



## Social Media Exposure: Its Relationship to Contingencies of Self-Worth and Happiness of Generations X and Y Nurses

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### ABSTRACT

Social media or social networking sites have been widely used to get connected with family and friends and stay up-to date with the recent news, research, and many more. The effect, however, created an impact whether it brings positive or negative result to the end users. This study was conducted to determine the relationship of social media exposure to the contingencies of self-worth and happiness of Generations X and Y nurses. Nurses, despite the work demands, have to carry on with the responsibility of identification, analysis, interpretation and dissemination of nursing knowledge within the health care system. The researchers used a descriptive correlational design. A modified version of Crocker's Contingencies of Self-worth Scale, Oxford Scale of Happiness and a self-constructed social media exposure questionnaire were used to measure the variables being studied. Data from 125 respondents comprising of both generation X and Y respondents were analyzed and interpreted using mean, standard deviation, Kruskal Wallis test, and Pearson correlation. Results showed that Facebook was commonly used by the respondents followed by Instagram, Twitter, and Snapchat, respectively. Facebook was used for an average of at least one to three hours. Contingencies of self-worth and happiness were both *high*. Furthermore, the results showed that there is no significant relationship between social media exposure of Generation X and Y nurses and contingencies of self-worth and happiness. Those belonging to the Generation X are happier than Generation Y regardless of their age and gender. Those with low income have been found out to have *low levels* of happiness. The researchers recommend that one must be matured enough before they can be allowed to engage in social media exposure so that negative influences will be avoided.

**Keywords:** Social Media, Self-Worth, Happiness

### INTRODUCTION

The escalation of the social media for the past decade has been very notable. It is observed that online social networking sites have become extremely popular that it is being used as means of communication and innovative learning these days. It is popular for

communication, collaboration, opinion and reviews, brand monitoring, entertainment, media sharing, advertising and many more (Bhasin, 2018). It has also become an effective way of communicating and staying connected with people around the globe. However, the impact of social media can lead to a variety of issues which may cause problems including anxiety, depression, cyberbullying, unhealthy sleep patterns, exposure to inappropriate material, risk of identity theft or fraud, low self-esteem (Zhukova, 2018) (Kim, 2019).

People today use social media as means of getting attention. Festinger, as cited in (The Psychology Notes HQ, 2018), mentioned that people determine their very own social and non-public worth primarily on how they battle towards others whom they perceive as in some way faring better or worse. Further, social media sites have different ways of adding content that would increase their popularity with the users, although they are all different in their own ways they all share common similarities. One example of this is the Facebook's "Like" feature which enables users to virtually like posts from pictures, videos, articles, and etc. In (Ritvo, 2012), it mentioned that it can increase the stressors of an everyday life of a person, the thoughts that can appear in ones' mind could be similar to "Will I get any likes on this post?"

Most people believe that social messaging is more of a benefit than a consequence, but using social media can actually be harmful. Many mental health professionals are deeply concerned about the impact that social media has on mental health (Peterson, 2019). It has gained so much popularity that it has also created a negative effect on the user. The upward comparisons made using social networking sites have caused people to have lower self-esteem (Jan & Soomro, 2017). The study conducted by (Elisa Bergagna, Stefano Tartaglia, 2018) showed that individuals with low self-esteem are particularly interested in social comparison, and further this personality characteristic has been found to be related to a greater amount of time spent on Facebook in search for information about others. This, however affect the contingencies of self-worth which is characterized by the success or failure that will either increase or decreases self-esteem (Crocker, 2010).

The respondents in this study were registered Filipino nurses born on generations X and Y. Through this study, the researchers will be able to identify the impact of social media exposure to the different generations.

## **LITERATURE REVIEW**

Social media is a web-based communication tool that enables people to interact and share information (Nations, 2019). The use of social media has become a fad because of what it can provide to the end users. It is observed that social media users are increasing in number through the years. Global Digital Report of 2019 as cited in (Chaffey, 2019), mentioned that social media users worldwide in 2019 is 3.484 billion and annual growth is still predicted to continue. Philippines being considered as the Social Networking Capital of the World have about 47% of the population who are active social media users (The House of I.T., 2018).

