

Title: The Impact of Social Media on Teenagers' Self-Esteem: A Mixed-Methods Study

Abstract:

This dissertation explores the impact of social media use on the self-esteem of teenagers. With the increasing popularity of online platforms, it is critical to understand how digital interactions affect adolescents' perceptions of themselves. The study aims to examine the relationship between social media usage and self-esteem and to identify the psychological mechanisms that mediate this relationship. Using a mixed-methods approach, both quantitative surveys and qualitative interviews were conducted with a sample of 300 high school students. The data were analyzed using statistical techniques to explore correlations between social media usage and self-esteem scores, while thematic analysis was employed to identify underlying themes from the interviews. The results show a significant negative correlation between the time spent on social media and self-esteem levels, with social comparison and peer validation identified as key mediating factors. These findings suggest that excessive social media use can contribute to lower self-esteem among teenagers, emphasizing the need for targeted interventions. The study concludes by recommending strategies for parents, educators, and policymakers to help mitigate the negative effects of social media on adolescent mental health.