



Fakulti Sains Kognitif dan Pembangunan
Manusia

**THE STUDY OF RELATIONSHIP BETWEEN INTERNET
ADDICTION AND SELF ESTEEM AMONG
UNDERGRADUATE STUDENT IN UNIVERSITY
MALAYSIA SARAWAK**

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Bachelor of Science with Honours
(Cognitive Science)

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Masters

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**THE STUDY OF RELATIONSHIP BETWEEN INTERNET ADDICTION AND SELF
ESTEEM AMONG UNDERGRADUATE STUDENT IN UNIVERSITY MALAYSIA
SARAWAK**

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This project is submitted
in partial fulfillment of the requirements for a
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Faculty of Cognitive Sciences and Human Development

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TABLE OF CONTENTS

TABLE OF CONTENTS.....	iii
LIST OF TABLES.....	iv
LIST OF FIGURES.....	v
ABSTRACT.....	vii
CHAPTER ONE INTRODUCTION.....	1
CHAPTER TWO LITERATURE REVIEW.....	7
CHAPTER THREE METHODOLOGY.....	15
CHAPTER FOUR RESULT.....	25
CHAPTER FIVE DISCUSSION.....	34
REFERENCES.....	40
APPENDIX QUESTIONNAIRE.....	46

LIST OF TABLES

Table 1: Definition of Term.....	6
Table 2: Findings of Pilot Study	20
Table 3: Missing value.....	20
Table 4: Normality Test result	22
Table 5: Data Analysis Procedure.....	23
Table 6: Project Timeline.....	24
Table 7: Distribution Demograhpic Respondent Table	24
Table 8: Overall Mean and Standard Deviation of internet addiction test based on gender ...	28
Table 9: Result of Tndependent Sample t-test of internet addiction based on gender	29
Table 10: Overall Mean and Standard Deviation of self-esteem scale based on gender.....	30
Table 11: Result ofTndependent Sample t-test of self-esteem based on gender	30
Table 12: Overall Mean and Standard Deviation of self-esteem scale and internet addiction	29
Table 13: Output of Pearson Correlation of self-esteem and internet addiction.....	31
Table 14: Output of Model Summary for self-esteem and internet addiction component	32
Table 15: Output of ANOVA for self-esteem and internet addiction component.....	33
Table 16: Output of Multiple Linear Regression for self-esteem and internet addiction component.....	33

Table 17: Research Result34

LIST OF FIGURES

Figures 1: IAT Instruments Factors and Item	4
Figures 2: Conceptual Framework.....	5
Figures 3: Uses and Gratifications Theory (U&G).....	8
Figures 4: The prefrontal cortex areas and related brain structures	10
Figures 5: Brain Structure on controlling the total time of playing online game	11
Figures 6: Procedure for Collecting Data	18
Figures 7: Distribution of duration online per day among students.....	27

ABSTRACT

There are many studies conducted between internet addiction and self-esteem globally. This study is important because it is one of the things that can influence our daily life. This study examines the internet addiction and self-esteem in University Malaysia Sarawak (UNIMAS). The sample consisted of 102 students in University Malaysia Sarawak (UNIMAS). The study utilized an instrument to measure the internet addiction; namely Internet Addiction Test (IAT) and Rosenberg self-esteem scale (RSES). Demographic factors (gender, race, faculty, CGPA, Duration online) were examined too. Google form is a platform used to collect the data from respondents in eleven faculties in Universiti Malaysia Sarawak (UNIMAS). Data analysis is an inferential statistic (T-test, Pearson Correlation and Multiple Linear Regression).

The result suggests that the level of internet addiction among University Malaysia Sarawak (UNIMAS) is moderate. Moreover, (H1) there is a significant difference in internet addiction in this study. But (H2) there is no statistically significant difference between self-esteem based on gender. (H3) There is no significant relationship between self-esteem and internet addiction and (H4) none of the internet addiction factors has an influence toward self-esteem. It is recommended that the problem of internet addiction should be aware to prevent the growing of internet addiction.

