-esteem and life satisfaction among teenagers in Sarawak.

H₀₃: There is a significant relationship between social media usage and life satisfaction.

H₀₄: There is a significant difference in social media usage, self-esteem, and life satisfaction by gender.

1.7 Conceptual Framework

Figure 1.1 below shows the conceptual framework that explains the relationship between independent variable and dependent variable in this study.

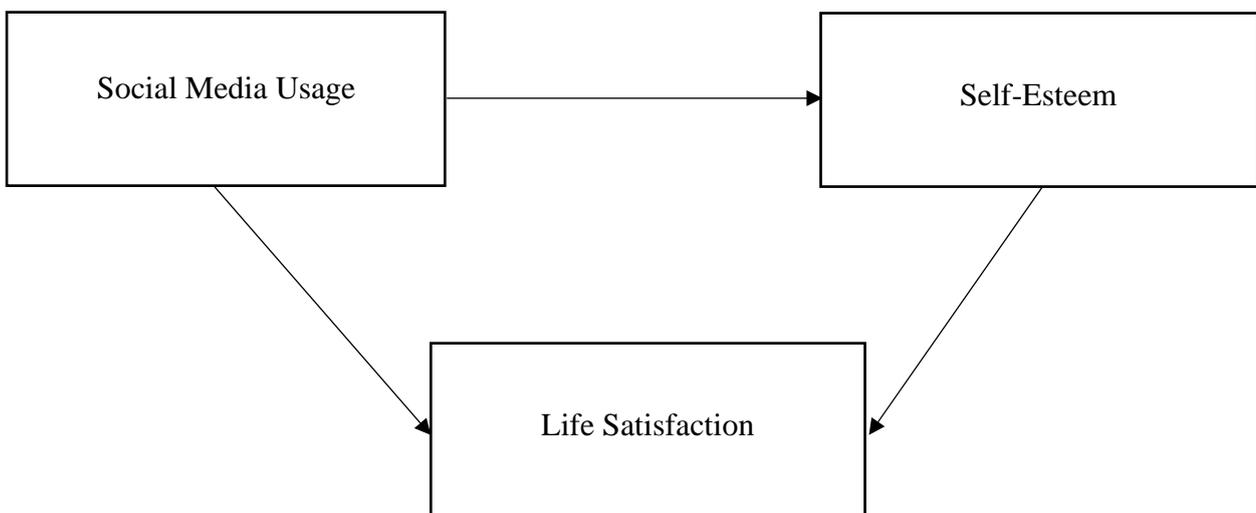


Figure 1: Conceptual framework of the study

The independent variable in this study is social media usage, while the dependent variable is self-esteem. Life satisfaction in this study is affected by the social media use and self-esteem of Sarawak teenagers.

1.8 Definition of Terms

1.8.1 Social Media

Conceptual Definition

Social media is a computer-based technology that make the sharing of ideas, thoughts, and information possible through the building of virtual networks and communities. By design, social media is internet-based and gives users quick electronic communication of content (Dollarhide, 2020).

Operational Definition

Social media is the platform in communicating with others that have been used globally not just for sharing information, but also in creating content or memory for an audience by the author. The social media sites that were identified in this study include Facebook and Instagram.

1.8.2 Social Media Usage

Conceptual Definition

Social media usage is one of the most popular digital activities worldwide and it is no surprise that social networking penetration across all regions is constantly increasing (Clement, 2020).

Operational Definition

For individuals, social media is used to remain in contact with his or her friends and extended family. Some people will use various social media platforms to look for career opportunities, find people across the globe with the same interests, sharing their thoughts, feelings, and emotions. Those who engage in these kinds of activities are part of a virtual social network. In this study, the social media usage is measured using the Social Networking Usage, which consists of 19 items.

1.8.3 Self-Esteem

Conceptual Definition

According to Ackerman et.al (2011), self-esteem involves feelings of self-acceptance and self-respect within an individual himself, contrary to the excessive self -regard and self-aggrandizement characterizing narcissistic individuals (Orth & Robins, 2014).

