Effect of Social Media on Young Adult's Self-Esteem and Behavior: A Meta Analytical Study

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Abstract

Nowadays, it is explicit that maximum people are relying on social media not only to gain information but also for communication (interacting with known and unknown people). For some people it is a platform to form a new identity and gain social acceptance and for others it is an opportunity to approval of self-image specifically in young adults. Social media have direct impact on people self (beliefs, confidence, and esteem) and behavior. In this metanalysis study, many different published studies have been complied and results of each study have been elaborately defined. It is observed that social media is like a coin with two different sides, it has its pro and con. A person who used it responsibly to gain information, social media worked as a pillar in their life from where they can gain knowledge anytime, they want but they have careful about fake and information. In this case social media directly influence behavior of a person day to day. In other aspect, when person used social media to form an identity to gain social acceptance his/herself (beliefs, confidence, and esteem) was directly influenced and behavior was impacted indirectly. This study clearly states the positive and negative aspects of social media in young people life.

Keywords: Social media, Self –esteem, Self-confidence, Behavior, Young adults, Socializing.

Introduction

21st century is the most evolutionary decade, every minute people living in it are changing their way of living. The question arises in psychological mind "why/how is it

happening?" The answer is as simple as tricky according to previous research. There are many aspects through which behavior get influence. In this research we going to discuss about social media. Social Media allows every person access to internet or tv channels to gain, share and create information and interact to other people. People usually share their thoughts, emotions, regular activities, and many other information on social media. Facebook, Instagram, YouTube are the most leading social media mediums through with information is assessed and circulated. People are minutes aways from each other and still so far, these days a person virtually can see a live image of another person as clear as in real. Nowadays, people don't find any sort of difficulty in assessing a new information or evidence to support their old information. New information usually conflicts with their self-beliefs causes cognitive distortion hence to change in behavior and if they find evidence to support their old information the behavior remains unchanged. We have included three self-foundations through which we build our identification (i.e., self-perception, self-esteem, and self-confidence) this study. Media directly influence our self-foundations by reinforcement and observation learning. The self-beliefs that they carry within themselves goes against them when they compare it with other person on social media whose behavior is more rewarding. This changes the person real-self to ideal-self and may cause anxiety later in life. As we know behavior is a seed that has been planted by learning. The way we have learnt is the same way we think and reflect it in our behavior. An organism's activities in response to external or internal stimuli, including objectively observable activities, introspectively observable activities, and non-conscious processes, (American Psychological Association). There are many ways through which behavior is influenced by social media. A company use media to influence behavior of customer toward their product. A person posts a beautiful picture of a place he has traveled recently on social media, his friend checks his profile and see the picture and his travelling behavior will get influence. Same way, if his perception of a picture is not as same as his friend, his behavior will be negative toward the picture. The influence of a social media can be negative and positive according to person. The other factors that affect behavior is self-beliefs(perception), self-esteem and self-confidence. Same way social media influence behavior, it influences self (beliefs, esteem, confidence) as well. Self-beliefs are a person belief about himself/herself that he can achieve whatever he desires. The stronger the beliefs about self, higher the success rate and vice versa. These day social media (Facebook, Instagram, YouTube and many others) is easily available, people are comparing themselves with other achievements hence it is causing upsurge in self-doubt and diminishing their self-beliefs. People with low self-beliefs live in fantasy world, they don't have much idea about real world. They use all resources to achieve the achievable goals. Later consequences of diminishing self-beliefs are depression. Same way social media affects self-beliefs it affects self-esteem and confidence. Self-esteem means what person thinks about himself, self- worth and appearance. People use social media to analysis themselves by how much likes they get in their post, how many followers they have, they compare their appearance with other people on social media, later synthesis the available information and at-last evaluate. This process causes shrinkage of self-esteem and self-confidence. It has been studied self (beliefs, esteem, and confidence) influences behavior of a person day to day. In mornings person will feel happy and in the evening he/she will feel sad, it is because of fluctuations of self (beliefs, esteem, and confidence) in a person. They have seen motivation quotation on Facebook in morning and later in evening he/she would have compared himself/herself with other person or he/she would have not achieved his/her unachievable goals because of lack of planning and resources.

Objective

➢ To analyze the review based on study related with influence of social media on behavior among young people

➢   To analyze the review based on study related with Impact of social media on self-beliefs, self-esteem and self confidence among young people
➢   To analyze the review based on study related with Relationship between self (beliefs, self-esteem and self-confidence) and behavior of young people.

Methodology for Meta-Analysis

For meta-analysis, researchers used the paper of Andy P. Siddaway, Alex Wood and Larry V. Hedges Article for conducting and writing a systematic review. We also used Hunter and Schmidt method. There are many issues that can distract and damage the research review. We have taken several steps to eliminate issues before conducting the systematic review. My objectives were clear before initiating my research, according to the objectives we have searched for already published research in the database. The reviewing the published research cleared my doubts and gave me more insight about my research. We have read different research with different questions but with same conclusion. The parameter for my research was decided before reviewing the published research.

