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# International Journal of Computational and Experimental Science and ENgineering (IJCESEN)

Vol. 11-No.2 (2025) pp. 3055-3064 http://www.ijcesen.com

**Research Article** 



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## An Empirical Study: Assessing the Influence of Media Platforms on the Self-Esteem of First-Year Adolescents in Vellore

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#### **Article Info:**

## **DOI:** 10.22399/ijcesen.1337 **Received:** 23 February 2025 **Accepted:** 12 April 2025

#### **Keywords**

Adolescents Media platform Self-esteem Wellbeing

#### Abstract:

The primary aim of this paper is to assess the effect of media platforms on the self-esteem of first-year students in Vellore district. A study was done using the survey method and a simple random sampling technique. Adolescence is a crucial period of development for emotional, physical, and psychological well-being. There are 120 first-year college students who took part in the study. The participants initially responded to inquiries regarding their media usage, and they were then given a self-esteem assessment adopted from "Disease Control and Prevention" The descriptive and correlation methods were used to analyze the data. The findings statistically demonstrated that media platforms had an effect on the level of self-esteem among first-year adolescents in the Vellore District. Based on the outcome of the study, recommendations were provided. The adolescents were conscious of the downsides of media platforms and modified their use of media platforms consequently, and there is a pressing need for appointing a professional counsellor for adolescents to discuss their problems and get help for their emotional issues.

#### 1. Introduction

Over the past ten years, people all over the world have used media platforms a lot more. Most people have easy access to the Internet, whether they use laptops, PCs, tablets, or smartphones. Media platform access is expanding day by day, and this can have both positive and negative effects, especially among adolescents. The media is a fantastic tool for staying up-to-date on current events and finding out more about what is going on across the world. It could be used as a tool for instructing students. However, there are several drawbacks to the media. One major detrimental effect of the media platform is that it makes people more susceptible to problems with their selfesteem. Social comparison studies consistently discovered a link between low selfesteem and depression, as well as a significant link between poor self-concept and low self-esteem. When it comes to physical, emotional, and mental health, adolescence is a more transitional time. Over 1.2 billion 10-19-year-olds, or 16% of the world's population, make up over ten lakhs. The

term media platform' refers to the means through which people interact with one another online through the creation, dissemination, and/or exchange of knowledge and ideas. The major media platforms such as Facebook, WhatsApp, Instagram, TikTok, Twitter, Snapchat, Snap Share, Kik, Tumblr, Pinterest, Whisper, and Ask.fm The purpose of the research is to evaluate the impact of visual media on the self-esteem of first-year students in the Vellore District.

#### 1.1 Definitions

- Adolescence: According to WHO, "adolescence" is the year of ages between the of 10-19 that signifies the shift from childhood to maturity. It is a separate stage of human development and is essential for development the basis for sustained health. Physical, cognitive, and affective changes occur rapidly throughout adolescence.
- ➤ Media: "Media" encompasses a technology based on computers and mobile phones that enables the dissemination of values,

information and core values digital forums and networks. Through media platform, online with internet access users could rapidly share the videos, photos, details, updates and personal information. On a computer, tablet, iPhone, android smartphone, users connect with media platform by employing software or apps. The most popular media websites and application used by the samples are as follows:

YouTube	Twitter	Pinterest
Facebook	Snapchat	Whisper
WhatsApp	Snap share	Linked-in
Instagram	Kik	Bumble
TikTok	Tumblr	Tinder

➤ Self-Esteem- Having "self-esteem" is the act of judging oneself, also referred to as one's judgement of one's qualities and faults. Duru et al. have mentioned that a person's sense of self-worth determines their perception of their worth and their confidence in their skills, knowledge, and abilities [5]. "Self- Esteem is the judgement or opinion we hold about ourselves. It is extent to which we perceive ourselves to be worthwhile and capable human beings"- Cooper Smith (1967). According to some, having a high sense of self-worth is necessary for meeting obligations and achieving goals in life [11].

