

**INTERNET USE, BODY ESTEEM AND PSYCHOLOGICAL WELL-BEING  
AMONG  
ADULT MALE POPULATION.**

*Dissertation submitted to Kerala University*

*In partial fulfilment of the requirements for the award of the Degree of*

**M.Sc. Counselling Psychology**

By

**Sharon Ann Mathew**

**(Reg. No:60421115023)**

*Under the guidance of*

**Dr Ammu Lukose**

Assistant professor in Counselling Psychology



Department of Counselling Psychology

Loyola College of Social Sciences

Sreekariyam, Thiruvananthapuram

2021- 2023

## CERTIFICATE



This is to certify that the Dissertation entitled “**Internet use, Body esteem and Psychological well-being among adult male population**” is an authentic work carried out by Sharon Ann Mathew, Reg. No. 60421115023 under the guidance of Dr. Ammu Lukose during the fourth semester of M.Sc. Counselling Psychology programme in the academic year 2021- 2023.

**Ms. Jesline Maria Mamen**

**Dr. Ammu Lukose**

Head of the Department

Assistant Professor

Department of Counselling Psychology

Department of Counselling Psychology

Loyola College of Social Sciences.

Loyola College of Social Sciences.

Thiruvananthapuram.

Thiruvananthapuram.

Submitted for the examination held on .....

## DECLARATION

I, Sharon Ann Mathew, do hereby declare that the dissertation titled “**Internet Use, Body Esteem And Psychological Well-Being Among Adult Male Population.**”, submitted to the Department of Counselling Psychology, Loyola College of Social Sciences, Sreekariyam, under the supervision of Dr Ammu Lukose, Assistant professor of the Department of Counselling Psychology, for the award of the degree of Master’s in Science of Counselling Psychology, is a bonafide work carried out by me and no part thereof has been submitted for the award of any other degree in any University.

Sreekariyam

Name: Sharon Ann Mathew

Date:

Reg. No. 60421115023

M.Sc. Counselling Psychology

## **ACKNOWLEDGEMENT**

Conducting this project has been one of the most significant academic challenges I ever had to face. Without the support, preference and guidance of the following people, this research would not have been possible. It is also them to whom I owe my deepest gratitude.

First and foremost, praises and thanks to God, the Almighty, for His showers of blessings throughout my research work to complete the research successfully.

I would like to express utmost thanks and gratitude to my research guide Dr Ammu Lukose, Assistant professor of Counselling Psychology for his incomparable effort, support and valuable guidance throughout this research. His dynamism, vision, sincerity and constructive criticism have deeply inspired me.

Besides my guide, I would like to express my gratitude to Ms Jesline Maria Mamen, Assistant professor and Head of the Department of Counselling Psychology and Dr Ammu Lukose, Assistant professor, Department of Counselling Psychology for providing constant support to complete the research.

I extend my sincere gratitude to all the participants who spared their time to assist me with the research.

I sincerely acknowledge the efforts of my friends, family and all of those who have helped me in completing my research successfully.

With Regards,

Sharon Ann Mathew

## **CONTENTS**

<b>CHAPTER 1: INTRODUCTION</b>	<b>PAGE NUMBER</b>
1.1: Need and significance of the study	6
1.2: Statement of the problem	7
1.3: Operational definition	7
1.4: Objectives of the study	7
1.5: Hypothesis of the study	8
<hr/>	
<b>CHAPTER II: LITERATURE REVIEW</b>	
<hr/>	
2.1: Theoretical review	10
2.2: Empirical Review	22
<hr/>	
<b>CHAPTER III: METHOD</b>	
<hr/>	
3.1: Research Design	31
3.2: Participants	31
3.3: Tools used for data collection	32
3.4: Procedure for data collection	36
3.5: Statistical technique used for the study	36

## CHAPTER IV: RESULTS AND DISCUSSION

---

Sociodemographic data qualification	40-41
Internet use among adult male population	41-42
Body esteem among adult male population	43-44
Psychological well-being among adult male population.	44-45
Correlation between internet use and psychological well-being .	46-50
Correlation between body esteem and psychological well-being.	
Correlation between body esteem and internet use.	
Regression analysis on internet use and psychological well-being	51-54
Regression analysis body esteem and psychological well-being	
Mann Whitney U test based on study variable	54-55

body esteem level	
Kruskal-Wallis test based on study variables	56-59

---

## **CHAPTER V: SUMMARY AND CONCLUSION**

---

5.1: Major Findings of the study	61
5.2: Tenability of the hypothesis	63
5.3: Implication of the study	64

---

## **REFERENCES**

## **APPENDICES**

## LIST OF TABLES

<b>Tables</b>	<b>Page no</b>	
4.1	Frequency Distribution of qualification among adult male population.	40
4.2	Descriptive statistics of qualification among adult male population.	41
4.3	Frequency distribution of internet use among adult male population.	41
4.4	Descriptive statistics of internet use among adult male population.	42
4.5	Frequency distribution of body esteem among adult male population	43
4.6	Descriptive statistics of body esteem among adult male population	44
4.7	Frequency distribution of psychological well-being among adult male population.	44
4.8	Descriptive statistics of psychological well-being among adult male population.	45
4.9	Relationship between internet use and psychological well-being.	46
4.10	Relationship between body esteem and psychological well-being among adult male population.	48



4.11	Relationship between body esteem and internet use among adult male population.	49
4.12	Descriptive statistics of internet use and psychological well-being among adult male population.	51
4.13	Model summary of internet use and psychological well-being among adult male population.	51
4.14	Descriptive statistics of body esteem and psychological well-being among adult male population.	53
4.15	Model summary of body esteem and psychological well-being among adult male population.	53
4.16	Mann Whitney U test based on study variable body esteem level.	54
4.17	Kruskal-Wallis test based on the study variables	56
5.1	Tenability of the hypothesis	63

---

## LIST OF FIGURES

---

<b>Figure No.</b>	<b>Title</b>	<b>Page no.</b>
Figure 4.1	Frequency distribution of qualification among adult male population.	40
Figure 4.3	Frequency distribution of internet use among adult male population.	42
Figure 4.5	Frequency distribution of body esteem among adult male population.	43
Figure 4.7	Frequency distribution of psychological well-being among adult male population.	45

---

## **LIST OF APPENDICES**

<b>No</b>	<b>Appendices</b>
1.	Informed consent form
2.	Personal data sheet
3.	Assessment of internet use questionnaire
4.	Body esteem scale for Adolescents and adults.
5.	Psychological well-being scale

## ABSTRACT

The Internet is the foremost important tool and the prominent resource that is being used by almost every person across the globe. It connects millions of computers, webpages, websites, and servers. Using the internet we can send emails, photos, videos, and messages to our loved one. Body esteem is defined as the level and degree of positiveness which an individual clearly attributes to his or her own body. It is also the importance one gives to the different part of the body and to the appearance of their body parts. Psychological well-being encompasses the person's perspective on life, including not only perceptions of physical health but also of self-esteem, self-efficacy, relationships with others, and satisfaction with life. A monistic perspective, wherein it is recognized that physical well-being and Psychological well-being are integrally interrelated, is preferable. This quantitative study aimed to examine Internet use, body esteem and Psychological Well-being among adult male population. For the purpose of the study, a total sample of 120 male participants within the age group of 18-30 were selected. Participants responded to Instrument for assessment of internet use questionnaire, Body esteem scale for adolescents and adults(BESAA)and Psychological Well-being Scale. Descriptive statistics were computed followed by Spearman's correlation method. Major findings indicated that there is positive correlation between body esteem and psychological well-being among adult male population, negative correlation between internet use and psychological well-being and negative correlation between body esteem and internet use.

*Keywords:* Internet Use , Body Esteem and Psychological well-being

## CHAPTER 1

### INTRODUCTION

The Internet, which is mostly built on platforms for wireless communication, interactive communication at certain times, and space-free communication, is the key technology of the Information Age. The Arpanet, which served as the Internet's forerunner, was introduced in 1969 (Abbate 1999). When the first Internet user survey was conducted in 1996, there were roughly 40 million users; by 2013, there were over 2.5 billion, with China having the most users. Additionally, the development of land-based telecommunications infrastructure in emerging nations was challenging for a while, which hindered the growth of the Internet.

By focusing on terrifying stories based on anecdotal observation and prejudicial judgement, the media exacerbate the erroneous perception. The field that has come to be known in academia as Internet Studies is one in which social sciences, in all of its diversity, should make a major contribution to a complete knowledge of the world in which we live. Because empirical study using rigorous methodology has been carried out in a variety of cultural and institutional situations, academic research actually knows a great deal about the connection between the Internet and society. With this continuous development, Internet users are able to communicate with any part of the globe, to shop online, to use it as a mean of education, to work remotely and to conduct financial transactions. Unfortunately, this rapid development of the Internet has a detrimental impact in our life, which leads to various phenomena such as cyber bullying, cyber porn, cyber suicide, Internet addiction, social isolation, cyber racism etc.

Even while using the internet has many advantages, male adults who use it excessively or irresponsibly run the risk of experiencing unfavourable consequences. Among these

unfavourable outcomes are: Spending too much time online can result in internet addiction, which can cause problems with daily routines, work efficiency, and interpersonal connections. Another bad element is health hazards, where excessive sedentary behaviour brought on by protracted internet use can contribute to a sedentary lifestyle, increasing the risk of obesity, cardiovascular disease, and other health problems. Spending too much time online can result in social isolation and less face-to-face encounters, which can have a negative impact on one's mental health and general well-being. As in childhood and adolescence, increased body dissatisfaction in adulthood has been linked to increased likelihood of depressive symptoms, psychological distress and disordered eating and eating disorders. A positive body image in adulthood is associated with improved overall well-being and quality of life. Body image in adulthood can also affect relationships and sexual well-being. Some studies suggest that higher levels of body satisfaction are associated with positive sexual experiences, especially for women.

Conversely, obsession with one's own body can lead to feelings of shyness, which can negatively affect sexual experiences and reactions. In the survey, 1 in 5 adults (20%) said their body image had a negative impact on their sex life in the past year, and 15% said it had a negative impact on their relationship with a partner or spouse in the past year. As in childhood, there are many factors that affect body image in adulthood. These factors relate to the extent to which a person has internalized beliefs about their "ideal" body type and the likelihood of judging others by their appearance.

Overweight and obese people have been observed to have higher rates of body image issues and dissatisfaction. This might be partially caused by experiences of appearance-related stigma or humiliation, as well as by failing to meet cultural standards for body type and weight.

According to a qualitative study, people who are overweight encounter both direct and indirect forms of discrimination, including unwelcoming situations and verbal abuse while they are out in public. People said that this stigma made them feel emotionally distressed, made them socially isolated, and made them avoid situations where they might face discrimination, such as taking part in activities that promote their health. In fact, some quantitative research indicates that experiences of weight stigma are linked to lower levels of physical activity participation.

Studies examining the effectiveness of various public health programmes aimed at reducing obesity found that those viewed as stigmatising or shaming were received the least favourably by recipients and were neither more nor less likely to persuade people to change their behaviour. No of the person's own body weight, these preferences remained the same. The most well-liked campaigns emphasised a broader range of issues, including promoting good nutrition and overall adult health.

The subjective assessment of one's own body is referred to as "body esteem," sometimes known as "body image." The majority of women have historically been associated with body esteem concerns, but study and awareness have grown to include men as well. Adult men's body image is a subject of growing attention and worry. Men can battle with their body image and experience body dissatisfaction just like women do. A strong, slender, and "ideal" male body is frequently emphasised in social norms and media representations, which can cause males to feel insufficient and under pressure to fit in. Men may compare their appearance to these unattainable ideals and experience self-consciousness.

Adult men's body esteem is influenced by a variety of variables, but some typical ones are as follows: Media and cultural influences: Men are exposed to media messages that advocate for a particular body ideal, which can exacerbate body dissatisfaction. Men are frequently pictured having chiselled, muscular bodies in advertisements, films, and on social

media, which sets an unattainable expectation. Men could experience pressure from society to meet standards of physical appearance. Peer relationships, love affairs, and even work environments can all serve to perpetuate this. Men's self-esteem can also be impacted by bullying and body shaming. The definition of an appealing body may vary from person to person. How men view their bodies might vary depending on factors including self-worth, self-esteem, and self-acceptance. issues with weight and body composition: Concerns about their bodies may exist in men. Men may worry about their weight, muscle mass, and overall physique due to their body composition. Some people may suffer with body esteem issues due to their desire for a more muscular appearance or weight-related problems. Age-related changes: Men's self-esteem may suffer as they age due to physical changes such hair loss, weight increase, and muscle loss. Making these adjustments might be difficult and have an impact on one's body image. It's critical to remember that problems with body image can have a substantial negative impact on mental health, contributing to illnesses including body dysmorphic disorder, depression, anxiety, and eating disorders.