Operational Definition

Self-esteem is an evaluation made by an individual towards themselves and it is used to describe a person's overall sense of self-worth or personal value. In other words, how much a person appreciates and values themselves (Cherry, 2019). Self -esteem is measured using the Rosenberg Self-Esteem Scale, consisting of 10 items.

1.8.4 Life Satisfaction

Conceptual Definition

Buetell (2006) viewed life satisfaction as an overall assessment of feelings and attitudes about one's life at a particular point in time ranging from negative to positive (Ackerman, 2020).

Operational Definition

Life satisfaction is the general, overall feeling that an individual feels towards his or her life, whether they are satisfied with the life they are living. Life satisfaction is measured using the Satisfaction with Life Scale questionnaire, and it consists of 5 statements.

1.9 Significance of Study

This study will be beneficial not just to the researcher, but also to the others as this study will show how the use of social media can affect self-esteem and life satisfaction, especially when it is excessively used, which then will lead to comparisons. This study is expected to show how important self-esteem is because it is fundamental for an individual to develop their confidence in their life. Finally, the findings of this study will help future researchers to study more on the effects of social media usage and provide more findings since the study on this issue is very limited in Malaysia.

1.10 Scope of Study

In this study, the scope focused only on teenagers from the areas of Sarawak, starting from the age of 13 until 19 years old. Self-administered online questionnaires were used as a tool to gain data from the respondents. The tools used to measure their social media usage was the Social Networking Usage questionnaire, while self-esteem was measured using the Rosenberg Self Esteem Scale (Rosenberg, 1965). For life satisfaction, it was measured by using the Satisfaction with Life Scale (SWLS) by Diener, Emmons, Larsen & Griffin (1985).

1.1 Limitations of Study

Due to the current pandemic of CoVid-19, this study fully relied on the online self-administered questionnaires, as the researcher was unable to observe their respondents face to face while they were answering the questionnaires. Furthermore, the findings of this study can only rely on the respondents' honesty.

This study was conducted for only one semester, limited was provided for the researcher to look for a larger number of respondents that are willing to participate in this study. Moreover, the timely completion of the questionnaires could be affected if the respondents did not comply with the time limit given by the researcher.

1.12 Summary of the Chapter

This chapter gave brief information regarding the concerns of the study to the readers. This chapter explained about the background of the study, the problem statement, research questions, the objectives of the study, the hypotheses, conceptual framework, the definition of terms, the scope, and the limitations of the study.

CHAPTER 2

LITERATURE REVIEW

2.1 Introduction

This chapter discussed about the theories, models and past studies that are related to this study on the relationship between social media usage, self-esteem, and life satisfaction.

2.2 Theories and Models

2.2.1 Theories of Social Media Usage

As defined by Kaplan and Haenlein (2010), social media is a web-based application which provide numbers of opportunities to the users in creating and exchanging contents on the Internet with others. The theory that is related to social media is the uses and gratifications theory (UGT). This theory was introduced in the year 1949, and in 1970, researchers have paid a lot more attention to this theory. This is because this theory is one of the approaches used in understanding social media, and how people make use of the platforms in terms of satisfying their needs which leads to ultimate gratifications, or reaching their goals, depending on the type of social media sites people engaged in (Katz et al., 1973; Lariscy et al., 2011; Kircaburun et al., 2020). Although this theory received a lot of criticisms, this theory still remains a popular theory in media research.

In social media, there are numbers of social media platforms that provide different usages to their users, such as Facebook, Instagram, Twitter, YouTube, and Snapchat applications. According to Alhabash and Ma (2017), a study conducted on the time spent daily on four common social media platforms, including Facebook, Twitter, Instagram, and lastly Snapchat. The purpose of the study is to observe the intensity of use and the motivations in using them by applying the users and gratifications theory to see the differences of four of the social media sites offered to the users. The study discovered the uses of social media are mainly for interaction with others, filling in their free time, finding entertainment and lastly seeking