ABSTRAK

Terdapat banyak kajian yang dilakukan antara ketagihan internet dan harga diri global. Kajian ini penting kerana internet adalah salah satu perkara dapat mampu mempengaruhi kehidupan seharian kita. Kajian ini mengkaji ketagihan internet dan harga diri di Universiti Malaysia Sarawak (UNIMAS). Sampel terdiri daripada 102 orang pelajar di Universiti Malaysia Sarawak (UNIMAS). Kajian ini menggunakan instrumen untuk mengukur ketagihan internet; iaitu Internet Addiction Test (IAT) dan skala harga diri rosenberg (RSES). Faktor demografi (jantina, bangsa, fakulti, PNGK, Tempoh dalam talian) juga dikaji. Google form adalah bentuk rata yang digunakan untuk mengumpulkan data daripada responden di sebelas Fakulti di Universiti Malaysia Sarawak (UNIMAS). Analisis data adalah statistik inferensi (Ujian-T, Korelasi Pearson dan Regresi Linear Berganda).

Hasilnya menunjukkan bahawa tahap ketagihan internet di kalangan Universiti Malaysia Sarawak (UNIMAS) adalah sederhana. Selain itu, (H1) terdapat perbezaan perbezaan jantina dalam ketagihan internet dalam kajian ini. Tetapi (H2) tidak ada perbezaan yang signifikan secara statistik antara harga diri berdasarkan jantina. (H3) Tidak ada hubungan yang signifikan antara harga diri dan ketagihan internet dan (H4) tidak ada faktor ketagihan internet yang mempengaruhi terhadap Harga diri. Sebaiknya masalah ketagihan internet harus diperhatikan untuk mencegah penambahan ketagihan internet.

CHAPTER ONE

INTRODUCTION

Introduction

Internet addiction in the form of behavioural addiction in which the person is being addicted or dependent on using the internet. Internet addiction is the question that causes the distinct behaviour of the person. The issue affects the person's emotional response, attitudes, and the subject. Internet addiction has some results in the action of the person being dependent on the internet. They are some of the consequences of being internet-dependent; there are functional consequences and harmful consequences. Internet addiction is one of these most issues, particularly to teenage people. The number of internet addiction research shows that Internet Addiction Disorder is a psychosocial disorder, characteristics of which include lack of patience, loneliness and mental problems, and disruption of social relationships (Tonioni, D'Alessandris, & Lai, 2012). Such findings have shown that personality traits, self-esteem, and psychological issues are related to Internet addiction (Griffiths, 2000). Another source of this activity is the variable feedback results of Internet addiction. According to the principle of the Variable Ratio Reinforcement Schedule (VRRS) theory, the reason why you may be so hooked to Internet activity (e.g., gaming, gambling, shopping, pornography, etc.) is that it offers multiple bonus levels. Internet Addiction Disorder appears to affect the pleasure centre of the brain, in addition to other dependence disorders. Addictive activity triggers the release of dopamine and facilitates the pleasurable experience that induces the activation of these chemicals (Gregory & C, 2019).

Because of the use of laptops, smartphones, and tablets, individuals can conveniently access to the Internet and remain online constantly. Anywhere and everywhere, Internet access can be found, and its applications are limitless. It can provide new opportunities for information retrieval and sharing, linking us to others, and entertaining us. Many scholars agree that the Internet is not addictive, but, like other addictions, it contributes to destructive behaviour patterns (Young, 1998a). To put it another way, while there is no toxicant on the Internet that makes people psychologically addictive, this can lead to similar signs of addiction. Low self-esteem was studied to be one of the psychological traits that persons

experienced when they involved in using the Internet (Bianchi & Phillips, 2005; Leung, 2008). Research has been extensively pursued on this subject in highly wired countries, including South Korea, Japan, the United States, and some European countries.