It is imperative to promote men's acceptance of their bodies and of themselves. To boost adult men's body esteem, supportive environments that question unrealistic beauty standards and promote a broader concept of attractiveness must be created. Negative body image influences can be combated via education, media literacy, and the promotion of various body portrayals. Men can develop positive body confidence through encouraging self-compassion, emphasizing internal traits, and encouraging a healthy lifestyle as opposed to concentrating only on looks. The term "psychological well-being" describes a person's total mental health, which includes their emotional, cognitive, and social well-being. Even while males have traditionally been less likely to seek treatment for mental health problems and have experienced particular societal pressures, there is growing awareness of the significance of addressing men's



psychological well-being. Adult men's psychological health can be impacted by a number of circumstances, including: societal norms and gender roles: Men are frequently discouraged by traditional masculinity ideals from expressing their thoughts and asking for support, which can result in feelings of loneliness and impair their capacity to handle stress. The promotion of emotional openness and challenging these inflexible rules can help people feel better psychologically. Men may endure substantial stress and strain at work, which may have an adverse effect on their mental health.

It's crucial to remember that psychological well-being is a multifaceted and personal term. Self-care routines, cultivating meaningful relationships, partaking in joyful hobbies and pursuits, and getting professional assistance when required are all methods to improve well-being. Additionally, encouraging mental health awareness and education can aid in lowering the stigma associated with mental health and inspire men to give priority to their well-being. Even while the internet provides a wealth of chances for communication and access to knowledge, excessive or problematic internet use can have a negative impact on mental health. Spending too much time online, especially on social media, gaming, or other gambling-related sites, can result in problematic internet use or addiction. This may lead to social retreat, neglect of other obligations, and deteriorated psychological well-being.

Online harassment and cyberbullying can have a negative impact on someone's mental health, sense of self-worth, and general well-being because of the anonymity and distance that the internet offers. Negative self-perception and social comparison are still another drawback. Online content that has been carefully selected, like idealized depictions on social media, might encourage self-doubt and social comparison. Constant exposure to filtered or manipulated photos may cause low self-esteem and feelings of inadequacy.

Depending on personality qualities, coping mechanisms, and social support, different people may have different effects of internet use on psychological well-being. Some people can be more vulnerable to negative impacts, while others might be able to better manage and navigate their online encounters. The key to internet usage is moderation and awareness. Important tactics for preserving psychological well-being in the digital age include setting boundaries, engaging in digital detoxes, balancing online and offline relationships, and practicing self-care. It's important to note that study on the topic of internet use and psychological health is ongoing, and that new platforms and technologies are always being developed. In order to support general well-being, it is crucial to remain educated and modify one's internet activities as necessary.

### **Need and Significance of the study**

The internet has become a crucial aspect of contemporary life and has important effects on psychological health. It provides options for self-expression, enjoyment, sharing of knowledge, and communication. However, excessive internet use (e.g., internet addiction) can have detrimental effects on mental health, including social isolation, lowered self-esteem, and anxiety. Body image issues affect both men and women, but cultural norms and media portrayals frequently have an impact on men's aspirations as well. Men may feel self-conscious about their bodies and aspire to have a strong or slender physique. Self-esteem problems, anxiety, sadness, and disordered eating patterns can all be brought on by low body image. Investigating the link between internet usage and self-esteem might reveal if exposure to particular online content (such as social media).

To uncover potential risk factors and protective factors that affect men's mental health, it is essential to comprehend how internet use and body esteem relate to psychological well-

being. It may also provide guidance for initiatives to encourage better online conduct and more positive conceptions of one's body.

### **Statement of the problem**

The problem of the present study has been stated as “Internet use, body esteem and psychological well-being among adult male population”.

### **Operational Definitions**

#### **Internet use**

Internet use refers to the activities and interactions that individuals engage in while accessing and utilizing the internet. It encompasses a wide range of actions that people perform online using various devices, such as computers, smartphones, tablets, and other connected devices.

#### **Body esteem**

In the present study, Body esteem is the facet of self-concept that has been most consistently associated with weight, and includes the attitudes, evaluations, and feelings an individual hold about his or her own body.

#### **Psychological well-being**

In the present study, Psychological well-being (PWB) is defined as one's level of psychological happiness/health, encompassing life satisfaction, and feelings of accomplishment.

**Adult Male population:** Adult male population in the present study refers to males within the age group of 18-30.

**Objectives of the study**

- 1.To explore the relationship between body esteem and psychological well-being among adult male population.
- 2.To explore the relationship between internet use and psychological well-being among adult male population.
- 3.To explore the relationship between body esteem and internet use among adult male population.
- 4.To find out any difference in psychological well-being across the level of body esteem among adult male population.
- 5.To find out any difference in internet use across the level of body esteem among adult male population.
- 6.To find out any difference in internet use, body esteem and psychological well-being based on qualification among adult male population.

**Hypothesis of the study**

- There will be significant relationship between body esteem and psychological well-being among adult male population.
- There will be significant relationship between internet use and psychological well-being among adult male population.
- There will be significant relationship between body esteem and internet use among adult male population.

- There will be significant difference in psychological well-being across the categories of body esteem level among adult male population.
- There will be significant difference in internet use across the categories of body esteem level among adult male population.
- There will be significant difference in internet use, body esteem and psychological well-being based on qualification among adult male population.

## **CHAPTER II**

### **REVIEW OF LITERATURE**

A literature review is a methodical analysis of a body of existing data that identifies, evaluates, and synthesises for understandable presentation (Fink, 2010). A literature review is a critical investigation and evaluation of a subject, according to Jesson et al. (2011). Theoretical Review and Empirical Review of Literature are the two major areas under which this chapter has been explored. The empirical review includes various empirical investigations carried out by other researchers that are linked to the current topic, while the theoretical review examines various conceptual frameworks and models of the variables. In order to comprehend the ideas and linkages of the variables of interest, the available literature has been reviewed.

#### **Theoretical Review**

Reviewing the theoretical stances related to the variables is crucial to comprehend the impact of internet use and body image on psychological well-being. This section reviews the conceptual framework and the ideas put out by scholars who have studied the variables used in the current research.

#### **Internet use**

Having connection to the internet is one of today's fundamental requirements. Its significance is on par with that of power, gas connections, smartphones, landlines, and drinking water. Because of this, you should definitely consider your options and compare your options before making a purchase. Whether we admit it or not, the internet has an impact on our daily lives in a variety of ways, from online shopping to distant employment. Tim Berners-Lee's

technological invention of the World Wide Web and his desire to share the source code in order to develop it through the open-source input of a large user community. The open source philosophy is still used on the internet. institutional transformation in the management of keeping it under the loose management of the global Internet community, privatising it, and allowing both commercial uses and cooperative uses. Major shifts in social structure, culture, and behaviour: individuation as the primary orientation of social behaviour; networking as a predominate organisational form; and the culture of autonomy as the culture of the network society.

Despite all of these considerations, there are also other unavoidable drawbacks to using the internet, including the simple accessibility of unsuitable or unlawful content that isn't ageappropriate. It can be addictive and be detrimental to communication. Long-term screen use can have negative effects on your health, including increased anxiety and sadness, eyestrain, and insomnia, use the Dark Web to exchange info and stolen goods. Social media addiction can cause havoc in a person's personal and professional life. Some criminals get into people's accounts online to carry out fraudulent operations including stealing data or banking information. Others have been known to utilise the internet to spread terrorism and hate, two extremely risky situations.

### **Internet use**

Few theories attempted to explain internet use among adult males. They are;

#### 1) Uses and Gratification theory

Communication academics first endeavoured to understand why particular media and material appealed to various people in the 1940s, which is when UGT first emerged. Researchers began looking at both the gratifications customers desired and the gratifications they actually received

in the 1970s, which led to a further development of the idea. UGT is still one of the most often employed ideas in media effects research today. In fact, according to communication professor Ruggiero, the emergence of new media has increased the significance of the uses and gratifications hypothesis because it helps to explain why individuals choose new channels. According to the uses and pleasure theory, each person consumes media for a different set of reasons that can change over time. The following are some frequent reasons people use media:

- Entertainment – Media can be used for leisure and entertainment.
- Personal Relationships – People can use media to connect with new people or maintain relationships with old ones.
- Information – People can use the media to learn about the outside world and keep up with current affairs.
- Escapism – People may utilise media as a means of escaping the rigours of daily life.
- Personal Identity: People can use media to discover who they are and where they fit in.

### **Social Exchange theory**

In the 1960s, Albert Bandura developed the Social Learning Theory (SLT), which later became known as Social Cognitive Theory (SCT). The idea that learning happens in a social context with a dynamic and reciprocal interplay of the person, environment, and behaviour was evolved into the SCT in 1986. The emphasis on social influence and on both external and internal social reinforcement is what makes SCT special. SCT takes into account both the many ways in which people learn and practise behaviours as well as the social context in which those behaviours are used. The hypothesis considers a person's prior experiences, which influence whether behavioural activity will take place. These previous encounters have an impact on one's



reinforcements, expectations, and expectancies, all of which determine whether one will participate in a specific actions and the motivations behind those actions. Uses and gratifications have been utilised in numerous research to explain why individuals use the Internet. Similar to Bandura's social-cognitive theory, the uses and gratifications paradigm supports media use in terms of anticipated positive outcomes, or gratifications. Although there were contradictory findings, prior usage and gratifications study only partially explained variations in Internet behaviour. This study identifies novel social-cognitive theory characteristics that may help explain Internet usage in greater detail and address discrepancies in earlier studies. For the area of Internet behaviour, self-efficacy and self-disparagement measures were created. The social-cognitive framework's interpretation of internet addiction was that it was caused by poor self-control. Last but not least, the effects of bad online behaviour on Internet usage were examined. The social-cognitive model, which significantly outperformed earlier uses and gratifications studies, used multiple regression analysis to explain 60% of the available variance in internet usage in a survey of 171 college students.

### **The Diffusion of Innovation Theory**

The diffusion of innovations theory describes how new scientific, technical, and other developments diffuse throughout civilizations and cultures before becoming widely used. The diffusion of innovations hypothesis aims to clarify how and why new concepts and behaviours are adopted, as well as why the adoption of new concepts might occur gradually over time. The dissemination or spreading of innovations depends in large part on how they are presented to various segments of society and how they are perceived by those segments. E.M. Rogers, a communication theorist at the University of New Mexico, created the diffusion of innovations hypothesis in 1962. The theory explains how various participants embrace a new idea through distinct stages. The principal participants in the diffusion of innovations theory are:

- **Pioneers:** People who are willing to take chances and are the first to test out novel concepts.
- **Early adopters:** Individuals eager to experiment with cutting-edge technology and determine their social value. The term "early majority" refers to the general populace's role in paving the way for the adoption of an innovation in the larger society.
- **Late majority:** The general population's members who accept the invention as a daily practise after the early majority has done so.
- **Laggards:** Individuals who acquire novel technologies and fresh concepts more slowly than the general population.

### **Body esteem**

The feelings of fulfilment connected to those physical features are referred to as body satisfaction. People who are happy with their bodies have positive body images, whereas those who are unhappy with their bodies feel that others around them are more attractive or have better physical characteristics. Few theoretical review related to body esteem are stated below.

### **Objectification Theory**

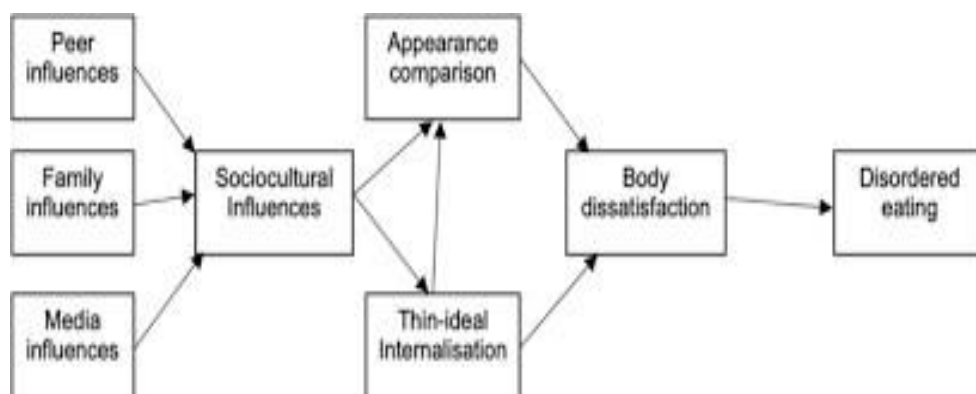
The Objectification Theory, which emerged from feminist theories, contends that women view themselves as objects to be observed and judged by others due to socio-cultural factors like gender roles, cultural emphasis on women's appearance, the social and economic success connected to achieving and maintaining an idealised appearance, and objectification of women in the media. According to Fredrickson and Roberts (1997), Gonzales and Hancock (2011), Lindberg, Hyde, and McKinley (2006), Stefanone et al. (2011), and others, this phenomena is referred to as objective bodily consciousness (OBC). In order to make sure they

are adhering to cultural norms and to prevent social rejection, OBC is said to lead women to engage in body surveillance. Women face body shame when there are differences between their physical appearance and the cultural standard.

