

THE SOCIAL MEDIA EFFECTED ON USER'S INTERPERSONAL COMMUNICATION SELF ESTEEM

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ABSTRACT

This paper focuses on how the social media effects on user's self esteem. The paper's main goal is to investigate the relationship between social media and user's self esteem factor. The paper collected data from a number of the most active social media users to participate with probably random sampling system. Data was collected with the use of a questionnaire that contained closed-ended questions. This paper has been effectuated by the examination of the events such as the the effect of social network sites on adolescents' social and academic development: current theories and controversies. The paper examines the relationship between social network and social capital, privacy, youth safety, psychological well-being, and educational achievement. Last paper explored the social network sites effects on active social media user's social and academic development, this research highlights the importance relations of the user's self esteem and the affected physiological, safety, love, and self actualization need factors.

Keywords: Social Media, İnterpersonal Communication, Self Esteem, User Need.

INTRODUCTION

With the expansion of the internet, social media have become more and more familiar. Recent studies have shown that social media use is a good predictor of body dissatisfaction, eating disorder symptoms, and life satisfaction in adolescent girls (Ferguson, Muñoz, Garza, & Galindo, 2014). Other studies have shown that increased feelings of envy are significantly related to decreased feelings of life satisfaction and self-esteem for women who use online blogs and social media (Cretti, 2015). Among the most popular, Facebook, Twitter and Instagram seem to be social media platforms that many people use frequently in their everyday lives. İn a social life, social media supports the primary needs. Social media is a crucial self-confidence vehicle. From 2005 to 2016, the number of internet users worldwide reached 3.5 billion, it increased to 2.21 billion in the previous year. The Republic of China is estimated to reach 640 million internet user (21.97%) and European Union reached 412 million users. The less internet users can be found in Marshall Islands, this population has only 10,709 users from 53,069 population. The number of the social network users worldwide is

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2.34billion. Facebook's number of active users worldwide is 1,71 billion users. Facebook users use their time on Facebook via mobile device almost 68%. The Number of monthly active Twitter users 313 million, around 100 million are active daily users even Finally, almost 44 % of twitter users have never sent a tweet.

Social media also allow users to construct electronic profiles for themselves, provide details about their lives and experiences, post pictures, maintain relationships, plan social events, meet new people, make observations of others' lives, fulfill belongingness needs, and express their beliefs, preferences, and emotions (Boyd & Ellison, 2007; Ivcevic & Ambady, 2012; Nadkarni & Hofmann, 2012; Tosun, 2012). Given the relevance of social media to a variety of social functions, we suggest that people also used as a basis for social comparative functions, such as self-evaluation (Festinger, 1954) or self-enhancement (Gruder, 1971; Wills, 1981). Many social medias like facebook, twitter or instagram allow users to share personal information, pictures or videos with their friends' or followers' Networks. The user's personal sharing makes another users to give comment, do likers. Consequently, the frequency of another user's comment or like, increases the user's self-confidence. Every minute, every second, every hour, the user can update social media. Sometimes social media users write daily thoughts and ideas to discuss these thoughts and present new ideas through social media. Not only personal information, the user's photos, videos, sharing, searching for work, and even sharing something becomes public consumption without anykind of like or comment.

Participants of the social media users create negative or positive social comparisons which effect another user. Then, social media user's participant encourages social media participants to join in social media activity next user's activity stimulates feedback from another relevant user. Media users can do social participation by uploading photo, commenting photo or replying some comments. Dryll (2001, p. 8.) Social interaction is understood as combination act of communication and an activity directed at an object within the common field of attention, characterized by co-operation as well as competition, in an unrestricted time frame. The social media effects on how the people fulfill their beliefs, preferences, and emotions needs to do interpersonal communication. This people needs can be classified as biological and physiological, safety needs, love and belongingness needs, esteem needs and Self-Actualization needs. Biological and physiological, safety needs are more basic needs, everyone needs biological and physiological, safety thing. Love, belongingness needs and esteem needs, both of them can be categorized as psychological needs. The last, self-actualization needs are more self-fulfillment needs.

