PERCEIVED EFFECTS OF SOCIAL MEDIA ON SELF-ESTEEM AS A PSYCHOSOCIAL WELLBEING ASPECT AMONG THE YOUTH IN ACK DIOCESE OF EMBU

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Abstract
Social media has become popular among young people in recent years to an extent of fueling addiction among the users. This dependence on social media makes some people to create social and personal identity on the networks. This study sought to investigate the social media affects on self-esteem as a psychological well-being aspect especially among the youth. The study employed a descriptive research design. The population of the study was 1,200 youths in ACK Diocese of Embu. Simple random sampling method was used to obtain a sample of 297 youths and nine clergies as study participants. Questionnaires and interview guide were used to collect the required data. Analysis of data was necessitated by use of Statistical Package for Social Sciences (SPSS) version 21 software. Percentages, frequencies and means were employed for data analysis. Results were presented on statistical tables. The findings indicated that youths perceived social media as a tool of enhancing self-esteem. The youths tended to utilize the social media cites during church service and worship time. This means that the youths felt better when on social media cites than concentrating on the church activities. It was recommended that churches need to enlighten the youth through seminars and conferences on how to use social media responsibly and carefully to address the usefulness of using social media appropriately.
Key Words: Self-Esteem, Social media, psychosocial wellbeing.

1. Introduction
Self-esteem and psychological well-being are the two most common outcomes of interest in prior Internet and SNS studies. Researchers typically measure self-esteem using established scales such as the Rosenberg Self-Esteem Scale (Elisson *et al*., 2007). Psychological well-being often refers to various measures that capture an individual's satisfaction with life. Scholars use a variety of scales that include measures of loneliness, depression, and overall life satisfaction. The researcher found that most of the youth in ACK Diocese of Embu like chatting with their peers who tend to like them through Facebook and WhatsApp, thus enhancing their self-esteem. (Deng, 2013). A key debate among researchers considers whether higher use of the Internet affects one's self-esteem and general well-being (Elisson, 2007). The often-cited Home Net study by Kraut *et al*. (1998) recorded the number of hours individuals spent on the Internet (using tracking software on the participant's computers) and its relationship to future measures of social involvement and psychological well-being. The researchers found that longer use of the Internet was related to increased depression, loneliness, and smaller social circles. The results suggest that Internet use isolates individuals from

their friends and family, and has a negative impact on Participants who were low in self-esteem, but frequently used Facebook, had higher bridging social capital than their peers who were already high in self-esteem (Peter& Schouth, 2006). The struggles are tenfold, as not only do you have to look good and be interesting, but you have to be good at things and appear successful and you have to also seem interesting in life. Advertising has a clear and proven impact on our self-esteem (Hubert, 2013).

Social media profiles are an extension of our identity since we use social media, in part, to get attention, it can be hurtful when the youth do not get that attention from their friends, their concern is how many people likes their messages and photos that they send every day. Most of the youth feel irritated when they are not liked by many people, this affects their self-esteem negatively (Peter, & Schouth, 2006). Social media sites such as Face book, Instagram, and Twitter have been known to affect youth's self-esteem. Self-esteem is defined as an individual's overall subjective emotional evaluation of his or her own worth. It is a judgment of oneself as well as an attitude toward the self. The opportunities for adolescents to form and maintain relationships within social media and on the internet have multiplied within the past several years (Peter, & Schouth, 2006). The results suggest that college students who have low self-esteem or life satisfaction might benefit more from Face book usage. This effect is known as the reduction hypothesis (Valkenburg *et al.,* 2009). Self-disclosure also plays a large role in SNS effects on well-being. Researchers posit that when youth disclose and express more information about themselves the quality of their relationships improves. These positive interactions lead to improved self-esteem and psychological well-being (Peter, & Schouth, 2006).

