FACEBOOK AND SELF ESTEEM AMONG TEENAGE GIRLS IN RWANDA:
A CASE STUDY OF GASHORA GIRLS ACADEMY OF SCIENCE AND TECHNOLOGY

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A Research Project Submitted in Partial Fulfillment of the Requirement for the award of degree in Master of Arts in Journalism and Media Studies (Public Relations Option) of Mount Kenya University.

MARCH, 2018
DECLARATION

This research project is my original work and has not been presented for degree or any other institution of higher learning. No part of this work should be reproduced without the authors’ consent or that of Mount Kenya University.

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Sign ________________________________
Date_______________________________

Name: Dr. Prudence Ngarambe (Ph.D)

Sign ________________________________
Date_______________________________
DEDICATION

This work is dedicated to my mother, Ms. Rebeccca Kalekye Mutiso who supported me fully and helped me in carrying out this research work successfully.
ACKNOWLEDGEMENT

I understand the task I have been carrying could never be completed if the following people had not taken their dedicated time to render me a supporting hand to have it fulfilled. I would like to sincerely appreciate the work of my supervisor Fabiola Nibyiza, not forgetting my dear Mother Ms. Rabecca Kalekye Mutiso for her continuous support and being my role model. My daughter Happy Waceke for being the reason I work hard.
ABSTRACT

The aim of the study was to investigate the effects of Facebook on self-esteem among teenage girls in Rwanda taking Gashora Girls Academy of Science and Technology (GGAST) as the case study. The specific objectives of this study were; to examine the effects of Facebook selfies and images on body dissatisfaction among teenage girls, to assess the effects of Facebook addiction on the social and emotional connection of teenage girls, and to determine whether there is any significant relationship between Facebook and self-esteem among teenage girls. Correlation research design was used to establish the effects of Facebook on low self-esteem among teenage girls. The total target population for the current study was 275 teenage girls. Purposive sampling design was be used to recruit participants into the study. The sample size $n = 163$ was determined using Slovin’s formula. A Self-administered questionnaire with a social and emotional integration scale and self-esteem scale was used to obtain relevant information from the respondents. Inferential statistics using SPSS were used to measure the relationships and differences between or among variables using correlation, regression, and analysis of variance for potential differences in scores between Facebook and different levels of the independent variables. Survey questionnaires were distributed to $n = 163$ respondents. 163 surveys were returned representing a return rate of 100%. Returned surveys were checked for errors and were all valid. Surveys were them coded and analyzed using SPSS (Version 21). A simple correlation analysis to determine the relationship between Body Dissatisfaction by not posting selfies and self-esteem detected a negative correlation ($r = -1.144$, $p = .034$), Person’s $r$ level indicated small effect size. A positive correlation between the duration of time spent on Facebook during school holidays and respondent’s disappointment of not using Facebook ($r = .108$, $p = .086$) was found. Person’s $r$ level indicated a small to medium effect size. A positive correlation was found between the duration of time spent on Facebook during school holidays and respondent’s disconnected from friends when not logged into Facebook ($r = .011$, $p = .444$). Person’s $r$ level indicated a medium to big effect size. A positive correlation was also found between the duration of time spent on Facebook during school holidays and respondent’s belief that Facebook played an important role in their social relationships ($r = .117$, $p = .068$). Person’s $r$ level indicated a small effect size. A simple correlation analysis to determine the relationship between Facebook use and self-esteem detected a negative correlation ($r = -.115$, $p = .072$), Person’s $r$ level indicated a small to medium effect size. The study concluded that Facebook lowered the self-esteem of teenage girls. The study recommended that Gashora Girls Academy of Science and Technology should control the use of ICT infrastructure among the students. Specifically, the school should ensure that the time the girls access the computer laboratories is limited in such a way that the time of accessing social media networks is significantly reduced.
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<tr>
<td>CNN</td>
<td>Cable News Network</td>
</tr>
<tr>
<td>DV</td>
<td>Dependent Variable</td>
</tr>
<tr>
<td>FB</td>
<td>Facebook</td>
</tr>
<tr>
<td>GDP</td>
<td>Gross Domestic Product</td>
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<td>GGAST</td>
<td>Gashora Girls Academy of Science and Technology</td>
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<tr>
<td>ICT</td>
<td>Information and Communication Technology</td>
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<tr>
<td>IV</td>
<td>Independent Variable</td>
</tr>
<tr>
<td>OECD</td>
<td>Organization for Economic Co-operation and Development</td>
</tr>
<tr>
<td>SM</td>
<td>Social Media</td>
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DEFINITION OF KEY TERMS

Facebook: Facebook is one of the prominent social networking sites in the contemporary world. The website offers a virtual platform through which people can become friends, communicate, and share digital information in the form of texts or images.

Social Media: Social Media can be defined as systems of electronic communication which allow users to generate virtual communities such as Snapchat, facebook, and Instagram for the sole purpose of information sharing.

Social Networking Sites: Social Networking sites are web facilities that provide a platform through which people can create and modify public or semi-public profiles and generate a list of other users with whom they share a connection.

Friends: Contacts and acquaintances that a person with a profile on a social networking site makes. For instance, in Facebook, a friend is that contact or person that in in your contact’s list whom you can virtually connect with and follow their activities.

Followers: Followers are persons that trail their contact’s activities on social networking sites. For instance, Facebook followers are able to trail and see the person they follow through their status updates and posts.

Likes: Just as the name suggest, likes highlight the level of excitement that a contact feels about a person’s post. The Facebook platform is structured in a way that allows contacts and followers to use a ‘like button’ to show their levels of affinity with a post.

Body image: Body image is how an individual feels about their physical appearance through personal observations and others’ reactions. It is the perception of an individual about the levels of sexual attraction of their own body.

Self-esteem: This is the optimistic or deleterious attitude towards the self. ‘Self” in this case refers to an individual. Therefore, self-esteem can be determined at the nature of worth that people exhibit about themselves.
**Selfie:** Selfies are photographs of individuals which are usually taken using smartphones. These portraits are usually shared on social networking sites.
CHAPTER ONE: INTRODUCTION

1.0 Introduction

This chapter will focus on establishing the context of the subject under study by presenting its background, problem statement, as well as highlighting objectives of study, research questions, significance of the study, limitations of the study, scope of the study and organization of the study.

1.1 Background of the Study

The use of social media has for a considerable duration of time grown. Facebook is one of the frequently used networking sites with billions of active users. The number of Facebook users is rapidly increasing, especially among the youth and women (Muscanell & Guadagno, 2012; Kimbrough et al., 2013). Facebook is also used as a tool for social comparison and life satisfaction which has significantly affected huge populations of its users (Bearman, et al., 2006). Current studies reveal the existence of a close link between use of Facebook and general body frustration (Fardouly & Vartanian, 2015; Tiggemann & Slater, 2014). Nevertheless there is currently no theoretically-driven experimental research examining Facebook’s impact on young women’s self-esteem concerns.

Previously, there is no theoretical basis or empirical research that had examined the actual influence of Facebook on teenage and middle aged girls’ self-esteem, however in the last ten years there has been extensive research on this field especially in terms of anxiety, body image and also self-esteem among teenagers and middle aged individuals. Today social media is widespread and to an extent that it is not possible to avoid it even if one wanted due
its omniscience nature it has adapted. Face book is facilitated by internet and is in a form of media just like newspaper, television and magazines comes in the forms of the internet. Just like any other media, face book has both negative and positive influence especially on self-esteem.

There are reported body effects among teenager and middle aged individual as a result of the way the media portrays different body sizes particularly by classifying that an ideal body is thin leading to negative self-assessment. Although it is known that the ideal body varies from different gender and culture (Gross, 2010). Another common effect is the way media through Facebook and other magazine advertising overstretches social classes whereby teenagers and middle aged adults desire to have good and expensive quality as advertised in the media leading to desperation among men and women. Also on the other hand those who can afford have opted to undergo surgeries and have also resulted to some people resulting to use of unhealthy medication and surgeries and even taking extreme measures with the aim of achieving the perceived ideal body looks and body stature. Henrique and Calhoun (1999) suggested that women who were exceedingly sensitive especially regarding their body judgments compared to men.

Statistics indicate that that most of the internet users are same face book users. Face book is the leading social media among others like YouTube and Twitter platform plays a critical role in facilitating communication among the people especially the adolescents, through internet (Corbeil & Corbeil, 2011).
Facebook has become a critical communication and interaction tool despite the fact that the number of networking sites are emerging and increasing over the internet (Çam & İşbulan, 2012). The fact that face book enhances communication even among groups of people and also provides superficial and also artificial interactions this has led to reduced dependence on face to face form of communication. However it is noted that extreme and excessive use of internet is resulting to weakened family interactions including among loved ones and friends leading to loneliness and depression (Pantic, 2014; Yellowless & Marks, 2007).

Contemporary research has linked Facebook addiction to low self-esteem (Chen & Lee, 2013). In fact when lot of time is spent online, the result is reduced direct communication with peers and family which translates to increased feelings of solitude and melancholy. Further, research has identified the existence of a positive relationship between the duration expended on the internet and negative body image, which are pointers of eating disorders (Ahern et al., 2011). Facebook also plays a basic role in regards to body satisfaction levels and elevated appearances and of course exposure to platforms such as Facebook which play a fundamental role in the determination for achieving slender body types (Dunkeley et al., 2004). Considering that millions of images are uploaded on the Facebook websites (Mayer-Schönberger & Cukier, 2013), the sites therefore provides young ladies with a medium for commonly engaging in and other related social comparisons, which contributes to body images concerns especially among teenagers.