The countries that were involved in the people who diagnosed with internet addiction disorder IAD are supposed to regulate the emotional process, executive thought skills and care, and cognitive ability. The mind modifications seen in the survey are believed to be related to those involved in different kinds of addiction, like alcohol and drugs. Earlier research had indicated similar connections, but the report appears to increase this growing body of information that internet addiction may exist. (Walton, & A. G, 2012).

Low self-esteem could cause specific individuals to pursue temporary relief from the problems of life by behaviours that would encourage them to withdraw from reality (Greenberg, 1999). Griffiths (2000) agreed with those suggestions, adding that a coping mechanism and a means to compensate for one's shortcomings, such as low self-esteem, can be the inappropriate use of the Internet. Young (2009) has suggested that people with low self-esteem should be able to use the Internet to feel better about themselves and their situations.

Positive or negative self-esteem can occur. A person with low self-esteem often have trouble with their life. They are usually optimistic about life, becoming more depressed, nervous, unapproachable, hostile or fearful of being disciplined. (Chabot, 2000; Myers, 2010; Reeve, 2010). On the other hand, those with a self-esteem usually have a positive attitude towards them and with others are happier and more successful, very active, more persuasive, more friendly, more open and more affluent. They will also be more assertive in their marriages, constructive and positive in their values and actions, excellently adjusted in communities and thrive from a higher standard of living. (Myers, 2010; Reeve 2010).

Problem Statement

When internet usage proliferates every year, internet addiction becomes a problem among some people. Addicted people may come from all walks of life, culminating in misery in the circumstances like education, family, job, and relationships in the central aspect of everyday life (Chebbi, Koong & Liu, Sep.2019). Singapore is a metropolitan city-state with a total population of just over 3.5 million residents, and the Singaporean literacy rate is 95.4%.

Results show that 84% of residents between the ages of 10 and 14 have been using the Internet, while Internet use is 64% of residents between the ages of 15 and 59. Sixty-one per cent of people use the internet for leisure activities, including playing/downloading football, listening to music, or watching movies (Mythily, Qiu & Winslow, 2008). In 2007 it was announced that there were 6.6 billion people in the world, but 20 per cent of them were using the internet, 265.6 per cent higher levels (Canbaz, Sunter, Peksen & Canbaz, 2009).

Nonetheless, another study showed that by the end of 2007, nearly 20 million internet users soared to 26 million in Turkey by September 2008 (Kabakci, Odabasi & Coklar, 2008). Besides, internet addiction trials have found in many different countries, including Western Countries, Malaysia, Taiwan, Hong Kong, Japan, Singapore, and so on. This research in Malaysia, though, is minimal, and the teenage rates of internet addiction are still in a question mark.

The objective of the Study

Main Objective: To analyse the relationship between internet addiction and self-esteem among undergraduate students in Universiti Malaysia Sarawak (UNIMAS).

Specific Objectives :

1. To identify the differences in internet addiction level based on genders among UNIMAS students.
2. To identify the different in self-esteem based on genders among UNIMAS students.
3. To investigate the relationship between self-esteem and internet addiction among UNIMAS students.
4. To identify the significant component in internet addiction (Withdrawal and Concealment, Social and Personal, Excessive Use) that influence self-esteem.

Hypotheses of Study

Ho1: There is a difference in internet addiction based on gender among UNIMAS student

Ho2: There is a difference in self-esteem based on gender among UNIMAS student

Ho3: There is a significant relationship between internet addiction and self-esteem among Unimas student

Ho4: At least one of the component in internet addiction have significant influence toward self-esteem