LITERATURE REVIEW

Social Media

Social media is a very active and fast-moving domain. What may be up-to-date today could have disappeared from the virtual landscape tomorrow. (Kaplan & Haenlein, 2010). Social Media is created and combined with web 2.0 technologies. Web 2.0 facilitates social media user to sustain platforms of the interactivity. In this platform, feedback and exchange are the important factors. Web 2.0 Social media advanced by identifying three social information processes that constitute three forms of interaction not only in business but also social side, cognition, communication and cooperation. Social media is means of connections among people inwhich they create,

share, and exchange information and ideas in virtual communities and networks (Shrestha lucky, 2013).

New information technologies, changing behaviour in the use of technology and increasing demands of the information seekers bring new ways of exchanges not only on a two-way, symmetric communication process, but on a many to many exchange process (Shirky, 2008, p. 87). A recent study examined the indirect relationship between Facebook use and self-perceptions through negative social comparison and whether that relationship differs depending on whether the individual was initially a happy or unhappy person (de Vries & Kühne, 2015). Social media include networking sites such as Facebook, YouTube, and LinkedIn (Kaplan & Haenlein, 2010; Lenhart, Purcell, Smith, & Zichuhr, 2010).

Interpersonal Communication

Heath and Bryant (2000) state: "One of the motivations underpinning interpersonal communication is the acquisition of information with which to reduce uncertainty" (p. 153). Hanson (2008) defined interpersonal communication as one on one communication, the intentional or accidental transmission of information through verbal or non-verbal message systems to another human being and provides many opportunities for feedback through nodding, raising eyebrows, touch or simple answers.

Dominick (2011) who mentioned that feedback is another difference that exists between interpersonal and mass communication in that the flow in mass communication is typically one-way, and feedback, in many instances is more difficult than in the interpersonal setting but the feedback is immediate and the use of non-verbal communication cues is very effective.

Interpersonal communication can be influenced by attitude similarity, cultural similarity, culture, and self-monitoring on attraction, intent to interrogate, intent to self-disclose, attributional confidence, and intent to display nonverbal affiliative behaviors (Gudykunst & Nishida, 1984)

Self Esteem

Self-esteem can be increased by achieving greater successes and maintained by avoiding failures, but it can also be increased by adopting less ambitious goals: 'to give up pretensions is as blessed a relief as to get them gratified' (James, 1890, p. 311). Mead's (1934) symbolic interactionism outline the process by which people internalize ideas and attitudes expressed by significant figures in their lives so individuals come to respond to themselves in a manner consistent with the ways of those around him. Low self-esteem is likely to result when key figures reject, ignore, demean, or devalue the person. Self-esteem is a variety of attitude that emerged as a key concept in the social sciences almost 40 years earlier than the effects upon behaviour of differences in attitudes could be studied and then the attitudes were defined primarily in terms of emotional or evaluative reactions, they constitute our reactions of approval or disapproval, liking or dislike, for social practices, habits of behaviour, categories of people, political policies, public figures and so on (Morris Rosenberg, 1965)

Josephs, Markus, and Tafarodi (1992) exposed men and women to false feedback indicating that they had deficits either on a performance dimension (e.g., competition, individual thinking) or on a social dimension (e.g., nurturance, interpersonal

integration) so men high in self-esteem enhanced their estimates at being able to engage successfully in future performance behaviors, whereas women high in self-esteem enhanced their estimates at being able to engage successfully in future social behaviors. Overall, then, it appears that males gain self-esteem from getting ahead whereas females gain self-esteem from getting along.

Maslow Media User Needs

Abraham Harold Maslow proposed a theory that outlined five hierarchical needs which could also be applied to an organization and its employees' performance, one does not feel the second need until the demands of the first have been satisfied or the third until the second has been satisfied, and so on (Gordon, 1965). Some research has shown support for Maslow's theory, others have not been able to substantiate the idea of a needs hierarchy that is considered to be influenced by western culture, and thus cannot apply to all scenario (Richard, 2000). These five needs formed the basis for the formulation of the survey questions supporting the data gathered to test the hypotheses

Physiological needs

Physiological needs more tend to biological needs which consist of the need for oxygen, food, water, and a relatively constant body temperature. This need is crucial needs because if a person gets deprived of all needs, the condition would come first in the person's search for satisfaction.

