

2022

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Recommended Citation

Abdallah Mohamed Abdellatif, Mamdouh (2022) "The Impact of Social Media on Life Satisfaction: The Mediating Role of Social Comparison, Envy and Self- Esteem," *Information Sciences Letters*: Vol. 11 : Iss. 5 , PP -.

Available at: <https://digitalcommons.aaru.edu.jo/isl/vol11/iss5/36>

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The Impact of Social Media on Life Satisfaction: The Mediating Role of Social Comparison, Envy and Self- Esteem

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Received: 21 Feb. 2022, Revised: 22 May 2022, Accepted: 17 Jun. 2022.

Published online: 1 Sep. 2022.

Abstract: In this paper we discuss the associations between social media use, life satisfaction, social comparison, life envy, and self-esteem. The sample included 390 Egyptian subjects aged (18-35) ($M=20.94$, $SD=2.08$). The results of analysis conducted using partial correlation and linear regression revealed that the use of social media negatively affects the levels of life satisfaction ($p=0.39$, $R^2=0.15$). Findings are also discussed within the contexts of the mediating role of social comparison, envy, and self-esteem in connection with social media use and life satisfaction.

Keywords: Egyptian Youth, Social Media, Life Satisfaction, Social Comparison, Envy, Self-Esteem.

1 Introduction

Several studies have been conducted on life satisfaction and psychological and social needs that have proven the relationship between them and social media use [1-5]. The widespread adoption of social media in everyday public activities, particularly in interpersonal relationships, has radically altered how ordinary people engage and intercommunicate [6,7,8]. Users can take advantage of social media through renewing friendships, increasing contact, and gaining access to knowledge [9]. Social media allow users to deliberately select and make their positive self-presentation, the knowledge provided might not accurately reflect users' reality [10].

The introduction of social media to lifestyle has created new norms of how people present themselves online [11], through flaunting glamorous lifestyles, flattering self-pictures and an endless supply of self-love quotes [12,13], which have formed the idea for a sort of celebrity [12] and novel professions termed "influencers" [14]. Also, people can view photos, videos, and concepts of others through social media [15]. Social comparison theory suggests that people prefer to identify themselves to evaluate themselves [16].

Upward social comparison is the basis of envy, according to the social comparison theory of envy, and individuals are more likely to create social comparisons with excellent others, increasing the likelihood of envy [16,17,18]. Social comparison is frequently upward when

the target is viewed as superior, or downward when the target is perceived as inferior, depending on the relative standing of the comparison target [19,20,21].

Before the advent of social media platforms, such as Facebook and Instagram, we couldn't envy those we didn't "see" or have exposure to, according to Hendershott [22]. Envy remains an issue of proximity, even if we have privately envied celebrities or individuals we read about in newspapers or publication. The targets of envy have traditionally been defined by proximity in time, location, age, and reputation. Undoubtedly, social media has provided great opportunities for social comparison among users by presenting themselves on social media, in which they can establish their identity, personality traits and healthy habits [23]. When users are informed about other people's life updated via social media postings, they may unknowingly engage in social comparison [24]. The number of followers, likes, comments, and retweets generated by social media offers omnipresent comparison information and accessible feedback. Such information enables individuals to establish fast impressions of others [25]. As well, young people who spend more time on social media have a higher risk of depression [4,26]. Comparing oneself to others is a significant component of the problem, which leads to envy [27], and reduced self-esteem. People often use social media to gauge popularity by comparing the number of comments, "likes," and images with their friends on social media [28].

Travel and leisure, money and material possessions, career and faculty successes, relationship and family, and attractiveness are among the content that elicit envy on

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Facebook [29]. Achievements and success are measured through clues such as status, work titles, images, and films, as well as indirectly through displays of assets such as a vehicle, home, or vacation [30]. When people compare themselves to those who have it easier, envy: being nearly identical to the compared person, perceiving things as self-relevant, the specified object being difficult to realize (or low perceived control), and thus the feeling that the person doesn't deserve the thing. Given the prevalence of comparing information on social media, various characteristics such as every, social comparison, and self-esteem may have a mediating function in determining levels of life satisfaction, and this is frequently what the current study aims to treat.

Literature.

Some studies have found that social media use can have adverse effects including decreased life satisfaction, depression, and low self-esteem [31,15], while others claim that social media use can provide some benefits to users such as, higher self-esteem higher sense of belonging, lower loneliness, truest, lower Subjective Vitality [32,33,34]. L will present the most important literature linking the use of social media to the variables of the current study, which are live satisfaction, social comparison, envy, and self-esteem.