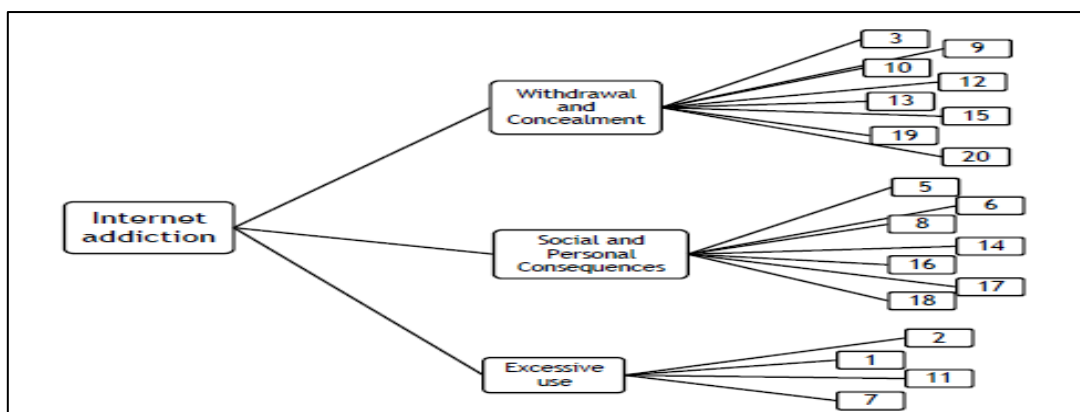


Figure 1: IAT Instruments Factors and Item

Conceptual Framework

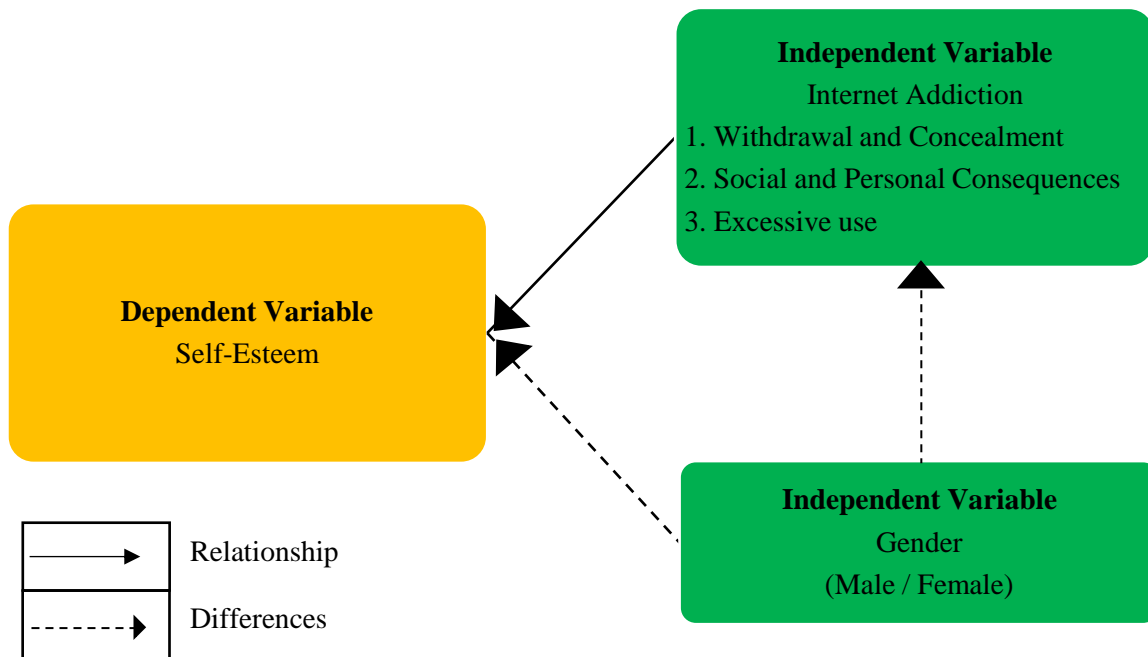


Figure 2: Conceptual Framework

The variables used in this analysis are shown in Figure 1. The independent variables in this study are the internet addiction and gender based on the demographic factor of the study. Whereas, the dependent variable in this study is self-esteem of an undergraduate student in UNIMAS.