## 1.2 Significance of Self Esteem

Self-esteem" is the process of evaluating one's value and worth. For self-esteem, it is essential to be aware of one's strengths and weaknesses. It has an impact on people's preferences and decision-making. Or, to put it another way, it encourages the person to look after themselves and realise their potential. People with strong self-esteem are successful and confident when pursuing their personal and professional goals. Lack of self-worth leads people to believe they are undeserving, which makes them less engaged in their work [16].

The concept of "self-esteem" is hazy; it includes your skills and achievements in addition to self-awareness [9].

#### 1.3 Types of Self - Esteem

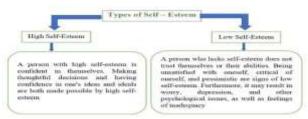


Figure 1. Types of Self – Esteem

#### 1.3.1 Objectives

- ➤ To assess the effect of time is given over to media platform and the level of "Self- esteem" on first-year adolescents of Vellore District.
- To find out the effect of the number of accounts on media platform and the level of "Selfesteem" in first-year adolescents in Vellore District
- ➤ To find out the effect of the quantity of people who follow and contacts on media platform and their level of self-esteem in first-year adolescents in Vellore District.

#### 2. Review of Literature

Self-esteem is central to mental health, but not much is known about how adolescents evaluate themselves as they progress through adolescence. In early adolescence, girls identified lower selfesteem than boys, and in late adolescence, males reported lower self-esteem than younger boys. There were significant gender differences in emotional expression, with males becoming more reserved during adolescence. In late childhood and early adolescence, girls reported a more negative body image and greater media influence than males. Body image appeared to mediate the relationships between certain predictors and girls' self-esteem, while gender and grade level appeared to moderate the relationship between media influence and girls' and boys' self-esteem [18].

Through the development of technological advances, media awareness is becoming increasingly crucial. The three most prevalent concepts that emphasize a critical approach to media messages are media literacy, information literacy, and digital literacy. This article provides an overview of the nature of these literacies, which demonstrate both similarities and differences. The contexts in which they operate are described, and additional literacies are mentioned. The matter of the blurring line between media consumers and producers is given special consideration [10].

The perception of stigma was found to be significantly associated with negative social comparisons, which were found to be significantly associated with low self-esteem. There was no difference between social comparisons with other service users and those with community members. There was no evidence that social comparison moderates the relationship between stigma and self-esteem [17].

The media is a powerful instrument for expressing societal expectations regarding the appearance of men and women. As a consequence, women's body dissatisfaction has increased over the past few decades. We identified a correlation between media influence and the desire to be slender. There was also a correlation between self-esteem and thinness motivation. For both men and women, media models were the most accurate predictor of thinness motivation. However, social pressures were the secondary predictor for women, whereas internalization was the secondary predictor for males. Such findings demonstrate the significance of analyzing the influence of media sources on men and women in order to decipher gender differences [6].

The impacts of temporary exposure to social media profiles on state self-esteem and relative self-evaluations were investigated. Participants' state self-esteem and relative self-evaluations were lower when the target person's profile included upward comparison information (e.g., a highly active social network, healthy behaviors) than when the target person's profile included downward comparison information (e.g., a low activity social network, unhealthy habits). Results are discussed in relation to previous research and their implications for the function of social media in well-being [25].

A person's total feeling of self-worth is described by the phrase "positive or negative attitude toward a certain item, typically the self." Peer acceptance might make it possible to have greater overall self-esteem in the face of hardship, which might operate to boost overall self-esteem as risk rises. Because of this, media acceptability may help teens with estranged parents learn and grow, with their self-esteem going up as their associations with their parents get worse [1].

The studies found that the health impact of social media on children and adolescents was greatest on mental health and specifically in the areas of selfwell-being, with related issues esteem and surrounding cyberbullying 'Facebook and Depression' and a correlation between the use of social media and self-esteem and body image. However, it is challenging to determine cause and effect, which is likely related to the youth's personality. Research has been conducted on the effects of social media on younger children. More research is required to identify those at greatest risk of harm from social media and to develop risk mitigation strategies to aid health-care professionals in delivering necessary education to parents and adolescents [20].

