Analyzing the Impact of Facebook On Self-Esteem

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# ABSTRACT

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This paper serves as a proposal for analysis of the impact of social media usage on the self-esteem of individuals. For the purpose of the analysis, the data from the survey conducted with students at the Michigan State University can be used. This data can be particularly useful as a vast majority of students from MSU are active Facebook users and the survey provides information about time spent on Facebook and the students’ perception about their worth. From the analysis of these details, we can test the inverse relationship between the time spent and self-worth.

## Author Keywords

Social media; Facebook; self-worth; average time spent on Facebook; students’ self-esteem

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# INTRODUCTION

With the rise of social media, more and more people are spending a significant amount of time each day on social networking sites. Facebooks is one of the social media giants. This proposal considers the study of the impact of frequent use of Facebook on the way individuals perceive their self-worth and capabilities. The relationship between Facebook use and self-worth can be studied and tested using the dataset available from the survey conducted by Prof. Vitak on the students of Michigan State University. The survey comprises of questions ranging from basic personal details such as gender, GPA, education level, ethnicity to the ones related to amount of time spend on Facebook on weekly and daily bases, relationship with the MSU community, self-worthiness, good qualities and level of personal satisfaction.

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