Significance of the Study

Frequent Internet use impacts the behaviour and socialization of human beings. Internet addiction research investigates how people and culture are impacted by these changes. The study results will make a significant contribution to personality-related research on internet addiction and preventive studies of adolescents. The findings of this study can also be useful in understanding the symptoms of internet addiction between high school and university students and in defining precautionary measures in this area and in raising awareness of internet addiction. The researcher also wants to demonstrate the negative effect of internet addiction on their lives to the young generation. New longitudinal studies with a broader scope covering all of Sarawak and Malaysia will be useful to gather national data on internet addiction among teenagers.

Definition of Term

Term	Conceptual Definition	Operational Definition
Addiction	The unwillingness to resist or use something negative, in particular ("ADDICTION: meaning in the Cambridge English Dictionary," 2019).	Be unable to keep away from long-term internet use or loss of online self-control.
Internet addiction	Internet Addiction relates to both the existence and spectrum of individual internet dependency. (Young, 1998).	Internet addiction is a mental addiction in which a person is hooked on entertainment, social relationships, knowledge-seeking, etc. using the Internet.
Self-Esteem	Self-esteem is a term commonly used in open language as well as in psychology. This refers to the sense of an individual's worth or interest, or the degree to which a person trusts, agrees, appreciates, prizes or likes him or herself (Blascovich & Tomaka, 1991).	Self-esteem is generally regarded as the self-concept's evaluative portion, either good or bad.

Table 1: Definition of Term

CHAPTER TWO

LITERATURE REVIEW

Introduction

This chapter addresses the research reviewed the relevant literature. This involves a review of the related hypothesis and model, discussion of moving similar findings, and discussion of the study-related issues. Reviewing the literature is important in the research as it helps to explain the study's intent by looking over relevant literature materials and concepts. In this study, the principles of internet addiction and self-esteem will be used as a psychological dimension, as will the principle of uses and gratifications. Relevant previous research will also be reviewed on the impact of internet addiction on the brain.

Discussion of Related Theory and Model

Uses and Gratifications Theory (U&G)

U&G indicates that the fundamental needs of a person influence his / her conduct of communication. Citizens are therefore not considered to be moderately or reliably purposeful, inspired and engaged in their use of media to meet underlying needs. Individual factors, the essence of use, and public perceptions, and their content mediate consequences of use, both expected (e.g., basic needs satisfaction) and accidental (e.g., addiction) (Katz, Blumer, & Gurevitch, 1974). A traditional U&G paradigm would indicate that one's social and psychological conditions impact one's desires (perceptible in communication motives), which, also affect the collection and use of channels of communication (e.g., indirect and interpersonal) and performance. Although context influences and motivations affect media impact, U&G indicates that a complete picture of the path to media effects involves working together with different factors (i.e. psychological and social characteristics, media usage motives and media use).

The Internet's rapid growth, combined with its higher level of interactivity relative to other mainstream mass media, has contributed to the introduction of the U&G hypothesis to understand the motivations of internet use (Ruggiero, 2000). In the case of Internet usage, several scholars have applied the U&G theory to explain the common psychological and behavioural aspects of Internet use (LaRose, Mastro & Eastin, 2001). Kaye and Johnson (2001) note that Internet users are more active and engaged in the use of the Internet because of their interactivity. Since its interactivity is one of the main strengths of the Internet and engaged community is the core concept of the philosophy of uses and gratifications, it is known to be the essential theoretical bases for researching this medium (Hanjun, 2002).

Uses and Gratification Model for Internet Addiction.