The use of social media interfaces through computer and mobile devices has become widespread, and currently, the two most prominent interfaces are Facebook and Twitter (Bolluyt, 2015). Among these the social networking sites Facebook was the most popular social media site used (Duggan, 2015). Facebook is considered as the sixth most visited social media site in the world because it is easy to use and considered as addictive like any other drug (Hoffman, 2010). It allows users to create profiles; allows those user-operated profiles to interact with each other; allows for the expression of interests and the discovery of shared likes between users; and allows users to build and maintain connections and invite others to join a community. In contrast, Twitter is a social media interface that enables to share their contents easily to a number of other users. With this interface, the communication exchange is central, and the creation and sharing of user profiles is not necessary, but Twitter can link to user profiles that exist on other social media interfaces (Davis, Deil-Amen, & Rios Aguilar, 2012).

In addition, Boyd and Ellison ( (Boyd & Ellison, 2007) define social networking sites as web-based services that allow individuals to construct profiles, display user connections, and search and traverse within that list of connections. This means to say that whatever you have, whatever you get and whoever you want to be can now be open to anyone who gets to access your profile. Some people who may get to see and read it may know you are. Who you want to project and what you want to show the world is now possible. In the study conducted by Nadkami and Hoffman, they identified the two basic factor of Facebook use. One is the need to belong, and the other is the need for self-presentation. These identified need act independently and influenced by some factors such as cultural background, social and demographic variables and also personality traits which are the introversion and extraversion of an individual coupled with being shy, self-absorption, anger, self - confidence and also their self-worth (Nadkam & Hoffman, 2012).

In the study of Mehdizadeh (Mehdizadeh, 2010), it was found that people with high level of self-absorption and those with low levels of self-esteem were the one who are more likely to spend more than an hour a day on FB. Further it was found out that they were more likely to advertise their photos which was enhanced by Photoshop application. Furthermore, Christofides and colleagues as cited in Hoffman (2010) mentioned that self-esteem can be a factor why people disclose themselves in public. It was found that people used FB for information disclosure because of its influence on the users need for popularity (Hoffman, 2010). This feeling makes one achieve a positive self-worth. The positive or negative acceptance of people online will help determine one's self worth. Contingency of self-worth is considered a realm in which ones perception of success or failure in achieving life's goal influence self-esteem (Wolfe & Crocker , 2003). A study on the role of external self-worth contingencies in gender ideals and its effects on well-being showed that, those who allow others to determine their self-worth and value gender ideals may limit themselves to gender-appropriate behaviors and roles such as specific occupations, clothes, and family roles. They may feel a lack of autonomy that damages personal joy and satisfaction because they are engaging in activities for extrinsic reasons (Diana T. Sanchez & Jennifer Crocker, 2005). Another Study conducted by Liu and Huang (Liu & Huang, 2018)

## **METHODS**

The researchers used descriptive correlational study design to identify the relationship of social media exposure to contingencies of self-worth and happiness. A modified version of Crocker's Contingencies of Self-worth Scale, Oxford Scale of Happiness and a self-constructed social media exposure questionnaire were used to measure the variables being studied. Data from 125 respondents comprising of both generation X and Y respondents were analyzed and interpreted using mean, standard deviation, Kruskal Wallis test, and Pearson correlation. The study used purposive sampling in selecting respondents. Through purposive sampling, the researchers determined if the respondents were registered Filipino nurses who uses social media belonging to generations X and Y.

The researchers used questionnaire adapted from Crocker's Contingencies of Self-Worth Scale, Oxford Scale of Happiness and a self-constructed social media exposure questionnaire. The first part of the questionnaire consisted of demographic data which will assist the researchers quantify the moderating variables such as age, socioeconomic status, gender, and

civil status. Section two consisted of questions on social media exposure. Next is the twelve questions on self-worth and lastly the eighteen questions on happiness composed of physical, psychological and emotional happiness.

The researchers sent letters to the nursing services of the hospital to seek for permission to conduct the data gathering. The researchers also used an online survey through Google Forms if the researchers wish answer online. The link of the online survey form was sent to the respondents via email or social networking accounts. Confidentiality of the answered questionnaires of the respondents was considered and assurance was given for the anonymity on the study participation.