Technology development has made huge strides in several countries across the world and most of the people can access internet anytime through the use of laptops, tablets, computers
and smart phones. Also is recorded development in the social media exposure which has its own demerits and merits. Currently the social media is able for instance too provides up to date news from across the globe becoming a critical source of information for current news. It also serves as an important data source for academicians. It is paramount note that social media on the other hand has many short falls. This study seeks to explore the relationship between Facebook and low self-esteem among teenage girls.

1.2 Statement of the Problem

In the emergence of the Internet over several years there is rise of a new communications forms known as social networking. Since its launch in 2004, Facebook has become the most predominant site for social networking with a population of billions of active users, and it is noted that the number keep increasing significantly since Facebook has also been introduced in all developing nations. About ninety percent of young ladies have active Facebook profiles, and on estimate they spend substantial time spent social networking of at least thirty minutes to even over two hours every day (Nielsen, 2012). In Rwanda, ICT is a fundamental tool in transforming the country’s economy (Kimanuka, 2009). Rwanda has acknowledged the significant of ICT through earmarking an ICT budget allocation as a proportion of its GDP. In addition, the country’s president compares internet to public utilities such as water and electricity (Ben-Ari, 2014). The advancement in ICT and the proliferation of internet results to the increased use of mobile phones and communication technologies that enhance the sharing of information. According to the social media Stats Rwanda (2017-2018), the use of Facebook in the country has significantly increased, and is the most used social networking site in Rwanda (statcounter.com, 2018). Given the increased duration that users
interact on social networking sites allowing them to create profiles and share digital information in the form of text and visual with others, the implications of these activities on an individual’s feelings are questionable. The Rwandan society has been transformed by social media which has continuously enhanced users to reach out to the leaders and share numerous opinions affecting citizens while at the same time airing out productive reproach (Tashobya, 2016). While the significant use of Facebook among the Rwandan population appears too positively transform the society, the negative aspects associated with the use of the platform has not been researched. As the country encouraged the young population to embrace the use of ICT, it would only be fair if studies are conducted, especially among teenagers who are the next generation leaders. It is on this background that the present study investigated the impact of Facebook on teenage girls’ self-esteem since empirical studies have established that the use of Facebook can be sources of different problems among the youth, and especially among women. The study also examined whether young girl’s tendency to make appearance-related social comparisons moderated any effects of exposure.

1.3 Objectives of the study

1.3.1 General Objective

The general objective of the research was to investigate the effects of Facebook on self-esteem among teenage girls in Rwanda taking Gashora Girls Academy of Science and Technology (GGAST) as the case study.

1.3.2 Specific Objectives

The specific objectives of this study were;

i. To examine the effects of Facebook selfies and images on body dissatisfaction among teenage girls
ii. To assess the effects of Facebook addiction on the social and emotional connection of teenage girls

iii. To determine whether there is any significant relationship between Facebook and self-esteem among teenage girls.

1.4 Research Questions

The study was guided by the following research questions;

i. What are the effects of Facebook selfies and images on body dissatisfaction among teenage girls?

ii. To what extent does Facebook addiction affect the social and emotional behavior outcomes of teenage girls?

iii. Is there a significant relationship between Facebook and self-esteem among teenage girls?

1.5 Significance of the Study

Many young individuals are very dedicated to the use of smart phones devices laptops, and other modern gadgets of modern technology. CNN research indicates that teenagers spend close to nine hours every single day by accessing some form of social media (Wallace, 2015). Seo, Houston, Knight, and Inglish (2014) suggested that the proportions of middle aged adults and adolescents using Facebook has increased from 55% in 2006 to 83% in 2012”. However most of the young girls are becoming vulnerable due to Facebook and other social media overdependence during their teenage affecting their lives; all in the attempt to define who they are and their feeling about lives, they also want to identify who their real friends actually are, and where they truly belong. They develop a sense of low self-esteem which mostly is linked to matters related to their mental health. When it is discovered that Facebook has the ability to cause negative effect on self-esteem, then there will be need to find preventive strategies such as teaching young girls on the negative effects of Facebook and by forming social platforms and groups that enlighten on the negative aspects of
Facebook which make them more informed than they should as they manage their personal feeling.

The current study is significant to the youth as it informs them of the potential implications of the use of digital communications. Specifically, the study informs young girls and women about the potential effects of social media use on their mental health. By understanding these effects, the affected populations will be better equipped to handle challenges arising from their interaction with various platforms.

The study is significant to parents as it educated them on the possible effects of increased digital communications to their children. By understand these effects, parents are able to guide their children in dealing with these effects while at the same time regulating the use of social media by their children.

The study is significant to teachers who spent a considerable amount of time with teenage girls in schools. By gaining information about the possible effects of these networking sites to the self-esteem of girls under their mentorship, teachers will be better equipped to educate young girls about the possible implications of excessive use of Facebook, and in extreme cases, they will be able to detect any form of negative influences and offer advisory services.

1.6 Limitations of the Study

The major limitations of this research are that was highly depend on the integrity and honesty of the respondents. This is because instead of assessing the time spent on Facebook, the
research participants were asked to report on the number of time in terms of hours that they spend on the social media sites every day, and their feelings measured using a scale. Another identified limitation of the study is that it only focused on secondary schools and therefore cannot be generalized to encompass the entire population of young generation characterized by both female and male genders. The students who participated were from one secondary school, and the results may differ depending on financial abilities, accessibility to ICT infrastructure and demographics.

1.7 Scope of the study

1.7.1 Content Scope

The content scope was to find out the link between Facebook and low levels of self-esteem among young women in Rwanda. The study discussed Facebook within the context of selfies and images, addiction, and usage; and low levels of self-esteem will be discussed within the context of body dissatisfaction, social and emotional behavior, and appearance-related comparisons.

1.7.2 Geographical Scope

This study took place at Gashora Girls Academy of Science and Technology, an upper middle class suburban status school that has proved the ability to embrace ICT facilities in its premises. The school is located in Bugesera District and is easily accessible by the researcher.
1.7.3 Time Scope

The study focussed on data for the years 2014-2018. The preference was pegged on the significant changes that the institution has undertaken to embrace ICT as part of its learning procedures.

1.8 Organization of the Study

The research project is divided into five chapters. The first chapter is the introduction and provides the study’s background information, problem statement, states the objectives, research questions, the significance, limitations and scope of the study. The second chapter provides the study with a theoretical foundation. It essentially covers the theoretical literature, empirical literature, critical review of the empirical literature and identification of research gap, theoretical framework and conceptual framework. The chapter ends with a summary which highlights some key issues raised from the reviewed of literature. The third chapter comprises of research methodology. It addresses, in details, critical information to the main foundation of the proposed study. These include research design, the target population, and include sample size, the sampling techniques or strategy, method of data collection including data collection instruments. It also explains the administration of data collection instruments, their reliability and validity and also data analysis procedure are all discussed pragmatically in the chapter. The last part of the chapter explains the expected ethical factors and considerations of this research study. The fourth chapter presents the findings according to the demographic characteristics of the respondents, data analysis, presentation and interpretations as well as a summary for the data analysis. The fifth and final chapter presents a summary of findings, conclusions and recommendations on the study.
CHAPTER TWO: REVIEW OF RELATED LITERATURE

2.0 Introduction

Chapter two critically reviews studies that have demonstrated potential relationships between Facebook and low self-esteem among teenage girls and adolescents. The chapter begins by providing a theoretical review, empirical analysis of related literature, and a critical analysis of the empirical literature which identifies the research gap. The following section provides a theoretical and conceptual framework that guides the study. The last part contains a brief summary of the reviewed literature and highlighted key issues raised.
2.1 Theoretical Literature

2.1.1 The Era of Social Media

The modern world is largely driven by technology that has enhanced access to information across the world since most people have access to digital resources at their hands. All the needs for information can sufficiently be responded through the various the electronic gadgets like laptops and smart phones and tablets. Furthermore, social media is significantly changing the nature of people’s interaction by defining how they use their free time, and how they comprehend their social world. The number of adults accessing the internet has increased from 14% in 1995 to 85% in 2011 (Smith, 2011). The internet provides a global platform which explains its critical capability to change the society. Social media is increasingly becoming critical due to its nature of interfering with everyday life through numerous devices and platforms. Since the concentrated use of internet surprisingly high among college students, it does that does not mean they are using it productively or for school related work. It is usually common to see college learners multitasking trying to balance school work but constantly checking and updating status their numerous social media networking profiles.

Social Networking sites have for a considerable duration of time gained popularity through increased number of users. This increase in the number of users is documented by Nielsen (2012), who suggested that the time spent on Facebook increased by more than 24% from 2011 to 2012, an indication that current users of Facebook are deeply involved in enhancing communication on the platform. Further, Nielsen’s (2012) statistics suggested that internet users had directed most of their time to social media websites compared to other sites. The
feminine gender was spotted as the main users of social media using smartphones as opposed to their counterparts.

Networking through social media has become a very common practice and omnipresent that many of the users have integrated using these sites into their everyday practices (Kittinger, Correia, & Irons, 2012). Notably mobile technology has enhanced access for users to their favorite social media sites where they are, all the time. By accessing our social media networks through technology and different platforms, users get more liberty and more chance to effectively use social media at any time of the day and whenever they that it is important and research indicates that many users are without a doubt taking gain of this by devoting even half a day on the social media. In essence, social media has become one of the key parts for our social inter relationships, which also in turn, shapes our personality.

