Research Article

Online Social Comparison and Its Effect on Self Esteem and Mental Health

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A B S T R A C T

This research shows the effects of the social comparison orientation on social networking sites on individuals well-being (Vidani, 2015). It also shows the mediation effect of understanding social support and self-esteem in the relationship between social comparison and individual well-being (Vidani and Solanki, 2015). And it shows a negative result of social comparison orientation on individual well-being (Vidani, 2015). In their relation between social comparison orientation and individual well-being, social support has no moderator effect and also ensures social support and self-esteem have a negative serial mediator effect (Vidani, 2015). Social comparison orientation on social networking sites shows negative emotion and declines social support, self-esteem, and individual well-being. Theoretical suggestions for research must be discussed in further detail (Solanki and Vidani, 2016).

Keywords: Social Comparison Orientation, Individual Well-Being, Social Support, Self-Esteem, Social Networking Sites

Introduction

Social media has many definitions (Vidani, 2016). And it is now defined by Miekle that social media is internet-based and networked communication platforms that allow both personal and public communication and that it fits with social media platforms like Facebook, Twitter, and Instagram. It has now become the main culture of the new generation as it shows that the usage of social media is rising and also approximately that by 2021, over 3 billion people will be using these social media platforms (Bhatt, Patel, and Vidani, 2017).

It undoubtedly gives high benefits to society by giving access and connectivity to people, providing services, information, and many other opportunities that were not given in previous years (Niyati and Vidani, 2016). As it affects highly the mental health of social media users and causes high depression, anxiety, and self-esteem and body structures (Pradhan, Tshogay, & Vidani, 2016).

This research examines the negative effects of social media comparison and its effect on self-esteem and mental health, as well as the increase in social media offers to make unhelpful social comparisons (Sukhanandi, Tank, & Vidani, 2018).

Literature Review

Independent WWVariable: Social Comparison Orentation

Social Comparison Orientation is defined as "the fact of comparing an individual's accomplishments, situations, and experiences with those of others" (Singh, Vidani, & Nagoria , 2016). It is a process through which people change themselves and increase their self-understanding compared to others (Modi, Harkani, Rabadiya, & Vidani, 2016). When people do not have criteria for self-evaluation, they depend on others and do comparisons with one's ability (e.g., how good or bad) and opinions (e.g., same or different in faith and credit) with others (Mala, Vidani, & Solanki, 2016). For

7

Panchal S et al.
J. Adv. Res. Servi. Mgmt. 2024; 7(1)

example, the number of 'likes' used by Instagram must be compared to their own post with others posts (Dhere, Vidani, & Solanki, 2016).

This research mostly focuses on the positive effect of social comparison orientation on individual well-being, which is rare. It shows that it produces good emotional reactions to others on online self-presentation (e.g., benign envy) (Singh &Vidani, 2016). It shows a positive sign in usage of Instagram, which on the one hand shows inspiration (Vidani, Chack, & Rathod, 2017). It shows different emotions (e.g., worry, sympathy, optimism, and inspiration) brought to mind by social comparison orientation and shows a positive effect on an individual's well-being (Vidani, 2018). The same as finding different emotions by comparing positive individual well-being depends on social comparison orientation (Odedra, Rabadiya, & Vidani, 2018).

Mediator Variables: - Ensures social support and self-esteem

Social networking allows people to connect with each other despite geographical and temporal limitations. People search for various types of social support. Social support is an individual's regarding the availability of social networks; it gives supportive sources (Vasveliya, 2019). The transfer of informational, instrumental, and emotional support in a social network forms social support when they face distractions (Sachaniya, Vora, & Vidani, 2019). A main benefit of SNSs is immediate access to a weak network; they receive support like messages and life satisfaction; people trust on support for the experienced problems; people support community commitment and have shown continuous social networking sites use intention; less depression; and individual well-being is also increased (Vidani, 2019).

Promotion of upward social comparison by social networking sites with negative influence ensures social support (Vidani, Jacob, & Patel, 2019). If they believe that most of their friends are not similar, they think that gives them support (Vidani J.N., 2016). Social comparison shows negative outcomes for mental stress and anxiety (Vidani & Plaha, 2016). Looking at others who are superior at their own could develop their sense of deprivation; they feel fewer possessive achievements and abilities than others (Vidani, 2018). Ones feel stressed to get good enough to reach the level. People feel low when they are exposed to Facebook profiles with successful caregivers (Biharani & Vidani, 2018).

