

P27

An exploratory analysis of the relationship of problematic Facebook use with loneliness and self-esteem: The mediating roles of extraversion and self-presentation

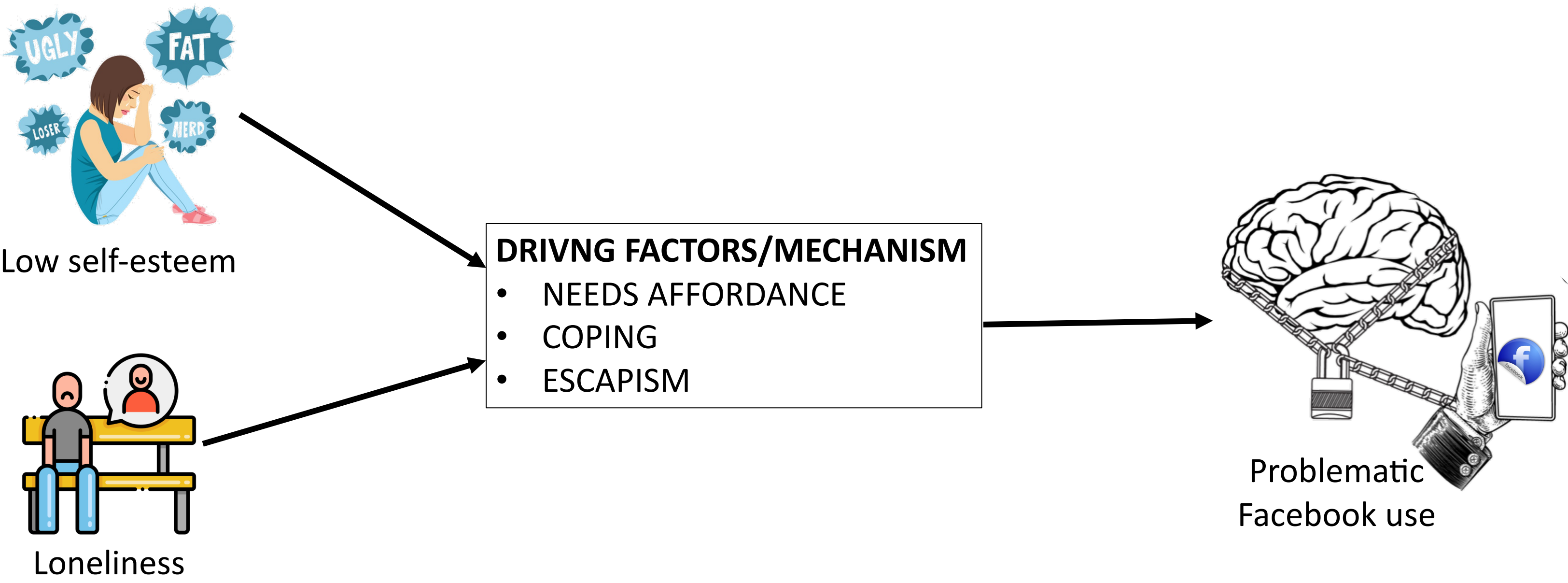
T. Smith¹

¹Targeted Evidence-Based Research Solutions Ltd

dr_t_smith@yahoo.com

INTRODUCTION

SOCIAL MEDIA and your mental health



The objective of this study is to

- 1) Confirms the relationship of loneliness and self-esteem with problematic Facebook use (PFU)
- 2) Investigates self-presentation and extraversion as mediators of the relationship between loneliness and self-esteem with PFU

METHODS & MEASURES

477 university students (≥ 18) filled out self-administered questionnaires online

- 63.7% 🧑🏻 36.3% 🧑🏻
- Age, $\bar{x} = 26.9$ (SD = 8.3)
- Variables
 - Loneliness (UCLA 3-item loneliness scale)
 - Self-esteem (Rosenberg Self-esteem scale)
 - Bergen Facebook Addiction Scale (BFAS)
 - Self-presentation (adapted from Liu et al., 2010)
 - Extraversion (Ten-Item Personality Inventory)
- Mediation analysis
 - 4-step test for mediational hypotheses (Baron & Kenny, 1986)
 - Generalized Linear Model (GLM) mediation analysis (Jamovi Project, 2021)
 - Bootstrapping approach (MacKinnon et al., 2004)

RESULTS

The prevalence of ‘**at-risk**’ users was **6.0%**

- Usage intensity of ‘at-risk’ users significant different from other Facebook users

Direct effects (on PFU)

- loneliness ($\beta = .12$, $z = 2.34$, $p = .020$) i.e., positive relationship
- self-esteem ($\beta = -.19$, $z = -3.40$, $p < .001$) i.e., negative relationship

Indirect effects

- Self-presentation significantly mediated the relationship of loneliness (effect = .09, 95% C.I. [0.01,0.19], $p = .030$) with PFU.
 - Partial mediation
- Self-presentation significantly mediated the relationship of self-esteem (effect = .03, 95% C.I. [0.01,0.05], $p = .004$) with PFU.
 - Inconsistent mediation
- Extraversion only significantly mediated the relationship between self-esteem and PFU (effect = .06, 95% C.I. [0.01,0.1], $p = .008$)
 - Inconsistent mediation

Overall effects

Self-presentation accounts for 33.6% of the total effect of loneliness on PFU

- Overall effect remained positive

The cumulative interaction of extraversion and self-presentation results in a 47.6% decrease in the direct effect of self-esteem on PFU.