Studies by Duggan and Joanna (2013) cited young generation (18-29 years) as the demographic that used the social media increasingly compared to the old generation that logged into the sites less frequently. Nielsen’s (2012) had preceded Duggan and Joanna’s (2013) studies and highlighted that most of the teenagers aged between 18 and 24 spent a minimum of one minute and a maximum of 11 hours accessing social media from a computer, and a minimum of 15 minutes and a maximum of 10 hours accessing social media sites on a mobile device (Nielsen, 2012).

Research suggests that the most commonly used social media and networking sites used among modern female learners is Facebook, Snapchat, Instagram, Pinterest, Tumblr, and
Twitter (Duggan & Joanna 2013; Nielsen, 2012). These sites allow college ladies the chances to not only make their own graphic and textual content but also to focus on and also critique the content that is made by peers and other renowned personalities whom they consider as role models. Study show that with 74% of ladies making use of social media and other networking sites, there are other certain behavioral and lifestyle effects that emerge from the regular ability to have of the monitor and online profile (Smith, 2011).

### 2.1.2 Facebook and Information Sharing

The manner in which people interact has quickly evolved over the last few years due to technology and face book and other online social networking platforms. The Web-based systems platforms enable electronic human interaction, while at the same time enhancing and making these interactions and connections publicly. Studies reveal that the most popularly used social media platform is Facebook which was launched back in 2004 in the Harvard University (Wilson, et al., 2012). It was in the beginning designed only for teenage university students, however now it has grown and diversified and is it’s accessible and can be accessed by any person with an email account.

The sharing of media information and including the exchanges of self-disclosure on Face book especially uploading, posting and exchanging of one’s pictures is quite dominant as an online and an active social networking activity. By use of various Facebook platforms, users can share information including sensitive details about personal lives through pictures and regularly updating their status, and they can also create their own personal profiles that bring out subjective material (Tazghini & Siedlecki, 2013). Statistics by Stefanone et al. (2011)
indicate that more than two billion photos and fourteen million videoa are uploaded by Facebook users on a monthly basis.

Contemporary studies have revealed that internet sites are used for self-disclosure (Tazghini et al., 2011). Facebook tends to trigger increased need for high levels of self-disclosure including of sensitive and personal information. The revelation of as a result of this information often appears to be predetermined by people with desire to become popular and also with higher levels of self-esteem. Persons with little or perceived insufficient levels of self-esteem tend to use disclosure as one of the strategies to achieve society acceptance, and also those with perceived high levels of their self-esteem are only interested with becoming famous among their close friends and also on other targeted circles of Facebook acquaintances and followers (Anderson et al., 2012).

According to Joinson (2008), the more the one-self discloses and self exposes to other people online the more the increased feeling of inadequacy and insufficiency. Usually people tend to think that other people enjoy life than they do (Chen & Lee, 2013). Today many most of the Face book users are using it as a surveillance tools to gauge how their other old associates and colleagues and other close friends are excelling or faring on based on how they appear on Facebook profile and the pictures they upload.

By the fact that face book provides room for users to keep posting several pictures for other friends to access, see and comment teenagers therefore usually upload their pictures mostly to attract attention. Unfortunately, if Facebook users don not achieve the attention they
desired, it ends up lowering their body images and self-esteem. There are many causes of motivation that trigger people desire to post their pictures also called “selfies”. Hum, Chamberlin, et al. (2011) suggested that the main drive to use Facebook is pegged on the need to boost self-image and also to gain general social love; so, people are likely to be influenced by their displayed pictures especially when dressed in a certain manner or improving their images in order to make them look much better. This however, can create a sophisticated situation where people compare others to themselves on Facebook yet the images posted have been digitally enhanced and filtered.

The other theory on motivation that explains taking selfies is the desire for fame, in other word peoples some things to appear outstanding or special (Wang et al., 2015). Surprisingly, the effect of selfies is possibly governed by folks’ approach to selfies. According to Diefenbach and Christoforakos (2017), by sensing that one’s own selfie behavior only half-committed, is a self-ironic and allows one to fulfill ones presentation desires without the feeling egotistical

2.1.3 Facebook and SelfEsteem

Chen and Lee’s (2013) research reveal that that face book enhances communication and also enables interaction among the people with low levels of self-esteem. Some research further indicates that self-esteem levels can be interpreted from ones behavior on social network. For instance, one study associated Facebook users with increased social capital (Tazghini & Siedlecki, 2013). Facebook was noted as a platform that enhanced the accessibility to resources and defines common interactions. The study suggested that individuals
experiencing reduced levels of self-esteem benefited more and consumed large amounts of social capital compared to their counterparts.

Research also points that people with little self-esteem compensate their feelings by being mostly being very active on-line platforms activities and are inclined to spending more time on social media, particularly Facebook hence increasing the rate of logging into their Facebook accounts, and trying to make more new networks on the platform. It is only on the Internet where it appears that poor persons appear to be rich. This trend suggests that introverts have the potential of rewarding the challenges they encounter during face-to-face human communication by adopting the use of virtual communication (Amichai-Hamburger & Vinitzky, 2010). Besides, people with decreased levels of self-esteem turn to making more friends on social networking sites with the hope of instituting increased levels of belonging, and consequently increasing their popularity perceptions.

Research shows that people with decreased levels of self-esteem have the tendency of sending and accepting friend requests from people who are unknown to them (Tazghini & Siedlecki, 2013). This means that people with low levels of self-esteem find it easier to connect with new friends and take part in virtual communications more compared to making direct contact with their peers. The above trend could be beneficial in assisting teenage students to build solid social capital. This because Facebook usually removes the barriers of association and participation and therefore enabling people who could have otherwise shy away from starting communication and reply to others communications which improves social bonds (Ellison et al., 2007).
Facebook allows people with low self-esteem to build their image they want their friends to identify. They tend to regularly “un-tag” and tag themselves using flattering pictures as to build the intended image (Tazghini & Siedlecki, 2013). Research has also revealed that people with minimal self-esteem often and frequently log in their Facebook and spend significantly more time on the social networking platforms than those with comfortable and high levels of self-esteem (Pantiic, 2014). This can be interpreted as their efforts to try to compensate for their reduced low self-esteem by increasing their number of online friends so as to feel a higher degree of sense of belonging and also heighten perceived popularity. Studies also indicate that unnecessary making of friends can eventually lead to undesirable and inaccurate appraisal from “friend-rich” Facebook users and can be harmful and have negative consequences to their health due to stress and depression (Lee, Moore, Park & Park, 2012).

2.1.4 Effects of Body Dissatisfaction on Low self-esteem

Young women are really concern about their physical appearance and body physique and they spend a lot of energy and their time trying to attain the ideal physical and physique body of the models. They also use various strategies including some extreme trying to lose weight (Dunkeley, et al., 2001; Stice & Shaw, 2002). According to Ahern, Bennett, Kelly, and Hetherington (2011) body discontent is a key predictor and catalyst of enhanced dieting, habits. It is also linked with many opting to take extreme measures such as diet pills, excessive and extraneous exercises, laxatives, also smoking, including un warranted cosmetic surgeries. Young girls in school are particularly influenced by the media including social
media on how models in the magazines keep encouraging body dissatisfaction and also the desire for one to lose weight (Ahern et al., 2011).

The athletes who heavily exercise are always in specified body shape and are believed to conform to expected social and also sporting norms especially regarding body weight although there are also issues of reported increased high levels of body size displeasure and greater eating disordered or symptomatology (Kong & Harris, 2015). This is as a result of the accepted unscientific belief that the restriction of caloric is a productive and effective method of controlling weight although body discontent is again believed to be as result of elevated diëting habits and individual behavior (Stice & Bearman, 2001).

Polivy & Herman (2004) study pointed that there are many dissatisfied young women with her body physique, who are trying to lose weight, and by extreme dieting and abstaining which is another eating disorder. It is therefore worth noting that too much exposure on media, including magazine and other articles that focus on weight loss, and degrading media personnel on radio and TV, actresses who are underweight, and those excessively masculine actors, are not recommended or ideal for teenagers because of their heightened level of impressionability. According to Benowitz-Fredericks et al. (2012), approximately one third of women characters and actors on sitcoms are ideally below-average weight. Then at the same time these model women receive more encouraging comments concerning their physical appearance and physique and are tat the same time portrayed to be happier in romantic relationships than the other bold and heavy characters.
There are several messages and report from the media particularly suggesting that if one is not looking in a certain manner they are not in the category of attractive. This may therefore potentially trigger one to perceive themselves negatively and not attractive enough especially if it regularly repeated. Consequently, habitual negative thinking about oneself will eventually causes a feeling of low or decreased self-worth, which is proved to be linked to abnormal eating habits (Verplanken & Tangelder, 2011).

### 2.1.5 Emotional Effects of Facebook

A lot of research has been undertaken indicating that social media affects one self-esteem, body satisfaction, body image and also eating habits. Although there is little information on how Face book affects ones self-esteem, mental health and general body image, mainly because Face book is quite new. Also social media including face book may result to other concerns like of social comparison. There is a continuous cycle that young teenage girls may eventually engage in as a result of spending a lot of time on Face book; this is because the young women are always regularly contrasting and also comparing others to themselves on Face book platform which when it becomes a habit it will hence degrade their self-image and more so their self-esteem.