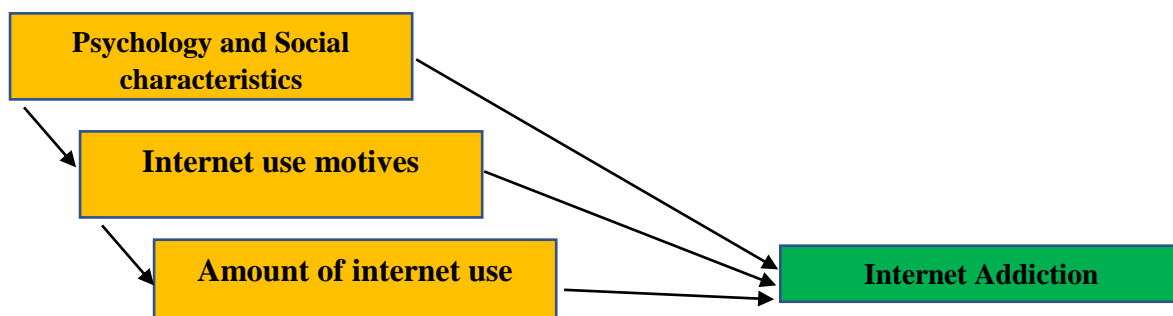


Figure 3: Uses and Gratification Model for Internet Addiction

Discussion of Pass Similar Findings

Internet addiction

Internet addiction is distinguished by uncontrollable and detrimental use of the Internet, including repetitive internet problems, negative emotions while offline, increased tolerance of the consequences of being offline and avoidance of inappropriate behavior, leading to damage or depression in interpersonal relationships, education or job, and wellbeing (Czincz & Hechanova, 2009; Young, 1998a, 2009).

Experts generally agree that if the individual shows a condition of internet addiction such as (a) Excessive use of the Internet (non-control of the amount of time online); (b) Symptoms of withdrawal (negative thoughts and internet restrictions); (c) Tolerance (increasing hours of use on the Internet and

the need for new computer / technological advances hardware or software); (d) Concealment (attempts to justify the applicability of participation); and last one (e) Adverse effects (negative results including social, political, physiological, education or internet-related problems) (Griffiths, 2000; Widyanto & McMurrin, 2004; Young, 1998a).

In the context of this study thread, Kubey et al. (2001) proposed that the Internet's "pathological users" were engaging in a much more unhealthy mode of use than pure dependency or reliance. Although many users of the internet may spend a lot of time online, heavy use or dependence does not accurately reflect what may be one of the Internet addiction's most essential elements: lack of control. For example, it has been proposed that those who suffer from internet addiction are forced to spend considerable time experimenting with different internet practices because these behaviors lead them to ignore families, jobs, or education commitments. Such intemperate issues indicate a user's loss of control over Internet use, increased interaction with the Internet and an inability to curb this involvement, given the adverse effects of such use (Shaffer, 2004). The DSM IV definition for defining abuse in different contexts represents such a loss of control.

Unfortunately, although the DSM-IV guidelines for the treatment of pathological gambling and drug abuse included criteria for the definition of Internet addiction, most works were not scientifically focused. So we don't have an excellent overall theoretical description of the connections between factors that can anticipate addiction to the internet. As Kubey et al. (2001) suggested, there is at least a need for theoretical theories as to why the Internet may hang on to some people. In the present study, we use a public-centred perspective to media impact, uses and gratification (U&G) theory to study Internet addiction. In particular, U&G reflects on how different media user context attributes, media motivations and media usage patterns work together to affect results. Therefore it generates a framework for understanding with which we can consider the relative contribution to Internet addiction of social and psychological background factors that have predicted addiction in other contexts (e.g. substance addiction), and media-use motive variables linked to addiction to other media (e.g., television).

Neuropsychological Functions in Subjects with Internet Addiction

Neuropsychologically oriented studies, cognitive processes, decision-making and treatment mechanisms have been thoroughly studied using conventional neuropsychological methods, e.g. gambling exercises. Such strategies have already been passed on to behavioural addictions such as pathological gambling (Conversano, 2012) and compulsive spending (Black, 2012).