### **Tripartite Influence Model**

The Tripartite Influence Model of body image and eating disturbance is the version of the Social Ecological Theory that is most frequently cited (Thompson, 1999). This approach is so named because it recognises three distinct sources—family, peers, and the media—from which these inciting social effects come.

Figure 2.1: Tripartite Influence Model of body image



The mechanisms described in the model have not been thoroughly explored in the context of social media, despite the fact that the model is supported by data. Users of social media are exposed to content mostly produced by their peers, and to a lesser extent, by family members. Social media platforms expose consumers to media content that features models and other celebrities, just like traditional mass media does (Prieler & Choi, 2014). Social media can therefore act as each of the three sources of sociocultural impact listed in the Tripartite impact Model at the same time. This confluence of multiple contemporaneous variables has the ability to have particular repercussions on the model's ensuing operations.

## **Social Comparison Theory**

According to the Social Comparison Theory (Festinger, 1954), people make judgements about their relative social status and value by comparing themselves to others. An individual's attractiveness based on their physical size and shape is one of several personal and social traits that can be addressed by this approach.

Upward social comparisons (i.e., comparisons with those thought to be better off for a particular attribute) can be beneficial when they are made with a similar target, such as a peer, because the target seems to represent an achievable goal that is within reach and is therefore perceived as motivating. Negative results can occur when upward social comparisons are made with a goal that is different from oneself, such as a fashion model. Therefore, it is upward social comparisons that are implicated in the promotion of negative affect and body image disturbances. Downward social comparisons (i.e., comparisons with those perceived to be worse off on a particular attribute) seem to have positive effects for both similar and dissimilar targets.

## **Psychological well-being**

Having happy experiences and taking care of fundamental needs are important components of psychological well-being, which is a multifaceted and dynamic construct. The influence of psychological well-being on other dimensions, such as individual performance, satisfaction levels, or the characteristics of interpersonal interactions, has drawn attention from a variety of academic disciplines (Gao and McLellan, 2018; Ryff, 2018, 2019).

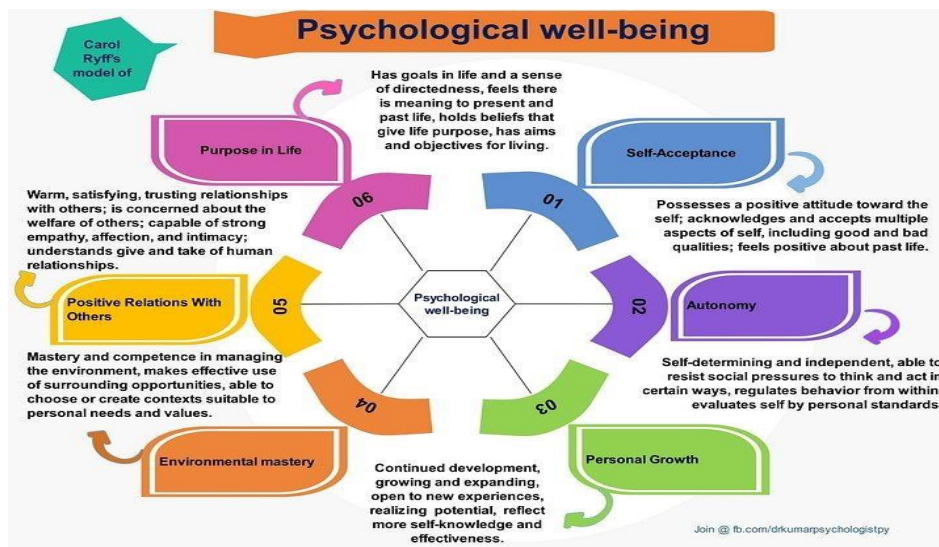
According to Ryff (2014), Ferrari et al. (2015), Lun and Bond (2016), Friedman et al. (2017), Brim et al. (2019), and others, psychological well-being includes subjective, social, and psychological dimensions, health-related behaviours, and practises that give an individual's life

purpose and enable them to reach their full potential. The majority of researchers concur that feeling good about oneself is a sign of having optimal psychological functioning, which enhances one's quality of life (Crous, 2017; Maurya and Ojha, 2017; Bojanowska and Piotrowski, 2019). As a result, well-being is viewed as a collection of factors that encourage people to work towards meeting their expectations.

Before it was fashionable, Professor Carol Ryff researched "Well-Being. She ended up developing one of the very first systematic models of psychological well-being, and her model continues to this day to be among the most empirically sound and backed by science. Initially, Carol Ryff was driven by two ideas: first, she believed that the concept of well-being should not be limited to biological or medical definitions, but rather be viewed as a philosophical inquiry into what it means to live a good life. Second, there was a lack of empirical rigour in the then-current psychological theories of well-being; they had not been tested and could not be.

Ryff searched for building blocks in a varied array of well-being theories and studies, from Aristotle to John Stuart Mill, from Abraham Maslow to Carl Jung, in order to establish a theory that unites philosophical issues with scientific empiricism. Her new model of well-being was built on the intersections she found between these various theories' recurrence and convergence.

Figure 2.2: Carol Ryff's Psychological well-being model



The Ryff's Scale is built on six dimensions: self-acceptance, meaning in life, environmental mastery, favourably positive interpersonal interactions, and autonomy. Higher test results are indicative of greater psychological health.

- **Autonomy** - In this section, people must rate their level of autonomy. High scores in this area show that the respondent is independent and controls their behaviours without the aid of outside pressures. They are independent and competent to think for themselves. They don't follow social norms and don't give a damn what people think of them. People with low levels of autonomy depend on other people. They more closely resemble them because they worry about what others will think of them.

The dimensions are as follows:

1. Very low in autonomy
2. Low in autonomy
3. Somewhat low in autonomy
4. Neutral or sometimes high and sometimes low

5. Somewhat high in autonomy
6. High in autonomy
7. Very high in autonomy

• Environmental Mastery – It is the degree to which the people have a mastery over their environment. Whether they feel competent enough to meet the needs of the situation or not. In this, high scores indicate that the person productively utilises the opportunities being given and has an awareness of managing environmental factors and activities, including creating circumstances to benefit individual needs. Those who have a low score may feel powerless and feel that they have a lack of resources to cope with the environment. People having low scores are always stressed and overwhelmed.

The dimensions are as follows:

1. Very low in environmental mastery
2. Low in environmental mastery
3. Somewhat low in environmental mastery
4. Neutral or sometimes high and sometimes low
5. Somewhat high in environmental mastery
6. High in environmental mastery
7. Very high in environmental mastery

Personal Growth – If someone scores high in this, it represents that they are welcoming of new environments and continually keep developing, they recognise improvement in behaviour and

themselves over time. People see themselves as moving or changing in a positive direction or moving towards their potential and becoming more mature. There is an increase of self knowledge and they are able to learn new skills also. People with low scores feel a low sense of change and they feel more bored with life. They seem less interested in their life and they also feel a lack of improvement also.

The following are the measurements:

1. Very little personal development
2. Lack of personal development
3. Somewhat limited personal development
4. Neutral or occasionally high and occasionally low
5. Relatively high in personal development
6. Strong personal development
7. Excellent personal growth

Positive interactions - A high rating in this area indicates that the person has meaningful relationships with other people that include reciprocal empathy, tenderness, and affection. Positive relationships help people feel connected, respected, and well-loved. They have intimacy, aspect sharing, and relationship security. People who score poorly in this area also feel rejected, detached, misunderstood, unwanted, and unappreciated.

The following are the measurements:

1. Very bad interpersonal relationships



2. Poor interpersonal relationships
3. Compromised relationships with others.
4. Neutral or occasionally favourable and occasionally negative
5. Somewhat pleasant interpersonal interactions
6. Good relationships with others
7. Great interpersonal relationships

Life's Purpose - High scores in this area show a strong focus on goals and the conviction that life has value and a purpose. They mostly do their work in order to change their world and to stay connected to their ideas. These individuals are aware of what their lives entail. Low value individuals believe that their lives are worthless. The dimensions are as follows:

1. Very little feeling of purpose in TV
2. Lacking in motivation
3. A mediocre sense of purpose
4. Neutral or occasionally high and occasionally low
5. Relatively high feeling of purpose
6. Strong sense of mission
7. A strong sense of purpose

Self-Acceptance - People who score highly here have a favourable attitude towards themselves, their historical behaviours, and the decisions they have made. The participants in this exercise

rate their levels of self-acceptance. People with high levels of acceptance are content with who they are and are able to accept their many characteristics, both good and bad. People with low self acceptance are constantly harsh on themselves, and their actions.

The following are the measurements:

1. Very little acceptance of oneself
2. Low levels of self-acceptance
3. Relatively low level of self-acceptance
4. Neutral or occasionally high and occasionally low
5. Relatively high self-acceptance
6. High levels of self-acceptance
7. Excellent self-acceptance

However, recently, the model's validity has come into question as some significant survey results have suggested that four of the six dimensions, namely, self-acceptance, environmental mastery, personal progress, and purpose in life, may all empirically be regarded one dimension only. Nevertheless, the model has still aided several hypotheses and experiments.

### **Empirical Review**

To better understand Internet use, Body esteem and psychological well-being among adult male population as well as the relationship between the respective variables among them,

it was required to review the existing literature. The empirical review entails a comprehensive report of other researchers' works related to the present study.

Gender differences in internet addiction: research on the factors that may influence its emergence The purpose of Emanuela Mari, Silvia Biondi, and Manuel Varchetta's study from the year 2022 was to look into the differences between men and women with regard to the potential emergence of pathological behaviours connected to internet addiction. 46.7% of the 276 individuals, who ranged in age from 18 to 30 years old, who were enrolled in the study replied to online questionnaires about factors associated to psychological characteristics and internet addiction. The findings demonstrated that gender has a significant role in elucidating the variety of ways in which people become addicted to the internet. Stepwise linear regression analyses revealed that there were separate factors for each gender but that social media addiction was the main predictor of internet addiction for both genders.

An analysis of the relationship between body image and psychological health in young Indian men Amiya Bhaumik and Ranjini Karthikeyan, 2021 were carried out appropriately The study's goal was to determine the connection between male emerging adults' psychological well-being and their body image. 101 samples from India, ranging in age from 20 to 24, were chosen for this study using a practical sampling technique. SPSS was used to statistically analyse the acquired data. The Shapiro-Wilk test was employed to determine whether the data were normal. The Pearson's product moment correlation test was applied to examine the relationship between outward appearance and psychological health. The study's conclusions were that among male emerging adults aged 20 to 24, there is no association between psychological well-being and appearance assessment ( $r(99) = .136, p 0.177$ ), and with appearance accounts for 1.8% of the variation in psychological well-being. Body area explained 19% of the variation in psychological well-being, according to a statistically

significant, moderately positive connection between body area satisfaction and psychological well-being among male emerging adults aged 20 to 24 ( $r(99) = 0.440, p > .001$ ). Therefore, it may be inferred that male emerging adults' psychological well-being is not affected by appearance but is affected by their contentment with certain bodily parts..

An investigation on the subject of "Relationship between body image and psychological well-being in patients with morbid obesity" was undertaken by Yazdani, Negar Sayed, Hosseini, Amini, Sobhani, and Khazraei in 2018. This study sought to examine the association between psychological health and body image in morbidly obese people. This cross-sectional study was conducted on 124 morbidly obese individuals who were referred to an obesity clinic in Shiraz between 2016 and 2017 using a simple random selection procedure. A body image index and a psychological well-being survey were used to gather the data. Descriptive statistics, the Pearson correlation coefficient test, an ANOVA, and regression analysis were all used to analyse the results. The findings revealed a substantial correlation between body image and psychological well-being ( $r=0.43; P 0.001$ ), as well as between the body image 1 total score and all the psychological well-being subscales.