Research Objective

The main objective of the research is to show that the main motive is to show the effects of social media usage on the self-esteem of youngsters (Vidani & Plaha, 2016). A mix of methodologies is shown in our research and shows a clear image towards our direction of relationship (Vidani

J.N., 2020). This research diverts people from using social media rather than investing more in the precious hours of their lives, and it's also effects decrease their self-esteem (Vidani & Pathak, 2016).

Social Comparison

Social media has many negative effects. It increases anxiety, depression, negative body image, sleep problems, and cyberbullying, but it also increases social comparison, which is also most important (Pathak &Vidani, 2016).

Social comparison is a sociological sense of self-esteem where we compare ourselves with others (Vidani J.N., 2018). Festinger argues that people should make downward social comparisons with the uneducated, and that can raise their self-esteem, like social media (Vidani & Dholakia, 2020).

Alfred Adler said that "being a human has many feelings, "and at this age, their potential also increases (Vidani, Megh Rajani, &Siddharth, 2023). Social comparison in the real world involves oneself and others, whereas in the digital universe, many people compare themselves with others (Rathod, Megh Rajani, & Vidani, 2022). Social connections give people positive opportunities; more connections tend to lead to social comparison (Vidani & Das, 2021).

Self-Esteem

Self-esteem shows people that they have discretion and how they present themselves in various 'performances' (Vidani J.N., 2022). Computer-mediated communication has the importance of face-to-face communication in that users present themselves and there is conflict between digital self and self-presentation. It seems that the choice of labeling of some social platform—for example, Facebook instead of 'webook', YouTube instead of 'our tube, 'and my space instead of 'our space'—shows their focus on themselves (Vidani, Das, Meghrajani, & Singh, 023) Marwick argues that social media transfers marketing and advertising techniques into relationships and social behavior, with the goal of increasing social capital and self-esteem, and is now packaged as a product (Vidani, Das, Meghrajani, &Chaudasi, 2023)

Marketing technique and create an image and reputation, people should be present on Facebook, and it has been seen on other platforms also (Bansal, Pophalkar, & Vidani, 2023). Nowadays, people experiencing social comparison struggle to find other upward comparisons against themselves (Chaudhary, Patel, &Vidani, 2023).

I found some individuals depressed after spending time on Facebook; it made them feel bad (Patel, Chaudhary, & Vidani, 2023). Instagram is nowadays becoming the most harmful social media platform for young people mental health, and now they started hiding 'like' counts

Panchal S et al.
J. Adv. Res. Servi. Mgmt. 2024; 7(1)

8

to decrease pressure on users (Sharma & Vidani, 2023). The number of "likes for posts" counts the measurements of accomplishments and popularity on Instagram, and it reduces the visibility of this feature (Sharma &Vidani, 2023)

Mental health

Mental health: working with people who experience mental distress should acknowledge and show the negative effects of social media on individual wellbeing, and in the future, it will become a more crucial part (Saxena & Vidani, 2023).

Mental health is an inpatient and outpatient service. Patients are asked whether the smoke or not has the most harmful effects on both physical and mental health. Social media usage as a part of mental health services becomes routine and is suggested to people with symptoms such as depression and anxiety (Vidani and Singh, 2017).

The study investigates social media as a possible contributor to people's mental distress; they provide opportunities for psychoeducation and health promotion (Vidani, 2016). They jointly assess patients' social media use, acknowledging social comparison, which is explained as increasing patients' ability to self-regulate their behavior and routines (Solanki& Vidani, 2016).

Mechanisms and Processes

Social comparison is a major contributor to competitive behavior since it is our inclination to judge ourselves by comparing ourselves to others (Vidani, 2016). A novel model that differentiates between situational and individual elements that heighten social comparison and thus give rise to a variety of competitive attitudes and behaviors is what we put forth. Individual factors are those that are unique to each person, such as the performance dimension's relevance, competitors' resemblance to the individual and the degree to which they are related to them, and the different individual differences that are generally related to social comparison (Bhatt, Patel, & Vidani, 2017).

On the other hand, situational factors are those that influence people in similar situations on the social comparison landscape (Niyati & Vidani, 2016). These factors include things like the number of competitors (i.e., few vs. many), the proximity to a standard (i.e., close to the top ranking vs. far away), social category fault lines (i.e., disagreements between vs. within social categories), and more (Pradhan, Tshogay, & Vidani, 2016). The differentiation between situational and individual elements opens up new avenues for research in psychology and related fields and aids in determining the future orientations of social comparison studies (Modi, Harkani, Radadiya, & Vidani, 2016).

Teenagers' self-perception is influenced by media, social media, and peer pressure. When humans believe they fall short of the unachievable standard placed before them,

their mental image of themselves may become warped, which may cause them to act riskily (Vidani, 2016).