Social media use and life satisfaction

The literature indicates that life satisfaction is likely to be influenced by individuals' response to others' social media posts. Individuals with different levels of life satisfaction show social information processing in several ways [35,36]. According to Wang's finding [37]. Passive social media use more frequently was associated with increased envy, which was associated with increased depressive symptoms in people with higher levels of life satisfaction. The relationship between social media use and negative social comparisons was weaker among individuals who were more satisfied with their lives.

Shraiveska and Stodolska [38] investigated the link between social media use and family life happiness, and discovered that more time spent on social media reduced social contact within the family. Similarly, Kabasakal [39] discovered that when university students' problematic Internet use rose, their life satisfaction reduced. The finding of study by Cudo et al. [40] revealed both positive and negative associations between impulsivity and life satisfaction. The impulsivity subtypes of attention and persistence were largely linked to harmful behaviors. The impulsivity subtypes of attention and persistence were largely linked to harmful behaviors. According to Savci. [41], the link between problematic social media use and social connectedness is frequently explained by family life satisfaction. Oshio et al. [42] acknowledged the mediating effect of perceived social support consistently contributed to the positive association between social media use and life satisfaction no matter the number of social media

friends. Suggesting that social media use has the potential to reinforce subjective well-being via its positive impact on perceived social support.

Through natural photographs and videos on social media. Chang et al. [43] present worldwide proof of the "biophilia" hypothesis by demonstrating a link between humans and nature that adds to life satisfaction and illustrates how nature is the effects of social media addiction, fear of missing out, and narcissism on esteem, as well as their linkages to life happiness.

Social media use and social comparison

The majority of study on social comparisons in social media focused on peoples' emotive reactions to those activities. Self-esteem [32,44], well-being and life satisfaction [45,46], mood management, and self-control [47] have all been studied. Early research indicated that social media boosted children's self-esteem and well-being [1,48].

According to several studies, people in social media usually compare themselves to close friend, lovers, and family [44]. The specialize in subjects that are practically identical to them such as the same age and gender [49]. "Importantly social comparisons in social media are predominantly with real people that know as opposed to celebrities or strangers" [30, p57]. Jiang and Ngien [25] found that using Instagram did not enhance social anxiety. Instead, the mediation effects were supported by social comparison, a proximal result, and self-esteem, an intermediate outcome. Ozimek et al. [50] found that social comparison orientation acted as a mediator between susceptible narcissism and Facebook use in their study. Vulnerable narcissists appear to use Facebook to accomplish narcissistic objectives (e.g., comparing themselves to significant individuals), but grandiose narcissists appear to employ various techniques to accomplish self-regulatory goals.

According to Latif et al. [51], Facebook user's social comparisons produced benign and malicious envy, with benign envy triggering self-improvement intentions and malignant envy triggering negative talking. Furthermore, when a user's online social identity was high, it tempered the social comparison-envy link, making the positive association between social comparison and benign envy larger and the positive relationship between melancholy and upward social comparison on mobile social media, which is totally mediated by envy. In people with weaker marital quality, upward social comparison on mobile social media was more strongly linked to despair and envy.

Social media use and Envy

Envy is described as a frustrating emotion that arise from upward social comparison [17, p195]. Envy is that the great leveler: if it cannot level things up, it'll level them down [52, p771]. It's considered one of the foremost universal and deep-seated human passions, and is probably one among the foremost potent causes of unhappiness [53, p82]. Ruoyun [54] investigated the levels of benign and malevolent envy experienced by social media users in general. The findings revealed that the majority of jealous feelings were benign envy. Furthermore, benign envy was positively connected to the intention to make an identical envious purchase, whereas malevolent envy was positively related to the goal to make an even better purchase. According to Hendershott [22], social media has considerably increased the number of "friends" we have, allowing us access to every element of what appears to be their flawless lives. Rather of envying classmates, coworkers, or neighbors who looked to have advantages we sought in the past, we are now continually assaulted with the ever-increasing number of lavish trips, gorgeous new homes, and rewarding employment of our social media "friends" Their victories are broadcast on our social media feeds, mocking the envious and asking to be "liked".