Safety needs

the first all the level needs, physiological needs are met then controlling thoughts and behaviors, the needs for security can be active not only about mentality but also physic.

Needs for love, affection and belongingness

The first need have been satisfied or the third until the second has been satisfied, and so on (Gordon, 1965) so the next step how the people reach their need for love, affection and belongingness and get their overcome feelings of loneliness and alienation. The people tend to get involved both giving and receiving love, affection and the sense of belonging.

Needs for esteem

This need refers to stable, firmly based, high level of self-respect, and respect from others. This need effect on how the people get the confident and the confident will raise the frequency of interpersonal communication.

Needs for self-actualization

Maslow explained that self-actualization as a person's need to be and do that which the person was "born to do." Being a good communicator, being a high self esteem person, being a good friend, part of family, society are the example of "born to do."

METHODOLOGY

The data were collected from the most active social media users who participated in the study with probability random sampling and a closed-ended questionnaire.

Population and Sampling

A probability sampling with a simple random sample was used. A total of 23 male and female Dpoint Barcelona Community participants, ages 18-60, participated in this study. The selection criteria were age and ethnic groups. Dpoint Barcelona Community has various cultural segmentation and social class such as low, middle and high classes societies.

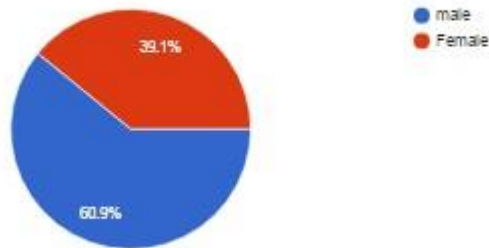
RESULT AND DISCUSSION

Respondents' Demography

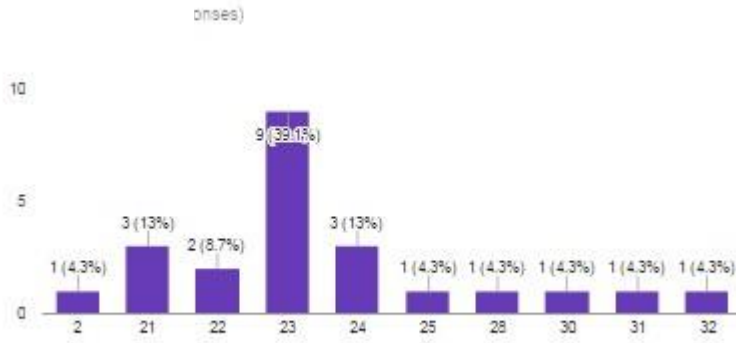
The respondents' demographic characteristic was categorized as economic statue, age distribution and gender. From 23 respondents, 8 respondents were women and the remaining 15 respondents were men. The age distribution range was 20-32 and the modus was 23 years old (39,1 %). Almost all of the respondents stayed in the center of city (95,3 %) and the remain respondents stayed out of town (4,7%).

Demography Pie & Bar Chart

Sex (23 responses)

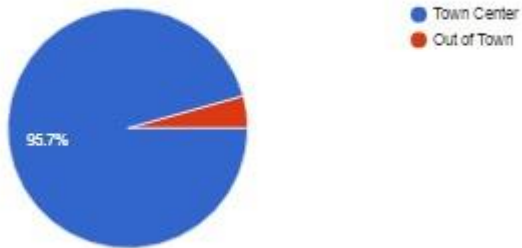


Pie & Bar Chart 1. Gender.

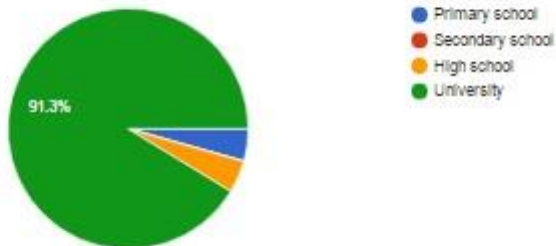


Pie & Bar Chart 2. Education

Where do you live (23 responses)



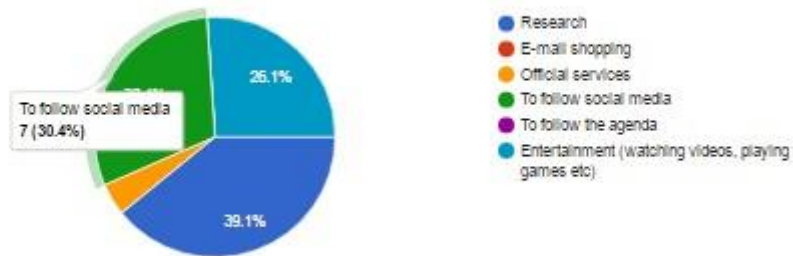
Pie & Bar Chart 3. Living Place



Pie & Bar Chart 4. Education.

