RESUMEN

AUTOESTIMA Y AUTOCONCEPTO EN JÓVENES USUARIOS DE INSTAGRAM

El **autoconcepto**, es el conjunto de elementos como son nuestras capacidades y singularidades, que utilizamos las personas para describirnos a nosotros mismos. La **autoestima** se define como la evaluación de la información contenida en el autoconcepto y los sentimientos de la persona hacia este. Por otra parte, las redes sociales (RRSS), concretamente *Instagram,* se define como una red que tiene como función principal subir fotos y videos para compartir con otros usuarios; esta red nos da un *feedback* inmediato de qué repercusión ha tenido en los y las demás nuestra publicación.

El presente estudio tiene como objetivo general evaluar el nivel de Autoestima y Autoconcepto de jóvenes usuarios de la red social Instagram. Y un objetivo específico de analizar si el feedback recibido en las publicaciones en la red social Instagram tiene efecto en la autoestima y el autoconcepto.

Este es un estudio en curso; en esta primera fase participaron 187 voluntarios y voluntarias con una media de edad de 22 años (20 a 30 años). La recogida de datos se realizó vía *online* a través de una encuesta diseñada específicamente para este estudio, y en la cual se incluyó la *Escala de autoestima de Rosenberg* y el *Cuestionario de Autoconcepto (AF5).*

Se realizó un análisis descriptivo de los datos de autoestima, autoconcepto (separados por sexos) y de algunos ítems del uso de Instagram. Después se realizó un análisis correlacional para ver las posibles relaciones entre el feedback en la red social Instagram y la autoestima y el autoconcepto.

Realizado el análisis concluimos con que hay un bajo nivel de autoestima en la población del estudio. Que el nivel de autoconcepto en mujeres es más bajo que en hombres. Y no se pudo hallar ninguna relación entre el feedback en la red social Instagram y la autoestima y el autoconcepto.

Palabras clave: Autoestima, Autoconcepto, Feedback, Estudio descriptivo.

ABSTRACT:

SELF-ESTEEM AND SELF-CONCEPT IN YOUNG INSTAGRAM USERS

The **self-concept** is the set of elements such as our capacities and singularities, that people use to describe ourselves. Self- **esteem** is defined as the evaluation of the information contained in the self-concept and the person's feelings towards it. On the other hand, social networks (RRSS), specifically *Instagram,* is defined as a network whose main function is to upload photos and videos to share with other users; This network does not give us *feedback* immediately what impact our publication has had on others.

The present study has the general objective assess the level of self-esteem and self-concept of young users of social network Instagram. And the specific objective is analysing whether the feedback received in the publications on the social network Instagram has an effect on self-esteem and self-concept.

 This is an ongoing study; In this first phase,187 volunteers participated, with an average age of 22 years (20 to 30 years). Data collection was carried out *online* through a survey designed specifically for this study, which included the *Rosenberg Self-Esteem Scale* and the *Self-Concept Questionnaire (AF5)*.

A descriptive analysis of the data on self-esteem, self-concept (separated by sex) and some items on the use of Instagram was carried out. Then a correlational analysis was performed to see the possible relationships between feedback on the social network Instagram and self-esteem and self-concept.

After the analysis, we conclude that there is a low level of self-esteem in the study population. That the level of self-concept in women is lower than in men. And no relationship could be found between the feedback on the Instagram social network and self-esteem and self-concept.

Key words: Self-esteem, Self-concept, Feedback, Descriptive study.

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SELF-ESTEEM AND SELF-CONCEPT IN YOUNG INSTAGRAM USERS

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INTRODUCTION:

- The **Self-concept**, which is understood as the set of elements, such as our capacities and singularities, that people use to describe ourselves. And also the **Self-esteem** that is defined as the evaluation of the information contained in the self-concept and the feelings of the person towards it.

- People who were addicted to social media, like Facebook, were significantly associated with having low levels of self-esteem (Herrera, 2010).

- People had a distant attitude towards themselves or taking a photo of themselves, with a strong acceptance of the negative consequences (threats to their self-esteem) and not paying as much attention to the positive consequences of uploading a photo of themselves (Diefenbach & Christoforakos, 2017).