Researchers believe in a Facebook study that the frequency of envy and despair should be common in a social media atmosphere. It's because social media networks will make impression management simple and provide a high benchmark for comparison. As a result, when sad individuals view another person's appealing profile, they get envy [55]. Lin et al. [56] discovered that positive emotions are stronger than negative emotions, and that tie strength moderates the experience of happiness after reading a Facebook post, in part because the feeling of benign envy moderates happiness. Murong [57] looked into how social comparison caused different sorts of envy in high-and low –power members. According to the study, high-power members are more likely to receive malevolent envy, whereas low-power members are more likely to provide benign envy, which supports the social comparison hypothesis. Feng et al. [58] point out the possible harmful consequences of good social media evaluations of premium hotels. Positive ratings, they argue, may foster social comparison and elicit sentiments of malignant envy, negatively impacting hotel brand purchasing intentions. Consumers are continually exposed to unrealistic pictures of others on social media, triggering social-related feelings such as envy [59]. The finding of a research by Wu et al. [60] suggest that viewing pleasant parts of others' life on social media might create envy among users; also, malevolent envy is adversely connected with the variable of social media usage intention, but benign envy helps it.

Social media use and self-esteem

Using social media can influence self-esteem levels. The longer spent on social media, the more likely they might believe that others have better lives and happier and more successful, reducing their self-esteem [61]. Earlier studies that have examined the relation between self-esteem and social media use revealed that folks with low self-esteem tend to use more social media sites to extend their self-image and self-esteem [62,32]. Blachnio et al. [63] explained whether narcissism and self-esteem are associated with different patterns of Facebook use, the results showed that self-esteem and narcissism are often predictors of Facebook personal importance. The study by Kalpidou et al. [64] demonstrated the inverse association between self-esteem and heavy use of Facebook. The authors concluded that Facebook played a useful role within the case on user with low self-esteem. Also, Lee et al. [65] proved the mechanism of social compensatory friending in the form of having a large number of Facebook friends among people with a low level of self-esteem.

The objective of this study was to measure the effect of using social media on life satisfaction in the context of some intermediate variables such as social comparison, envy and self-esteem see the study model (see figure. 1)

2 Method

Participants

The participants in this study are Egyptian youth between the ages of (18-53) years. A sample was obtained by snowball sampling methods. An online questionnaire was carried out to collect data. The sample of this study (390) social media users who answered the survey. For control purposes, I included a number of demographic variables that could potentially influence the relationship of social media use and life satisfaction (See Table. I).

Measurements

Social media use

Social media use intensity was measured using the scale developed by Ellison et al. [1]. The author performed wording modifications by replacing "Facebook" with "social media" and included Facebook, Instagram, Twitter, and LinkedIn as an example to clarify the public type of social media that are popular in Egypt. Sample items include "social media had become part of my daily routine"; "I feel out of touch when I haven't used social media for a while", and "I feel out of touch when I haven't logged onto social media for a while." A three-point Likert scale was used, ranged from one (disagree) to three (agree). The Cronbach's alpha was 0.871 in the present sample.

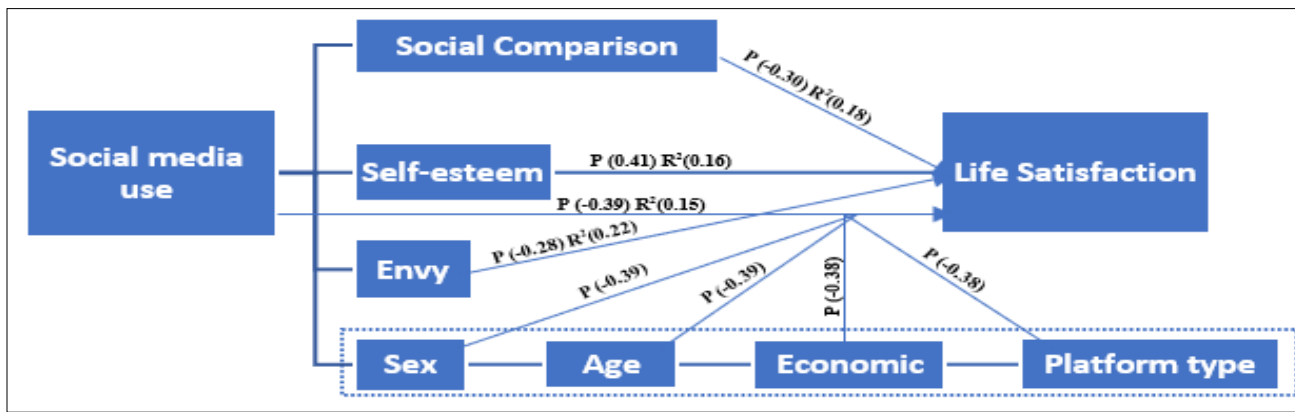


Fig. 1: Study model.