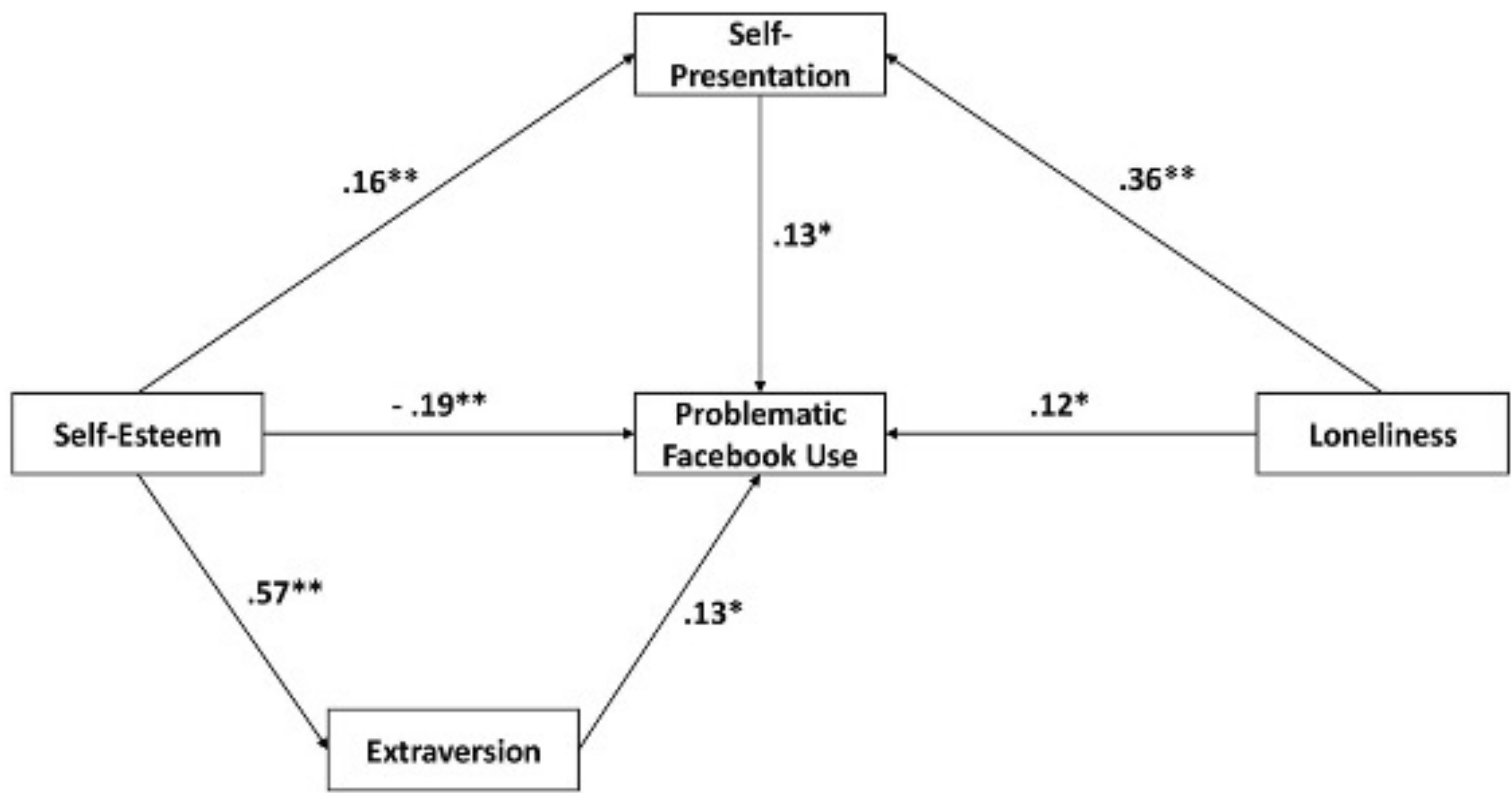
- Overall effect remained negative

CONCLUSION

- Self-esteem has a dual effect on PFU with low self-esteem increasing PFU through a coping mechanism and high self-esteem potentially increasing PFU through its interaction with other personality traits and use motives.
- Personality traits and use motives are essential in understanding the relationship between psychological factors and PFU
- The interaction between psychological factors and PFU is complex and cannot be fully understood in isolation from other factors.

Figure 1

The proposed model for the mediated connection of loneliness and self-esteem on PFU



Note: All reported estimates are the maximum likelihood standardized point-estimates. Significant point estimates with $p < .05$ are marked with an asterisk, while those with $p < .001$ are marked with two asterisks.

REFERENCES

Primi, C., Fioravanti, G., Casale, S., & Donati, M. A. (2021). Measuring Problematic Facebook Use among Adolescents and Young Adults with the Bergen Facebook Addiction Scale: A Psychometric Analysis by Applying Item Response Theory. *International Journal of Environmental Research and Public Health*, 18(6), 2979. <https://doi.org/10.3390/ijerph18062979>

Skogen, J. C., Hjetland, G. J., Bøe, T., Hella, R. T., & Knudsen, A. K. (2021). Through the Looking Glass of Social Media. Focus on Self-Presentation and Association with Mental Health and Quality of Life. A Cross-Sectional Survey-Based Study. *International Journal of Environmental Research and Public Health*, 18(6), 3319. <https://doi.org/10.3390/ijerph18063319>

Smith, T. (2022). An exploratory analysis of the relationship of problematic Facebook use with loneliness and self-esteem: The mediating roles of extraversion and self-presentation. *Current Psychology*. <https://doi.org/10.1007/s12144-022-03505-0>

Zhou, Y., Li, H., Han, L., & Yin, S. (2021). Relationship Between Big Five Personality and Pathological Internet Use: Mediating Effects of Loneliness and Depression. *Frontiers in Psychology*, 12, 739981. <https://doi.org/10.3389/fpsyg.2021.739981>