Blease (2015) study indicate due to intense social competitions on internet especially Facebook, young youths are getting exposed and influenced by several other Facebook users who to them appear exceedingly successful on Facebook despite the fact that they are only convinced by the images they see uploaded and updated on the profiles. According to Schufreider (2015), there is a sense of one’s belongingness which might increase or even
decrease as a result of use of Facebook. For example, in cases where one has several friends and followers on social media platform like Facebook, they may end up having a higher sense when they spend a lot of time checking other people profiles on their Facebook. Therefore having a higher sense of one’s belonging is significantly critical due to the fact that people are social beings. There are different levels of one’s feeling of belongings and also support where one in life might need to take caution to avoid negative life issues and stressful encounters.

Adequate connection and networking enable individuals to contain the negative feelings and emotions related to ones inadequacy and low self-esteem (Schufreider, 2015). Consequently, one is therefore able to live a positive life. Young people on Face book feel appreciate especially when they receive positive comments and “likes” after they have updated their profiles and other their pictures or even when they update their status. When they receive many positive comments and like or get appreciated by people they considered important they end up feeling appreciated hence raising they self-esteem. On the other hand, in cases where they don’t receive as much recognition as they had expected, their ego and self-esteem and also self-worth declines leading to minor depression moments and instances.

Albooshi (2015) observed that individuals who revealed and exposed themselves on social media including on Twitter and on Facebook they end up making their lives even worse. There are negative consequences that result from Facebook especially due to depending on one’s connection that is established with friend on social network including the tone plus other reactions. The number of reactions and frequency one has on social media also plays a
key role in establishing ones wellbeing and also self-esteem (Valkenburg et al., 2006). It results into a serious psychological challenge when one gets many negative comments on their pictures or other Facebook posts since it allows any comments which eventually, if negative, affects individuals self-esteem and well-being. Because peer acceptance and Although interpersonal friendly feedback coming from friends ones friends is an pertinent feature especially from friends social network sites, regular and unchecked use of the social sites can cause serious problems than the perceived good (Valkenburg et al., 2006). Further, are particularly endangered because of their emotions balance and self-image which are often characterized and heavily determined by peer friends and influence which significantly lead to a heightened evaluation on one self.

The major demerit of Facebook is that individuals are left vulnerable to body looks like image matters as a result of idolization from celebrities who are believed to have perfect body sizes and benchmarking beauty looks. Durkin, Paxton, and Sorbello (2007) found close relation of one’s low self-esteem, social comparison, including low self-concept clarity with declined levels of individuals’ self-esteem. One key issue being eating disorders that may be as a result of complications as a result of perceived bad body image or outlook as portrayed by models who are believed to dictate beauty and fashion trends.

Facebook has the same effects on individuals just like the media does including influencing one self-esteem, and body images, plus mental health, and not forgetting eating problems and disorders. Polce-Lynch, et al., (2000), indicated that self-esteem is appreciated and known for the important role it plays when it comes to matters of mental health and also
psychopathology. This knowledge therefore puts emphasis in innovative Face book discoveries that could affect people self-esteem as a result of its overwhelming and widespread presence in the modern society.

2.2 Empirical Literature

2.2.1 Effects of Facebook Selfies and Images on Body Dissatisfaction

Wang et al., (2015) measured the need for popularity among people who posted more selfies on Facebook, and self-esteem effects among people who viewed selfies. Findings from the study revealed a negative correlation between selfies viewing and self-esteem. Thus, increased frequency in selfies viewing significantly affected levels of self-esteem which translated to decreased levels of life satisfaction.

Alblooshi (2015) correlated self-esteem to the number of selfies a person took and posted. Findings from the study revealed that people with lower self-esteem took less selfies compared to their counterparts as they were not satisfied with their overall body looks. Thus, the study deducted that people with high levels of self-esteem took more selfies since they were comfortable with their appearances.

Polivy and Herman (2004) research revealed that the exposure to Facebook, heightened body image concerns in young ladies. Results from the research indicate that Facebook continues to play a major role in body and dissatisfaction, with issues of elevated appearances looks and exposure” on websites on Facebook taking a central function in this drive for beauty is thinness.
2.2.2 Effects of Facebook Addiction on the Social and Emotional Behavior Outcomes

Pantic (2014) used 100 Facebook used in a University setting to measure the impacts of the platform of self-esteem. Findings from the study revealed that low self-esteem was associated with increased durations of time spent online and increased self-promotional content posted on the site.

Chou and Edge (2012) linked Facebook use to emotional and social behaviors among users through the belief that users believed that other users were living happier lives compared to themselves. The study used the increased consumption of Facebook images and photos depicting happy and enjoyable moments. Conclusions made from the study established a positive correlation between increased Facebook use and psychological distress and reduced levels of self-esteem.

2.2.3 The Relationship between Facebook and Self-Esteem

Lee et al. (2012) linked increased number of Facebook friends and self-esteem with high levels of public self-consciousness. Findings from the study suggested that users who were concerned with their public self-image engaged more in increasing the number of friends with the aim of fulfilling their need for social compensation. To such users, the number of Facebook friends indicated the attempt to gain more popularity through expansion of Facebook connections to compensate for their lack of self-esteem.

Kross et al. (2013) used the affective well-being and cognitive well-being to highlight the relationship between Facebook and self-esteem. Findings from the study linked Facebook
with decreased emotional feelings. Thus, there was a positive correlation between Facebook use and declines subjective well-being and thus lowered users’ self-esteem.

2.3 Critical Review and Research Gap Identification

The review of related literature signifies the existence of large amounts of research outlining the relationship between Facebook and self-esteem among teenage girls. Seven studies reviewed by the current study identify scarcity in a number of areas. To begin with, all the reviewed studies were conducted in the United States, and none was conducted in Africa, and more specifically the researcher did not find a single study from East Africa or Rwanda.

Polivy and Herman (2004) linked Facebook to body dissatisfaction among women, and the thirst for thinness. The study was not specific on the content that influenced the body image of women. Lee, Moore, Park, and Park (2012) suggested that people used Facebook to compensate for their lack of self-esteem. This study did not identify the significant effects of Facebook on individual’s self-esteem, including any behavioral and emotional outcomes. Kross et al. (2013) linked Facebook usage to emotionally depreciated feelings, but failed to highlight the social behavior outcomes of its use.

Pantic (2014) linked individuals with low self-esteem to increased use of Facebook. The study further linked socially anxious persons with Facebook based on the premises that the platforms helps them to control message construction while at the same time prepared them for interaction. While the study was instrumental in linking low self-esteem to facebook, the authors emphasized on the gratification element as opposed to the social and behavioral
elements that guide the current study. Chou and Edge (2012) and Schufreider (2015) established the significant use of Facebook as a social comparison avenue leading to psychological distress and reduced levels of self-esteem. The study did not establish any social and emotional behavioral outcomes.

Wang et al. (2015) linked selfie viewing to low self-esteem and decreased life satisfaction. The study did not emphasize on aspects of decreased life satisfaction, nor did it mention any effects on individual’s body image. Alblooshi (2015) linked low self-esteem to decreased number of selfies individuals took and posted. The study’s conclusion led to the suggestion that people with low self-esteem did not share more selfies or images of themselves as opposed to their counterparts. The study did not identify the significant effects of selfies of body dissatisfaction.

Finally, none of the reviewed studies measured the levels of Facebook addiction and its significant effects on social and emotional behavior of teenage girls. Instead, most of the studies identified the increased use of Facebook, and thus unable to relate their outcomes with Facebook addiction.

2.4 Theoretical Framework

2.4.1 Social Comparisons Theory

This theory was developed by Festinger (1954) with the aim of showing how people usually assess themselves depending on how they are perceived socially and the perceived personal worth as compared to other people. The theory of social comparison asserts that we people
always determine their individual social and also personal worth based from how they on they are stack up against one another (Suls& Wheeler, 2013). Consequently, we are often developing one’s self worth and other self-evaluations based on several domains (for instance, in terms of beauty or smartness and attractiveness, achievement and wealth, intelligence and other recognized success in live. Most of us also have their own social skills and also have desire to control or contain our emotions of envy and social comparisons quiet but our true feelings may come out in subtle ways.

Facebook is therefore a necessary and crucial as a platform for individuals to communicate and also link with one another. The Internet, through electronic devices like mobile phones deliver Facebook service quickly. Facebook therefore has the ability of change the ordinary thinking in many individuals to work effectively. This is because it can create and distribute information that either lead to one’s life breakthrough or also cause extensive confusion, and conflicts including mental effects. Festinger (1954) indicates that as ordinary people there is an empirically proven biological desire and sense of not wanting to be content with one’s personal achievements thereby causing self-esteem issues and also low social anxiety and body image.

The social people comparison theory suggests that individuals have a an inner self driven morale to assess their continuous progression and standing especially various aspects around and affecting their lives. When there is absence of objectiveness and set standards, people then measure themselves to any one in order to evaluate their standing (Festinger, 1954). Socio cultural models concerning body image and self-imposed dieting and eating habits,
feeling of physique discontent usually emerge when young women regularly assess their personal outlook and those of other young women (Vartanian & Dey, 2013). Actually, studies indicate that young women regularly compare their physique and general appearance by benchmarking themselves with other women (Leahey, Crowther & Mickelson, 2007), women therefore have a higher tendency of engaging in appearance assessment which is linked to high level of body and shape dissatisfaction (Vartanian & Dey, 2013).