Life satisfaction

Life satisfaction was assessed using life satisfaction scale [2]. The life satisfaction scale included five items such as "in most ways, my life is close to my ideal", and "so for I have gotten the important things I want in life." A three-point Likert scale was used, ranged from one (disagree) to three (agree). The Cronbach's alpha was 0.762 in the present sample.

Social comparison on social media

The social comparison scale was adapted from the study of [3], and Facebook has been modified to social media. The social comparison scale included four items such as "I think I often compare myself with others on Facebook when I am reading news fees or checking out others' photos"; "when I read news feeds (or see others' photos), I often think that others are having a better life than me", and "I've felt pressure from the people I see on Facebook to have perfect appearance". A three-point Likert scale was used, ranged from one (disagree) to three (agree). The Cronbach's alpha was 0.701 in the present sample.

Envy on social media

Envy was assessed by a scaly developed by Tandoc et al. [4]. Sample items are "It somehow doesn't seem fair that some people seem to have all the fun". "It is so frustrating to see some people always having a good time", and "many of my friends have a better life than me" > 3-point Likert scale was used, ranged from I (disagree) to 3(agree). The Cronbach' alpha was 0.750 in the present sample.

Self-esteem

Self-esteem was measured by Rosenberg's [5] Self-esteem scale with ten statements, including "On the whole, I am satisfied with myself"; "I feel that I have a number of good qualities"; "I certainly feel useless at times", and "I am able to do things as well as most other people." A three-point Likert scale was used, ranged from one (disagree) to three (agree). The Cronbach' alpha was 0.702 in the present sample.

Table I: Demographic information of the sample (N=390).

Variable	Statistics
Sex	Female = 120(308%) Male = 260 (692%)
Age	M= (2094) SD = (2.08)
Income	> EGP5000= 198 (508%) EGP5000≤15000=157(403%) <EGP 15000 = 35(4.1%)
Type of platform	Face book = 268 (687%) You tube = 20(5.1%) Instagram = 86 (22.1%) LinkedIn – 2 (.5%) Snapchat= 3 (.8%) Twitter = 11(28%)

In the light of the above, one pathway linking social media use to life satisfaction would likely by indirect, indirect mediated by social comparison, Envy, and Self-esteem. Thus, the three hypothesizes are proposed:

- H1 a. social media use will influence life satisfaction.
- H1 b. social comparison on social media will influence life satisfaction.
- H1 c. Envy on social media will influence life satisfaction.
- H1 d. Self-esteem on social medial will influence life satisfaction.
- H2. The relationship between social medial use and life satisfaction will be affected by the intermediate variables (social comparison, Envy, and self-esteem).
- H3. The relationship between social medial use and life satisfaction will be affected by demographic variables (sex, age, Income) and type of platform.

Data

Statistical data analysis and tabulation were conducted by using SPSS v.26 Results depended on non-parametric testes. It involved the person's R correlation analysis, partial correlation coefficient: and regression analyses were used to determine the links between the variables. R2 were used to assess the effect level.

indicates that it strengthens the relationship between them. The value of the correlation between those variables off using social media and life satisfaction came by excluding the effect of the envy variable ($r = -.28, p < .001$), which is less than the value of the association between them without excluding the effect of the latter ($r = -.39, p < .001$),

Table 2: The results related to the mediating role of life satisfaction:

	R	R ²	SE	F	B	t	p	95% CI Lower	95% CI Upper
Social media use	.39	.15	2.46	69.71	-.83	-8.35	.000	-1.02	-.63
Social media use and Social Comparison	.43	.18	2.41	44.90	-.66	-6.34	.000	-.87	-.46
					-.22	-4.14	.000	-.33	-.12
Social media use and Envy	.44	.22	2.35	57.13	-.60	-5.88	.000	-.80	-.40
					-.22	-6.15	.000	-3.50	-.18
Social media use and Self-esteem	.40	.16	2.45	36.81	-.82	-8.30	.000	-1.02	-.63
					.092	2.008	.045	.002	.180