The impact of body comparison propensity, social media use motivation, and social media platform on young women's self-esteem with regard to their bodies is discussed in Puglia (Deanna), 2021. This study set out to investigate how young women's perceptions about their bodies on social media. A self-report survey of undergraduate women ( $n=339$ ) revealed that body comparison propensity was positively connected with the desire to utilise social media for body comparisons and negatively correlated with body esteem. The effect of several social media platforms on body satisfaction was also the subject of an exploratory experiment ( $n=58$ ) in this study. Facebook displayed the strongest negative link with body satisfaction ( $r=-.204$ ) among the sites under investigation. Participants who used Facebook more frequently also

showed significantly less body fat. According to this study, social media is a new platform for people to participate in unhealthy body comparison behaviours, necessitating the development of health communication and behaviour change treatments that specifically target vulnerable populations.

Anamika and Singh (2014) did a study to determine how eating habits and adolescent body image are related. Using the random selection technique, a total of 120 samples (60 adolescent males and 60 teenage females) were chosen from various public and private schools in the Lucknow city. The Rosenberg self-esteem measure and a self-made questionnaire were both used to evaluate eating behaviour and body image. According to the study, eating behaviour differed significantly between adolescent boys and girls, and eating behaviour and body image were positively connected.

Pervin Nedim Bal and Emre Turan (2021) conducted a study on the examinations of Internet use in terms of psychological wellness. The purpose of this study is to investigate how internet use affects psychological health. In the study, it was discovered that there were all moderate and significant ( $p < 0.05$ ) correlations between internet addiction and psychological well-being. Internet addiction and psychological health have a negative and significant association. In other words, when psychological well-being declines, internet addiction increases considerably. Internet addiction and psychological well-being were discovered to have a 19.2% variance (impact on each other) that could be explained.

A study on the relationship between internet use, body image, and eating habits among secondary school students was undertaken by Natthakarn Kaewpradub in (2017) 620 pupils from 6 secondary schools in Bangkok were included in the sample group, which was chosen using simple random selection. The sample's average (standard deviation) age was 15.7 (1.9);

246 participants (39.7%) were men, and 374 (60.3%) were women. In terms of attitudes and behaviours, using the internet and social networks for content about body image and eating behaviours was positively associated with bingeing, purging, using laxatives and diuretics, and having a drive for muscularity, all of which were associated with eating behaviours that increased the risk of obesity. Body image satisfaction was negatively correlated with this use of the internet and social networks.

In their 2012 study on the impact of media on body image, Vonderen and Kinnally looked at media exposure in the context of internal and external social influences. This study seeks to investigate the relationship between media consumption and body dissatisfaction by contrasting media with other social factors, including peer and parental views as well as the internal aspect of self-esteem. Measures of media exposure, comparisons with media figures, self-esteem, parental and peer attitudes towards body shape, peer comparisons, internalisation of the thin-ideal, and body dissatisfaction were completed by a sample of 285 female undergraduates.

A study on body image dissatisfaction: gender differences in eating attitudes, self-esteem, and motivations for exercise was undertaken by Furnham, Badmin, and Sneade in 2002. In this study, 235 teenagers answered questions about their eating habits, self-esteem, the benefits of exercise, and the difference between their ideal and actual body types. Contrary to expectations, very few ladies wanted to be heavier, although boys were equally likely to want to be heavier or lighter. Girls were the only ones who connected physical dissatisfaction to the idea of self-esteem. Body dissatisfaction had no effect on men's self-esteem. Regardless of sex, specific motivations for exercising have been found to be associated with disordered eating and low self-esteem. The findings are reviewed in light of the expanding body of published research in this field.

The Gender-Sensitive Social Risk Factors for Internet Addiction in College Undergraduate Students(Xia Lin ,2021) The current study aims to explore precipitating and social risk factors for internet addiction (IA) in university undergraduate students, and to provide evidence for interventions and the early prevention of IA in different genders.Four thousand eight hundred and fifty-eight college sophomores completed an online survey on their internet use-related behaviors and social risk factors. Accordingly, more male (8.3%) than female students (5.4%) had moderate and severe IA. The main online activity in the moderate and severe IA groups was online gaming in males and online streaming in females. Roommates engaging in similar internet-based entertainment was a risk factor of IA only for males, while not being in a romantic relationship was a risk factor of IA for females only. Infatuation with the internet before college and adjustment problems for college life were shared risk factors for both genders in the mild and moderate IA groups.

Men and women's lifetime levels of body dissatisfaction, importance of appearance, and appreciation of their bodies Hannah L. (Quittkat, 2019) examines possible gender differences as well as the effects of age on body dissatisfaction, the value of appearance, the number of hours per day participants would invest and the number of years they would forgo to achieve their ideal appearance, and general public body appreciation. According to the study's findings, women reported feeling more positive about their bodies than males did, and women expressed this feeling more than younger women did. While women's value of looks was consistent and that of older men decreased with age, neither gender was prepared to give up a lot of time for their appearance.

In a cross-sectional study of 53 133 Korean adolescents, Rockli Kim and Jong-Tae Lee found that the amount of time spent using smartphones and the kinds of content that users most

frequently accessed were both independently associated with exaggerated perceptions of body weight and the use of unsuitable weight loss techniques. According to the data, there were 53 133 participants, with a mean (SD) age of 15.0 (1.8) years, 50.7% of whom were female, and 49.3% of whom were male. The weighted prevalence of BID was 19.8% among male teenagers, and 2.9% of them reported using inappropriate weight loss techniques in the previous 30 days. The weighted prevalence of BID was 31.6% in teenage females. According to this cross-sectional study, adolescent weight perception and the usage of unsuitable weight loss techniques are both related to the amount of time spent using a smartphone and the sorts of content that are accessed through it. Adolescents must learn digital literacy in order to critically analyse and comprehend the messages they encounter on digital platforms because it is now simpler than ever to access a variety of digital content via a smartphone.

The longitudinal relationship between two different concepts of mental health and the frequency of internet use among older adults is the focus of the study Exploring the Relationship Between Internet Use and Mental Health Among Older Adults in England: Longitudinal Observational Study (Stephen Jivraj, Shaun Scholes, 2020), which also examines the moderating effect of socioeconomic position (SEP) and the relationship between particular purposes of internet use. A decline in life satisfaction was predicted by infrequent internet use (monthly or less vs. daily) but not depression ( $\beta=0.512$ ;  $P=.02$ ). The connection between the amount of time spent online and mental health was moderated by education and occupational class. The relationships were stronger for depression ( $P=.09$ ) and life satisfaction ( $P=.02$ ) in the highest educational group, and for life satisfaction ( $P=.05$ ) solely in the top occupational group. Internet use for communication was linked to lower levels of depression and greater levels of life happiness ( $P=.002$ ), but internet use for information access was linked to lower levels of life satisfaction ( $P=.001$ ).



Female college students' contentment with their bodies (Shweta Goswami, 2012) to find out whether freshly enrolled female students at a professional university are satisfied with their bodies. A cross-sectional study using verbally described body image satisfaction was conducted, and the relationship between BMI and other co-variables including sociodemographic information, overall life satisfaction, particularly in academic and professional life, and current health status was examined using a 5-item based Likert scale. Out of 96 survey samples, 16.66%, 51.04%, and 32.29% of girl students said their body image was fair, good, or great, however 13.54 percent of them felt unsatisfied overall. The contentment with one's body image was significantly correlated with image perception ( $P < 0.001$ ), current general health state ( $P < 0.001$ ), and self-assessed weight ( $P < 0.001$ ). Education of the mother had a statistically significant negative relationship.

The 2014 study Relationship Between Body Image Satisfaction and Psychological Well-Being by John Enoch Dotse seeks to better understand how people's psychological well-being in the African cultural environment is impacted by their sense of body image satisfaction. Four additional factors—facial appearance, appendage appearance, physical appearance, complexion, and body mass index—were added to the original definition of the body image dimension. Despite including citizens from nine different African nations, the sample was taken from Ghana. The findings showed a substantial positive connection between psychological well-being and body image satisfaction ( $p = .01$ ).

## **Conclusion**

Overall, these investigations advance our knowledge of the connections between and potential interactions between body image, psychological health, and internet use. The importance of gender, social media, body satisfaction, and certain components of body image in these

interactions was noted. The results highlight the need for focused interventions and education campaigns to address potential negative effects, particularly among vulnerable people, and to promote a positive self-image and psychological well-being in a variety of circumstances. As a result, gender plays a key role in the development of pathological behaviours associated with internet addiction. Both male and female internet addiction are significantly predicted by social media addiction. Among male emerging adults, there is no statistically significant correlation between psychological health and opinion of one's appearance.

There may be a void in the literature when it comes to adult males specifically despite the fact that many studies have investigated these correlations in different demographics. Since mixed-gender samples or teenagers are the subjects of the majority of studies, focusing solely on adult males relationships could yield insightful results. There is a research deficit about the experiences and results specifically among males because many previous studies on internet use, body esteem, and psychological well-being have predominantly focused on female populations. Researchers can better grasp the particular issues and relationships among this demographic by concentrating on males .

## CHAPTER III

### METHOD

Research methodology entails the systematic, theoretical analysis of procedural steps applied to a field of study. An essential part is that it involves describing, explaining, and predicting phenomena in order to solve a problem. The research methodology comprises aspects such as research designs, target population, sample size and sampling procedure, data collection instruments and data analysis procedure. Rather than offering solutions, methodologies provide the theoretical basis for understanding which procedure, or set of procedures, can be applied to a particular case (Kothari, 2004).

#### **Research design**

According to Kothari (2004), “a research design is a plan, a roadmap and a blueprint strategy of investigation conceived so as to obtain answers to research questions, it is the heart of any study”. Accordingly, considering the purpose of this study descriptive research design was found appropriate for meeting the objectives. The survey method using questionnaires was adopted for collecting data regarding the variables of the study. Calderon & Gonzales (2018), define descriptive research as “a purposive process of gathering, analysing, classifying, and tabulating data about prevailing conditions, practices, processes, trends, and cause-effect relationships and then making an adequate and accurate interpretation of such data with or without or sometimes minimal aid of statistical methods”.

## **Participants**

A total sample of 120 college students was collected by using the convenience sampling method. The sample consists of 60 male and 60 female participants. In the respective sample, the age of students ranged from 18 to 26 years.

## **Tools used for data collection**

Variables: The variables in the current study are Internet use, body esteem and psychological well-being. In the present study existing standardized research questionnaires were used to assess Internet use, Body esteem and psychological well-being. A number of studies have statistically analysed and tested the questionnaires in order to corroborate the reliability and validity.

The following scale was used to measure Internet use:

## **Instrument for Assessment of Internet Use**

The “instrument for the assessment of Internet use” in this study is brief, simple, and naturally valid for the Indian population (16–40 years). The instrument comprises 18 items with 3-factor structures. Sociodemographic factors and usage patterns of the Internet emerged as a significant determinant manipulating Internet usage, especially age, gender, and education. The instrument has satisfactory psychometric properties. This instrument can identify the patterns of Internet usage across various settings (research, educational, mental health/clinical, and workplace). The obtained scores can be used for psychosocial interventions for the “promotion of healthy use of technology.”

### **Validity**

For identifying concurrent validity, the correlation was performed for developed “instrument for the assessment of Internet use.” Based on the mean value both the tests have got normal or recreational use. The correlation value was 0.800 indicated high concurrent validity.

### **Reliability**

The Chi-square (153) value was 2392.41 and the P value less than 0.01 revealing that the developed instrument for the assessment of internet use had high test-retest reliability.

### **Scoring**

Respondents are asked to indicate how often they have the experience described in each of the 15 statements on 4-point rating scale (never = 0, sometimes = 1, often = 2 and always = 4), overall score divided by three because there were 3 categories were evolved such as recreational use of Internet (0–18), excessive use of Internet (19–36), and dysfunctional use of Internet (37–54) and the overall scores were summed up.

The following scale was used to measure body esteem:

### **Body esteem scale for adolescents and Adults(BESAA)**

The Body-Esteem Scale for Adolescents and Adults was used to assess body image satisfaction. The 23-item Body-Esteem Scale is an easy-to-administer, psychometrically sound instrument that taps three aspects of body esteem in adolescents and adults: general feelings about appearance, weight satisfaction, and others' evaluations about one's body and appearance.

### **Reliability**

The test retest Reliability were high for three subscales BE appearance  $r(95)=.89$ , BE weight  $r(95)=.92$ , and BE attribution  $r(95)=.83$  which supports the reliability of the measures (cronbachs alpha= 0.9).