Sources of Review Collection

The literatures were collected from Google Scholar, ResearchGate, National Digital library of India and Elsevier. All of them are the most reputed library for research available on the internet. Researchers show sample as a young people that comes underage from 10 to 30 years in this study. They should be involved in social media (Facebook or YouTube or Twitter or Instagram) activities regularly. We have included studies that are open to access and paid access studies abstract with appropriate result.

Criteria of Selection of Literature Review

Some of the parameters are "age of a sample", "time period", variable (independent and dependent), objectives and questions, and sample size. We found much research from different electronic database i.e., Google scholar, ResearchGate, Academia and ScienceDirect. The research that we have selected for my research are mostly open access.

Method of Systematic Review

After gathering all the information systematically, we have collected the results. We have also taken assistance of **Bloom's Taxonomy**, the article helped me in understanding the key step in conducting systematic research i.e., create, evaluate, analyze, apply, understand, and remember. Research will give overall clarity in relationship between young people behavior and self (beliefs, esteem and confidence) and social media. As we know every day increasingly young people are depending on social media. Some use it productive and others for time pass. Influence of media on young people is inevitable. Researcher will let know the audience how much exactly social media impact on behavior and self (beliefs, esteem, and confidence).

Time Period

The research has covered research from 1990 to 2019. As we believe lasted studies would have more reliability and validity than older studies. We have chosen young people for my study because they are more vulnerable and desperate to achieve their goals and only prime medium available to gain information is social media. They interact with family, peer, associates and even strangers on social media. The conversation, the comparisons, the appearance complexion happens on social media affects their self (beliefs, esteem and confidence) and influence their behavior on small scale and large scale. As increase of daily

activities of young people on social media triggered my curiosity in this research to study the relationship between social media and self and behavior.

Variables

The key variable for this research is (i) social media as an independent variable (ii) self (belief, confidence, and esteem) as a dependent variable (iii) behavior as a dependent variable. In this study, old people are not included, because they have just started using social media and still don't know how to use it. This makes social media more dangerous or helpful (they are still making schemas related to schemas) for old people, but they are less vulnerable and desperate because they have passed the age in which we desire the most.

Number of Studies

We have selected thirteen studies for meta-analysis research. We have chosen this method because of the pandemic. Only research available online selected for the meta-analysis.

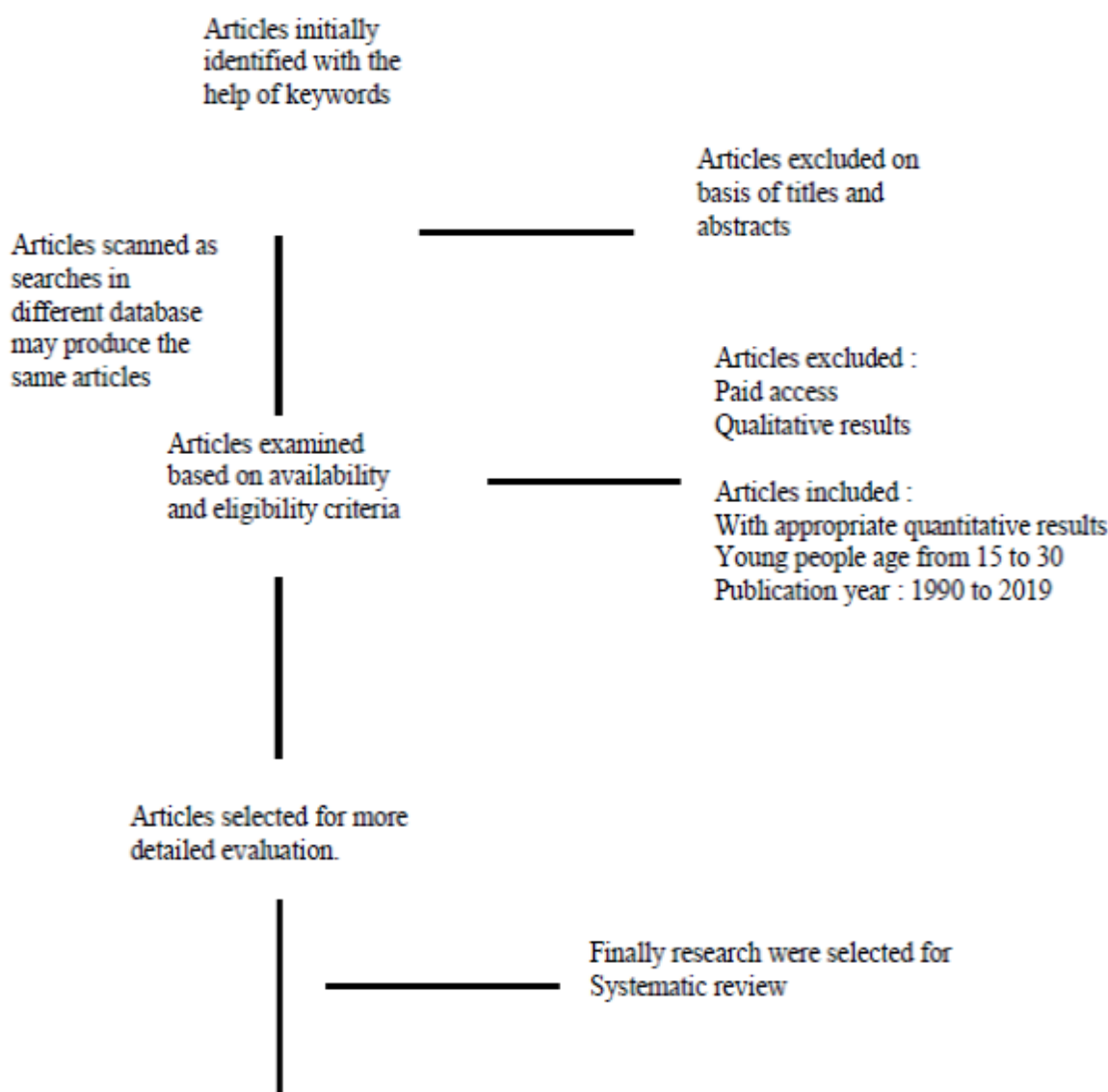Steps for Identification of Systematic Review of Literature