Results

Table 2 revealed the results for four models. The first model included results about the regression between social media use and life satisfaction. According to the first model, social medial use predicted life satisfaction significantly and negatively ($F = 69.719, R^2 = .152, P < .001$). Social media use explained 15% of the change in life satisfaction (H1.a). The second model involved the regression among social medial use, social comparison and life satisfaction. According to the second model there if a significant negative effect between social media use and social comparison on life satisfaction ($F = 44.90, R^2 = .18, p < .001$). Social media use and social comparison explained 18% of the variance in life satisfaction (H1. b). The third model involved the regression between social media use, envy and life satisfaction. Here, is a significant negative effect between social media use and envy on life satisfaction ($F = 57.13, R^2 = .22, P < .001$). Social media use and envy explained 22% of the variance in life satisfaction (H1. c). The fourth model included results about the regression between social media use, self-esteem and life satisfaction. According to the fourth mode. Self-esteem reduced the negative effect of social media use on life satisfaction ($F = 36.81, R^2 = .16, p < .05$). Social media use and delf-esteem explained 16% of the variance in life satisfaction. Self-esteem positively life satisfaction (H1. d). However, social media use, social comparison, envy predicted life satisfaction in a negative way.

Table 3 presents the results of the partial association between the variables of social media use and life satisfaction after controlling for the variables of social comparison, envy and self-esteem (H.2). The value of the correlation between the variables of using social media and life satisfaction come by excluding the effect of the social comparison variable ($r = -.30, p < .001$), which is less than the value of the association between them without excluding the effect of the latter ($r = -.39, p < .001$), which

between them. The value of the correlation between the variables of using social media and life satisfaction came by excluding the effect of the self-esteem variable ($r = -.41, P = .001$), It is greater than the value of the association between them without excluding the effect of the latter ($r = -.39, P = .001$), which indicates that it strengthens the relationship between them. We note here that by excluding the self-esteem variable, the use of social media reduces its impact on life satisfaction.

Table 3: Results related to Partial Correlation (N=390).

	Correlation before controlling variable	Partial Correlation	p
Social Comparison	-.39	-.30	.000
Envy		-.28	.000
Self-esteem		-.41	.000

Table 4 present the results of the partial correlation between the variables of using social medial life satisfaction after controlling for the demographic variables and the social media that the sample members are keen to use (H.3) The value of the correlation between the two variables of using social media and life satisfaction come by excluding the effect of sex ($r = -.39, p < .001$), which is the same value of the correlation between indicates that it is not influential in the relationship between the two variables. The value of the correlation between the two variables of using social media and life satisfaction come by excluding the effect the age variable ($r = -.39, p < .001$), which is some value of the correlation between them without excluding the effect of the latter ($r = -.39, p < .001$), which indicates that

is if not influential in the relationship between the two variables. The value of the association between the two variables of using social median and life satisfaction came by excluding the effect of the monthly income variable of the family ($r = -.38, p < .001$), which is less than the value of the association between the without excluding the effect of the last variable ($r = -.39, p < .001$), which indicates that in support the relationship between the two variables. Also, the value of the correlation between the variables of using social media and life satisfaction came by excluding the effect of the preferred social media variable ($r = -.38, p < .001$), which is less than the value of the correlation between them without excluding the effect of the last variable ($r = -.39, p < .001$), which indicates that in supports the relationship between the two variables.

Table 4: Results related to Partial Correlation (N=390).

	Correlation before	Partial Correlation	p
Sex	-.39	-.39	.000
Age		-.39	.000
Income		-.38	.000
Type of platform		-.38	.000

3 Discussions

In the current study, the associations between the use of social media and life satisfaction were examined in the context of some intermediate variables such as social comparison, envy and self-esteem, also, demographic variables and the most followed social medial among the sample. I investigated whether social medial use can predict life satisfaction.

media by older people for varied socializing purposes predicts life satisfaction and loneliness asymmetrically via varying degrees of social strain.

The current study adds to the literature about the negative implications of social media, it revealed the negative effect of using social media and social comparison through social media played a mediating role between the use of Egyptian youth and life satisfaction (H1. B & H.2). For example, in the study by steers et al. [69] participants' passive social media use was related to their depressive symptoms, due to frequent upward social comparisons after viewing information posted on social media. park and Back [70] proved social media user's psychological well-being was unfounded by how users compare themselves with other users and the effect of this social comparison becomes either positive or negative depending on social comparison orientation of the users and the types of emotions triggered by used, social comparison orientation.