The purpose of this study is to explore the relationship between on-line social networking sites, particularly Facebook, and the self-esteem levels of college students. According to prior research, there appears to be a connection between more time spent online and a decline in face-to-face

communication with family and peers, which leads to feelings of loneliness and depression (Chen & Lee, 2013). The data gathered shows that females spend more time on Facebook than males and have a greater number of Facebook friends than males. Results also indicated that females have lower body image satisfaction and a greater drive for thinness than males[19].

Gallagher, 2017 stated that media provokes risk taking behavior among adolescents, which greatly impacts their self-esteem [7]. Adolescence, which occurs between childhood and adulthood, presents a number of chances for excellent health and is a time when patterns for adult health are established. During this fragile period of life, it could be challenging to transition from one social role to another and to become independent of careers [13]. In the past decade, social media have become an integral part of contemporary society. Among adolescents and young adults, image-based social networking sites such as Instagram have become increasingly popular. Despite the widespread use of social media, the literature remains divided regarding their potential effects, particularly with regard to image-based platforms. The purpose of the present study was to examine the connection between social media usage patterns and their consequent effects on user self-esteem and wellbeing. Despite the existing literature, the results of this study indicate that the intensity of Instagram use mediates this relationship. The results of the study indicate that utilisation intensity, not usage patterns, determines user outcomes. Lastly, the results indicate that Instagram users who engage with the application more frequently have higher self-esteem and well-being than those who do not

A lot of women said they had ASMC. For example, about three-quarters said they had ASMC often. Also, the results of two path analyses showed that a higher ASMC was significantly linked to (a) more body surveillance, more body comparison, and lower body esteem, even when time spent on social media was taken into account; and (b) more depressive symptoms, even when body surveillance and time spent on social media were taken into account. The preliminary results of this study show that ASMC may be a reflection of experiences that are common among young women and that higher levels may be bad for psychological adjustment. This study also shows how important it is to know how social media can affect the mental health and well-being of young women in many different ways

Self-esteem was found to moderate the relationship between social media usage and conspicuous consumption in a significant way. Overall, this research reveals significant Insights into the comprehension of conspicuous consumption and variables such as social media usage and self-esteem that influence it. Consumers and authorities can benefit from these findings by improving their awareness of the impact of these variables on consumer purchasing decisions [26].

Higher levels of self-objectification and lower self-esteem are likely to come before more selfie-taking. Structural equation modelling showed that body appreciation is linked to more deliberate selfie selection and posting, while self-objectification is linked to more of all selfie behaviors that were looked at. In support of our proposed model, a model with the roles switched was also tested, and the results were worse. These results show that body image may not only be a result of SNS use, but also a reason why people take selfies [24].

In another study Dienlin & Johannes, 2020 have stated that all goods and services have a wide range of features and capabilities, which allow for a wide range of possible usage scenarios [4]. Teenagers can post content, like it, share it, and connect with other users on media platform. These applications are widely assumed to be in use. Teenagers, on the other hand, can use media in a passive manner by lurking and merely consuming the information of others. It is still unclear from the categorical differentiation among active and passive usage whether a behavior is the main objective or postponed.

The multilevel models showed that using more IG on a certain day was linked to more self-reported self-objectification on that same day. Daily Instagram use was also linked to less happiness with life and a worse mood every day. Also, the results show that feelings of self-objectification partly explain the link between IG use and bad mood (but not life satisfaction). The results of this study suggest that seeing pictures on Instagram every day may be bad for your health [8].