Data were analyzed using frequency distribution to determine the profile of the respondents as to age, gender, civil status, socioeconomic status, and frequency of visits to social media site, number of social media site and number of hours used on social media browsing. Descriptive statistics of mean and standard deviation were used to know the level of self-worth and happiness of generations X and Y nurses. To identify whether there was a relationship between social media exposure and contingencies of self-worth and happiness of the respondents, Pearson correlation was used. Lastly, T-test and Chi square were applied to identify the relationship of social media exposure and the contingencies of self-worth and happiness of Generations X and Y nurses.

## **RESULTS**

This area presents the result of the study derived from the survey. The presentation follows the order of the problems raised in the study.

**Table 1. Presents the Distribution of the Respondents by Social Networking Site Used.**

	f	% Use
Facebook	120	96
Instagram	76	61
Twitter	33	26
Snapchat	28	22
Others	6	05
Total	125	100.0

Result showed that social media sites used by the respondents and the most used social media site which has 120 out of 125 respondents mentioned that they were Facebook users which was followed by Instagram 76 users, and twitter 33 users and the lastly Snapchat with 28 users.

**Table 2. Presents the Distribution of the Respondents by Frequency of Social Media Site Visit.**

	Frequency	Percent
Everyday	108	86.4
Twice a week	9	7.2
Once a week	7	5.6
Twice a month	1	.8
Total	125	100.0

Based on result shown above, eighty six percent of the respondents visit the social media sites every day. Other respondents visit the social media site twice a week, once a week and the least is twice a month.

Table 3. **Presents the Distribution of Respondents by Hours Spent Online In a Day**

	Frequency	Percent
1-3hrs	68	54.4
Less than one hour	25	20.0
4-6hrs	19	15.2
7-9hrs	7	5.6
10 hrs and beyond	6	4.8
Total	125	100.0

From table 5 it shows that most of the respondents (54%) spend 1-3 hours online, while 20 percent spend less than hour online followed by 4-6 hours and 7-9 hours online. It was also observed that there were six out of the 125 (4.8%) respondents who spent 10 hours and beyond on social media.

Table 4. **Presents the Contingencies of Self-Worth of the Respondents.**

	N	Mean	Std. Deviation	Verbal Interpretation
Internal	125	4.9933	.63054	High
External	125	4.0733	.53439	Moderately high
Self-worth	125	4.5333	.43623	High

Table 4 shows the contingencies of self-worth of the respondents. Between the internal and external domains of self-worth, the internal domain scored “high” mean = 4.99 *SD* = .63 compared to the external domain which scored “moderately high” mean = 4.07 *SD* = .53. The overall level of the contingencies of self-worth of the respondents scored was high with a grand mean of 4.53. The table suggests that the people usually base their self-worth with the internal domains rather than the external. Overall, the respondents’ level of self-worth is high.

**Table 5. Presents the Level Happiness of the Respondents.**

	N	Mean	Std. Deviation	Verbal Interpretation
Physical	125	4.8493	.64147	High
Psychological	125	4.9240	.68833	High
Emotional	125	5.0536	.59351	High
Happiness	125	4.9423	.54293	High

Table 5 shows that the mean score of happiness is high mean = 4.94 and *SD* = .54 and all the domains of happiness such as physical, psychological and emotional domain were high.

**Table 6. Relationship Between Social Media Exposure and The Contingencies of Self-Worth and Happiness of Generation X and Y Nurses.**

		How often do you visit	How many hours do you spend online	Internal	External	Self-worth	Physical	Psychological	Emotional	Happiness
Frequency of visit	Pearson Correlation	1	.206	.007	-.029	-.012	-.060	-.044	-.033	-.54
	Sig (2-tailed)		.021	.936	.750	.891	.503	.503	.718	.548
Hours online	Pearson Correlation	.206	1	.054	-.034	.018	-.039	.008	.032	-.001
	Sig (2-tailed)	.021		.549	.704	.841	.663	.933	.725	.994

Result showed that the extent social media exposure in terms of frequency of visit online and the contingencies of self-worth and happiness with  $\alpha = .891$  which is not significant. In terms of number of hours spent on social media, result showed no significant relationship with  $\alpha = .849$ . For happiness frequency of visit, the result showed no significant relationship with  $\alpha = .548$  while with the hours spent online, result showed not significant relationship with  $\alpha = .994$ . Therefore, there is no significant relationship between the extent of social media exposure and the contingencies of self-worth and happiness.