### **Validity**

The Rosenberg self esteem scale ( Rosenberg,1965) were administered in order to assess the convergent validity of the the body esteem scale for adolescents and Adults . It revealed a high score indicating good self esteem and low self esteem

### **Scoring**

This scale consist of 23 questions in which the respondents are asked to indicate how often they have the experience .Response options for each item were never agree=0, hardly agree=1, sometimes agree=2, often agree=3, and always agree=4. The sum scores were divided into 3 categories: low satisfaction (0-30), moderate satisfaction (30-61) and high satisfaction (61-92).

### **Psychological well-being scale**

Developed by psychologist Carol D. Ryff to assess the psychological well-being with modified 18 item version of Ryff's Scales of Psychological Well Being. The scale includes 3 items for each of 6 aspects of well-being: self-acceptance, autonomy, environmental mastery, purpose in life, positive relations with others, and personal growth.

### **Reliability**

The test-retest reliability coefficient of RPWBS was 0.82. The subscales of Selfacceptance, Positive Relation with Others, Autonomy, Environmental Mastery, Purpose In Life, and Personal Growth were found to be 0.71, 0.77, 0.78, 0.77, 0.70, and 0.78 respectively, which were statistically significant ( $p < 0.001$ ).

### **Validity**

The correlation coefficient of RPWBS with Satisfaction with Life, Happiness, and Selfesteem were also found to be: 0.47, 0.58, and 0.46 respectively which were also significant ( $P < 0.001$ ).

### **Scoring**

This scale consist of 18 items in which the respondents are asked to indicate how often they have the experience. The Autonomy subscale items are Q15, Q17, Q18. The Environmental Mastery subscale items are Q4, Q8, Q9. The Personal Growth subscale items are Q11, Q12, Q14. The Positive Relations with Others subscale items are Q6, Q13, Q16. The Purpose in Life subscale items are Q3, Q7, Q10. The Self-Acceptance subscale items are Q1, Q2, and Q5.

Q1, Q2, Q3, Q8, Q9, Q11, Q12, Q13, Q17, and Q18 should be reverse-scored. The score ranges from 18-54 (low psychological well-being), 55-90 (average psychological well-being), 91-126 (high psychological well-being). Higher scores mean higher levels of psychological well-being.

### **Personal data sheet**

To collect the sociodemographic details of the participants a personal data sheet was provided which included the variables such as name, age, and qualifications involved.

### **Informed Consent Form**

An informed consent form which includes the terms of confidentiality and the purpose of the study was explained to the participants to ensure their participation in the study.

### **Procedure for data collection**

For the purpose of data collection, responses were collected from male population by sharing google forms. Informed Consent was taken from the participants to ensure rapport and confidentiality was also ensured. Personal data sheet and informed consent form is given in the appendices . The participants were asked to carefully read the instructions to fill up the required details in the questionnaires. The participants were also requested to give honestly responses which fits best of their abilities. They were given 5 to 10 minutes to complete the given questionnaire. After Data collection ,scoring was done and was subjected to statistical analysis.

### **Statistical Techniques used for Data Analysis**

The following were the statistical techniques used for analysing the data. Statistical analysis for the data was done using the SPSS-22 (Statistical Package for Social Sciences) version.

### **Frequency distribution and percentage**

It is a descriptive statistical technique that displays the frequency of each response option that respondents selected. statistical data arranged according to the frequency distribution, which shows how frequently values of a variable occur. Percentage is expressed with the symbol %, which simply means "per hundred".



### **Mean and standard deviation**

A set of values' average is referred to as the "mean." In statistics, the mean is a single value that captures the middle or typical value of all the data in a dataset. The population's mean can be tested under a variety of assumptions, such as whether the population is normal or abnormal, whether it is finite or infinite, whether the sample size is large or small, whether the population's variance is known or unknown, and whether the alternative hypothesis is twosided or one-sided. The degree of data dispersion from the mean is indicated by the standard deviation.

### **Non parametric Regression**

A statistical technique called non-parametric regression is used to simulate relationships between variables without making any explicit assumptions about the functional structure of the relationship. Non-parametric regression is more adaptable and doesn't need identifying the shape of the relationship, in contrast to parametric regression, which requires a preexisting equation (such as linear or quadratic).

Kernel regression, local regression (LOESS), and spline regression are examples of common nonparametric regression approaches. These techniques entail predicting the value of the response variable at a certain point by taking into account nearby data points, giving closer data points more weight and farther ones less. As a result, estimates become smoother and more responsive to the distribution of the underlying data.

### **Mann Whitney U test**

A non-parametric alternative to the independent sample t-test is the Mann Whitney U test. It is a non-parametric test that is used to assess whether or not two sample means from

the same population are equal by comparing their respective means. The Mann-Whitney U test is typically employed when the data is ordinal or when the t-test's assumptions are broken.

### **Kruskal Wallis test**

By comparing the differences to the average rankings, the Kruskal-Wallis test determines whether or not they are likely to have originated from samples taken from the same population. It functions as a more inclusive version of the Mann Whitney U test. The sampling distribution of the Kruskal-Wallis test statistic and the likelihood of witnessing the various values can be calculated if the 'k' samples in the Kruskal-Wallis test are truly chosen from the same population or an identical population.

### **Spearman's correlation coefficient**

A non-parametric test called Spearman rank correlation is used to gauge how closely two variables are related. When the variables are measured on a scale that is at least ordinal, the Spearman rank correlation test is the proper correlation analysis because it carries no assumptions about the distribution of the data. The scores on one measure must be monotonically connected to the other variable, and the data must be at least ordinal, according to the Spearman correlation's presumptions.

## **CHAPTER IV**

### **RESULT AND DISCUSSION**

The present study aim to explore internet use , body esteem and psychological well-being among adult male population. The sample consist of 120 male participants within the age group of 18-30 years. Internet use, body esteem and psychological well-being was assessed using standardized questionnaire; instrument for assessment of internet use developed by Manoj Kumar Sharma , Prabha S. Chandra , Thennarasu Kandavel(2022) to measure internet use, Body esteem scale for adolescents and adults (BESSA,2001) developed by B.K. Mendelson to measure body esteem and Psychological well-being 18 item scale(1995) developed by Ryff and Keyes to measure psychological well-being. For the purpose of data analysis, descriptive statistical techniques were used . The normality of data analysis was determined by the values of skewness and Kurtosis. Since the data is not normally distributed suitable non parametric test were used for further analysis using the Statistical Package of Social Sciences (SPSS-22.0 version). The following statistical techniques were used for data

analysis: frequency distribution and percentage, mean and standard deviation, and Spearmans correlation coefficient.

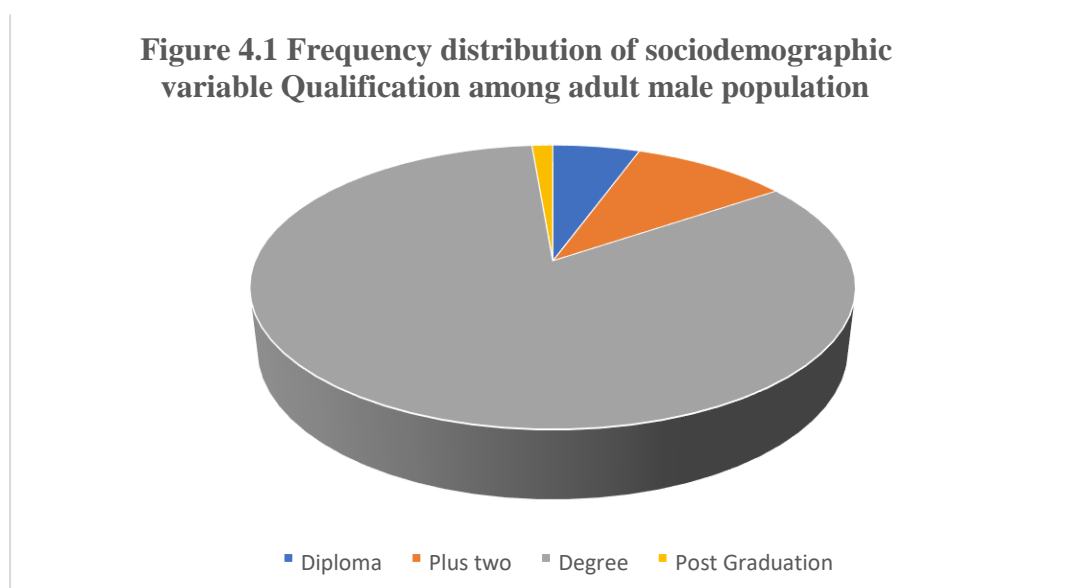
The study explores the relationship between body esteem and psychological well-being among adult male population. It also explore the relationship between internet use and psychological well-being among adult male population and the relationship between body esteem and internet use among adult male population. The obtained results for the variables of interest have been presented in the tables and the results are discussed with respect to objectives and hypotheses.

### **Socio Demographic Variable Qualification Among Adult Male Population**

**Table 4.1**

*Frequency distribution of socio demographic variable Qualification among adult male population*

Variable	level	Adult male population (N=120)
Qualification	Diploma	5
	Plus two	9
	Degree	75
	Post graduate	31



The frequency distribution of the sociodemographic variable (qualification) among the adult male population (N-120) is shown in Table 4.1 and the corresponding picture. According to the table and the pie chart, out of the 120 male participants, the majority (62.5%), followed by postgraduate (25.8%), plus two (7.5%), and diploma (4.2%), hold a degree.

**Table 4.2:** *Descriptive statistics of qualification among adult male population*

Variable	Mean	Standard Deviation
Qualification	.310	.703

The Table shows mean and standard deviation of qualification among adult male population. The mean value of qualification (N-120) was found to be .310(S.D=.703). Therefore the results indicate that majority of the male population have degree qualification.

### **Internet use among adult male population**

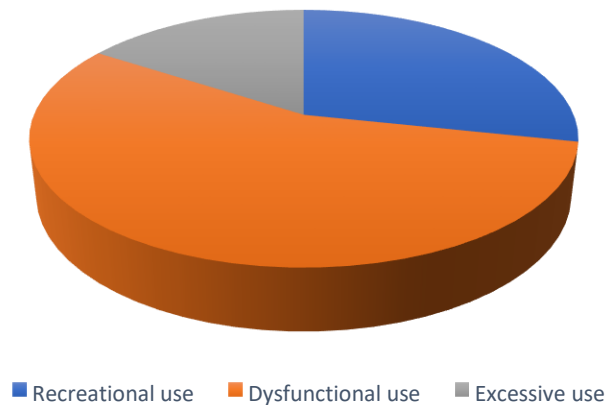
The results obtained for internet use is discussed in following tables.

**Table 4.3**

*Frequency distribution of internet use among adult male population*

<b>Variable</b>	<b>Level</b>	<b>Adult male population(N-120).</b>
Internet use	Recreational use	34
	Dysfunctional use	67
	Excessive use	19

**Figure 4.3.frequency distribution of internet use among adult male population**



The frequency distribution of internet use among adult males (N-120) is shown in Table 4.2 and the corresponding Figure 4.3. According to the table and the pie chart, out of the 120 male participants, 34 (28.3%) reported using the internet for recreation, 67 (55.8%) reported using it excessively, and 19 (15.8%) reported using it in a dysfunctional way.

**Table 4.4***Descriptive Statistics Of Internet Use Among Adult Male Population*

Variable	N	Mean	Standard Deviation
Internet use	120	24.46	9.299

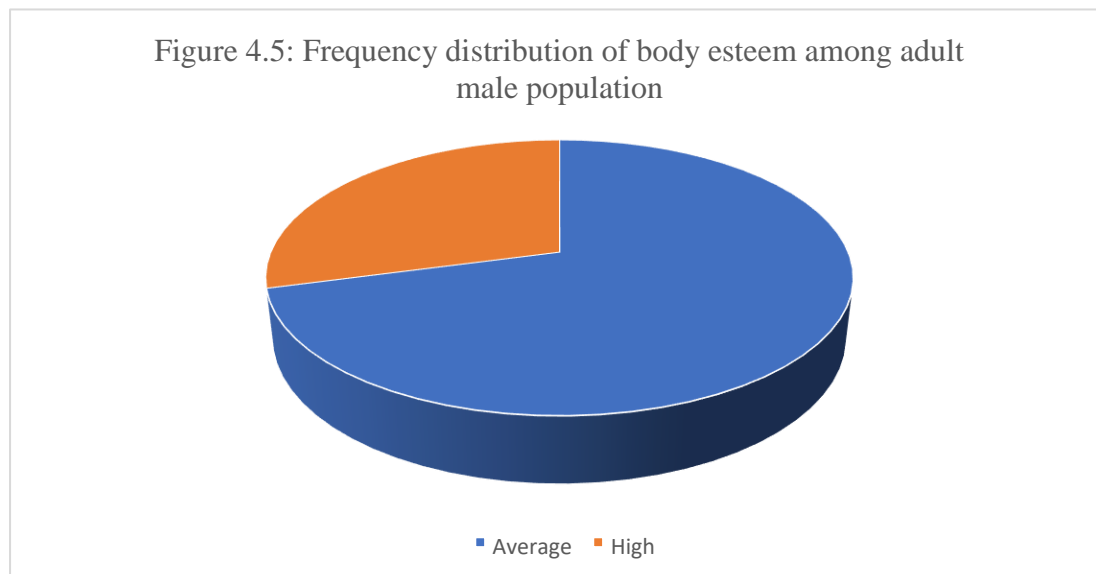
The Table shows mean and standard deviation of Internet use among adult male population. The mean value of Internet use (N-120) was found to be 24.46(S.D=9.299). Therefore the results indicate that the male population reported excessive use of internet.