Social media users are frequently exposed to photographs depicting their idealized selves. This poses a potential threat to the appearance-based self-esteem of young people, but the severity of the threat may depend on the type of social media engagement. Youth who actively post updates (i.e., self-oriented social media use) may be in a position to receive positive feedback and appearance confirmation, resulting in increased self-esteem. In contrast, youth who primarily view and respond to others' posts (i.e., other-oriented social media use) are exposed to these portrayed presentations, but do not receive positive feedback on their own appearance, which may result in decreased selfesteem [22]. Those with low self-esteem were especially susceptible to making more frequent and extreme upward comparisons on social media, which threatened their already low self-evaluations. In conclusion, social media comparisons led to greater decreases in self-evaluations than other contexts. These studies provide the first insights into the cumulative impact of multiple comparisons, clarify the role of self-esteem in online comparison processes, and illustrate how the characteristics and consequences of comparisons made on social media differ from those made in other contexts [12].

The study's results show that the way people use social networks may have a negative effect on how happy they are with their lives in general and this study focused on the underlying mechanisms and suggested that passive use of social networking sites might be linked to a higher level of envy, and that envy might be linked to a lower level of self-esteem, which leads to a lower level of life satisfaction. Also, in a social network setting, it was found that women's feelings of envy hurt them more than men's. The current study tries to answer these questions by giving us a better idea of how and when a user's behavior on a social network may be linked to a low sense of life satisfaction [15].

Multilevel analyses showed different patterns for men and women: Women with low initial self-esteem were more likely to use social media often, while men with low initial self-esteem were less likely to use social media often. Also, recent use of social media predicted that women would have lower self-esteem now, but not men. No matter what gender, having low self-esteem was linked to using social media more. The results back up the idea that women's self-esteem and how often they use social media are linked. Women's self-esteem may make them use social media more often, and using social media may make their self-esteem go down. Men seem to be less hurt by social media use than women [14].

We investigated the connections between subjective feedback relevance and usage behavior, as well as the correlations between these variables and self-esteem and subjective social status. Low self-esteem and low social status were related to greater feedback relevance; low social status was also associated with high engagement in numerous Instagram activities and the decision to have a public profile. We discuss the limitations of our study, future research objectives, and practical implications for well-being-oriented media design [3].

We discovered a moderate effect of daily social media use. More time spent on social media decreased the protective effect of self-esteem against depressive symptoms. Those with depressive symptoms or low self-esteem may benefit from reducing their social media use, intentionally exposing themselves to positive content, and leveraging peer-to-peer social support via social media to foster a sense of belonging [21].

## 1) Research Question

➤ How do adolescents the first-year college spend much time and have more accounts, friends & Followers on media platform?

## 2) Hypothesis

Adolescents with more accounts, friends, and time spent on multimedia had considerably lower self-esteem than those who spent less time on it.

## 3) Null Hypotheses

- ➤ H01 There is no association between number of Friends and Followers on media platform and 'Self-Esteem'
- ➤ H02 There is no correlation between number of accounts on media platform and "Self- Esteem"
- ➤ H03 There is no relation between amount of time spent on media platform and "Self-Esteem"

#### 2.1 Media usage among Vellore Adolescents

Anybody going through adolescence is going through a time of change, so it's important for parents, teachers, and others to help. After finishing high school, they are all new to the collegiate atmosphere. The samples are from conservative families that forbid their children from using mobile phones while they are in school since Vellore is still a tiny city. To use a mobile or smart phone was thus quite free for the samples. The researcher noticed that adolescents in Vellore were extremely dependent on their smartphones. When it involves online platforms, adolescents spend a significant amount of time on Facebook, Instagram, and Twitter, according to some academics and parents with whom the topic is addressed. Parents emphasized that occasionally their kids would skip meals and go to bed late after spending a lot of time on digital platforms. Girls' parents are highly concerned about this. due to the latest news stories about girl harassment and its abuse on media platform.

#### 3. Methodology

The simple random technique was adopted and using Kerjcie Morgan formula the sample size was decided. A total of 140 participants took part in this investigation. Due to their refusal to participate or failure to submit a parent permission form, 20 individuals were removed from the study. The

sample included 120 first year under graduate students from three different colleges such Auxilium College and DKM College for women in Vellore District. The participants initially responded to inquiries about their usage of media before completing a survey that gauged their level of self-worth.