Figure 1: *Process of Systematic Literature Review*

Review of Literature & Meta Synthesis

Scientific and systematic review was done for Meta-Analysis. Review of literature classified and is based on following themes: Social media, Self Esteem and Social Behavior

												Table 1	
Study	Title	Author	year	Sample	Independent variable (X)	Dependent variable(Y)	Correlation(r)	Regression	Significance (p value)	T-score	Chi-square	Percentage (influenced)	Findings
Study 1	Impact of Social Media on Self-Esteem	Muqaddas Jan IoBM, Pakistan Sanobia Anwwer Soomro Iqra University, Pakistan Nawaz Ahmad Assistant Professor at IoBM, Pakistan	August, 2017	150	Social media	Self esteem	-0.93	-5.54	P<.05				In study, it was found that upward social comparisons leads to feeling of inferiority and negative persona of ourselves and decrease in self esteem.
Study 2	The Influence of Media on Young People's Attitudes towards their Love and Beliefs on Romantic and Realistic Relationships	Myrien Eulah Kezia G. Banaag, Kathleen P. Rayos, Miriam Grace Aquino-Malabanan, Elna R. Lopez	July, 2014	50	Social media	Self beliefs			P<0.015	2.5			In study, it was found that media do affect love beliefs of young couples and singles .
Study 3	Influence of Social Media Network Usage and Addiction on Self-Perception of Undergraduate Students at University of Ibadan, Nigeria	I. Idubor, A.A. Elogie and I.J. Ikenwe	17 September, 2015	833	Social media	Self perception (esteem)	0.18	6.3	P<0.01	2.8			In study, It was found when young people uses social media for gaining information their self esteem increases .
Study 4	Relative Influence of Self-Esteem and Norm-Consciousness on Prevalence of Youth Risk Behavior among Japanese High School Students	Chie Kataoka, Yuji Nozu, Motoyoshi Kubo, Yuki Sato and Motoi Watanabe	13 September, 2010	11,113(5604 males and 5509 females)	Self esteem	Behaviour			P<.05				In study, it was found that low esteem in parents develops low esteem in child and influence risk behaviour in children and it was also found low self in peer doesn't develop low esteem in children and influence risk behaviour..
Study 5	Social media sentiment and consumer confidence	Daas, Piet J.H.; Puts, Marco J.H.	September, 2014	1000	Social media	Self confidence	0.83		P<0.01				In study, it was found that the message young consumers share on media is correlated with their self confidence.
Study 6	Influence of Social Media Marketing on Brand Choice Behaviour among Youth in India: An Empirical Study	Bernadette D'Silva, Roshni Bhuptani, Sweta Menon	28 March, 2011	121	Social media	Behaviour			P<0.00		15.68		In study, it was found not only young people use social media seek information about brand but their behaviour also influence according to what they see.
Study7	Social media browsing and consumer behaviour: Exploring the youth market	Yavisha Ramnarain and Krishna K. Govender	16, April 2013	150(70 males and 75 females)	Social media	Behaviour						85%	In study, it was found youngsters believe information in social media is more reliable than trad advertising.According to research youngsters behaviour get influenced by social media
Study8	The influence of tourist trends of Youth Tourism through Social Media (SM) & Information and Communication Technologies (ICTs)	Ioanna Bizirgianni , Panagiota Dionysopoulou	2013	254(123 males and 142 females)	Social media	Behaviour						55%	In study, it was found social media influence travelling behaviour of young people.
Study9	Social Media Use and Sexual Risk Reduction Behaviour Among Minority Youth: Seeking Safe Sex Information	Robin Stevens, PhD, MPH, Assistant Professor, Stacia Gilliard-Matthews, PhD, Assistant Pro-fessor, and Jennifer Stewart, PhD, RN, Assistant Professor	September, 2018	249	Social media	Behaviour		2.69	P<.05				In study, it was found social media information about sexual health helps young people in preventing risk reduction behaviour.
Study10	Self-esteem mediates the relationship between mindfulness and well-being	Badri Bajaj, Neerja Pande, Ragini Gupta	May, 2016	318(232 males and 86 females)	Self esteem	Behaviour			P<.001		74		In study, it was found higher self esteem helps young people in mental well being.
Study11	Linking the Self-Esteem to Organisational Citizenship Behaviour	Dorothea Wahyu Ariani	April,2012	636	Self esteem	Behaviour	0.45(self rated and 0.1(supervi se rated)		P<0.00 self rating and p< 0.002)				In study, It was found higher self esteem help young job worker in organisations citizenship behaviour .
Study12	Eating Habits, Self Perception of Body Image, and Weight Control Behavior by Gender in Korean Adolescents	Mi-Hyun Kim	2012	70,809(37,090 males and 33,719 females)	Self esteem	Behaviour			P<0.001		Male,X = 567 and female, X=425.32		In study, it was found negative self beliefs about our body directly influence weight control behaviour.
Study13	Influence of Social Media usage Behaviour on Purchase Decision Making with reference to Facebook	Dr Swapna H. R	July, 2019	404(67% males and 37% females)	Social media	Behaviour	0.81						In study, it was found social media influence purchases decision making behaviour.