**Body Esteem among adult population**

The result obtained for body esteem are given below.

**Table 4.5***Frequency Distribution of Body Esteem among adult male population*

Variables	Level	Adult male population(N-120)
Body Esteem	Average	85
	High	35



The frequency distribution of body esteem in the adult male population (N-120) is shown in Table 4.5 and the corresponding Figure 4.5. According to the table and the pie chart, out of the 120 male participants, 35 (29.2%) reported having a high degree of body esteem, and 85 (70.8%) reported having an average level.

**Table 4.6.** *Descriptive statistics Of Body Esteem Among Adult Male Population*

Variables	N	Mean	Standard Deviation
Body esteem	<b>120</b>	54.1	10.7

The Table shows mean and standard deviation of body esteem among adult male population. The mean value of Internet use (N-120) was found to be 54.1(S.D=10.7). Therefore the results indicate that the male population have average level of body esteem.



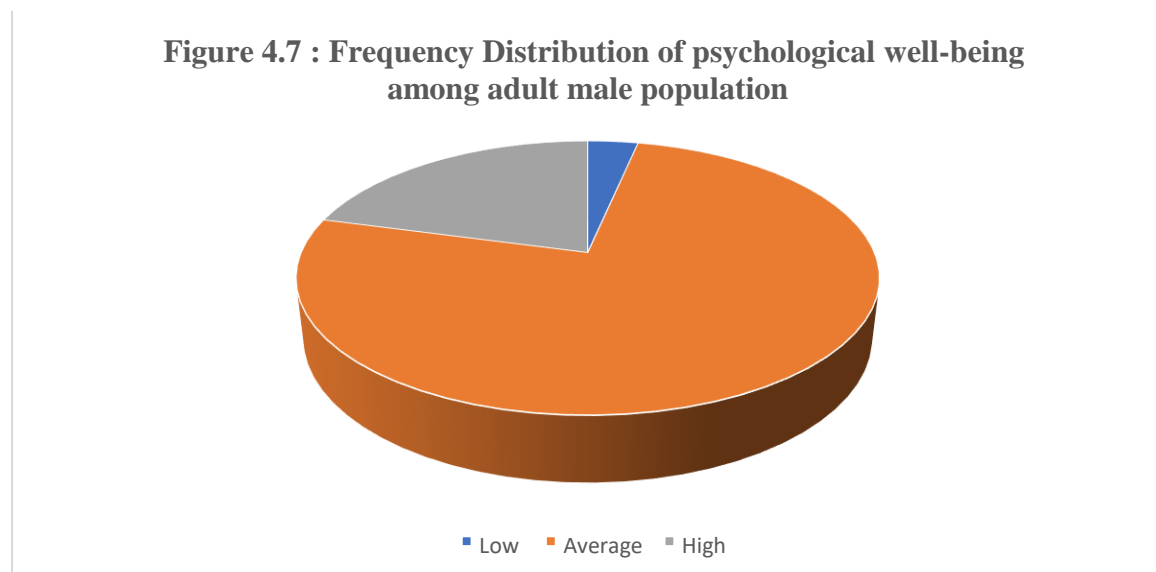
### Psychological well-being among adult male population

The results obtained for frequency distribution of psychological well-being are given below.

**Table 4.7**

*Frequency Distribution of psychological well-being among adult male population*

Variables	Level	Adult male population
Psychological well-being	Low	4
	Average	91
	High	25



The frequency distribution of psychological wellness among the adult male population (N-120) is shown in Table 4.7 and the corresponding Figure 4.7. According to the table and pie chart, out of the 120 male participants, 4 (3.3%) reported having a low level of psychological well-being, 91 (75.8%) reported having an average level, and 25 (20.8%) reported having a high level.

**Table 4.8.***Descriptive Statistics Of Psychological well-being Among Adult Male Population*

Variables	N	Mean	Standard Deviation
Psychological well-being	120	82.6	11.7

The Table 4.8 shows mean and standard deviation of psychological well-being use among adult male population. The mean value of Internet use (N-120) was found to be 82.6(S.D=11.7).Therefore the results indicate that the male population have average level of Psychological well-being.

**Correlation****Table 4.9***Relationship between internet use and psychological well-being*

Variables	r	Sig
Internet use		
	-.393**	.00
Psychological well-being		

**\*\*Correlation is significant at 0.01 level( 2 tailed)**

The above table shows that there is a moderately negative correlation between psychological well-being and internet use. The p value of less than 0.001 suggests that the

correlation is statistically significant, implying that the higher the psychological well-being the lower will be level of internet use among adult male population. Intervention programmes are intended to assist people in forming better online habits and enhancing their general mental and emotional well-being. These programmes are frequently referred to as problematic or excessive internet use. Information regarding the possible detrimental effects of excessive internet use on psychological well-being can help people become more aware of the problem. This can entail informing them of the warning indicators of inappropriate online behaviour and its negative effects on mental health. By assisting people in recognising and changing problematic thought patterns and behaviours connected to their internet use, CBT can be modified to address internet addiction. They can learn better time management skills and coping mechanisms from it. People who practise mindfulness can improve their self-awareness and self-control. People who regularly practise mindfulness can become more aware of how they use the internet and develop impulse control. Setting concrete goals for lowering internet usage and putting those goals into practise are behavioural therapies. This can entail progressively cutting back on online time, establishing time restrictions, and developing a regular daily schedule. Bringing together people with like experiences can foster a sense of community and comprehension. Support groups can provide a forum for discussing problems, solutions, and internet usage management techniques. Involving family members in the intervention process might be helpful when excessive internet use is negatively affecting family interactions.

A research study was conducted to examine the relationship between Internet addiction and psychological well-being. Participants were 479 university students who completed a questionnaire package that included the Online Cognition Scale and the Scales of Psychological Well-Being. The relationships between Internet addiction and psychological well-being were examined using correlation and multiple regression

analysis(Mehmet.C,2018). The results predicted that Internet addiction has negatively predicted psychological well-being. This finding suggests that higher levels of Internet use is associated with lower levels of well-being. Thus in relation with findings from other studies.

**Table 4.10**

*Relationship between body esteem and psychological well-being*

Variables	r	Sig
Body esteem	.441**	.00
Psychological well-being		

**\*\*Correlation is significant at 0.01 level(2 tailed)**

The above table indicates a moderately positive correlation between psychological well-being and body esteem . The p value is less than 0.001 showing a statistically significant correlation. This means that individuals with higher psychological well-being tends to have higher body esteem. Higher psychological well-being is associated with a more positive self-image and stronger levels of self-acceptance. They regard their bodies positively as a result of

this positive self-perception, which raises their body esteem. People who are in good psychological health frequently have greater coping mechanisms and stress resistance. As a result, individuals may have a better view on their bodies and be more able to handle problems with their appearance. Increased awareness of the mind-body connection is linked to positive psychological states. Self-care routines that support physical health and body positivity are more likely to be used by people who prioritise their mental and emotional well-being. A solid network of friends and family can act as a protective shield against harmful body-image messages from society and promote psychological well-being. People are more likely to feel accepted and appreciated when they have supportive friends, families, and communities, which can have a good impact on their body esteem. People who are more psychologically healthy frequently have superior media literacy skills, enabling them to assess and contest the unreasonable beauty standards portrayed in media. This may result in improved assessments of one's body. People who place a high priority on their mental and emotional health frequently adopt a more all-encompassing perspective of health that include exercise and self-care. This method is less likely to be entirely concerned with beauty, which raises body image. It's crucial to recognise that the connection between psychological health and body confidence is nuanced and affected by a variety of factors, including individual characteristics, cultural norms, past experiences, and personal beliefs. Although the findings in this study might be a sharp contrast to the literature available on this topic. In India, researchers conducted a correlational study on body image and psychological health among emerging male adults between the ages of 20 and 24. Therefore, among male emerging adults, there was a statistically significant, moderately positive connection between body area satisfaction and psychological well-being ( $r(99) = 0.440$ ,  $p > .001$ ), with body area explaining 19% of the variation in psychological well-being. (Ranjini, K., Amiya, B, 2021). Thus the null hypothesis which states that "there will be significant relationship between body esteem and psychological well-being is accepted.

**Table 4.11***Relationship between body esteem and internet use*

Variables	r	Sig
Body esteem		
	-.210*	.021
Internet use		

**\*Correlation is significant at 0.05 level (2 tailed)**

The table also shows weak negative correlation between body esteem and internet use. The p value of 0.021 suggests that the correlation is statistically significant at 0.05 level indicating that individuals with higher body esteem tends to have slightly lower levels of internet use. Higher body esteem may make people more likely to participate in offline activities that enhance their sense of accomplishment and self-worth. Spending less time online and on social media, where unattainable beauty standards and negative body image comparisons can be common, may result from this. Physical and mental health are frequently given top priority by those with greater body esteem. They might prioritise well-being enhancing pursuits like exercise, leisure pursuits, and quality time with loved ones, which might result in a decrease in their overall internet usage.

A higher sense of self-worth is linked to less social comparison, especially when it comes to appearance. People who are happy with their bodies may be less likely to compare all the time. People who have higher body esteem may engage in offline activities that increase their sense of accomplishment and self-worth. This might lead to decreased time spent online and on social media, where unrealistic beauty standards and negative body image comparisons

are frequent. People with higher body esteem usually place a higher priority on their physical and mental health. They may prioritise activities that improve their health, such as exercise, leisure interests, and spending time with loved ones, which could lead to a drop in their overall internet usage. Less social comparison, particularly when it comes to appearance, is associated with a stronger sense of self-worth. It's possible that those who are content with their physique are less prone to compare everything. In a study on social networking sites and body image, it was discovered that for men, the direct paths from daily and monthly social media use to body image were not statistically significant (direct paths: daily  $-.11$ ,  $p = .46$ ; monthly  $-.2$ ,  $p = .22$ ). Additionally, social networking site use had no discernible indirect effects on guys' internalisation of beauty standards with regard to their body image. (Krysten. k,2020). Thus the null hypothesis is accepted which states that there is significant relationship between body esteem and internet use is accepted.

## Regression

**Table 4.12**

*Descriptive statistics of internet use and psychological well-being*

Variables	Mean	Standard Deviation	N
Internet Use	24.46	9.299	120
Psychological well-being	82.63	11.732	120

**Table 4.13**

*Model summary of internet use and psychological well-being*

## Change statistics

Model	R	R Square	Adjusted R	Standard error of the estimate	R Square change	F change	df1	df2	Sign F
1	0.319	.102	0.94	11.166	.102	13.36	1		.118 .00

The R value of 0.319 indicates a strong and unidirectional linear association between the predictor and the dependent variable (psychological well-being) in the table. The R Square value of 0.102 in the model summary indicates the proportion of variance in the dependent variable, psychological well-being, that can be explained by the predictor, internet use. The predictor "internet use" in this case explains around 10.2% of the variation in psychological well-being.

The number of predictors in the model is taken into consideration when calculating the adjusted R Square value, which comes out to 0.094 (9.4%). When the predictor "internet use" is included, R Square Change shows a change of 0.102, or the amount of variation explained. A significant and unidirectional linear link between the predictor and the dependent variable (psychological well-being) in the table is shown by the R value of 0.319. The percentage of variance in the dependent variable, psychological well-being, that can be explained by the predictor, internet use, is shown by the R Square value of 0.102 in the model summary. In this instance, the predictor "internet use" accounts for roughly 10.2% of the difference in psychological well-being.