Studies show that social media have negative effects on peoples' self-esteem and self-worth. Tufekci (2008) found that people with a higher social comparison orientation appear to use social media more heavily than people with low social comparison orientation. This finding was consistent with other studies that found people with high social comparison orientation make more social comparisons once on social media. People compare their own lives to the lives of their friends through their friends' posts. People are motivated to portray themselves in a way that is appropriate to the situation and serves their best interest. Often the things posted online are the positive aspects of people's lives, which make other people question why their own lives are not as exciting or fulfilling. This can lead to depression and other self-esteem issues, which may greatly kill their ego and ability to interact with their colleagues or peers. This may also cause burn out among the in ACK diocese of Embu youth (Tufekci, 2008).

Tiene, (2000) argues that the more time people spend on Facebook, the less satisfied they feel about their life. He further explains that people will consciously manage their self-image or identity related information in social contexts. According to (Ahn, 2011), when people are not accepted or are criticized online they feel emotional pain. This may lead to some form of online retaliation such as online bullying. In addition, Chen discovered that teenage girls compare themselves to their peers and present themselves in certain ways in effort to earn regard and acceptance, which can actually lead to problems with self-confidence and self-satisfaction. He went on to add that the striving to reveal a superior self-appearance on the Internet by teenage girls is caused by their deep-seated aspiration to understand who they are as a person. When these individuals fail to achieve this desired objective, they develop the feeling of lawlessness, depression and loss of self-esteem as they develop a negative picture of themselves. This inhibits their interpersonal relationships and may cause serious burn out among the youth in ACK Diocese of Embu (Ahn. 2011).

2. Objectives
The following objective guided this study:
   i.   To determine the perceived effects of social media on self-esteem as a psychosocial wellbeing aspect among the youth in ACK Diocese of Embu.

3. Methodology
This study was conducted in ACK Diocese of Embu in Embu West Sub County since the diocese is situated in urban centre where social media is used due to availability of network coverage. The study applied descriptive survey design. The population size of this study for the five selected churches was 1,200 youth in ACK Diocese of Embu. Random sampling was used to obtain a representative sample comprising nine Clergy and 297 Youths from the selected churches in ACK Diocese of Embu. Data were collected by use of questionnaires and interview guide. Face validity was enhanced by reading through the items carefully and assessing the viability of the research objectives. The content validity of the research instruments was enhanced through expert judgment of University supervisors. A reliability coefficient of 0.80 was obtained for the research instruments using Cronbach's Alpha statistical coefficient. The data analysis was done by use of descriptive statistics and thematic analysis for quantitative and qualitative data respectively via Statistical Package for Social Sciences (SPSS) version 21. Quantitative data was presented in Tables and Figures. Qualitative data were analyzed using themes and presented as excerpts.

4. Results and Discussion
The following findings and discussions are based on the study:

4.1 Demographic characteristics
The gender results showed that 32.3% male and 67.7% female respondents. Most respondents (56%) of the respondents were between age 18-21 the youngest being between 31-35 years were 25 % of the sample. Ages 22-25years consisted 16 % while 25-30 years old were the least in number (3.0%). The level of education of the parents were investigated. The findings indicated that 50.3% of the parents had attained secondary education. Parents with University and College education were 19.8 % and 13.8% respectively. The findings also indicated that 11.5% of the parents had primary school education while 4.5 % had been to polytechnics and craft institutions. Since most of the parents (83.9%) had secondary school education, they were able to understand different aspects of social media easily including the effects it had on their children, which affected their self-esteem, interpersonal relationship and caused burn out.

4.2 Media usage during Church Service and Worship Time
The study sought the information on how youth used social media during church service and worship time; the results given are in Table 1.

Table 1: Media Sites Accessed during Church Service and Worship Time.

	Frequency(f)	Percent (%)
WhatsApp	108	36.0
Face book	56	18.7
Twitter	53	17.7
YouTube	31	10.3
Other specify(movies, shows ,games)	52	17.3
Total	300	100.0

The findings in Table 1 shows that majority (36.0%) of the respondents use popular music show during church service/worship time, the results also presented that 18.7% access comedy shows while 17.3% visited other sites. The findings indicated that 10.3% of the respondents did not access media sites in church. The results indicated that most of the respondents are greatly affected by media thus less concentration during church service and worship time. The concentration of the youth depend on how well the environment allows them to be keen and the activities going on around them and if they are interesting to their attention. In addition, the clergy agree that most of the youth do not concentrate with the activities going on during the church service, thus showing most do chat as the service goes on, which also affected their concentration during church service (Steinfield, *et al.,* 2008).