The theory of social comparison usually has two aspects of assessment which include upward social self-comparison and also downward social self-evaluation. People evaluate themselves to other model people that are in higher social class than themselves and therefore desire and aim to emulate them and look like them. The downward one assessment is whereby people evaluate themselves with others lower than them in the social class than them, thereby making themselves feeling superior than others that they consider of lower class than themselves.

The theory of social comparison affects both women and men.

2.4.2 Media Dependency Theory

The theory of media dependency follows a systematic approach in line with the studies of the mass media effects and on people. It entails the interaction of audiences, the media and also the social system. Its outline was developed by some the American communications researchers known as Sandra Ball-Rokeach and Melvin DeFleur in 1976 (Baran, & Davis, 2011). Dependency theory builds on dependency and as a connection whereby the achievements of one individual needs and other objectives rely entirely on the available resources of other players. A major and central base of this theory is the connection between audience and the media. In an society where there developed individuals people usually tend
to develop a sense of dependency particularly on the media so as to satisfy a number of their unique needs, ranging but not limited to news regarding their a favorite political candidate’s positions on a number of policies to enhance voting decision and also as a source of entertainment and relaxation (Li, 2015).

Basically, the degree of the influence of the media’s is related to the degree and dependence of people and the structured social systems about the media (Dell'Orto, 2010). Two of the main suggestions observed by Ball-Rokeach and DeFleur are that the bigger the number when it comes to the social roles as usually displayed by the audience by a medium for instance when communicating to the voters and providing forms of entertainment the higher the dependency on audience on that medium platform, and consequently the higher the level of instability of that community due to change of situations regarding conflict and social change and therefore the audience highly depend on the and so is the possible effects associated with vulnerability and media dependence (Li, 2015).

Ordinary three possible types outcomes or effects can emerge as a result of audience’s over dependency on the media these include the cognitive, behavioral and affective, Cognitive effects where the changes in an audience’s and attitudes or beliefs including values, plus changes which are brought about by the media in its function when it comes to in politics and agenda setting” (Li, 2015). The effects that can be considered effective are, for instance, the growing of such feelings like of anxiety or fear pertaining living in specific environment due to exposure of news media reports involving violent incidences in some of the areas (Baran, & Davis, 2011). An instance, there could arise a behavioral effects of deactivation, which
happens when some members of the audience resist or refrain from taking some specific actions which they could have taken if they had not been exposed or informed of some media reports.

The theory of Dependency suggests that there is an integral inter connection among the audiences, the media and also the broader social systems (Baran, & Davis, 2011). The theory also indicates that when one depends on media for information so as to meet certain needs and also to achieve specific objectives, they are likely to be using likely to be employing gratifications theory however should not entirely depend on media. There are two factors that determine the level one will depend on media according to (Li, 2015). One is where one, becomes dependent on media so that they can meet a number of their needs also media that provides information. The other source of dependency emerges from social stability. When one social class change thee is rise in conflicts, in the established known institutions and also traditions and beliefs and other practices are therefore challenged, forcing making one to reconsider and make new choices. During those times one’s dependence on media for news and other information drastically increase although at other stable times the dependency of media may decrease.

Since ones needs are not specifically or strictly personal although they maybe be influenced by the social cultural effects or by several social other conditions. Individual’s needs, and motives, and other media are considered contingent due to the outside factors that may not necessarily be in the one’s control (Dell'Orto, 2010). The outside crucial factors act as barriers and constraints on how and also what media is going to be used and depending on
the existence of other non-media options. In addition, there are those individuals who are after gratifying their needs, and therefore they are less dependent on what will emerge from a single medium. Its’ important however to note that the number of functional viable options are not simply an issue of one’s choice or even of other psychological traits but are limited by factors including availability or unavailability of specified media.

2.5 Conceptual Framework

Figure 2.1 shows the Independent Variable; Facebook whose predictors include; Independent Variable 1 – Facebook Selfies and Images, Independent Variable 2 – Facebook addiction, Independent Variable 3 – Facebook Usage, and the Dependent Variable Low-self Esteem; whose predictors include; Dependent Variable 1 – Body Dissatisfaction, Dependent Variable 2 – Social and Emotional Behavior Outcomes, and Dependent Variable 3 – Appearance-related Social Comparisons. The Intervening Variables include; decreased levels of life satisfaction, stress and depression, and personality type.
2.6 Summary

The theoretical literature expounded on the significant effects of Facebook, particularly Facebook on teenage girls’ self-esteem, including their body image. The literature also discussed in details how teenage girls assimilated and applied information from Facebook to their lives. The empirical literature highlighted significant scholarly and empirical efforts related to the current study. Most of the reviewed literature was based on psychological perspectives as opposed to the media perspective. A critical review of the empirical literature identified paucity of research related to Facebook and low self-esteem in Rwanda. The theoretical framework developed by the study was based on the social comparisons theory which shows how individuals evaluate themselves based on how they are placed socially and personal worth in comparison to others. In summation, the extensive review of literature provided in this chapter shaped the current study.
CHAPTER THREE: RESEARCH METHODOLOGY

3.0 Introduction

Chapter three addresses critical information to the foundation of the proposed study. The purpose of the study is to investigate the effects of Facebook on low self-esteem among teenage girls. The research design, target population, sample size, sampling techniques strategy, data collection methods, data collection instruments, administration of data collection instruments, reliability and validity and data analysis procedure are discussed. The final segment of the chapter discusses the ethical considerations of the study.

3.1 Research Design

Correlation design was used to establish the effects of Facebook on low self-esteem among teenage girls. According to Kothari (2004), correlation research design is used to scrutinize the association between two or more levels of the independent and dependent variables in a quantitative study. The correlation research design was preferred due to its ability to produce
naturally recurring variables that relate to the study. Again, given that the research was based on self-report of human behaviors as theoretically analyzed models, it is expected that information acquired from the current study could be used to make useful predictions even if the reasons for the discovered relationships do not correlate.

3.2 Target population

Mitchell and Jolley (2012) defined target population as the total number of people or objects that the researcher is interested in when conducting the study. The target population for the study was teenage girls aged 14-17 years from Gashora Girls Academy of Science and Technology. The total target population for the current study was 275 teenage girls. This population was selected due to its upper middle class suburban status and ability to embrace ICT facilities in its premises.

3.3 Sample Design

3.3.1 Sampling Technique

Purposive sampling design was used to recruit participants into the study. According to Bordens and Abbott (2011), purposive sampling is a non-probability technique which is based on obtaining study samples based on existing characteristics of a population. In this case, the population characteristics for the current study included high school teenage girls who had access to Facebook. The inclusion criterion was based on the accessibility to Facebook through ownership of a Facebook account.
3.3.2 Sample Size

The sample size was determined using Slovin’s formula based on the number of students provided by the principal of the school. The Slovin formula is presented as:

\[ n = \frac{N}{1 + Ne^2} \]

Where;

\[ n = \text{sample size} \]
\[ N = \text{sampled population} \]
\[ e = \text{error tolerance} \]

In this case, the research proceeded with an error of 5% and confidence coefficient of 95%. The estimated sample population was, \( N = 275 \). Therefore, the sample population (\( n \)) was:

\[ n = \frac{275}{1 + 275 (0.05)^2} \]
\[ n = \frac{275}{1 + 275 (0.0025)} \]
\[ n = \frac{275}{1 + 0.69} \]
\[ n = 163 \]

As shown in the above calculations, the study sampled \( n = 163 \) high school teenagers.

3.4 Data Collection Methods

3.4.1 Data Collection Instruments

3.4.4.1 Questionnaire

The current study used self-administered questionnaire to obtain relevant information from the respondents. Questionnaires were selected due to their ability to collect information from a large number of respondents. Questionnaires are also easy to analyze as most items in the
close-ended questions are followed by alternative answers while open ended questions have the ability to arouse study participants to deliberate about their feelings and express opinions concerning what they consider important.

The study questionnaire was divided into three main segments. The first segment was used to record the demographic details and background information of the respondents. The second segment was used to measure the social and emotional integration levels of Facebook using a scale. The scale consisted 7 items represented in two factors, and used a 6-point Likert-type scale to measure items where (1 = strongly disagree and 6 = strongly agree). The third segment measured participants’ level of self-esteem. The segment contained 10 items that will be answered with a 4 point Likert type scale (4 = strongly agree and 1 = strongly disagree). Scores were determined using the range commencing from 10 to 40, whose interpretation meant that the lower the score the lower the levels of self-esteem and vice versa.

3.4.2 Administration of Data Collection Instruments

The first step was to seek authority from the relevant organization where the study was conducted. In this case, the researcher sought the approval from Mount Kenya University. Participants from the purposive sample were issued with a consent form. Only participants who returned duly signed consent forms were recruited to undertake the study. The researcher then administered the questionnaires to all participants under similar study conditions. Participants were expected to read through the questionnaire, answer all sections, and hand back the questionnaire to the researcher. Participants needed approximately 10 minutes to complete the study.
3.4.3 Reliability and Validity

The researcher guaranteed the reliability of the research tool by ensuring that it was neither long nor short, all participants were subjected to the same treatment during administration and conditions kept constant, items were clear and appropriate for the sample, and scoring was done carefully. The professionals’ reviews were highlighted to ensure the reliability of the questionnaires. To maintain internal and external validity, all research instruments were administered to participants in their learning environment in order to eliminate the location threat. In addition, the sample population of the current study shared common characteristics which exposed the current study to similar conditions. Questionnaires were administered by the same person in order to eliminate the threat of biasness from data collectors.