University graduation was the dominant education grade (91,3%) followed by high school (4,1%) and primary school (4,1%).

What is internet function for you? (23 responses)

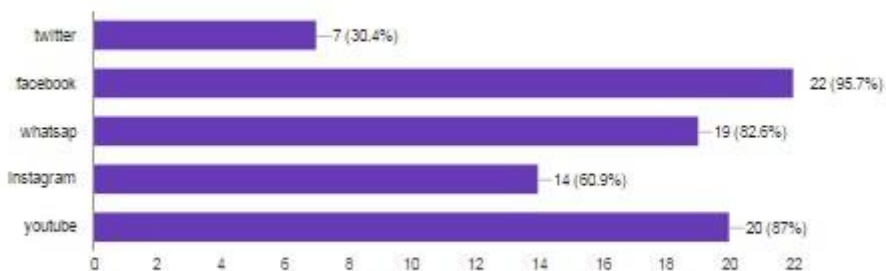


Pie & Bar Chart 5. Internet Function

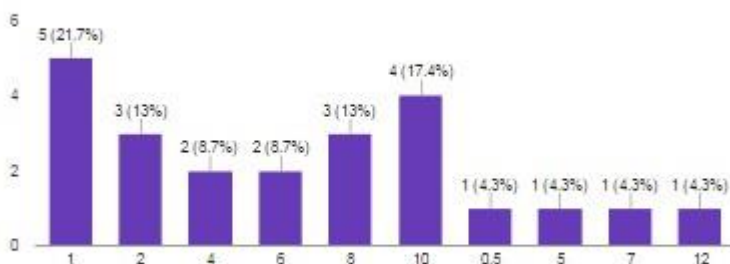
In terms of internet function, education effected the participant's daily internet usage. The respondents of Dpoint Barcelona perceived the internet's function as a research facility, online marketplace, official services, update information about social media, a daily agenda setting and entertainment such as watching video and playing games.

Respondents frequently spent 5 hours per day to using social media such as Facebook (95,7 %), Whats App (82,6 %), YouTube (87 %), Instagram (60,9 %) and Twitter (30,4%). Furthermore, finding new friends, playing a game, online chatting, following friends and brands, updating profiles and sharing (uploading photos, videos etc.) were their reason to stay updated on social media. Sharing photos and videos was the dominant activity for social media usage (69,6 %).

What social media do you use? (23 responses)

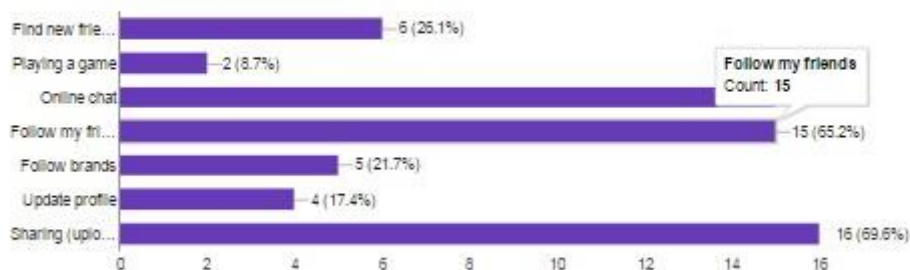


How many hours do you spend on social media during the day (23 responses)



Bar Chart 6. Social Media and Spending Hours

What is your main purpose of using social media? (23 responses)



Bar Chart 7. Social Media Purpose.

The first, second and third charts illustrate the percentage of social media use, purpose and variety. The majority of university graduated users used Facebook (95,7 %) to share their photos, videos or statues (69,6 %) for average, an hour in a day (21,7 %). In contrast, the game use in social media was less popular with 8,7 % of the population, then Twitter use was 30, 4 %.