The results proved that envy in social media mediates and supports the relationship between the use oof social media and life satisfaction a high level of envy of others by tracking their lives and making comparisons with necessarily leads to lower levels of life satisfaction. This is consistent with some studies that find negative effects of envy as a mediating variable between social media use and users' health, psychological and social aspects such a depression, mood, mental health, and life satisfaction (H1.c& H.2). Some literature has proven the existence of envy in the environment of social media and its effects depends on that environment and what is circulated and published social media platforms provide users with different social conditions and different types of information, such as photos (Instagram), videos (YouTube),

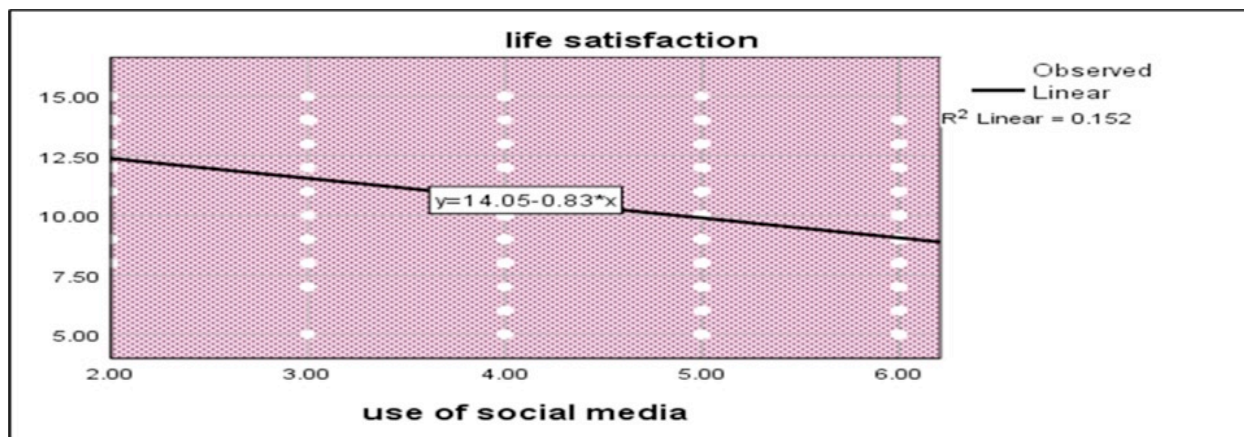


Fig. 2: Regression of social media use and life satisfaction.

The proposed model suggests that a high level of social media use can serve as predictors of a low level of life satisfaction (see fig. 2) social media use may predict life satisfaction [66]. However, other findings have shown that social media use in linked with decreased life satisfaction [67,31]. According to Tng and Yang [68], the use of social

texts (Twitter), personal relationships (Facebook), etc., some of which are especially attractive among users, such as Instagram, Pinterest [71,60].

In the context of the mediating role of self-esteem in the relationship between the use of social media and life satisfaction the literature has hinted that by engaging in

more social media use, there is a greater change of positive Facebook, including "comments" and "likes" increasing self-esteem and increasing feelings of appreciation. In a related context, Ozimedk et al [50] found that self-esteem plays an important role in mediating the relationship between social media use and suicidal ideation, and social media use is negatively correlated with suicidal ideation. Because one's self-esteem is a protective factor that reduces the risk of suicidal ideation by increasing one's perception of acceptance by other people or as a member of society [72]. All of this agrees with the result of (H1. d& H2) that a high level of self-esteem when watching other people's posts on social media such as news, publications and videos does not lead to lower levels of life satisfaction.

The results demonstrated the weak influence of demographic variables on the relationship between the use of social media and life satisfaction, as the use of social media reduced life satisfaction regardless of the demographic variables of the sample. In the third hypothesis, the mediation of demographic variables, in addition to the type of social media platform used by the sample, was measured in the relationship between the use of social media and life satisfaction. The effect was only proven for the variables of monthly income and type of platform, but in was also, was poor effect. The results of correlation analysis are the study by Zhao et al. [73] showed that sex and age had on significant influence on relationship between social media use and life satisfaction.

The current study represents an important step in developing a healthier understanding of social media use and life satisfaction in light of increasing comparison between users. This may reflect many psychological and social diseases if it is not directed and rationalized.

4 Conclusion

The use of social media by Egyptian youth to maintain connections among them predicts lower life satisfaction. This study concurs with the findings of the literature that suggest that some behavioral and social problems are likely to arise from the frequent use of social media. Results of the study assured the mediating role of social comparison and envy in increasing the negative impact of social media use on life satisfaction, while self-esteem leads to reducing this negative impact. The results showed that demographic variables of the sample such as sex and age have no effect, and the other variables like the monthly income and the type of platform that respondents used have a low effect.

Funding

The author did not receive any financial support to research or publish this article.

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