Self-esteem can be greatly impacted by social media. Regular exposure to well-chosen, frequently idealized photos and lives on social media can cause comparisons, which can worsen anxiety, poor self-esteem, and feelings of inadequacy (Sukhanandi, Tank, & Vidani, 2018). Users may experience a decrease in confidence and a bad self-perception as a result of feeling pressured to meet unattainable standards. Social media's negative effects on self-esteem can be lessened by combining its use with self-awareness and sensible limitations (Singh, Vidani, & Nagoria, 2016). Depending on how users utilize social media, these networks can cause significant harm to one's sense of self (Mala, Vidani, & Solanki, 2016). People who use social media excessively and unhealthy may become unhappy with their lives and themselves, which raises the possibility of negative self-talk and image. In many facets of life, particularly in terms of learning, decision-making, and personal development, feedback and validation are essential (Dhere, Vidani, & Solanki, 2016).

Informational: It gives insights on areas for progress as well as strengths and flaws (Singh & Vidani, 2016). Promotes growth: Giving constructive criticism enables people or things to improve their performance, acquire new skills, and make wiser decisions (Vidani & Plaha, 2016). Promotes free discourse, which makes it possible for people to communicate well with one another or in teams (Solanki & Vidani, 2016). Promotes improvement Individuals are guided toward improved results and higher efficiency by receiving timely and targeted feedback.

Affirms experiences and feelings (Vidani, 2016). It promotes emotional well-being by recognizing and validating a person's thoughts, feelings, and experiences. Improves self-worth and confidence: People who receive validation feel more understood and accepted, which increases their sense of self. Strengthens relationships (Vidani, Chack, & Rathod, 2017). By establishing connections and fostering trust, validating others promotes healthier interactions. Promotes authenticity: People are more inclined to express themselves honestly when they feel acknowledged. For one's professional and personal growth, affirmation and feedback are equally important since they promote a culture of understanding, progress, and expansion (Vidani, J. N., 2020).

Factors Moderating the Relationship

The existence, strength, and direction of a relationship between variables are all influenced by moderators (Vidani, J. N., 2018). It makes clear to you who, when, and under what circumstances a connection will last. The existence, strength, and direction of a relationship between variables

9

Panchal S et al.
J. Adv. Res. Servi. Mgmt. 2024; 7(1)

are all influenced by moderators (Vidani & Dholakia, 2020). It makes clear to you who, when, and under what conditions a connection will last.

Moderators typically assist you in assessing the study's external validity by showing out the boundaries of the instances in which the link between the variables is genuine (Vidani, Meghrajani, & Siddarth, 2023). Social media use, for instance, has been shown to be connected with feelings of loneliness; however, this correlation may be greater in teens than in older persons. Here, age is a moderator (Vidani, Meghrajani, & Siddarth, 2023). The terms "factors moderating a relationship" refer to elements or circumstances that have the power to affect or alter the direction or strength of a relationship between two other variables (Vidani & Das, 2021). The way in which the main variables are connected can be influenced by these moderators. These may consist of variables such as the existence of a third variable, the relationship's setting, individual variances, or situational elements (Rathod, Meghrajani, & Vidani, 2022). Determining these variables aids in determining how, when, and what events the relationship between the primary variables may alter. Variables that affect or modify the direction or strength of a link between two other variables are known as moderating factors (Vidani, J. N., 2022). These moderators have the power to change the degree or character of the association that exists between the predictor and outcome variables. Typical controllers of relationships include the following (Saxena & Vidani, 2023):.

Third Variables Extraneous elements that provide intricacy and impact the connection between two variables, affecting their relationship (Vidani, Das, Meghrajani, & Singh, 2023). Generally speaking, vulnerable populations are those that are more likely to suffer negative consequences related to their health, social, economic, or environmental circumstances. Children, the elderly, people with disabilities, people of color, low-income neighborhoods, refugees, the homeless, and people suffering from long-term illnesses might all fall under this category (Vidani, Das, Meghrajani, &Chaudasi, 2023). These populations are more vulnerable to a variety of hardships because they frequently encounter additional obstacles while trying to acquire resources, healthcare, education, and social support (Bansal, Pophalkar, & Vidani, 2023). Targeted actions and policies designed to meet the unique needs of these populations are frequently part of efforts to help and safeguard vulnerable populations (Chaudhary, Patel, & Vidani, 2023).