The adjusted R Square value, which equals 0.094 (9.4%), is determined by taking into account the number of predictors in the model. The amount of variation that is explained changes to 0.102 when the predictor "internet use" is added. With "internet use" as the predictor, the regression model can explain roughly 10.2% of the variance in the dependent variable. The low p-value (p 0.001) linked with the F Change statistic shows that the model's fit is greatly improved by including "internet use". This shows that there is a statistically significant relationship between "internet use" and the dependent variable. Internet addiction was found to be substantially adversely correlated with psychological well-being (PWB) and PWB subdimensions ( $r = -0.572$ ,  $P 0.01$ ) among college students, according to research findings. Simple linear regression showed that internet addiction was a major negative predictor of PWB.

**Table 4.14**

*Descriptive Statistics of body esteem and psychological well-being*

Variable	Mean	Standard Deviation
Body esteem	54.116	10.764
Psychological well-being	82.63	11.732

**Table 4.15**

*Model summary of body esteem and psychological well-being*

Change Statistics							
Model	R	R	Adjusted Standard R	F	df1	df2	Sign F
		square	R	Error of square	change		change

	estimate		change						
1	.407	.165	.158	10.764	.165	23.363	1	118	.00

The table shows a significant and one-directional linear association between the predictor (body esteem) and the dependent variable (psychological well-being). The R Square, which is 0.165 (16.5%), indicates how much of the variance in the dependent variable can be explained by the model's predictor. In this case, the dependent variable's variability is explained by the predictor "body esteem" to a degree of approximately 16.5%. The R Square Change, which is 0.165, represents the change in R Square (the percentage of variance explained) when the predictor "body esteem" is added to the model. The addition of the predictor increased the amount of variance in this case that was explained by 16.5%. Sig. F Change has a value of 0.000. The p-value for the F Change statistic is represented by this. This is corroborated by the study Relationship between Body Image and Psychological Well-being in Patients with Morbid Obesity. Using descriptive statistics, which included mean, M, and standard deviation, SD, frequency, the demographic parameters were combined. The Pearson correlation coefficient was also used to calculate the correlations between the test outcomes. Perfect negative correlation, zero correlation, and perfect positive correlation are denoted by correlation coefficients of 1.00, 0 and +1.00, respectively. The absolute value of the coefficient will cause the association's strength to rise.<sup>35</sup> Additionally, one-way analysis of variance (ANOVA) and linear regression were used. Additionally, a P value of 0.05 was considered statistically significant. This finding suggests that the greater one's body image satisfaction, the greater the likelihood that one will experience higher levels of psychological well-being.

**Table 4.16:** *Result of Mann Whitney U test based on study variable body esteem level*

Variable	Body esteem	N	Mean rank	Sum rank	U value	Asymptotic significance
Psychological well-being	Average	85	53.02	4507.00	852.00	.00
	High	35	78.06	2753.00		
Internet use	Average	85	65.38	5557.00	1073.00	.016
	High	35	48.66	1703.00		

The Mann whitney U test is the non-parametric alternative test to the independent sample t-test. It is a non-parametric test that is used to compare two sample means that come from the same population, and used to test whether two sample means are equal or not. Usually, the Mann-Whitney U test is used when the data is ordinal or when the assumptions of the t-test are not met. In the present study the Mann whitney u test assesses whether there is significant differences between two groups ( average and high) of body esteem for each variable (psychological well-being and internet use). For psychological well-being the mann whitney U statistics was found to be 852.00 and the p value is equal to zero ( $p=0.00$ ) which means that the null hypothesis is accepted, which implies that there is strong statistically significant difference in psychological well-being across average and high groups of body esteem. This implies that participants having high body esteem have high psychological well-being. In a research study

relationship between body image and psychological well-being in patients with morbid obesity, it was found that that body image defects caused by obesity could lie in negative psychological well-being in all aspects. The result found that there was also a significant relationship between the total score of psychological well-being and all the subscales of body image ( $P < 0.05$ ).

For internet use the Mann Whitney U statistics was found to be 1073.00 and the p value is 0.016, which is less than 0.05, indicating that there is statistically significant difference in internet use between the average and high groups of body esteem. This implies participants having high body esteem engage in recreational use of internet and participants having average body esteem engage in dysfunctional use of internet. Reduced social media use significantly improved participants' opinions of their overall appearance and body weight after the three week intervention, compared to the control group, which experienced no discernible change, according to a study on Reducing social media use significantly improves body image in teens and young adults. The effects did not seem to change based on gender (APA, 2023).

**Table 4.17:** *Result of Kruskal-Wallis Test based on qualification on study variables*

Variables	Qualification	N	Mean Rank	Chi square value	df	Sig.
<hr/>						

Psychological well-being	Diploma	5	28.70			
	Plus two	9	56.56			
				4.676	3	.202
	Degree	75	62.11			
	Post graduation	31	62.89			
Body esteem	Diploma	5	55.70			
	Plus two	9	57.33			
				.196	3	.978
	Degree	75	61.13			
	Post graduation	31	60.68			

---

Internet Use	Diploma	5	56.60		
	Plus two	9	62.11		
				.494	3
	Degree	75	59.16		.920
	Post graduation	31	63.90		

---

The Kruskal-Wallis H test is a rank-based nonparametric test that can be used to evaluate whether there are statistically significant differences between two or more groups of an independent variable on a continuous or ordinal dependent variable. It is often referred to as the "one-way ANOVA on ranks". As an extension of the Mann-Whitney U test that enables the comparison of more than two independent groups, it is regarded as the nonparametric alternative to the one-way ANOVA. The data includes test statistics like chi square, df, and asymptotic significance, as well as mean rank, number of participants (N) for each qualification level. The goal of this test was to contrast the medians of three variables across various levels of qualification. There are several stages of education, including plus two, diploma, degree, and post graduation.

Psychological well-being has a chi square value of 4.61 with three degrees of freedom and a p value of 0.202, which is higher than the significance level of 0.05, rejecting the null hypothesis and indicating that there is no statistically significant difference in psychological

well-being scores among the various qualification levels. According to the chi square test for body esteem, which has a degree of freedom of 0.196 and a p value of 0.05, there is no statistically significant variation in body esteem between different educational levels. The chi square value for internet use is 0.494 with three degrees of freedom, and the p value was determined to be 0.920, which is greater than 0.05., indicating that there is no statistically significant variation in body esteem between different educational levels. The chi square value for internet use is 0.494 with three degrees of freedom, and the p value was determined to be 0.920, which is greater than 0.05, indicating that there is no statistically significant difference in internet use across different qualification levels. Higher educational qualification could potentially lead to higher body esteem due to factors such as increased self-confidence, broader perspectives, and exposure to diverse ideas. Higher education might also be associated with better critical thinking skills, which could help individuals challenge societal beauty norms and unrealistic standards, positively impacting body esteem. The relationship between educational qualification and internet use is multifaceted. People with higher educational qualifications might use the internet more for educational and professional purposes, such as research, learning, and work-related tasks. However, they might also be more digitally literate and capable of managing their online activities, potentially leading to more purposeful and controlled internet use. Thus in the present study, the null hypothesis which states that “There will be significant difference in internet use, body esteem and psychological well-being based on qualification among adult male population” is rejected.

## **CHAPTER V**

### **SUMMARY AND CONCLUSION**

The study's primary objectives is to investigate Internet usage, body image, and psychological health among adult males. 120 male volunteers between the ages of 18 and 30 made up the study's sample size, which was determined using convenience sampling. Informed consent and a personal data sheet were obtained from the chosen participants in order to use existing measures to measure the variables of interest, such as the Body Esteem Scale for Adolescents and Adults (Mendelson, 2001) and the Ryffs Psychological Well-being Scale (Ryff and Keyes, 1995). After data analysis, non parametric tests are performed to analyse the data, such the Mann Whitney U test, Krushkal Wallis test, and Spearman's correlation approach. Comprehensive discussion is made of the analysis's findings with regard to objectives and hypothesis.

#### **Summary Of the Study**

The major objectives of the study were 1)To explore the relationship between body esteem and psychological well-being among adult male population 2)To explore the relationship between internet use and psychological well-being among adult male population 3)To explore the relationship between body esteem and internet use among adult male population 4)To find out any difference in psychological well-being across the level of body esteem among adult male population 5)To find out any difference in internet use across the level of body esteem among adult male population 6)To find out any difference in internet use, body esteem and psychological well-being based on qualification among adult male population.



The hypothesis of the study were , 1)There is significant relationship between body esteem and psychological well-being among adult male population 2)There is significant relationship between internet use and psychological well-being among adult male population 3)There is significant relationship between body esteem and internet use among adult male population. 4)There is significant difference in psychological well-being across the categories of body esteem level among adult male population 5)There is significant difference in internet use across the categories of body esteem level among adult male population 6)There is significant difference in internet use, body esteem and psychological well-being based on qualification among adult male population.

The sample of the study was 120 male participants within the age range of 18-30. A descriptive research design was adopted for the study. Instrument for assessment of internet use(2022), Body Esteem Scale for adolescents and adults by Mendelson(2001) and Psychological well-being scale by Ryff and Keyes(1985) were used to collect data. The data obtained were statistically analysed using SPSS-22 version. The statistical tool for data analysis were frequency distribution and percentage , mean and standard deviation , Mann Whitney U test , Kruskal Wallis Test and Spearman's correlation method.

The finding of the study states that there is no significance difference on internet use , body esteem and psychological well-being based on qualification. However there is significant difference in psychological well-being and internet use across the categories of body esteem level among adult male population. A statistically significant correlation between internet use and psychological well-being as well as body esteem and psychological well-being was also observed among adult male population.

## **Major findings and conclusion of the study**

The major findings of the study can be concluded as:

1. Among 120 males participants majority of the participants 55.8% have excessive use of internet .
2. While assessing the adult male population (N=120) in the present study , the result indicated that the male population reported excessive use (Mean=24.46) of internet.
3. Among 120 male participants majority of the participants(70.8%) have an average level of body esteem.
4. While assessing the adult male population (N=120) in the present study , the result indicated that the male population have average level of body esteem(Mean=54.1).
5. Among 120 male participants majority of the participants (75.8%) have average level of body esteem.
6. While assessing the adult male population (N=120) in the present study , the result indicated that the male population have average level of Psychological well-being (Mean=82.6).
7. There is a moderately negative correlation between psychological well-being and internet use.
8. There is a moderately positive correlation between psychological well-being and body esteem.
9. There is negative correlation between body esteem and internet use.

10. There is strong statistically significant difference in psychological well-being across average and high groups of body esteem.

11. There is statistically significant difference in internet use across average and high groups of body esteem.

12. There is no significant difference in psychological well-being ( $p$  value=0.202), body esteem ( $p$  value=0.196) and internet use ( $P < 0.05$ ) based on qualification.

### Tenability of hypotheses

The tenability of hypotheses based on the results obtained from the study is discussed below:

**Table 5.1**

No.	Hypothesis	Tenability
1.	There is significant relationship between internet use and psychological well-being among adult male population.	Accepted
2.	There is significant relationship between body esteem and psychological well-being among adult male population.	Accepted
3.	There is significant relationship between body esteem and internet use among adult male population.	Accepted
4.	There is significant difference in psychological well-being across the categories of body esteem level among adult male population.	Accepted

5.	There is significant difference in internet use across the categories of body esteem level among adult male population.	Accepted
6.	There is significant difference in internet use, body esteem and psychological well-being based on qualification among adult male population.	Rejected

### **Implication of the study**

This work offers a direction for additional exploration and study. The majority of studies on internet use, self-esteem, and well-being solely looked at females and teenagers. There aren't many studies that suggest adult males need to worry about their bodies. Examining some additional factors that contribute to the poor mental health of the adult male population is crucial given the significant prevalence of body image issues and their implications on mental health.

The results of this study may offer insight into counselling services components to take into account while providing individual counselling or psychotherapy sessions in the context of counselling and psychotherapy. The participants in the study have average levels of body esteem and psychological well-being, according to the study's findings. nearly all. These targeted individuals can be provided with proper interventions or awareness campaigns to promote healthier online behaviors and self-esteem.

**Limitation of the study**

- The study may potentially skew the results to specific demographic details, as it might not represent a diverse range of adult male population.
- The study may find correlation between the variables but does not establish cause and effect relationship between internet use, body esteem and psychological well-being.
- Self reporting measures for assessing body esteem, internet use and psychological well-being may be influenced by individual perception and interpretation.
- Since it's not a longitudinal study it does not capture long term consequences of internet use and body esteem on psychological well-being.
- Attitudes towards body image and internet use may vary according to different cultural context.

**Suggestions for further research**

- This study could also incorporate male population with different age groups.
- Longitudinal studies can be conducted.
- Cross-sectional studies can also be conducted to understand cultural influence on internet use, body esteem and psychological well-being.
- Future research can incorporate other demographic variables.