Table 8. The Pearson Correlation

no	Variable	N	Mean	Mode	Std. Deviation	df	t
1	I don't feel well when I used the interactive social media (physic)	23	2,27	1	1,170	22	2,217
2	During my Facebook use, I am thinking, I am a person with good skills and capabilities (physic ii)	23	2,65	1	1,265	22	2,652
3	According to my social media friends, I can do something better and well (safety)	23	3,39	4	1,340	22	3,391
4	After doing conversation or posting something through social media, I think, I have good confidence because I have same capabilities compared to others (safety ii)	23	2,57	3	1,161	22	2,565
5	Social media makes me bad (love)	23	2,04	1	1,397	22	2,04
6	In social media, I know how to have a good conversation (love ii)	23	3,65	5	1,301	22	3,65
7	Social Media taught me to communicate well and support others (self esteem)	23	3,04	3	1,397	22	3,04
8	Social media videos taught me to support others and give positive feedback (self esteem ii)	23	3,04	3	1,261	22	3,04
9	Social media supports me to keep and form my good body (self esteem iii)	23	3,09	3	1,505	22	3,087
10	I can understand my friends feelings from social media (self actualization)	23	3,43	4	1,237	22	3,434
11	the Social media makes me having more self-confident and self-aware. (self actualization ii)	23	2,91	3	1,345	22	2,91
12	Social media gives me ideas and inspiration so I can learn new thing (self actualization iii)	23	4,22	5	0,795	22	4,21

The first and the second column of the output gives us the t-test value $t(22)=2,217$ and $t(22)= 2,652$. This first second column reflects the Maslow need about physic need. The eleventh twelfth thirteenth reflects the Maslow need about self actualization ($t(22)= 3,434$; $2,91$ and $4,21$). The critical t with 22 degrees of freedom

In order to test social media's effects on user's self esteem, the survey is computed using 12 Likert scale (1 to 5) items measuring strongly disagree, disagree, undecided, agree and strongly disagree. The survey totally has 12 questions about Maslow's Hierarchy of Need including 2 questions about physiological needs, 2 questions about safety, 2 questions about love, 3 questions about self esteem and 3 questions self actualization. T and df can reflect the rejection. if the one-tailed critical t value is no more than the observed t. The second condition, the means are in the right order, then it can reject H_0 the null hypothesis or not.

Table 9. The table of critical t values

Upper critical values of Student's t distribution with ν degrees of freedom						
ν	Probability of exceeding the critical value					
	0.10	0.05	0.025	0.01	0.005	0.001
1.	3.078	6.314	12.706	31.821	63.657	318.313
2.	1.886	2.920	4.303	6.965	9.925	22.327
3.	1.638	2.353	3.182	4.541	5.841	10.215
4.	1.533	2.132	2.776	3.747	4.604	7.173
5.	1.476	2.015	2.571	3.365	4.032	5.893
6.	1.440	1.943	2.447	3.143	3.707	5.208
7.	1.415	1.895	2.365	2.998	3.499	4.782
8.	1.397	1.860	2.306	2.896	3.355	4.499
9.	1.383	1.833	2.262	2.821	3.250	4.296
10.	1.372	1.812	2.228	2.764	3.169	4.143
11.	1.363	1.796	2.201	2.718	3.106	4.024
12.	1.356	1.782	2.179	2.681	3.055	3.929
13.	1.350	1.771	2.160	2.650	3.012	3.852
14.	1.345	1.761	2.145	2.624	2.977	3.787
15.	1.341	1.753	2.131	2.602	2.947	3.733
16.	1.337	1.746	2.120	2.583	2.921	3.686
17.	1.333	1.740	2.110	2.567	2.898	3.646
18.	1.330	1.734	2.101	2.552	2.878	3.610
19.	1.328	1.729	2.093	2.539	2.861	3.579
20.	1.325	1.725	2.086	2.528	2.845	3.552
21.	1.323	1.721	2.080	2.518	2.831	3.527
22.	1.321	1.717	2.074	2.508	2.819	3.505
23.	1.319	1.714	2.069	2.500	2.807	3.485
24.	1.318	1.711	2.064	2.492	2.797	3.467
25.	1.316	1.708	2.060	2.485	2.787	3.450

The one-tailed test, look in a table of critical t values to determine the critical t. The critical t with 22 degrees of freedom, $\alpha = .05$ and one-tailed is 1.717. The critical all variable t is 1.717 (from the table of critical t values) and the observed t is more than 1.717, so this data can reject H_0 the null hypothesis.