3.5 Data Analysis Procedure

Data analysis began with the preparation of data. Given that the primary research tool for the research was a survey questionnaire, the researcher assessed the questionnaires for accuracy and ensured that instructions were followed by participants. Survey questionnaires containing errors were excluded from the set of data to be used for analyses. Accurately completed questionnaires were coded with labels that assigned symbolic meaning to the descriptive information completed during the study. Information from the accurately completed and coded surveys was them analyzed using the Statistical Package for Social Sciences (SPSS) computer software (Version 21).
Inferential indicators using SPSS were used to measure the relationships and differences between or among variables using correlation, regression, and analysis of variance for potential differences in scores between Facebook and different levels of the independent variables. Data was presented using descriptive tables, pie charts and graphs.

3.6 Ethical Considerations

This study considered several ethical issues. Anonymity, confidentiality, privacy, lack of coercion, and informed consent were addressed during the planning and execution of the study. To protect the anonymity of the research participants, the study did not have any identifying information that could be used to link the research data with individual participants. Besides, the research tool did not ask any identifying information such as names or contact details. Consideration for anonymity, confidentiality and privacy was protected by only including participants accepted to participate in the research through filling and returning the consent forms.
CHAPTER FOUR: RESEARCH FINDINGS AND DISCUSSION

4.0 Introduction

Chapter Four presents findings of the study on the relationship between Facebook and self-esteem among teenage girls. Correlation and descriptive designs are used to present the research findings. The chapter is divided into two main parts; the first part presents the demographic and background characteristics of respondents and the second part presents research findings in line with the objectives.

Survey questionnaires were distributed to $n = 163$ respondents. 163 surveys were returned representing a return rate of 100%. Returned surveys were checked for errors and were all valid. Surveys were them coded and analyzed using SPSS (Version 21).
4.1 Demographic Characteristics of Respondents

The demographic characteristics of respondents included level of education while the background of respondents included the duration of ownership of a Facebook account, and the number of hours spent on Facebook per day during school holidays.

Table 4.1: Distribution of Respondents According to Level of Education

<table>
<thead>
<tr>
<th>Level of Education</th>
<th>Frequency</th>
<th>Percent</th>
</tr>
</thead>
<tbody>
<tr>
<td>Senior 4</td>
<td>46</td>
<td>28.2</td>
</tr>
<tr>
<td>Senior 5</td>
<td>73</td>
<td>44.8</td>
</tr>
<tr>
<td>Senior 6</td>
<td>44</td>
<td>27.0</td>
</tr>
<tr>
<td>Total</td>
<td>163</td>
<td>100.0</td>
</tr>
</tbody>
</table>

Source: Primary Data, 2018

Table 4.1 shows an even distribution of respondent’s level of education. 28.2% were in Senior 4, 44.8% were in Senior 5, and 27.0% were in Senior 6. The distribution was even as all groups were represented.

Table 4.2 shows an uneven distribution of respondent’s duration of owning a Facebook account.

Table 4.2: Distribution of Respondents by Duration of Owning a Facebook Account

<table>
<thead>
<tr>
<th>Duration of Ownership</th>
<th>Frequency</th>
<th>Percent</th>
</tr>
</thead>
<tbody>
<tr>
<td>Less than 1 Year</td>
<td>64</td>
<td>39.3</td>
</tr>
<tr>
<td>1-5 Years</td>
<td>90</td>
<td>55.2</td>
</tr>
<tr>
<td>5-10 Years</td>
<td>9</td>
<td>5.5</td>
</tr>
<tr>
<td>Total</td>
<td>163</td>
<td>100.0</td>
</tr>
</tbody>
</table>
More than half of the respondents had owned a Facebook account for 1-5 years (55.2%), 39.3% had owned a Facebook account for less than 1 year, and 5.5% had owned a Facebook account for 5-10 years. Even though the distribution was uneven with few respondents owning Facebook accounts for 5-10 years, the distribution was relevant to the study as a majority owned Facebook accounts for 1-5 years which was an adequate duration and sample size to determine its significant effects on the independent variable.

Table 4.3 shows an uneven distribution of respondents by the duration of time spent on Facebook during school holidays.

**Table 4.3: Distribution of Respondents by the Duration of Time Spent on Facebook During School Holidays**

<table>
<thead>
<tr>
<th>Duration</th>
<th>Frequency</th>
<th>Percent</th>
</tr>
</thead>
<tbody>
<tr>
<td>1-3 Hours</td>
<td>55</td>
<td>33.7</td>
</tr>
<tr>
<td>3-6 Hours</td>
<td>80</td>
<td>49.1</td>
</tr>
<tr>
<td>More than 6 Hours</td>
<td>28</td>
<td>17.2</td>
</tr>
<tr>
<td>Total</td>
<td>163</td>
<td>100.0</td>
</tr>
</tbody>
</table>

Most of the respondents (49.1%) spent 3-6 hours on Facebook every day during school holidays while 33.7% spent 1-3 hours and 17.2% spent more than 6 hours. The above distribution indicates the level of Facebook use and access by the respondents which is the foundation of the research in determining the possible effects of exposure time on their self-esteem.
4.2 Presentation of Findings

4.2.1 Objective 1: To Examine the Effects of Facebook Selfies and Images on Body Dissatisfaction among Teenage Girls

The study sought to examine the effects of Facebook selfies and Images on Body Dissatisfaction among teenage girls. Findings from the study were recorded in Table 4.4, Table 4.5 and Table 4.6.

Respondents were told to rate their level of agreement with the statement that they would like to emulate the body size of some of the celebrities whose images were all over Facebook. Responses were recorded in Table 4.4.

Table 4.4: Level of Agreement with Emulating the Body Size of Celebrities Whose Images are all over Facebook

<table>
<thead>
<tr>
<th></th>
<th>Frequency</th>
<th>Percent</th>
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<tbody>
<tr>
<td>Strongly Disagree</td>
<td>17</td>
<td>10.4</td>
</tr>
<tr>
<td>Partially Disagree</td>
<td>20</td>
<td>12.3</td>
</tr>
<tr>
<td>Disagree</td>
<td>25</td>
<td>15.3</td>
</tr>
<tr>
<td>Agree</td>
<td>44</td>
<td>27.0</td>
</tr>
<tr>
<td>Partially Agree</td>
<td>32</td>
<td>19.6</td>
</tr>
<tr>
<td>Strongly Agree</td>
<td>25</td>
<td>15.3</td>
</tr>
<tr>
<td>Total</td>
<td>163</td>
<td>100.0</td>
</tr>
</tbody>
</table>

Source: Primary Data, 2018

The level of agreement with emulating the body size of celebrities was as follows; 10.4% strongly disagreed, 12.3% partially disagreed, 15.3% disagreed, 27% agreed, 19.6% partially agreed, and 15.3% strongly agreed. The level of agreement was however higher compared to
the level of disagreement, which indicated that the respondents were indeed affected by the body images on Facebook showing celebrities. This effect was in the form of the desire to emulate somebody else, which also translates to body dissatisfaction among the respondents.

Further, the study sought to establish the level of respondent’s awareness on how Facebook selfies and images glorified the body size. Findings were recorded in Table 4.5.

Table 4.5: Level of Agreement with Most Facebook Selfies and Images Appear to Glorify Slim and Slender Body Types

<table>
<thead>
<tr>
<th>Valid</th>
<th>Frequency</th>
<th>Percent</th>
</tr>
</thead>
<tbody>
<tr>
<td>Strongly Disagree</td>
<td>11</td>
<td>6.7</td>
</tr>
<tr>
<td>Partially Disagree</td>
<td>14</td>
<td>8.6</td>
</tr>
<tr>
<td>Disagree</td>
<td>13</td>
<td>8.0</td>
</tr>
<tr>
<td>Agree</td>
<td>59</td>
<td>36.2</td>
</tr>
<tr>
<td>Partially Agree</td>
<td>41</td>
<td>25.2</td>
</tr>
<tr>
<td>Strongly Agree</td>
<td>25</td>
<td>15.3</td>
</tr>
<tr>
<td>Total</td>
<td>163</td>
<td>100.0</td>
</tr>
</tbody>
</table>

Source: Primary Data, 2018

The level of agreement with most Facebook selfies and images appear to glorify slim and slender body types were as follows; 6.7% strongly disagreed, 8.6% partially disagreed, 8% disagreed, 36.2% agreed, 25.2% partially agreed, 15.3% strongly agreed.
A simple correlation analysis to determine the relationship between Body Dissatisfaction by not posting selfies and self-esteem detected a negative correlation ($r = -1.144, p = .034$).

Person’s $r$ level indicated small effect size. Findings were recorded in Table 4.6.

Table 4.6: Correlation to determine the relationship between Facebook Selfies and Images on Body Dissatisfaction

<table>
<thead>
<tr>
<th>Correlations</th>
<th>I do not post my images of Facebook since I do not have the type of body that i think should be there</th>
<th>Respondents’ Self Esteem Scores</th>
</tr>
</thead>
<tbody>
<tr>
<td>Respondents’ Self Esteem Scores</td>
<td>Pearson Correlation</td>
<td>1</td>
</tr>
<tr>
<td></td>
<td>Sig. (1-tailed)</td>
<td></td>
</tr>
<tr>
<td></td>
<td>N</td>
<td>163</td>
</tr>
<tr>
<td>I do not post my images of Facebook since I do not have the type of body that i think should be there</td>
<td>Pearson Correlation</td>
<td>-.144*</td>
</tr>
<tr>
<td></td>
<td>Sig. (1-tailed)</td>
<td>.034</td>
</tr>
<tr>
<td></td>
<td>N</td>
<td>163</td>
</tr>
</tbody>
</table>

*. Correlation is significant at the 0.05 level (1-tailed).