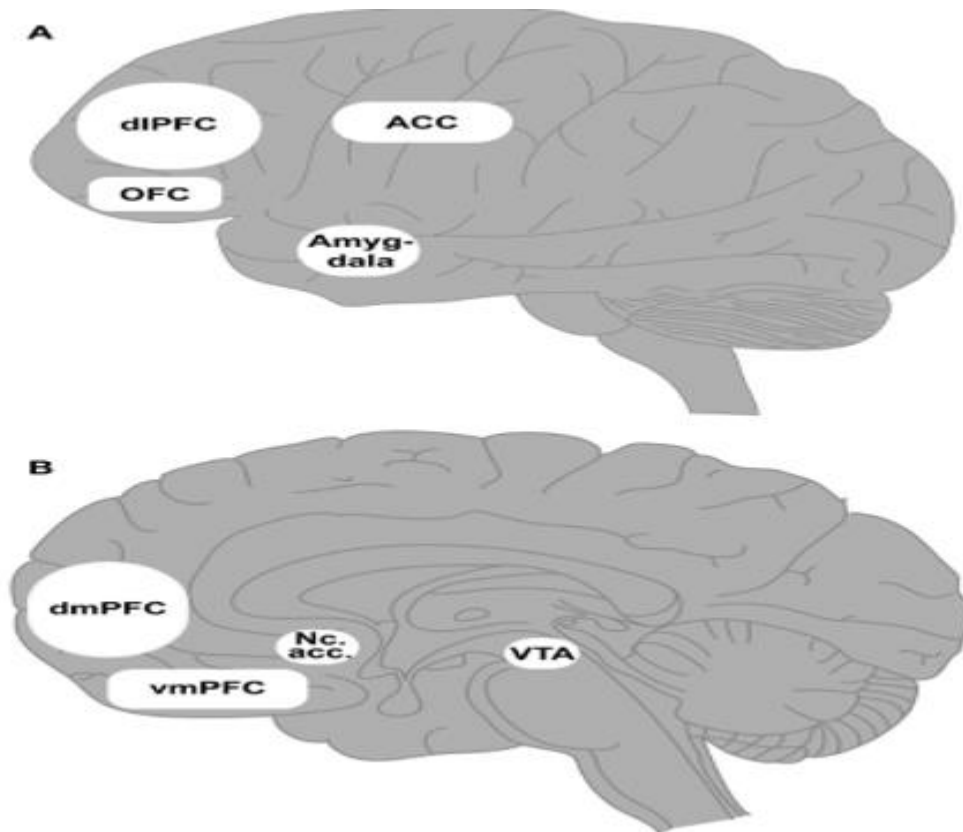


Figure 4: The prefrontal cortex areas and related brain structures are the most likely involved in the development and sustaining the Internet's addictive use

Structure A displays lateral vision of the brain, comprising dorsal sections such as anterior cingulate gyrus and amygdala, and structure B reveals the prefrontal cortex 's medium-sagittal perception. Such cortical and subcortical brain regions are the principal causes of drug abuse and other behavioral additions. The prefrontal, dorsolateral cortex (dlPFC) plays an important role in explicit limitations of executive functions, emotional coordination and decision-making. It is connected to several basal ganglia, especially to the nucleus caudatus and putamen, via the so-called frontal-striatal

loops. Critical in ambiguity are the orbitofrontal cortex (OFC) and the prefrontal ventromedial cortex (vmPFC). Such structures are connected to limbic structures (amygdala) and ventral striatum (nucleus accumbens, Nc. acc.) Via the limbic component of frontal — striatal circuits, the nucleus accumbens receives direct dopaminergic and indirect inputs (via glutamate and GABA) from the ventral tegmental region of the midbrain (VTA). The nucleus accumbens will send both the prefrontal dorsomedial cortex (dmPFC) and anterior cingulate cortex (ACC) a dopaminergic projection, and both sections are most likely involved in the so-called desired craving portion. Often addressed was the anterior cingulate gyrus as the key to conflict resolution (Brand, Young, & Laier, 2014).

Impact of Internet Addiction on Mental Health

There have been many psychological conditions associated with IA. It has been stated to have a low self-esteem association (Naseri, Mohamadi, Sayehmiri, Azizpoor, 2015). Neuroimaging findings have shown that IA is associated with systemic and functional changes in brain regions affecting executive performance, decision-making, social processing, and cognitive regulation (Lin, Yan, Yasong, Lindi, 2012). It has also been shown in the internet-addicted brain that the cohesion of white matter is compromised, and therefore, the typical communication and integration between the two hemispheres and the interactions of different brain lobes are also disrupted (Weng, Qian, Xian-Ming, Bin, 2013). In the hippocampus/amygdala, people with IA display a larger volume than healthy controls (Yoon, 2017).