**Table 7. Shows the Difference in Contingencies of Self-Worth of Nurses Considering Age.**

	t	df	Sig. (2-tailed)	Verbal Interpretation
Internal	-1.166	27.995	.254	NS
External	-.376	33.025	.709	NS
Self-worth	-1.029	28.027	.312	NS

Result showed that self-worth levels among generation X and Y nurses when internal and external factors are taken accounted for showed no significant difference when age is considered with  $\alpha = .254$ . For external contingency of self-worth, result also showed no significant difference when age is considered with  $\alpha = .709$ . Over-all contingency of self-worth showed no significant relationship when age is considered with  $\alpha = .312$ . The result showed that there is no significant difference between generation X and Y nurses in relation to their self-worth when age is considered.

**Table 8. Shows Difference in the Happiness of Nurses Considering Age.**

	t	df	Sig. (2 Tailed)	
Physical	2.287	35.91	.028	S
Psychological	1.768	40.23	.085	NS
Emotional	3.025	42.64	.004	S
Happiness	2.803	40.15	.008	S

Result showed that over-all happiness levels of generation X and Y nurses showed significant difference with  $\alpha = .008$ . The results are .028 for physical, .085 for psychological, .004 for emotional, and 0.008 for the overall happiness level. Among these results only psychological  $\alpha = .100$  is not seen to be significant while the other three; physical, emotional, and happiness are seen to be significant when the variable age is considered.

**Table 9. Shows the Self-Worth of Nurses Considering Gender.**

	t	df	Sig. (2-tailed)	
Internal	-.488	30.290	.629	NS
External	1.419	39.044	.158	NS
Self-worth	.403	32.819	.688	NS

The result showed self-worth levels of male and female when internal and external factors are to be considered. The result showed that there is no significant difference on self-worth when gender is being considered. Both internal  $\alpha = .629$  and external  $\alpha = .158$  showed no difference on self-worth among male and female nurses. Overall, there is no significant difference on self-worth when gender is considered with  $\alpha = .688$ . These results were interpreted to be not significant meaning there was no significant difference on self-worth between male and female between generation X and Y nurses.

**Table 10. Presents the Happiness Level of Nurses Considering Gender**

	t	df	Sig. (2-tailed)	
Physical	-.611	46.851	.544	NS
Psychological	-.403	35.961	.689	NS
Emotional	-.565	38.051	.576	NS
Happiness	-.636	41.676	.529	NS

Result of the study showed the happiness levels of male and female nurses of generation X and Y when physical, psychological, and emotional factors are to be considered. The over-all result for happiness showed that there is no significant difference on happiness between male and female nurses of generation X and Y with  $\alpha = .529$ . Specifically, result showed for

different indicators of happiness such the physical happiness  $\alpha = .544$ , psychological happiness  $\alpha = .689$ , emotional happiness  $\alpha = .576$ . The results were interpreted not significant meaning that there was no significant difference between physical, psychological, and emotional factors and over-all happiness levels of the male and female nurses.

**Table 11. Self-Worth of Nurses Considering Marital Status**

	t	df	Sig. (2-tailed)	
Internal	.275	97.744	.784	NS
External	-1.091	79.095	.279	NS
Self-worth	-.492	84.127	.624	NS

Result of the study showed that self-worth levels among single and married nurses of generation X and Y. The result showed no significant difference on self-worth when marital status is considered with the result of  $\alpha = .624$ . For internal,  $\alpha = .784$  and external  $\alpha = .279$ . These results were interpreted to be not significant meaning there was no significant difference between single and married generation X and Y nurses and self-worth levels.