Source: Primary Data, 2018

The findings in Table 4.4 indicate that Facebook selfies and images affect self-esteem by lowering feelings of body satisfaction. The correlation analysis highlighted in Table 4.6 showed a negative correlation ($r = -.144, p = .034$) between the respondents’ unwillingness to post their images on Facebook since they did not have the type of the body they thought
should be posted and self-esteem. In other words, if the respondents felt unable to post their images of Facebook due to dissatisfied perception about their bodies then their self-esteem was low and the vice versa. Findings from the simple regression were also supported by the respondents’ level of agreement with the desire to emulate the body size of celebrities whose images were all over Facebook and that agreed that Facebook selfies and images appeared to glorify slim and slender body types as indicated in Table 4.4 and Table 4.5.

These findings were consistent with previous research that noted that people with self-esteem took lesser selfies compared to their counterparts with high self-esteem who took to the Facebook platform to share more selfies. For instance, Alblooshi’s (2015) study indicated that people with lower self-esteem took less “selfies” compared to people with high self-esteem. In a similar way, the study agreed with Wang, Yang, & Haigh’s (2015) findings that selfie viewing had a significant negative effect on self-esteem, indicating the more frequent people view selfies on Facebook, the lower their self-esteem. Thus, the findings from the study suggested that respondents with higher self-esteem posted more selfies because they were more comfortable with their appearances and thus had high levels of self-esteem.

The findings were also consistent with Festinger’s (1954) social comparison theory that explains how individuals evaluate themselves based on how they are placed socially and develop their self-worth in comparison to others. Indeed, research shows that women regularly evaluate their appearance by comparing themselves to others (Leahey, Crowther & Mickelson, 2007), and that a greater tendency to engage in appearance comparisons is associated with a high level of body dissatisfaction (Vartanian & Dey, 2013). Findings from the study indicate that most of the respondents evaluate their bodies in comparison with the
selfies and images of others as seen on their Facebook pages. This trend of agreement is emphasized more on the findings in Table 4.4 which illustrates a significant number of teenage girls who compared their body sizes to that of celebrities as influenced by Facebook images and selfies. Besides, the upward comparison nature of the social comparison theory entails how individuals compare themselves to people that are greater than them and look up to those greater people to improve on themselves (Tiggemann & Slater, 2013). In this case, the respondents look at celebrities, whom they think are greater people and develop the desire to compare themselves, especially in terms of body size and strive to improve their body appearances.

4.2.2 Objective 2: To assess the effects of Facebook addiction on the social and emotional connection of teenage girls

Correlation analyses were carried out to assess the relationship between Facebook and social and emotional connection among teenage girls. Results were recorded in Table 4.7.

Table 4.7: Simple Correlation Analysis to assess the effects of Facebook addiction on the social and emotional connection of teenage girls

<table>
<thead>
<tr>
<th>Distribution of Respondents by the Duration of Time Spent of Facebook During School Holidays</th>
<th>I would be disappointed if I could not use Facebook at all</th>
<th>I feel disconnected from friends when I have not logged into Facebook</th>
<th>Facebook plays an important role in my social relationship</th>
</tr>
</thead>
<tbody>
<tr>
<td>Distribution of Respondents by the Duration of Time Spent of Facebook During School Holidays</td>
<td>Pearson Correlation</td>
<td>Pearson Correlation</td>
<td>Pearson Correlation</td>
</tr>
<tr>
<td>Sig. (1-tailed)</td>
<td>N</td>
<td>.108</td>
<td>.011</td>
</tr>
<tr>
<td>N</td>
<td>163</td>
<td>163</td>
<td>163</td>
</tr>
<tr>
<td>I would be disappointed if I could not use Facebook at all</td>
<td>.108</td>
<td>1</td>
<td>.089</td>
</tr>
<tr>
<td>Pearson Correlation</td>
<td></td>
<td>.086</td>
<td>.130</td>
</tr>
<tr>
<td>Sig. (1-tailed)</td>
<td>N</td>
<td>163</td>
<td>163</td>
</tr>
</tbody>
</table>
A simple correlation analysis as indicated in Table 4.7 detected a positive correlation between the duration of time spent on Facebook during school holidays and respondent’s disappointment of not using Facebook ($r = .108$, $p = .086$). Person’s $r$ level indicated a small to medium effect size. A positive correlation was found between the duration of time spent on Facebook during school holidays and respondent’s disconnected from friends when not logged into Facebook ($r = .011$, $p = .444$). Person’s $r$ level indicated a medium to big effect size. A positive correlation was also found between the duration of time spent on Facebook during school holidays and respondent’s belief that Facebook played an important role in their social relationships ($r = .117$, $p = .068$). Person’s $r$ level indicated a small effect size.

By establishing a positive correlation between the duration of time spent on Facebook during school holidays and respondent’s disappointment of not using Facebook, these findings signified that respondents depended on the platform to gratify and satisfy their needs. In addition, the positive correlation between the duration of time spent on Facebook during school holidays and respondent’s levels of disconnection from friends when not logged into Facebook suggested that the Facebook was an avenue for connecting with each other socially and emotionally. These findings were consistent with previous research indicating that high levels of connectedness helped individuals manage their emotions and facilitate keeping the
individual’s overwhelming negative feelings at bay (Schufreider, 2015). In other words, the respondent’s levels of disappointment were alleviated through the social connections provided by the platform.

By establishing a positive correlation between the duration of time spent on Facebook during school holidays and respondent’s belief that Facebook played an important role in their social relationships, the findings suggested that respondents used Facebook as a tool for social and emotional integration. These findings were consistent with the media dependency theory which proposes an integral relationship among audiences, media and the larger social system (Baran, & Davis, 2011). In this case, respondents use Facebook for social and emotional connections, which is a prediction of the media dependency theory in that people depend on the media to meet certain needs and achieve certain goals, like the uses and gratifications theory. Thus, the respondent’s used the media to gratify and meet their emotional and social needs.

4.2.3 Objective 3: To determine whether there is any significant relationship between Facebook and self-esteem among teenage girls.

A simple correlation analysis to determine the relationship between Facebook use and self-esteem detected a negative correlation ($r = -.115, p = .072$), Person’s $r$ level indicated a small to medium effect size. Findings were recorded in Table 4.8.
Table 4.8: Correlation to determine the relationship between Facebook use and self-esteem

<table>
<thead>
<tr>
<th>Facebook plays an important role in my social relationships</th>
<th>Pearson Correlation</th>
<th>Sig. (1-tailed)</th>
<th>N</th>
<th>Respondents’ Self Esteem Scores</th>
</tr>
</thead>
<tbody>
<tr>
<td>Respondents’ Self Esteem Scores</td>
<td>Sig. (1-tailed)</td>
<td>.072</td>
<td>163</td>
<td>163</td>
</tr>
<tr>
<td></td>
<td>Pearson Correlation</td>
<td>-.115</td>
<td>1</td>
<td>1</td>
</tr>
</tbody>
</table>

Source: Primary Data, 2018

Table 4.9 shows the model summary of a regression analysis between Facebook use and self-esteem. The adjusted $R^2$ of the model was -.006 with the $R^2$=0. The Durbin-Watson $d = 2.291$ was between the two critical values of $1.5 < d < 2.5$ and was therefore assumed that the predictor of the dependent variable met the assumptions and there was no first order linear auto-correlation in the data.

Table 4.9: Model Summary, Single Regression to determine the relationship between Facebook use and self-esteem

<table>
<thead>
<tr>
<th>Model Summary$^b$</th>
</tr>
</thead>
<tbody>
<tr>
<td>Model</td>
</tr>
<tr>
<td>-------------------</td>
</tr>
<tr>
<td>1</td>
</tr>
</tbody>
</table>

a. Predictors: (Constant), Respondents’ Self Esteem Scores
b. Dependent Variable: Using Facebook is part of my everyday routine

Source: Primary Data, 2018

Table 4.10 displays the F-test of the regression analysis with $F = .039$ and 162 degrees of freedom of the test. This meant that the test was highly significant and thus assumed that there was a linear relationship between the variables in the model.
Table 4.10: Regression to determine the relationship between Facebook use and self-esteem

<table>
<thead>
<tr>
<th>Model</th>
<th>Sum of Squares</th>
<th>df</th>
<th>Mean Square</th>
<th>F</th>
<th>Sig.</th>
</tr>
</thead>
<tbody>
<tr>
<td>Regression</td>
<td>.106</td>
<td>1</td>
<td>.106</td>
<td>.039</td>
<td>.844b</td>
</tr>
<tr>
<td>Residual</td>
<td>438.004</td>
<td>161</td>
<td>2.721</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Total</td>
<td>438.110</td>
<td>162</td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

a. Dependent Variable: Using Facebook is part of my everyday routine
b. Predictors: (Constant), Respondents’ Self Esteem Scores

Source: Primary Data, 2018

The findings as highlighted in Table 4.10 revealed a negative correlation between Facebook use and self-esteem. These findings mean that respondents with high use of Facebook experienced decreased levels of self-esteem and the vice versa. The findings were consistent with previous studies by Kross et al., (2013) and Schufreider (2015) that linked Facebook use to lowered feelings of self-worth and loneliness, which eventually translated to low self-esteem. In this case, Facebook provided high levels of connectedness that helped the respondents to manage their emotions and facilitate keeping the individual’s overwhelming negative feelings at bay (See Table 4.7), which in turn had the potential to lessen one’s low level of self-esteem. Thus, the study established the existence of a negative relationship \( (r = -0.144, p = .034) \) between Facebook and self-esteem.
CHAPTER FIVE: SUMMARY CONCLUSIONS AND RECOMMENDATIONS

5.0 Introduction

Chapter five presents the summary, conclusions, and recommendations of the study. Conclusions are based on the findings of the research and presented in line with the objectives. Recommendations are made from the researcher’s expressed views on what should be done based on the conclusions drawn.