#### 3.1 Variable

#### • Independent Variable

- a) The amount of time spent on Apps.
- b) The number of Accounts on media hub
- c) The number of followers and contacts on media platform

## • Dependent Variable

a) Self-Esteem rating

#### 3.2 Materials

The self-esteem of the students was assessed for this research by means of a 'self-esteem' assessment created from "Centers for Disease Control and Prevention". There were 10 questions in this inventory assessment, and some of the comments were, "I certainly feel useless at times" and "I take a positive attitude toward myself" Participants were asked to circle each of the following statements with which they agreed "Strongly Agree, Agree Somewhat, Disagree Somewhat, and Strongly Disagree" as mentioned the Appendix. The investigator also constructed a survey to find out how often the individuals utilized media, as can be seen in the Appendix. The assessment included statements like, "What is the greatest number of 'friends' or 'followers' you have on one of your media accounts?" "If you post a picture of vourself on media, about how many pictures do you take before you post it," and "How many 'likes' do you usually receive on your selfie." The responses to the questions were self-filled by the participants.

#### 3.3 Procedure

Permission obtained from two respective Arts and science colleges in Vellore. All the participants were well instructed to get the permission slip from their parents to participate in the research and the samples agreed the consent procedure as well. The participants completed the survey and the self-esteem survey was scored with the use of "CDC survey" and the media platform survey question form were answered numerically by the participants and all the answer symbolized a variable. Using SPSS 23 the information was analyzed. The researcher ran correlation for each variable to find

out if there is any association among media use and participants with reference to "Self-esteem".

## 4. Findings and Discussions

## **4.1 Reliability Test for Self-Esteem Survey**

The value of the Cronbach Alpha was showed in table 1 is higher than 0.7 (the typical cut-off level) and is over 0.9. The one-dimensionality and good convergence of the 0.76 Alpha value are also evident.

Table 1. Reliability Test

Cronbach's Alpha	Number of Items
0.75	5

#### 4.2 Descriptive Analysis

Frequency table 2 shows that 35.0% of samples were spending 7 hours on media per day. Over 23.3% of samples spend 5 hours per day on media, while 20.8% spend 2 hours per day. Over 9.2% of samples spend 3 hours, 5.8% of samples spend 4 & 6 hours per-day on media, respectively. According to statistics, 35.3% & 23.3 of girl students spend seven hours and five hours per day on media platform.

**H01** There is no correlation between time spent on media platform and "Self-Esteem".

A Pearson correlation was performed to test whether there is a correlation between the time spent on media platform and level of self-esteem. Pearson correlation resulted that there was a significant correlation between time spent on media platform and level of self-esteem, r(118) = 0.18, p=.049. There is a low, negative correlation (r = 0.18) between the variables time spent on media platform and level of self-esteem, with r = -0.18. Therefore, there is a low, positive correlation between the time spent on media platform and level of self-esteem of the samples. Thus, it was proved that samples from two different colleges in Vellore district have spent a most of the time on media platform and have a low level of "self-esteem" and they had revealed that, all in all, they are inclined to feel that they are failures and that they are not active in their studies either.

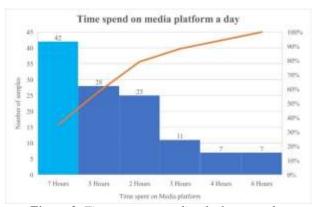


Figure 2. Time spent on media platform per day

**Table 2.** Time spends on media Every day

Time	e spends	Frequency	Percent	Valid Percent	<b>Cumulative Percent</b>
	2 Hours	25	20.8	20.8	20.8
	3 Hours	11	9.2	9.2	30.0
	4 Hours	7	5.8	5.8	35.8
Valid	5 Hours	28	23.3	23.3	59.2
	6 Hours	7	5.8	5.8	65.0
	7 Hours	42	35.0	35.0	100.0
	Total	120	100.0	100.0	

Table 3. correlation between time spent on media platform and "Self-Esteem"