In first study, the research was published in August, 2017. We have used Research gate database to find the research. The research is on young people with appropriate results. Researcher used correlation method to calculate relationship between social media (independent variable) and self-esteem (dependent variable). Anova was used to prove the hypothesis.

In second study, the research was published in July 2014. We found the research on Google scholar. The research was on young people with appropriate result. Researcher used T-square method to calculate influence of social media (independent variable) on self-beliefs related to love (dependent variable). T-test was used to reach the hypothesis.

In third study, the research was published on 17th September, 2015. We found the research-on-Research gate. The research was on young people with appropriate result. Researcher used correlation method to calculate relationship between social media (independent variable) and self-perception(esteem) (dependent variable) related to love and regression was used to see the effect of social media on self-perception. SSPS was used to reach the hypothesis.

In forth study, the research was published on 13th September 2010. We found the research-on-Research gate. The research was on young people with appropriate result. Researcher used regression method to calculate affect between self-esteem (Independent variable) and youth risk behavior (dependent variable). SSPS was used to reach the hypothesis.

In fifth study, the research was published in September 2014. We found the research on Google scholar. The research was on young people with appropriate result. Researcher used correlation method to calculate relationship between social media interaction sentiment (independent variable) and self-confidence (dependent variable). Regression method was used to check the effect of social media interaction and self-confidence. SSPS was used to reach the hypothesis.

In sixth study, the research was published on 16 April 2013. We found the research-on-Research gate. The research was on young people with appropriate result. Researcher used k cluster mean method to calculate influence of social media browsing (independent variable) on youth purchasing behavior (dependent variable).

In seventh study, the research was published on 28th March 2011. We found the research on Academia database. The research was on young people with appropriate result. Researcher used chi square check the relationship between social media (independent variable) and brand choice behavior (dependent variable) and to reach the hypothesis.

In eighth study, the research was published in 2013. We found the research on ScienceDirect database. The research was on young people with appropriate result.

In ninth study, the research was published on 1st September 2018. We found the research on Google scholar database. The research was on young people with appropriate result. Chi-square was used to check the relationship and to reach hypothesis and regression was used to check the effect of social media (independent variable) on sexual reduction behavior (dependent variable) among youth.

In tenth study, the research was published in May 2016. We found the research on ScienceDirect database. The research was on young people with appropriate result. Correlation

was used to check the relationship of self-esteem (independent variable) and mental well-being behavior (dependent variable), and chi-square is used to reach hypothesis.

In eleventh study, the research was published on 30 April 2012. We found the research on Academia database. The research was on young people with appropriate result. SSPS was used to reach hypothesis and regression was used to calculate the effect of self-esteem (independent variable) on organizational Citizenship behavior (dependent variable).

In twelfth study, the research was published in 2012. We found the research on ResearchGate database. The research was on young people with appropriate result. Chi square was used check the relationship between self-perception (esteem) (independent variable) and body image and weight control behavior (dependent variable) and to reach hypothesis.