**Table 12. Happiness of Generation X and Y Nurses Considering Marital Status.**

	t	df	Sig. (2-tailed)	
Physical	-.428	82.875	.670	NS
Psychological	-.704	100.203	.483	NS
Emotional	-1.157	101.046	.250	NS
Happiness	-.893	98.518	.374	NS

Result showed that there is no significant relationship on happiness level of nurses when marital status is considered with  $\alpha = .374$ . Specifically, when domains of domains of happiness were considered, physical  $\alpha = .670$ , psychological  $\alpha = .483$  and emotional  $\alpha = .250$  also showed significant difference. The result was interpreted as all domains such as physical,

psychological, and emotional factors had no significant difference on happiness levels of the respondents in relation to civil status.

**Table 13. Self-Worth of Generation X and Y Nurses Considering Family Income.**

	Chi square	df	Sig	
Internal	5.81	5	.325	NS
External	4.081	5	.538	NS
Self-worth	8.50	5	.131	NS

Result showed that income and self-worth levels of generation X and Y nurses showed no significance  $\alpha = .131$ . The internal domain with  $\alpha = .325$ , and external domain  $\alpha = .538$ . The results were interpreted to be all not significant meaning that income had no significant difference in self-worth levels of generation X and Y nurses.

**Table 14. Happiness Level of Generation X and Y Nurses Considering Family Income.**

	Chi Square	df	Sig	
Physical	15.066	5	.010	S
Psychological	18.958	5	.002	S
Emotional	17.589	5	.004	S
Happiness	19.961	5	.001	S

Result showed a significant relationship on happiness level of generation X and Y nurses when income is considered  $\alpha = .001$ . Considering physical  $\alpha = .010$ ,  $\alpha = .002$ ,  $\alpha = .001$  on different areas of happiness.

## **DISCUSSION**

Results showed that Facebook was commonly used by the respondents followed by Instagram, Twitter, and Snapchat, respectively. According to a study done by Pew Research Center as cited in (Duggan, 2015), Facebook remained the most popular social media site that gained 72% from the survey are Facebook users. In the online aspect of our lives, Facebook offers virtual sense of belonging. The study “Why do people use Facebook?” claims that

Facebook meets two basic social needs and these are the need to belong and the need for self-presentation (Nadkarmi & Hoffman, 2012).

Result showed that majority of respondents visit social media sites everyday followed by twice and once - a week. The study conducted on *The Demographics of Social Media Users* (Duggan, 2015) showed that 59 percent of Instagram users, 38 percent of twitter users and 70 percent of Facebook users were observed to be online daily. Besides young adults, women are particularly likely to be on Instagram and Facebook and was observed to have an average of at least one to three hours of use every day. The average time spent online is one to three hours followed by less-than an hour, four to six hours and the least is more than ten hours. Social media swallows more than a quarter of time spent online and a third of all internet usage is now happening via mobile, a new global report has found. The average person has five social media accounts and spends around 1 hour and 40 minutes browsing these networks every day, accounting for 28% of the total time spent on the internet (Davidson, 2015).

The contingencies of self - worth is high. The domain of self-worth which is internal contingency show that the statement with the highest interpretation which is “Very High”, is the statement “I feel worthwhile when I have God’s love.” Majority of the statements scored “High” however, the only statement which scored “Moderately High” is “when I don’t feel loved by my family, my self-esteem goes down.” People often base their self-worth by what others say about them or how others treat them. But if majority depend on others for the love and validation they crave, they end up being disappointed. The book of Jeremiah tells us that we’ll be like stunted shrubs in the desert, with no hope for the future. We’ll look over a barren wilderness landscape where no one lives. People need to build their self-worth on what God says: “I love you. I redeemed you. I call you by name.” Why? “Because you are precious and honored in my sight” (Isaiah 43:1-4). “When you stay focused on your purpose, not your problem, you can be happy even when life seems to be falling apart” (Warren, 2014). Dienert (as cited in (Lescheid, 2010)), mentioned that one must not focus on their capacity but on their connection with God because that where true self-worth comes from.