Coping Strategies and Interventions

The situation or problem at hand can influence different coping techniques and interventions. Typical coping mechanisms consist of traits for mindfulness and relaxation. Stress and anxiety can be reduced by engaging in progressive muscular relaxation, deep breathing, mindfulness, or meditation. Social Support Getting in touch with loved ones, friends, or a therapist can offer perspective and emotional support (Patel, Chaudhary, & Vidani, 2023). Physical Activity: By releasing endorphins, regular exercise helps elevate mood and lower stress levels. Healthy Lifestyle: Appropriate sleep patterns, a balanced diet, and abstaining from excessive alcohol and drug usage can all improve general health (Sharma & Vidani, 2023).

Methods of Cognitive Behavior: Restructuring one's cognitive processes to challenge illogical beliefs or alter harmful thought patterns might be beneficial (Sharma & Vidani, 2023). Combinations of these tactics, as well as professional counseling, therapy, or specialized treatments designed to deal with mental health issues or stressful circumstances, may be used in interventions. It's critical to identify coping mechanisms that each person finds most effective and, when necessary, to seek professional assistance (Vidani J. N., 2020).

Managing social comparison entails using a variety of techniques designed to lessen the detrimental effects it has on your mental and physical health (Saxena & Vidani, 2023). Here are a few successful strategies: Reduce Your Social Media Usage: Spend less time on websites that encourage comparison. Recognize how artificial and well-curated social media may be (Vidani, 2019). Practice Gratitude Rather than continuously comparing yourself to others, concentrate on what you have and value your own achievements. Build Self-Awareness: Identify the moments when you're comparing and purposefully refocus your mind to include self-acceptance and self-compassion (Vidani, 2019). Set realistic goals. Create attainable personal goals based on your own ideals and desires rather than the accomplishments of others. Embrace Originality: Take pride in your uniqueness. Recognize that every person has a unique journey as well as skills and flaws (Vidani, Meghrajani, & Siddarth, 2023). Show yourself some. Building a thriving online community requires encouraging positive conduct. Here are some efficient methods for doing this (Patel, Chaudhary, & Vidani, 2023).

Encouraging Respectful Communication: Stress the value of polite online conversation and engagement. Cybersecurity Education (Vidani & Solanki, 2015). Stress the value of maintaining one's privacy, using secure passwords, and refraining from disclosing personal information. Modeling good behavior Act with kindness, empathy, and respect in your own online interactions to set a good example (Vidani & Solanki, 2015). Teaching Critical Thinking: Promote the development of critical thinking abilities in people to aid in the evaluation of information and prevent the spread of false information or fake news (Solanki & Vidani, 2016). Tackling cyberbullying. Implement a zero-tolerance policy

Panchal S et al.
J. Adv. Res. Servi. Mgmt. 2024; 7(1)

10

against cyberbullying, offer assistance to victims, and raise awareness of the detrimental impacts of this behavior (Vidani, 2015).

Encouraging empathy and understanding To promote empathy, promote an awareness of various viewpoints, cultures, and backgrounds (Vidani, 2015). Without a doubt, getting mental health care is essential. Numerous resources are at one's disposal. Therapy and Counseling: You might want to talk to a counselor or therapist (Vidani, Jacob, & Patel, 2019). They offer specialized assistance based on your requirements. There are choices for both traditional in-person treatment and online platforms such as Better Help and Talk Space for therapy. Hotlines: Immediate support can be obtained by calling hotlines such as the local mental health hotlines, the Crisis Text Line, or the National Suicide Prevention Lifeline (Chaudhary, Patel, & Vidani, 2023). Support Groups: Participating in online or in-person communities or support groups can offer priceless understanding and support. Online Resources and Apps: Numerous websites and apps include self-help aids, relaxation techniques, meditation instructions, and mental health tools. Headspace, Calm, Mood Fit, and Mind Shift are a few examples (Chaudhary, Patel, & Vidani, 2023).

Positive Aspects of Online Comparison

Online comparison offers a number of advantages. Practicality It saves consumers time and effort by enabling them to quickly compare features, costs, and customer evaluations of goods and services from the comfort of their homes (Chaudhary, Patel, & Vidani, 2023). Access to information Thanks to their easy access to a wealth of information, consumers are able to base their choices on thorough knowledge of the many possibilities on the market (Sharma & Vidani, 2023). Expense Reductions By highlighting the greatest specials, discounts, and deals, comparison websites frequently assist customers in saving money by pointing them toward the most economical choices (Vidani J. N., 2022). Open and honest reviews Online comparisons frequently incorporate user evaluations and ratings, which offer valuable perspectives into other people's experiences, facilitate decision-making, and help steer clear of possible problems (Vidani J. N., 2022). Variety and Options Customers have access to a large selection of goods and services (Rathod, Megh Rajani, & Vidani, 2022).