4.3 Social Media and Self-Esteem
The first objective was on effects of social media on self-esteem among the youth. The study sought to find out how social media affected youth's self-esteem. The results are recorded in Table 2.

Table 2: Perceived Effects of Social Media on Self Esteem

Statements	SA	A	U	D	SD
That most of the youth have created online profiles through which they access SNS which boosts their self esteem	20.3	60.0	3.0	6.0	10.7
That the youth access entertainment services including games and chats through SNS which boosts their self esteem	19.3	33.0	21.3	20.0	6.0
That the attributes learnt from the social media sites are useful for personality development hence boost their self-esteem	23.7	30.7	13.0	29.3	3.3
That through the online profiles, the youth access other information and develop behavior that may affect their self-esteem negatively.	44.3	23.0	16.0	16.7	0.0
That when the self-esteem of the youth is affected, they become discouraged and develop negative attitude of themselves	37.0	27.7	15.3	16.3	3.7
That this negative attitude by the youth may make them avoid coming to church	33.3	29.7	10.0	27.0	0.0
Average	22.93	34.1	13.1	19.21	3.95

SA=Strongly Agree, A=Agree, U=Undecided, D=disagree, SD=Strongly Disagree.

The information in Table 2 indicated that 80.3% of the respondents agreed that most of the youth had created online profiles through which they accessed SNS. This boosted their self-esteem although 16.7% disagreed. The information also indicated that 51.3% agreed that youths accessed entertainment services including games and chats through SNS as a boost to self-esteem. While 54.4% of the respondents believed that the attributes learnt from the social media sites are useful for personality development and self-esteem, 32.6% disagreed. During the study, 67.3% agreed that through the online profiles the youth accessed other information and developed behavior that negatively affected self-esteem. The majority (64.7%) agreed that when the self-esteem of the youth is affected, they become discouraged and develop negative attitude of themselves. The findings

indicated that 63% of the respondents agreed that the negative attitude could affect them and cause them to avoid coming to church.

Excerpt 1
Excerpt 1 presents the information given by clergy on Perceived effect of social media on self-esteem.
Researcher: What is the effect of social media on self-esteem among the youth in your church?
Respondent 1: Youth in my church like chatting with the fellow youth especially when in whatsapp, face book, and twitter, this make them feel good, loved by their fellow youth hence enhancing their self-esteem, which also make them cooperate in church and participate in the church activities.
Respondent 2: Young people love chatting with their peers, such that as the church leaders we decided to put up the screens in the church, install the educative programmes for the youth for example programmes like drug and substance abuse, career choice, relationships, this have made them feel recognized and loved in the church , hence building up their self-esteem.

The results indicated that the respondents agreed social media affected their self-esteem. People with a higher social comparison appear to use social media more heavily than people with low social comparison. People compare their own lives to the lives of their friends through their friends' posts. People are motivated to portray themselves in a way that is appropriate to the situation and serves their best interest. Often the information posted online is the positive aspects of people's lives, which make other people question why their own lives are not as exciting or fulfilling. This can lead to depression and other self-esteem issues, which may greatly affect their ego and ability to interact with their colleagues or peers, (Tufekci, 2008). In addition, the clergy responded that, social media affected youth's self-esteem negatively, for if their friends do not like them or add them as friends their self-esteem is affected. The findings indicated that most of the respondents agreed that social media lowered their self-esteem. The findings indicated that social media affected the youth's self-esteem because as they chat with peers, they get bullied and criticized, hence lowering their self-esteem.

5. Recommendations
Churches need to enlighten the youth through seminars and conferences on how to use social media responsibly and carefully to address the usefulness of using social media in the right way.

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