In thirteenth study, the research was published in July, 2019. We found the research on ResearchGate database. The research was on young people with appropriate result. Researcher used correlation method to calculate the relationship between social media (independent variable) and Behavior (dependent variable) on purchase decision making.

In this study (Jan & Ahmad, 2017) authors hypothesis is the use of social media has decreased the self-esteem of the users. They have selected 150 student's samples, age 18 to 25 from institute of business management. To test the hypothesis, they have provided two questionnaire (I) self-esteem questionnaire to each of the participants in the study to check the self-esteem and (ii) second questionnaire to check the time spent on Facebook. Other method that was used in study was interviewed to know why they spent time on Facebook. Authors got to know that 88% of participants indulge themselves in social comparisons and 98% of the comparisons are upward social comparisons. It has been studied those upward social comparisons leads to feeling of inferiority and negative persona of us and decrease in self-esteem. They have divided the participants according to time spent on Facebook. Facebook is used as a medium to test their hypothesis.

In this research (Banega, Rayos & Lopez, 2014) authors aim to study the effects of social media on love beliefs of young couples and singles. They have selected 50 teenagers that seemed to fit for study. Two groups were set by researchers, one groups watched love movies (7 movies selected by researcher and two soap operas on the prime-time slot or American series and spend hour or more on social networking sites) and other group watched horror movies. Questionnaires were given to each of the participants to check their attitude toward love. With the help of t-test significant significance was found. Pre and posttest were taken and recorded of everyone. Overall mean score of the paired sample is 4.20 and Standard deviation is 11.79 and t-score is 2.5. The test statistically significant is 0.015 hence, it was found there is significant difference($p<.05$). The study was concluded with the result that media do effect love beliefs of young couples and singles.

The research (Idubor, Elogie & Ikenwe, 2015) has conducted to find the relationship between use of social media and self-perception and effect of use of social media on self-perception of undergraduate students at university of Ibadan. The ex-post-facto method was used to conduct the research. Students from these courses were selected i.e., Science (233), Social Sciences (146), Agriculture and Forestry (136), Pharmacy (33), Clinical Science (119), Arts (182) and Law (58). Total of 907 sample were selected from total population of 9074. As a quantitative research self-perception questionnaire was opted to reach the hypothesis. Correlation method was used to check the relationship and regression method was used to check effect of independent variable (social media) on dependent variable (self-perception) and SSPS was used

for analysis. Questionnaires were provided to each participant and only 833 out of 907 sample responses were taken into consideration. It was found there is positive relationship between social media and self-perception (r =.18, p<0.01) and effect of social media as shown regression 6.3, t =2.8, p< 0.00. As per result there is a significant difference. In this study it has concluded by saying there is positive relationship and effect of use of social media (Facebook). When student use Facebook to gain information his/her self-esteem increases.

The research (Kataoka, Nozu, Kubo, Sato & Watanabe, 2010) has conducted to find the relationship between self-esteem and risk behavior such as self- harm behaviors, sexual behaviors, physical activity, and dietary behaviors. Total sample of 11,113 (5,604 males and ,5509 females) 10 to 12 grade high school students in Japan were selected for the research. Japan Youth Risk Behavior Survey conducted by Nozu et al. (2002) was used in the analysis. Nine risk behavior (i.e., physical activity, dietary behaviors, cigarette smoking, alcohol drinking, drug abuse, sexual behaviors, traffic-related behaviors, violence and carrying a weapon, and self-harm behaviors) were taken into consideration for the research. To measure self-esteem 15 items scale was constructed with five subordinate Parent, Teacher, Peer, People in community and General. Multiple Regression method was used to find the effect of self-esteem (independent variable) on risk behavior (dependent variable). SSPS was used to check the significant. For male, risk behavior such as

Lack of vigorous physical activity, attempting suicide and skipping breakfast showed the significant high positive standardized partial regression with respect to the self- esteem. For female, the effects were similar.

Subordinate as parents: strong correlation (low self-esteem in parents develops low self-esteem in child as well and it influences risk behavior in children (smoking, drinking, skipping breakfast and sexual intercourse) in child both males and females.

Subordinate as peer: no correlation was found between friends' self-esteem and participants risk behavior because low esteem in peer doesn't develop low self-esteem in child.

The research (Daas, Puts, Marco, 2014) was conducted to check the relationship between self- confidence and social media. Researcher have conducted 3 and half year study on Dutch public to see change in self-confidence if there some changes in social media message sentiment. As per the result researchers found strong positive correlation between two variables (r=.09). Facebook, twitter, LinkedIn and blogs as a platform is used to check the influence of social media on self-confidence. The sample of 1000 youth was selected, every first 2-week survey of each month was conducted. Self-confidence was related to financial situations of the Netherlands and the youth and how confident they feel to buy large goods in current situation. The questionnaires were provided to each youth. Secondly, they have collected public social media messages. Around 3 billion messages were collected. Negative and positive sentiment was checked by using a proprietary variant of a sentence level-based classification approach.