The external contingencies of self-worth of the respondents with the highest interpretation is the statement “when I think I look attractive, I feel good about myself, however, most of the statements scored “Moderately high” such as “I don’t care what other people think of me, what others think of me has no effect on what I think about myself,” “my sense of self-worth suffers whenever I think I don’t look good”, and “I can’t respect myself if others don’t

respect me” and lastly, the statement “my self-esteem depends on the opinions others hold of me scored the least.” External areas often rely on others’ opinion of the self. Appearance, approval of others, and competition are considered the most external domains in which people can base their self-esteem (Crocker & Wolfe as cited in (French, 2012)). However, one has to remember that you are you and no one cannot bring you down if you will not allow them to. When a person knows who they really are, they are pleased with the person that they have become and will maintain a sense of peace throughout life. A person should measure their self-worth based on who they really are. By that, it will help them focus on behaving according to their values, instead of chasing the things that will temporarily boost their self-worth (Morin, 2015).

The level of the contingencies of self-worth among the respondents between the internal and external domains showed that the internal domain scored high compared to the external domain. The overall level of the contingencies of self-worth of the respondents however was high. The result suggests that the people usually base their self-worth with the internal domains rather than the external which means that they are not much affected by the external influences but rather their self-worth was built on their individual beliefs.

Happiness was observed to be high. Specifically, respondents showed high level of Happiness. According to the article “Looks may buy happiness, but only in the city” researchers have found that happiness for city women is based on their physical appearance (Carroll, 2009). Beauty is the path to happiness- by way of money. In another study it has been found that attractive people earned more money and that is the economic benefits of good looking individual make them happier. Improving one’s appearance would lead them to be happier (Turtle, 2011). Psychological happiness on the other hand showed high result which means that the respondents have a high level of psychological happiness. Happy people have strong social relationships. In one study conducted by Diener, the happiest 10 percent of the participants all had strong supportive relationships. A strong social network didn’t guarantee happiness, but it was a requirement to be in the happiest group (Conkle, 2008). Further, emotional happiness was also high. In life highs and lows are experienced and focusing on the lows will increase one’s chance of developing depression and many other disease therefore focus on the high and positive aspects of life. Researchers have discovered that some aspect of personality will affect health and well – being of an individual. Psychologists from the University of Nottingham and the University of California in Los Angeles (UCLA) discovered that extraversion can have an effect on the increased expression

of the pro-inflammatory genes. It shows that extroverts who are more exposed to infection because of their social orientation deal more effectively with infection (Bergland, 2014).

The results show that the respondents have an overall high level of happiness in the three areas of happiness such physical, psychological and emotional. Thomson as cited in (Oishi, 2019) happiness is the extreme objective of humans, since everything else, extending from being regarded by others, to being with a superb accomplice, to living in a marvelous house, is all instrumental, to be specific, to attain a few other objectives to being with the best accomplice, to living in the best house, to be specific, to attain a few other objectives.

When the extent of social media exposure and the contingencies of self-worth and happiness were considered, the result showed no significant relationship. Result showed that even though a person uses his/her social media account every day for 1-3 hours it still doesn't affect the self-worth and happiness. The true meaning of happiness comes from experiences. It may come from family and friends, hobbies, things that we do, rather than the things we own (Cowan, 2019). According to Hamilton (Hamilton, 2010) midlife is a time of highly stable work, family and romantic relationships. According to Orth as cited in (Ducharme, 2018), midlife is, for numerous grown-ups, a time of exceedingly steady life circumstances in spaces such as connections and work. Additionally, amid center adulthood, most people assist contribute within the social parts they hold, which might advance their self-esteem.

Further, self – worth and happiness does not differ by age based on the study result. According to (Aguirre, 2017) there are sexual orientation contrasts in a few perspectives of self-esteem. According to the study (Shu, Chang, & Chong, 2015) happiness is not different among different age groups. Further, result showed that marital status does not affect self-worth and happiness. This imply that being either married or single does not affect one's self worth and happiness. This was further supported by (Kennelly, 2012) in her study which found out that there was no evidence that people who are married are happier than people who stayed single.

Considering family income in the study, result showed that self-worth is not affected whether one has greater or less income, however, level of happiness is affected by family income. According to (Easterlin, 2001), those with higher income individual are happy because they have greater chance of fulfilling their hopes in life. Further (Leary, 2017) mentioned that it is not the money itself that makes people happy but rather help solve problems that could lower the happiness of an individual.

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