Correlations					
		Time spent on media	Self Esteem Score (2)		
	Pearson Correlation	1	.180*		
Time spent on media platform	Sig. (2-tailed)		.049		
	N	120	120		
	Pearson Correlation	.180*	1		
Self Esteem Score (2)	Sig. (2-tailed)	.049			
	N	120	120		
*Correlation is significant at the 0.05 level (2-tailed)					

#### 4.3 Descriptive Analysis

The frequency table 4 shows that 39.2% of samples are having 5 accounts on media. Over 25.0% of samples have 6 accounts on media, while 10.8 %

have 3 & 4 accounts. Over 9.2% of samples have 6 accounts, 5.0% of samples have 2 accounts on media, respectively. According to statistics, 39.2%, 25.0% of girl students have 5 and 6 accounts on media.

**H02** There is no correlation between number of Accounts on media and "Self Esteem".

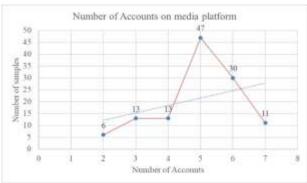


Figure 3. No of Accounts on media

A Pearson correlation was performed to test that there was a correlation between the number of accounts on media and self-esteem level. Pearson correlation result showed that there was a significant association between the number of accounts on media and self-esteem level, r(118) = -0.21, p = .024. Thus, there is a low, positive correlation between the number of friends on media and self-esteem level of the sample. There is a low, negative correlation between the variables number of accounts on media and self-esteem level, with r = 0.21. Thus, there is a low, positive correlation between the number of accounts media platform and self-esteem level in the sample. Therefore, it was proved that samples from two different colleges in Vellore district have a greater number of accounts on media platform and their self-esteem level is low, and they revealed that, all in all, they are inclined to feel that they are failures and that they are not active in their studies either.

#### 4.4 Descriptive Analysis

The frequency table 5 shows that 56.7% of samples are having 5000 followers in each media platform. Over 16.7% of samples having 3000 followers on media, while 12.5 % of samples are having 2000 followers on media platform. Over 10.8% of samples are having 2000 followers on media, respectively. According to statistics, 56.7%, of the samples are having a greater number of accounts on media platform then other students.

**H03** There is no relation between number followers on each media and their "Self Esteem" level.

A Pearson correlation was conducted to test that there was an association between the number of followers on each media platform and self-esteem level. The Pearson correlation result showed that there was a significant relation between the number followers on each media platform and their level of self-esteem r (118) = 0.18, p =.046, There is a low, positive correlation (r = 0.18) between the variables number of friends on each media platform and their self-esteem level with r= 0.18. Thus, there is a low, positive association between number of followers on media platform and their self-esteem level of the samples. Hence, it was proved that samples from

Table 4. Number of Accounts on media

Number o	of Accounts	Frequency	Percent	Valid Percent	CumulativePercent
	2	6	5.0	5.0	5.0
	3	13	10.8	10.8	15.8
	4	13	10.8	10.8	26.7
Valid	5	47	39.2	39.2	65.8
	6	30	25.0	25.0	90.8
	7	11	9.2	9.2	100.0
	Total	120	100.0	100.0	

Table 5. Correlation of number of accounts on media and self-esteem

Correlations					
Number of Accounts on media   Self Estee					
	Pearson Correlation	1	.206*		
Number of Accounts on media	Sig. (2-tailed)		.024		
	N	120	120		
	Pearson Correlation	.206*	1		
Self Esteem Score (2)	Sig. (2-tailed)	.024			
	N	120	120		
* Correlation is significant at the 0.05 level (2-tailed)					

Table 6. Number of Followers on media

Number I	Followers	Frequency	Percent	Valid Percent	<b>Cumulative Percent</b>
	1000	2	1.7	1.7	1.7
Valid	2000	13	10.8	10.8	12.5
v and	3000	20	16.7	16.7	29.2
	3500	1	.8	.8	30.0