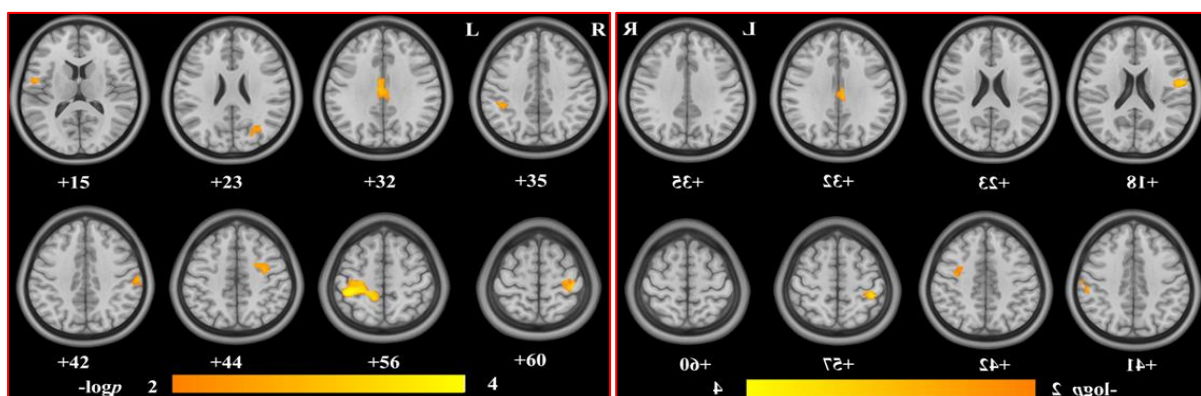


Figure 4: Before and After controlling the total time of playing the online game

Based on the figure above, the brain regions, teenagers with lower GMV linked to the mechanism of sensorimotor and cognitive function had a higher tendency towards Internet Gaming Disorder (IGD). This picture where obtains by using the MRI machine. Magnetic resonance imaging (MRI) is a procedure involving powerful magnets, radio waves, and a device to produce detailed images inside the body. The GMVs of the bilateral post CG, the left pre CG, the left pMCC, and the right MFG were still negatively correlated with the Internet Gaming Disorder (IGD) pattern despite accounting for the impact of the total time of playing an online game. In the brain regions, teenagers with lower GMV linked to the mechanism of sensorimotor and cognitive function had a higher tendency towards Internet Gaming Disorder (IGD).

Self-Esteem

Self-esteem is an individual 's total self-esteem or self-esteem, used to measure features and abilities. Even self-esteem can be positive or negative. People who have a low self-esteem often have problems with life. Usually we take a pessimistic view of life, becoming more depressed, nervous, unfriendly, violent or afraid of being directed by others, alone and frightened. (Chabot, 2000; Myers,, 2000). At the other hand, people with a strong self-esteem tend to have a good outlook towards themselves and others, and are usually more contented, active, persuasive, friendly, popular, assertive in their relationships, more confident and proactive in their thoughts and actions, more happy, more well-adapted in society and of a higher standard of life. (Reeve, 2010; Myers, 2010).

A personal belief of the self (i.e. the fundamental being of of a person) may conflict with their self-esteem. Individuals also idealize themselves, generating an image of a positive person that they like to build. The person feels proud of himself when the ideal self is close to his real self, and he will probably have a high self-esteem. He feels guilty and helpless if his authentic self is far from the ideal, and it can damage his self-esteem (Chabot, 2000) negatively. Culture is also a key variable in self-esteem growth. They rely on whether a person comes from an individualistic culture or a collectivistic culture, and they vary in their self-concept and self-esteem. Throughout collectivist cultures, self-esteem is closely related to "what others say of my community and me." Self-esteem is more intimate