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## THE IMPACT OF SOCIAL MEDIA ADDICTION ON SELF-ESTEEM AND LIFE SATISFACTION AMONG STUDENTS IN KING ABDUL AZIZ UNIVERSITY AND FAKEEH COLLEGE FOR MEDICAL SCIENCES IN JEDDAH: CROSS-SECTIONAL STUDY

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### ABSTRACT

The aim of this study was an attempt to explore the level of using social media among the university students at both Fakeeh College for Medical Sciences and King Abdul-Aziz University by examining the correlation between their average social media usage and their self-esteem and life satisfaction.

A cross-sectional descriptive design was used in the study to achieve the aim. Convenience sample for 110 students was used. This study was conducted in King Abdul Aziz University and Fakeeh College for Medical Sciences in Jeddah-Saudi Arabia. Three tools were used in this study as: Social Media Addiction Questionnaire, Rosenberg Self-Esteem Scale and Satisfaction with Life Scale. There was a highly statistically significant relation between total social media addiction scale and their age, marital status, and study setting. In addition, there was a highly statistically significant relation between total self-esteem score and their marital status, as the single students had the highest self-esteem mean score among the studied students. Moreover, there was a highly statistically significant relation between total life satisfaction and their study setting. The majority of students affected by social media addiction. There was a negative significant relationship between the overall use of social networks and self-esteem and life satisfaction of students. Moreover, there was a highly positive association between self-esteem and life satisfaction.

Based on the study results, it is advisable to promote an awareness program for students that would focus on recognizing the challenges associated with social media addiction. Furthermore, it is recommended to implement a variety of interventions aimed at managing addictive behaviors such as mediating techniques, breathing exercise, therapeutic methods as group therapy, cognitive behavioural therapy, or counseling therapy. By offering these interventions, individuals struggling with social media addiction can be better equipped to effectively address and manage their addictive behaviors.

**KEYWORDS:** social media, social media addiction, self-esteem, life satisfaction.

### INTRODUCTION

In today's world, Social media platforms has grown exponentially. The researcher found that addictive social media use is associated with negative consequences such as reduced productivity, un-

healthy social relationships, reduced life-satisfaction, and lower self-esteem [Tarafdar M et al., 2020]. Research has shown that there is an undeniable link between social media use, negative mental health, and

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