Of course! Online comparison is a fantastic learning and motivational tool in a number of ways (Vidani, 2019). Research on Products Making educated decisions is facilitated by gathering information about many possibilities, their features, and costs through online product or service comparisons (Patel, Chaudhary, & Vidani, 2023). Educational Possibilities Comparing and contrasting options can help you better grasp their benefits and drawbacks, giving you insight into other domains or sectors of the economy (Vidani

& Das, 2021). Inspiration for Improvement Observing how particular goods or services shine in particular areas might motivate one to make improvements in other spheres of life or employment. Budgetary Control By assisting you in finding the best deal, comparisons can help you manage your money more skillfully and aid in budgeting (Patel, Chaudhary, & Vidani, 2023). Creativity and innovation Analyzing comparisons could generate fresh concepts or methods by seeing what Comparing things online can be a useful way to learn about different goods, services, or even individual accomplishments (Vidani, Das, Meghrajani, &Chaudasi, 2023). It enables people to discover the greatest offers, make well-informed judgments, and gain knowledge from the experiences of others. But it's important to strike a balance between self-expression and comparison (Vidani, J. N., 2022). Although comparing oneself to others might serve as a source of inspiration or standards for development, it's just as crucial to concentrate on one's own personal development, authenticity, and enjoyment of one's own special traits and achievements. Accepting all sides can result in a more positive outlook and a more rewarding path of self-discovery (Vidani, J. N., 2020).

Future Trends and Research Directions

Future trends and research paths can be predicted differently depending on the fields and industries involved. The following are some general areas where noteworthy developments and advancements could happen (Vidani, J. N., 2016).

There are intriguing opportunities in a number of industries for the future. Among the general trends are AI and automation. Increased use of AI in industries for decision-making and automation (Vidani, Das, Meghrajani, &Chaudasi, 2023). Sustainability heightened emphasis on eco-friendly technologies, energy, and lifestyle choices. Health Tech Technological developments in health data analytics, telemedicine, and personalized medicine (Vidani J. N., 2018). Cybersecurity New methods to defend against ever-evolving online threats and guarantee online security (Sharma & Vidani, 2023). Space Exploration Ongoing space exploration and commercialization, including trips to Mars and other planets (Bansal, Pophalkar, & Vidani, 2023), Climate Change Solutions Carbon capture, renewable energy, and climate adaptation research. Research in biotechnology, human augmentation, quantum computing, and renewable energy is probably going to continue to progress (Bansal, Pophalkar, & Vidani, 2023). Future trends will also be shaped by the increasing significance of interdisciplinary approaches and ethical considerations (Vidani, 2019).

It is true that platform and technology advancements are ever-changing. Artificial intelligence (AI), cloud computing, edge computing, 5G networks, the Internet of Things (IoT),

11

Panchal S et al.
J. Adv. Res. Servi. Mgmt. 2024; 7(1)

blockchain, quantum computing, and augmented/virtual reality (AR/VR) are a few contemporary trends (Vidani J. N., 2022). These innovations are reshaping sectors, improving user experiences, and completely changing how companies run and engage with their clientele. Furthermore, as customer requirements and tastes change, platforms like social media, e-commerce, and digital marketplaces adapt by introducing new features, improving user interfaces, and strengthening security measures (Odedra, Rabadiya, & Vidani, 2018).

Long-term impacts on mental health can differ significantly based on a multitude of variables. Anxiety disorders, depression, post-traumatic stress disorder (PTSD), chronic illnesses, social isolation, and other psychological obstacles can be caused by prolonged stress, traumatic experiences, and ongoing mental health conditions (Vidani, Das, Meghrajani, & Singh, 2023). These consequences can be lessened by getting professional assistance, keeping up social ties, taking care of oneself, and implementing good coping strategies. Yes, would you kindly expand on the specific policy, educational program, or area of future trends and research direction that you would want to discuss? That would enable me to give you information or insights that are more specifically focused (Sharma & Vidani, 2023).

Conclusion

One of the many intricate and varied possible effects of social media is social comparison. Given the rising frequency of social media use, nurses must stay up-to-date on new research that connects social media use to a variety of mental health issues. At the very least, they ought to be aware of the potential effects that social media may have on those who are more susceptible, and it could make sense for nurses to regularly inquire about social media use when patients' mental health issues are related to their self-perception. Psychoeducation on how social comparisons on social media might result in low self-esteem could come after this, if suitable.

No one can really deny the future growth of social media platforms. Nursing practice needs to address the growing requirements of individuals whose mental health and welfare may be adversely affected by social media use, since it has become ubiquitous in the lives of young people and persists into adulthood.

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Panchal S et al.
J. Adv. Res. Servi. Mgmt. 2024; 7(1)

12

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13

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