The 13 questions show the relation between social media and users' self esteem. In each case about half agree or strongly agree with the statements ($n = 23$ M:2,57). Only 2 statements don't reach M:2,5, 'I don't feel well when I used the interactive social media' (N:23 M:2,27 Mode: 1) and 'Social Media makes me bad' (N:23 M: 2,04 Mode :1). Both statements implicitly depict the positive social media effect on user's self esteem. The result explains that the social media users feel happy during their social media use and makes them much better.

Another correlation hypothesis test is Pearson correlation. Pearson is conducted to observe the possibility of a relationship between social media and users' self esteem. Correlation is an effect size and so we can verbally describe the strength of the correlation using the guide that Evans (1996) suggests for the absolute value of r:

- .00-.19 "very weak"
- .20-.39 "weak"
- .40-.59 "moderate"
- .60-.79 "strong"
- .80-1.0 "very strong"

Table 10. The Maslow Variable

		physic	physic2	safety	safety2	love	love2	Self esteem	selfeste em2	selfeste em3	actualizat ion	actualizat ion2	actualizat ion3
Edu cation	Pear son Correlati on	0,365	- 0,231	0,377	0,209	- 0,290	0,239	- 0,391	0,231	0,202	0,324	-0,122	-0,275
	Sig. (2-taile d)	0,087	0,288	0,076	0,339	0,180	0,273	0,065	0,288	0,355	0,131	0,579	0,204
	N	23	23	23	23	23	23	23	23	23	23	23	23
Old	Pear son Correlati on	0,232	0,099	- 0,294	- 0,163	0,226	- 0,351	0,149	-0,353	0,132	0,100	-0,310	0,215
	Sig. (2-taile d)	0,286	0,653	0,173	0,458	0,300	0,101	0,497	0,098	0,547	0,651	0,150	0,326
	N	23	23	23	23	23	23	23	23	23	23	23	23

From 12 variables, positive and negative correlation determine the relationship of the variable, the user’s education and variable to Maslow need factors. A strong positive correlation between the two variables, education and first physic theory $r = 0,365$, $p < .001$, education and safety level $r = 0,377$, $p < .001$, education and actualization level $r = 0,324$, $p < .001$ and education and actualization level $r = 0,324$, $p < .001$.

A weak negative correlation is also shown by above table Pearson correlation. The level education and actualization theory has $r = -0,122$, $p < .001$. Another weak negative correlation is determined by the relationship between the age and the safety need level, $r = -0,163$, $p < .001$.

CONCLUSION

The purpose of this research was to investigate the relationship between social media and user’s self esteem. In detail, this research sought to show a link between frequency of social media use and quantity of self esteem especially among multicultural communicators.

Media users tends to spend more time participating in social media life, uploading photos, commenting on photos or replying to comments. Social media leads the users to fulfill their beliefs, preferences, and emotional needs on interpersonal communication stage. The interpersonal communication needs such as physiological needs, safety needs, needs for love, self-esteem and actualization drive users to be selective in social media use.

The current study, were that more frequent social media use and physical need would affect self-esteem levels. The users felt comfortable while they used interactive social media, Next, the users perceived good skills and capabilities in social media use. Social media stimulates the user to start a good conversation and gain the self esteem. Social media supports good communication and support other social media users. The users perceive in a positive light and initiate

interactions to receive positive feedback. Needs for self-actualization, as Maslow explained, self-actualization as a person's need to be and do that which the person is worth to get. Understanding user's friends feeling from social media, having more self-confidence and self-awareness, developing ideas and inspiration so the users can learn new things are the way of the actualization achievement.

Future studies should continue to be conducted on this topic, especially focusing more on specific cultural responses. This research has a general result and covers many cultural behaviors. The hypothesis posited is that social media stimulates the frequency of self-esteem. In future research, the variable can be modified into another form such as smartphone applications or media of the communication.

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