- With this study what is intended to see what is the level of self-esteem and self-concept that has the population that consumes social networks, especially Instagram.

OBJETIVE:

Evaluate the level of self-esteem and self-concept of young users of the social network Instagram.

Specific Objective: Analyze if the feedback received in the publications on the social network Instagram has an effect on self-esteem and self-concept.

H 1: Young users of the social network Instagram will have a low level of self-esteem.

H 2: Young women using Instagram have a high level of self-concept compared to the level of men.

H 3: There will be a positive relationship between feedback on the Instagram social network and self-esteem and self-concept.

RESULTS:

Table 1- *Analysis of the means of the summation Rosenberg Scale of Self-esteem.*

Average	N	SD
19,89	168	5,70

Table 2- *Analysis of the mean of self-concept in women (AF5).*

	Component1 "Academic"	Component2 "Social"	Component3 "Emotional"	Component4 "Familiar"	Component5 "Physic"
Average	6,24	7,30	4,68	8,89	5,92
N	78	78	78	78	78
SD	0,87	1,42	1,62	0,87	1,80

Table 3- *Analysis of mean self-concept in men (AF5).*

	Component1 "Academic"	component2 "Social"	component3 "Emotional"	component4 "Familiar"	component5 "Physic"
Average	6,54	6,89	4,92	9,35	6,35
N	13	13	13	13	13
SD	0,75	1,42	1,68	0,36	1,46

Table 4- *Correlational analysis of Self-concept and Self-esteem.*

		ROSENBERG SCALE SUM
Component1 "Academic"		
	Pearson's correlation	0,02
	Sig. (bilateral)	0,82
Component2 "Social"		
	Pearson's correlation	0,06
	Sig. (bilateral)	0,55
Component3 "Emotional"		
	Pearson's correlation	0,00
	Sig. (bilateral)	0,94
Component4 "Familiar"		
	Pearson's correlation	0,05
	Sig. (bilateral)	0,64
Component5 "Physic"		
	Pearson's correlation	-0,03
	Sig. (bilateral)	0,79

METHODOLOGY:

Participants:
- N=187
- Age between 20 - 30 years (Average= 22.32 and SD= 2.89).
- Being in the sample 81.3% woman and 18.7% men.

Process:
- Questionnaire creation, linking the two scales with items from the use of Instagram, and administration.
- Descriptive an correlational analysis of the questionnaire results.

Analysis of data:
- **Normal distribution analysis** of the scales.
- **Descriptive analysis** of the self-esteem scale, Self-concept and variables 'Level attention to feedback' and 'Level of Emotion when you upload the photograph'.
- **Correlational analysis** to see the relationship between the variable self-esteem, self-concept and these with feedback from Instagram.

Instruments:
- A section of items was created that refers to the **areas of use of Instagram** (Frequency of use, emotion you feel when uploading a photo, level of attention to the feedback of your publication).
- **Rosenberg Self-Esteem Scale (RSE):** Evaluate the level of self-esteem of the person. Its items are affirmations about personal worth and self satisfaction that the person had to evaluate from 1-4 according to the degree of identification with the affirmation.
- **AF-5. Autoconcepto Forma-5 Questionnaire (AF5):** Evaluates the person's self-concept and its 5 main areas: Social, Academic, Emotional, Family and Physical. The person had to indicate a value between 1-99 according to the degree of agreement with each statement.

CONCLUSION:

- **The H 1** is true. The young users of the social network Instagram have a low level of self-esteem.
- **The H 2** is not partially true. Young women using Instagram have a low level of self-concept compared to the level of men. Except in the social component.
- **The H 3** is not true. There is no relationship between feedback on the Instagram social network and self-esteem and self-concept. Therefore we can not conclude that they are related to Instagram feedback either.

Limitations: Lack of control of the sample in the results, The choice to use the AF5 questionnaire due to it's sensitivity to the data, as it depends on many factors, Social desirability.

Suggestions: It is proposed that this line of research could be continued since it has also been seen that the population has low levels of self-esteem and a attention to that feedback they receive from their photographs on Instagram.

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