Average sentiment = percentage of messages classified as positive - percentage of messages classified as negative

Next, the result of social media sentiment was compared with the result of monthly consumer confidence data covering the same period. Regression method was used to measure the effects of young household sentiment messages on social media on youth confidence and correlation method was used to measure the relationship between youth social media sentiment and self-confidence. Result was concluded with a result, sentiment of youth messages on

Facebook is highly correlated with young household confidence (r=0.81 and 0.83) on a time interval and significant difference of p<0.01. Hence, Facebook sentiment messages effects household self-confidence.

The research (D'Silva, Bhuptani& Menon, 2011) was conducted to check the relationship between social media and brand choice behavior. This research was conducted in Mumbai, India among youth. Total sample of 121 youngsters were selected. Questionnaires were provided to each participant and responses were recorded. SSPS was used to check the significance (p>0.05) and relationship. With the help of chi square significance difference was calculated (15.68, p< 0.00) when companies take benefits of social media to create their brand and younger get influence by it after seeing it on social media. Other hypothesis was do youngsters seek information about brand and get influence by it. As null hypothesis was rejected in this case as well. With chi square method result were calculated (9.168, p< 0.002). It clearly shows youngsters are getting influenced intentionally and unintentionally.

The research (Ramnarain & Govender, 2013) was conducted to check the influence of media browsing on youth purchasing behavior. Total number of 150 students (age 18 to 24) years were selected randomly. Questionnaires were provided to each participant but unfortunately 5 were spoiled. So remaining responses were recorded (70 males, 75 females), 92% was keenly active on social media. 97% use social media to gain knowledge (81% use blogs, 80% use vlog, 76% use content on social media and 64% use podcast). As per the result of research we get to know 80% of youngster's behavior get influenced by social browsing (43% purchased item over 8 times, 23% purchased 5 to 8 times, 10% purchased items between two to four times and 4% indicated having purchased once) Social media information is more reliable than traditional advertising- 61 Agreed

There is no difficulty in obtaining information on products on social media platforms - 98 Agreed I am able to obtain valuable information on products on social media platforms-94 Agreed, with respect to product/brand information, social media is more reliable than salespeople- 81 agreed, I am satisfied with the amount of information on products/brands I can obtain from social media platforms- 93 agreed.

The result was obtained by k-cluster Means clustering. Two groups were divided into two clusters. 123 participants in one cluster and 22 participants in another. 1 cluster was consisting of responses strongly agreed to agree. It contains (85%) of participants. Clusters two consist of 15% participants (neutral and strongly disagree). According to research youngsters' behavior get influenced by social media because it provides them with pleasure, convenience, anonymity, affordability, value, reliable information, sufficient information, ease in accessing this information, discussion.

The study (Bizirgianni & Dionysopoulou, 2013) was conducted to check the influence of social media on youth travelling behavior. The sample of 254 young people (112 male and 142 females), age 16- to 29-year-old were selected who use social media (Facebook and Twitter) regularly. Questionnaires consist of 25 questions were provided to each participant via an e-mail. From the sample of 254 users, 37% are students, 31% employees in private sector, 12% freelancers, 8% students of secondary education, 7% unemployed and 4% civil servants. When comes to travelling 225 participants chose social media top priority to gain information about destination.

69% of young people check social activities (travelling destinations, photos) of their peer on social media (Facebook) profile. 36% young people were influenced by seeing photos

on social media of peer, 33% young people were not influenced, and 19% young people were highly influenced. Hence, concluded young people travelling behavior get influenced by social media.

The research (Stevens, Matthews & Stewart, 2018) was conducted to check the effect of social media information about sexual health on risk reduction behavior among young people. The total of 249 sample, age 13 to 24 years were selected from small city in the Northeastern United States. Researcher have used cross- sectional behavior survey and venue-based sampling technique to collect the data. Usually, participants use social media to gather information about contraception and HHIV/sexually transmitted disease and condom use during their last sexual activity. Chi- square and F-test is used to check the significance difference and hypothesis. Regression method was used to check the relationship between information sources and sexual risk reduction behavior. As per the result there is significant difference (2.69, p< .05). Hence, use of social media has strongly influenced young sexual risk reduction behavior, they used contraception and condom while their last sexual activity.

The study (Badri, Pande& Gupta, 2016) was conducted to check self-esteem as a mediator the relationship between mindfulness and mental well-being behavior (positively and negatively). The sample of 318(232 males and 86 females) Indian undergraduate university students, age 18-23 years were selected. Mindfulness was assessed with Mindful Attention Awareness Scale. Self-esteem was measured with Rosenberg Self-esteem scale assessment tool and mental well-being was measured with Warwick-Edinburgh Mental Well-being Scale assessment tool. Correlation was used as a statistical tool to check the relationship between self-esteem and mental well-being. As per the result there was significant difference (chi square= 74, df= 39; p = .001). High Self-esteem has positive correlation as a mediator between mindfulness and positive mental well-being.

