

IMPACT OF SOCIAL MEDIA ON THE SELF-ESTEEM OF GENERATION Z GRADE 11 HUMSS STUDENTS AT BESTLINK COLLEGE OF THE PHILIPPINES

ABSTRACT

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Social media has become a fundamental aspect of everyday life, particularly among members of Generation Z. This study investigates how social media influences the self-esteem of Grade 11 HUMSS students at Bestlink College of the Philippines. Specifically, it aims to assess whether social media use positively or negatively affects their confidence, sense of self-control, and experiences of social comparison. The study utilized a descriptive-correlational research design with a quantitative approach to examine the relationship between social media usage and self-esteem. A total of 132 Grade 11 HUMSS students were selected through purposive random sampling. Data were gathered using a structured questionnaire consisting of three sections: demographic profile, the perceived impact of social media on various aspects of life, and self-esteem assessment using the Rosenberg Self-Esteem Scale (RSE). The data were analyzed through percentages, weighted mean, and ranking, while Pearson's correlation coefficient (r) was used to determine the strength and direction of the relationship between social media perception and self-esteem. The results indicate that most students use social media on a daily basis, with Facebook and TikTok being the most preferred platforms. Social media plays a substantial role in their daily lives, influencing how they communicate, acquire information, and maintain personal relationships. A moderately strong positive correlation ($r = 0.68$, $p = 0.00$) was found, suggesting that students with a more favorable perception of social media tend to have higher self-esteem. In contrast, those with a negative view of social media are more likely to struggle with self-confidence. Some students also reported using social media as a source of encouragement and inspiration, underscoring its mixed impact on self-esteem. Based on these findings, an action plan was formulated to encourage healthy and responsible use of social media among students. The involvement of teachers, parents, and the community is crucial in guiding students to balance online and offline interactions, develop critical thinking, and build self-confidence. The study recommends that future researchers examine the long-term effects of social media on self-esteem. Overall, this research highlights the importance of mindful social media use in fostering personal growth and emotional well-being.

RECOMMENDED CITATION

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