5.1 Summary of Findings

A sample of $n = 163$ respondents were included in the current study to investigate the effects of Facebook on self-esteem among teenage girls in Rwanda. A research questionnaire was distributed and data collected. Findings were presented and summarized using correlations, regressions, tables, graphs, pie charts. The section below summarizes key findings for each objective.
5.1.1 Objective 1: To examine the effects of Facebook selfies and images on body dissatisfaction among teenage girls

Most of the respondents (27% agreed, 19.6% partially agreed, and 15.3% strongly agreed) recorded their desire to emulate the body size of celebrities whose images were all over Facebook. A significant amount of respondents (36.2% agreed, 25.2% partially agreed, and 15.3% strongly agreed) agreed that Facebook selfies and images appeared to glorify slim and slender body types. A simple correlation analysis to determine the relationship between Body Dissatisfaction by not posting selfies and self-esteem detected a negative correlation ($r = -0.144, p = .034$), Person’s $r$ level indicated small effect size.

5.1.2 Objective 2: To assess the effects of Facebook addiction on the social and emotional connection of teenage girls

A simple correlation analysis detected a positive correlation between the duration of time spent on Facebook during school holidays and respondent’s disappointment of not using Facebook ($r = 0.108, p = 0.086$). Person’s $r$ level indicated a small to medium effect size. A positive correlation was found between the duration of time spent on Facebook during school holidays and respondent’s disconnection from friends when not logged on Facebook ($r = 0.011, p = 0.444$). Person’s $r$ level indicated a medium to big effect size. A positive correlation was also found between the duration of time spent on Facebook during school holidays and respondent’s belief that Facebook played an important role in their social relationships ($r = 0.117, p = 0.068$). Person’s $r$ level indicated a small effect size.
5.1.3 Objective 3: To determine whether there is any significant relationship between Facebook and self-esteem among teenage girls.

A simple correlation analysis to determine the relationship between Facebook use and self-esteem detected a negative correlation \( \left( r = -0.115, p = .072 \right) \), Person’s \( r \) level indicated a small to medium effect size. The adjusted \( R^2 \) of the model was -0.006 with the \( R^2 = 0 \). The Durbin-Watson \( d = 2.291 \) was between the two critical values of \( 1.5 < d < 2.5 \) and was therefore assumed that the predictor of the dependent variable met the assumptions and there was no first order linear auto-correlation in the data. The F-test of the regression analysis with \( F = .039 \) and 162 degrees of freedom of the test. This meant that the test was highly significant and thus assumed that there was a linear relationship between the variables in the model.

5.2 Conclusions

The general objective of the research was to investigate the effects of Facebook on self-esteem among teenage girls in Rwanda. The first objective was to examine the effects of Facebook selfies and images on body dissatisfaction among teenage girls. Deductions from the study established that Facebook selfies and images affected self-esteem by lowering feelings of body satisfaction. The second objective was to assess the effects of Facebook addiction on the social and emotional connection of teenage girls. Findings from the study deducted a positive correlation between the duration of time spent on Facebook during school holidays and respondent’s levels of social and emotional connection. The third objective was to determine whether there was any significant relationship between Facebook and self-esteem among teenage girls. Findings revealed the existence of a negative
relationship between Facebook and self-esteem. Thus, in relation to the main objective, the study concluded that Facebook lowered the self-esteem of teenage girls.

5.3 Recommendations

The study proposed the following recommendations:

Gashora Girls Academy of Science and Technology should devise advisory services for dealing with the negative effects of digital media sharing that has been promoted by the current proliferation of digital technology. The school should educate the students on preventive mechanisms of reducing effects of social media while at the same time highlighting the significance importance of social networking sites and in general digital communication systems.

Gashora Girls Academy of Science and Technology should control the use of ICT infrastructure among the students. Specifically, the school should ensure that the time the girls access the computer laboratories is limited in such a way that the time of accessing social media networks is significantly reduced.

Parents should monitor their children during school holidays, more so in relation to how much exposure they spent on digital communication sources. Given that Facebook and other social media platforms can be accessed using myriad gadgets, it is the duty of parents to ensure that the exposure is regulated. Parents also have a significant role to play in educating their children about the significant implications of increased exposure to social media and how to deal with the negative effects.
The ministry of education has embraced information technology into school learning. While this is an important step in promoting globalization of communication and advancing the information knowledge of students at an early age, the ministry ought to devise a mechanism of dealing with the negative effects of such platforms that expose young generations to momentous information.

5.4 Suggestions for Further Studies

Future studies should be conducted using detailed qualitative tools to illuminate more associations between Facebook and self-esteem. These studies should also take into consideration the activities teenagers engage in when online, and the specific time allocated to such activities.
REFERENCES


Chou, H.T. & Edge, N. (2012). They are happier and having better lives than I am”: the impact of using Facebook on perceptions of others’ lives. *Cyberpsychology, Behavior, and Social Networking, 15*(2), 117-121.


Yellowlees, P. M., Marks, S. (2007). Problematic Internet use or Internet addiction?.

*Computers in Human Behavior* 23, 1447–1453.
APPENDICES

APPENDIX I: INTRODUCTION LETTER

Mount Kenya University

(INSTITUTE OF POST GRADUATE STUDIES & RESEARCH

INTRODUCTION LETTER

REF: MKU/04/PGS&R/124/2018

15th March, 2018

TO WHOM IT MAY CONCERN

Dear Sir/Madam,

RE: MOUREEN MUTU MUTISO - MKU REGISTRATION NUMBER: MJMS/2017/65372

This is to confirm that the above named person is a postgraduate student of Mount Kenya University Rwanda.

She is currently carrying out research work to enable her complete her Master of Arts in Journalism and Media Studies (Public Relations Option) degree program. The title of her research is:

FACE BOOK AND SELF ESTEEM AMONGTEENAGE GIRLS IN RWANDA: A CASE STUDY OF GASHORA GIRLS ACADEMY OF SCIENCE AND TECHNOLOGY.

The information received will be confidential and for academic purpose only.

Any assistance accorded her to complete this study will be highly appreciated.

Thank you,

[Signature]

David Nyambane, PhD
Ag. DIRECTOR INSTITUTE OF POST GRADUATE STUDIES & RESEARCH
APPENDIX II: RESEARCH QUESTIONNAIRE

Part A: Demographic Information (Please tick where appropriate)

1. Level of education of the respondent
   i. Senior 4
   ii. Senior 5
   iii. Senior 6

2. Do you have a Facebook account?
   Yes ☐ No ☐

3. For how long have you owned a Facebook Account?
   i. Less than 1 year ☐
   ii. 1 – 5 years ☐
   iii. 5 – 10 years ☐
   iv. More than 10 years ☐

4. Approximately, how many hours in a day do you spend on Facebook during school holidays?
   i. 1 – 3 Hours ☐
   ii. 3 – 6 Hours ☐
   iii. More than 6 Hours ☐

5. Which other social media pages do you have access to?
   ……………………………………………………………………………………………………………
   ……………………………………………………………………………………………………………
   ……………………………………………………………………………………………………………

6. In your own opinion, rate the impact that Facebook has had to your life.
   Very High [ ] High [ ] Average [ ] Low [ ] Very Low [ ]

Part B: Social and Emotional Integration Levels of Social Media Use

Please, indicate the level to which you agree or disagree with the statements provided

<table>
<thead>
<tr>
<th>Statement</th>
<th>Strongly Agree</th>
<th>Partially Agree</th>
<th>Agree</th>
<th>Disagree</th>
<th>Partially Disagree</th>
<th>Strongly Disagree</th>
</tr>
</thead>
<tbody>
<tr>
<td>I feel disconnected from friends when I have not logged into Facebook</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>In a way, most of the Facebook selfies and images I encounter appear to glorify slim and slender body types</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>I do not post my images of Facebook since I do not have the type of body that i think should be there</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>I get upset when I can’t log on to Facebook</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
**Part C: Self Esteem Measurement Scale**

Please, indicate the level to which you agree or disagree with the statements provided

<table>
<thead>
<tr>
<th>Statement</th>
<th>Strongly Agree</th>
<th>Agree</th>
<th>Disagree</th>
<th>Strongly Disagree</th>
</tr>
</thead>
<tbody>
<tr>
<td>On the whole, I am satisfied with myself.</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>At times I think I am no good at all.</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>I feel that I have a number of good qualities.</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>I am able to do things as well as most other people.</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>I feel I do not have much to be proud of.</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>I certainly feel useless at times.</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>I feel that I'm a person of worth, at least on an equal plane with others.</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>I wish I could have more respect for myself.</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>All in all, I am inclined to feel that I am a failure.</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>I take a positive attitude toward myself.</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>