The research (Ariani, 2012) was conducted to check the relationship between self-esteem and Organization Citizenship Behavior. Organization citizens Behavior means employ behavior in workplace voluntarily, usually orders come from supervisors and employee's execution behavior of order being supervised. Five dimension of OCB was used to evaluate: Altruism, Courtesy, Sportsmanship, Civic Virtue, Generalized compliance. The research was placed in banks employees of 12 big cities in Indonesia, Request was accepted by 115 general banking branches. Five cashiers (more than one year experience) are selected from each branch as they can only report the behavior of 5 subordinates. Questionnaires was used as a statistical tool to record the responses of employees. According to results, there is strong correlation in both cases (self-rated and supervise rated) between self-esteem and each five dimension of organization citizenship behavior when. No of sample are 636 employees. But in case of civic virtue there is no significance while supervise rating. Null hypothesis is rejected as there is significance difference.

The research (Kim, 2012) was conducted to check the relationship between self-perception and weight control behavior by gender in Korea among Young people. Total number of 70,809(37,090 males, 33,719 females) were selected from the sixth Korea Youth Risk Behavior web-based survey. The rate of skipping breakfast was 42.5% in male, and 45.8% in female students. The intake frequency of vegetable, milk, soda, fast food, and instant noodles was higher in male than female students. 33% of male and 31.9% of female students considered themselves to be somewhat or very obese. Notably, 2.3% of underweight students considered themselves to be obese. Weight control measures were practiced in 44.6% of male, and 54.6% of female students. Skipping Meal was used more frequently to control weight by females, while males more used exercise. The perceived stress level was higher in female than male

students, especially that due to appearance. Therefore, integrated, and personalized high school nutrition programs according to gender should be implemented to establish proper body image perception and eating habits, as well as to develop self- esteem.

According to results there was strong correlation between self-perception and weight control behavior among young people, as there was significant difference found ($p<0.001$). e research (Swapna, 2019) was conducted to check the relationship between social media (Facebook) and purchase decision making behavior among young people. The total number of samples 404(67% male, 37% female), age 18 to 32 years were selected. Each of the participants were provided with questionnaire that was self-built with appropriate reliability and validity. The researcher has divided Facebook usage into three categories (i) who use Facebook for content consumption, (ii) participants (who likes and comment) and (iii) who makes content on Facebook. All the three categories of user are positive correlated with purchase decision behavior.

Meta-Analysis

The focus of this research is to analysis (i)the impact of social media on self (beliefs, esteem, and confidence and (ii) relationship between self-esteem and behavior. In this research significant number of research are selected for systematic review. Each study has provided different results. In research (Jan & Ahmad, 2017), In study, it was found that upward social comparisons lead to feeling of inferiority and negative persona of ourselves and decrease in self-esteem. In research (Banaag, Rayos & Lopez, 2014), it was found that when young people watch romantic movies on social media their self-belief about love gets affected. In research (Idubor, Elogie & Ikenwe, 2015), it was found when young people use social media for gaining information their self-perception (esteem) increases because they believe information is dependable and added information support the previous beliefs. In research (Kataoka, Nozu, Kubo, Sato & Watanabe, 2010), it was found that low esteem in parents develops low esteem in child and influence risk behavior in children and it was also found low self in peer does not develop low esteem in children and influence risk behavior. In research (D'Silva, Bhuptani & Menon, 2011), it was found that the message young consumers share on media is correlated with their self-confidence. In research (D'Silva, Bhuptani& Menon, 2011), it was found not only young people use social media seek information about brand, but their behavior also influences according to what they see. In research (Ramnarain & Govender, 2013), it was found youngsters believe information in social media is more dependable than trade advertising. According to research youngsters' behavior get influenced by social media because it provides them with pleasure, convenience, anonymity, affordability, value, reliable information, sufficient information, ease in accessing this information, discussion and conversation around products and brands, a variety and wider selection of products and empowerment and encouragement. In research (Bizirgianni & Dionysopoulou, 2013), it was found that social media influence travelling behavior of young people when they check peer travelling activities on social media. In research (Stevens, Matthews & Stewart, 2018), it was found that social media information about sexual health helps young people in preventing risk reduction behavior. In study (Badri, Pande & Gupta, 2016), it was found that higher self-esteem helps young people in mental well-being behavior. In research (Ariani, 2012), It was found higher self-esteem help young job worker in organizations citizenship behavior. In research (Kim, 2012), it was found negative self-beliefs about our body directly influence weight control behavior. The research (Swapna, 2019), the participants were divided into (i) who use Facebook for content consumption, (ii)participants (who likes and comment) and (iii) who makes content on Facebook. It was found social media influence purchases decision making