400	) 15	12.5	12.5	42.5
450	) 1	.8	.8	43.3
500	) 68	56.7	56.7	100.0
Tot	1 120	100.0	100.0	

Table 7. Correlation between number of followers and self-esteem rating

		Number followers on media	Self Esteem rating
	Pearson Correlation	1	.182*
Number followers on media platform	Sig. (2-tailed)		.046
	N	120	120
	Pearson Correlation	.182*	1
Self Esteem rating	Sig. (2-tailed)	.046	
	N	120	120

<sup>\*</sup>Correlation is significant at the 0.05 level (2-tailed).

two different colleges in Vellore district have a greater number of followers on media platform, so their self-esteem level is low, and they revealed that they do not have much to be proud of and that they are less active in their academics.

## 4.5 Hypotheses Verification

- Alternative hypothesis: There is a relation between number Followers on media platform and their level of "Self Esteem". Thus, it proved that samples who had a greater number follower on each media platform had a lower level of self-esteem because of their deviation from media.
- Alternative hypothesis: There is a relation between Number of Accounts on media platform and their level of "Self Esteem". Hence, it proved that samples who had a greater number of accounts on each media platform had a lower level of self-esteem because of their deviation from media platforms.
- Alternative hypothesis is: There is an association between time spent on media platform and their level "Self Esteem". Thus, it proved that sample who had spent most of them time on media platform had a lower their level of "self-esteem" because of their deviation from media platform.

#### 4.6 Recommendation

- Adolescents need be aware about the bad impact of media and limit their use of media platform.
- Adolescence is a period of growth, and selfesteem may be quite brittle at this time. Thus, any element of their life that could have an impact on their sense of self-worth

- should be acknowledged and freely conversed.
- ➤ Colleges need take responsibility for sensitizing their students time and again on the use of media and its influences on self-esteem, both negatively and positively.
- There is a clear need to assign adolescents to a skilled professional counsellor so they may express their varied issues and complaints and get help for their emotional issues.
- ➤ While adolescents are using media, parents could keep an eye on them. This will keep them from being negatively engaged.

#### 4.7 Limitation

The study is limited to the first year under graduate students of Vellore district. The study does not include second year and third year students. On the other hand, the study was carried out only in three colleges from Vellore district. It did not cover all the colleges in Vellore district. The school students also very much influenced by media because of which their self-esteem also affected both positively and negatively to some extent.

#### 4.8 Scope for Future Research

The present study evaluates the effective of media platform on "self-esteem" of adolescents of the first-year college students. Therefore, there is further scope for research to do among all other college students. The media is not only impacting the self-esteem it also influencing body image and eating habit, well-being of the adolescents. Thus, such study can be done and extended to adolescents who study diploma and technical courses as well.

#### 5. Conclusion

The findings supported by the statistical analysis. The findings lead us to the conclusion that firstyear teenagers' self-esteem was impacted by the media platform. Adolescents, on the other-hand, need be aware of the negative effects of media and understand to limit their use of media platform. They need to be aware and realize that influence of digital device into their lives. Rather They could concentrate on their academics to get self-esteem through their marks and scores. They need to have time setting for the media platform. So the usage of media need to be personal and that should not affect one's "self-esteem". If at all if there is any nuisance occurred as adolescent, they must go for further solutions like discussing with their peer, parents or with counsellors. This could be a positive impact on their sense of self-esteem and that should be acknowledged and publicly shared to strengthen their sense of self-esteem positively.

#### **Author Statements:**

- **Ethical approval:** The conducted research is not related to either human or animal use.
- Conflict of interest: The authors declare that they have no known competing financial interests or personal relationships that could have appeared to influence the work reported in this paper
- **Acknowledgement:** The authors declare that they have nobody or no-company to acknowledge.
- **Author contributions:** The authors declare that they have equal right on this paper.
- **Funding information:** The authors declare that there is no funding to be acknowledged.
- **Data availability statement:** The data that support the findings of this study are available on request from the corresponding author. The data are not publicly available due to privacy or ethical restrictions.

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