behavior. In systematic review clearly show positive and negative impact of different independent variable on dependent variable i.e., social media as independent variable on self (beliefs, esteem and confidence) as dependent variable, social media (independent variable) on behavior as dependent variable and self (beliefs, esteem and confidence) as independent variable on behavior as dependent variable. Observation learning and reinforcement learning plays a prominent role. A person usually follows other person on social media only if he/she thinks another person to be worthy enough. They try to copy their attitude, values, and styles of thinking and behaving (Bandura, 2008), this same thing happens when big brands use social media as an advertisement medium to influence young people purchasing behavior. Once they bought the product and notice that they are getting attention reinforcement learning (Skinner, 1958) come into force and their behavior gets fixed. In much research it was found that high self (beliefs, esteem and confidence) and behavior has a positively correlation. Why is that being a big question, what is self-beliefs: is a person's belief in their ability to complete tasks and to achieve their goals, self-esteem: is used to describe a person's overall sense of self- worth or personal value and self-confidence: is an attitude about your skills and abilities. If a person compares his/herself with others on social media and receive an information that doesn't support his beliefs, either he/she will change his/herself or get depressed. He/she only compare himself/herself with a person who is better than themselves according to their perception. People on social media with lower self (beliefs, esteem and confidence) can have devastating effects on their behaviour. Self-esteem significance is often exaggerated to the extent that low self-esteem is viewed as the cause of all evil and high self-esteem as the cause of all good (Manning, Bear and Minke, 2006).

Conclusion

In today COVID time, we all depend on social media, specifically young people. Everyone wants to know or learn same or different things; it is all depend on their perception and beliefs how they are going to conceive an information. Self-beliefs play as vital roles in person behavior (Hoffman, 2015). One type of beliefs that influence human is epistemology i.e.

i)   a person thinks there is only one viable way to acquire knowledge.
ii)   second set of people thinks knowledge can be acquired in two or three ways.
iii)   third set of people think same way as second set of people but also believe only one information is valid among all.

People with low self-beliefs thinks knowledge can be acquired in only one way and for most people it is social media. The social media (Facebook, Instagram) user totally on social media to get acceptance in society. They compare themselves with the likes and follower they get on their post. According to that information their behavior gets influenced day to day. Social media do have some side effects, but it has its benefits as well. As we have acknowledged valuable information in social media makes people aware towards safe sex. Most of the reputable companies takes helps of social media in making people more aware about their product. It has been observed having healthy behavior boost self-confidence. When we purchase good products our behavior regarding purchasing will be healthy and our self-confidence will be boosted. Social media has become a direct access library from where anyone can acquire any kind of information without restrictions. Some are getting educational degrees out of it, and some are making bomb with information available. It is all about how people have perceived the world. Self (beliefs, esteem, and confidence) and behavior is just a part of it.

There are many ways to change or boost self (beliefs, esteem, and confidence):

i)   Identify and Challenge Your Negative Beliefs Notice your thoughts about yourself: For example, you might find yourself thinking 'I'm not clever enough to try to that' or 'I have not any friends' When you do, search for evidence that contradicts those statements. Keep record of evidence and keep looking back at it to remind yourself that your negative beliefs about yourself are not true.

ii)   Identify the Positive About Yourself: It is also an honest idea to write down positive things about yourself, like being good at a sport, or wonderful things that folks have said about you. When you start to feel low, reminisce at this stuff, and remind yourself that there is many good about you.

iii) Build Positive Relationships—and Avoid Negative Ones You will find that there are certain people—and certain relationships—that make you feel better than others. Avoid the people who makes you feel bad about yourself. Build relationships with people that cause you to feel good about yourself and avoid the relationships that drag you down.

iv)   Give Yourself a Break: You don't have to be perfect every hour of every day. It is not necessary to feel good all the time.

iv)   Become More Assertive and Learn to Say No: People with low self-esteem often find it hard to stand up for themselves or say no to others.

v)   Improve Your Physical Health: It is much easier to feel good about ourselves when we are fit and healthy.

Take on Challenges: People with low self-esteem often neglect challenging and run away from dangerous situations. According to cognitive behavior therapy, as we boost or change are self (beliefs, esteem, and confidence), we will be able to change are thinking on situation and our behavior will influence day to day. One of ways to use social media responsibly. As we know everyone uses social media, among them we know lots of them, it can be easy to get caught up in online drama. Whether someone posted a not so good picture of someone else, or people are simply debate about politics, you need to stay as uninvolved in the drama as possible and keep check your emotions before saying or doing anything. It's okay to be show feeling about causes or show support for your friends, but you need to do so wisely, responsibly, and respectfully. Do not react with emotion or even with the first thing that comes into your mind. Think through your responses and be as light-headed as possible so that you are above reproach when it comes to online interactions.

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