## REFERENCES

- Goswami, S., Sachdeva, S., & Sachdeva, R. (n.d.). *Body image satisfaction among female college students*. PubMed Central (PMC). <https://doi.org/10.4103/0972-6748.119653>.
- Dotse, J. E., & Asumeng, M. (2014, December 31). *Relationship Between Body Image Satisfaction and Psychological Well-Being: The Impact of Africentric Values*. *Journal of Social Science Studies*, 2(1), 320. <https://doi.org/10.5296/jsss.v2i1.6843>.
- LIU Jingyi (Gigi). (2022, April 28). *Social Media and Its Impact on Chinese's Women Body Image: The Effects of Body Comparison and Motivation for Social Media Use*. *Journal of Psychology Research*, 12(4). <https://doi.org/10.17265/2159-5542/2022.04.005>.
- Lam SSM, Jivraj S, S,S(2020)*Exploring the Relationship Between Internet Use and Mental Health Among Older Adults in England: Longitudinal Observational Study*. *Journal of Medical Internet Research*. <https://www.jmir.org/2020/7/e15683>.
- Strelan, P., & Hargreaves, D. (2005,). *Reasons for Exercise and Body Esteem: Men's Responses to Self-Objectification - Sex Roles*. SpringerLink. <https://link.springer.com/article/10.1007/s11199-005-7137-5>.

Kwon, S., Kim, R., Lee, J. T., Kim, J., Song, S., Kim, S., & Oh, H. (2022). Smartphone Use, Body Image Distortion, and Weight Loss Behaviors in Korean Adolescents.

<https://jamanetwork.com/journals/jamanetworkopen/fullarticle/2792496>.

Puglia, D. (2021). *Social Media Use and Its Impact on Body Image: The Effects of Body Comparison Tendency, Motivation for Social Media Use, and Social Media Platform on Body Esteem in Young Women*.

<https://cdr.lib.unc.edu/concern/dissertations/xk81jm13m?locale=en>.

Pervin, N. B., & Emre, T. (2021). *Examination of internet use in terms of psychological well-being. Educational Research and Reviews, 16(7), 296–309.*

<https://doi.org/10.5897/err2021.4170>.

Williams, N. A., Fournier, J., Coday, M., Richey, P. A., Tylavsky, F. A., & Hare, M. E. (2012). *Body Esteem, Peer Difficulties, and Perceptions of Physical Health in Overweight and Obese Urban Children Ages 5 to 7 Years*. PubMed Central (PMC).

<https://www.ncbi.nlm.nih.gov/pmc/articles/PMC3499634/>.

Kaewpradub, N., Kiatrungrit, K., Hongsanguansri, S., & Pavasuthipaisit, C. (2017).

*Association Among Internet Usage, Body Image and Eating Behaviors of Secondary School Students*. PubMed Central (PMC).

<https://www.ncbi.nlm.nih.gov/pmc/articles/PMC5608993/>.



Palanichamy, T., Sharma, M. K., Chandra, P. S., & Kandavel, T. (2022, September 22).

*Development and Validation of an Instrument for the Assessment of Internet Use in the Indian Context.* PubMed Central (PMC). Retrieved August 15, 2023, from <https://www.ncbi.nlm.nih.gov/pmc/articles/PMC10236668/>.

Sharma, A., & Sharma, R. (n.d.). *Internet Addiction and Psychological Well-being Among College Students: A Cross-sectional Study From Central India.* PubMed Central .  
<https://www.ncbi.nlm.nih.gov/pmc/articles/PMC5958557/>

Sample, I. (2018). *Why Is the Internet so Overwhelmingly Male?* *the Guardian.*  
<http://www.theguardian.com/technology/2018/oct/19/global-inequalities-make-theinternet-overwhelmingly-male>.

Ingela .,K.(2021). *Internet Pornography Use, Body Ideals, and Sexual Self-Esteem in Norwegian Gay and Bisexual Men* (2016). PubMed.  
<https://doi.org/10.1080/00918369.2015.1083782>.

Alicia,T.(2021).*Mediating Effects of Sexting and Body Self-Esteem* (2021). PubMed.  
<https://doi.org/10.3390/ijerph18084226>.

Yaisca(2010).*The association between sexual satisfaction and body image in women –*  
*PubMed.* (2010, February 1). PubMed. <https://doi.org/10.1111/j.1743-6109.2009.01604.x>.

Tara,M .(2010). *Teaching adolescents about changing bodies: Randomized controlled trial of*

*an Internet puberty education and body dissatisfaction prevention program* .PubMed.

<https://doi.org/10.1016/j.bodyim.2010.06.003>.

Keiko,Y(2021). *Internet addiction belief, but not Internet use time, is independently*

*associated with menstrual pain severity and interference to social life among adolescents: a cross-sectional study* - PubMed. (2021). PubMed.

<https://doi.org/10.1177/2049463720959377>.

Kung,J.S(2022).*Internet use and psychological well-being among older adults in England: a*

*difference-in-differences analysis over the COVID-19 pandemic*. (2022). PubMed.

<https://doi.org/10.1017/S0033291722003208>.

Patterson,K,R(1998).*Internet paradox. A social technology that reduces social involvement*

*and psychological well-being* (1998). PubMed.

<https://doi.org/10.1037//0003-066x.53.9.1017>.

MCdol,D(2020).*The internet and children's psychological well-being*. PubMed.

<https://doi.org/10.1016/j.jhealeco.2019.102274>.

Fernandes,D(2021).*Internet use during COVID-19 lockdown among young people in low-*

*and middle-income countries: Role of psychological well-being*.PubMed.

<https://doi.org/10.1016/j.abrep.2021.100379>.

Jiashy,R.(2023).*Internet addiction and its effects on psychological well-being: A community-*

*based study*. PubMed. [https://doi.org/10.4103/ipj.ipj\\_61\\_22](https://doi.org/10.4103/ipj.ipj_61_22).

Rosell,J.(2023).*Predictors, Types of Internet Use, and the Psychological Well-Being of Older Adults: A Comprehensive Model*. PubMed. <https://doi.org/10.1093/geronb/gbac054>.

Lipke,S(2021).*To What Extent is Internet Activity Predictive of Psychological Well-Being*. PubMed. <https://doi.org/10.2147/PRBM.S274502>.

Duplaga,M.(2019).*The Association of Internet Use with Well-being, Mental Health and Health Behaviours of Persons with Disabilities - PubMed*. (2019).  
<https://doi.org/10.3390/ijerph16183252>

David,Q(2018).*Internet Use and Psychological Well-Being at Advanced Age: Evidence from the English Longitudinal Study of Aging*.PubMed.  
<https://doi.org/10.3390/ijerph15030480>

Huang,C(2021).*Internet use and psychological well-being: a meta-analysis - PubMed*. (2010). PubMed. <https://doi.org/10.1089/cyber.2009.0217>.

Erickson,J(2011).*Internet use and psychological wellness during late adulthood - PubMed*. PubMed. <https://doi.org/10.1017/S0714980811000109>.

Long,C(2020).*Does the Effect of Internet Use on Chinese Citizens' Psychological Well-Being Differ Based on Their Hukou Category*. (2020). PubMed.  
<https://doi.org/10.3390/ijerph17186680>.

Iyer,M(2022).*Role of self-compassion and online/offline integration on internet addiction,*

*aggression, and psychological well-being: A mediation analysis - PubMed. (2022).*

PubMed. [https://doi.org/10.4103/indianjpsychiatry.indianjpsychiatry\\_409\\_21](https://doi.org/10.4103/indianjpsychiatry.indianjpsychiatry_409_21).

Sussane,D(2010).*Social and psychological determinants of participation in internet-based*

*cancer support groups .PubMed. <https://doi.org/10.1007/s00520-009-0683-6>.*

## **APPENDICES**

### **Informed Consent Form**

Informed Consent Form

Dear participant,

I am Sharon Ann Mathew, currently pursuing Master's in Counselling Psychology at Loyola college of social sciences, Trivandrum. As part of my course curriculum, I'm conducting a research on the topic "Internet use, body esteem and psychological well-being among adult male population". In this concern, your opinion is really valuable to proceed with my study.

This study requires the completion of questionnaires, which will take roughly 10 to 15 minutes.

You are requested to give your honest opinion. The information provided by you will be kept completely confidential and will be used for research purposes only. I am in sincere hope that you will participate in this study and I greatly appreciate your help in assisting me with this research. Thank you very much for sparing your precious time and cooperation.

Sincerely,

Sharon Ann Mathew

I hereby endorse that I am willing to take part in this study:

Signature.....

**Personal data sheet**

Name:

Age:

Place:

Qualification:

## ASSESSMENT OF INTERNET USE QUESTIONNAIRE

NAME:

PLACE:

AGE:

Kindly read each statement and choose a response which indicates how much these statements apply to you. There are no right or wrong answers.

	Never	Sometimes	Often	Always
1. The first thing I do as I soon wake up is to access the internet.	0	1	2	4
2. I find myself thinking about when I can access internet.	0	1	2	4
3. Even when I'm offline, I think about enjoyable activities.	0	1	2	4

4. I feel restless/irritable  /upset, if I'm not able to access internet even if there is no urgency.	0	1	2	4
5. I prefer to spend time on internet/play internet games	0	1	2	4

rather than with my family members or friend.				
6. I finish off my other  responsibilities (office works, chores, home work,etc)to make time for internet use.	0	1	2	4
7. I feel relaxed and happy than usual when I'm not on internet.	0	1	2	4
8. I prolong my internet sessions  even when I know I should  stop.	0	1	2	4
9. I'm finding difficult to cut down my online activities.	0	1	2	4
10. I check my mail even if there is no urgency.	0	1	2	4

11. I use internet to overcome the feelings of loneliness/unhappiness/boredom/mood states.	0	1	2	4
12. My friends and family members are concerned about my internet use.	0	1	2	4
13. If my internet connection develop some problems I move to alternate sources even if there is no urgency.	0	1	2	4
14. I'm experiencing problems at my work/academics due to internet use.	0	1	2	4
15. Using internet affects my sleep.	0	1	2	4
16. I experience eye strain due to internet use.	0	1	2	4
17. I forget all my tension when I'm online.	0	1	2	4
18. I prefer online communication with my friends rather than face to face/ phone communication.	0	1	2	4



### **BODY ESTEEM SCALE FOR ADOLESENTS AND ADULTS (BESAA)**

Indicate how often you agree with the following statements ranging from never (0) to always

(4). Circle the appropriate number beside each statement.

	Never	Seldom	Sometimes	Often	Always
1. I like what I look like in pictures	0	1	2	3	4
2. Other people consider me good looking	0	1	2	3	4
3. I'm proud of my body	0	1	2	3	4
4. I am preoccupied with trying to change my body weight.	0	1	2	3	4

5. I think my appearance would help me get a job	0	1	2	3	4
6. I like what I see when I look in the mirror	0	1	2	3	4
7. There are lots of things id change about my looks if I could	0	1	2	3	4

8. I am satisfied with my weight	0	1	2	3	4
9. I wish I looked better	0	1	2	3	4
10. I really like what I weigh	0	1	2	3	4
11. I wish I looked like someone else.	0	1	2	3	4
12. People my own age like my looks.	0	1	2	3	4
13. My looks upset me.	0	1	2	3	4
14. Im as nice looking as most people	0	1	2	3	4
15. Im pretty happy about the way I look	0	1	2	3	4

16. I feel I weigh the right amount for my height	0	1	2	3	4
17. I feel ashamed of how I look	0	1	2	3	4
18. Weighing myself depresses me	0	1	2	3	4
19. My weight makes me unhappy.	0	1	2	3	4
20. My looks help me get dates	0	1	2	3	4
21. I worry about the way I look	0	1	2	3	4
22. I think I have a good body	0	1	2	3	4
23. Im looking as nice as Id like to	0	1	2	3	4

## PSYCHOLOGICAL WELL-BEING SCALE

**Instructions:** Circle one response below each statement to indicate how much you agree or disagree.

Items							
1. I like most parts of my personality.	Strongly agree	Somewhat agree	A little agree	Neither agree nor disagree	A little disagree	Somewhat disagree	Strongly disagree
2. When I look at the story of my life, I am pleased with how things have turned out so far.	Strongly agree	Somewhat agree	A little agree	Neither agree nor disagree	A little disagree	Somewhat disagree	Strongly disagree

3. Some people wander aimlessly through life, but I am not one of them.	Strongly agree	Somewhat agree	A little agree	Neither agree nor disagree	A little disagree	Somewhat disagree	Strongly disagree
4. The demands of everyday life often get me down.	Strongly agree	Somewhat agree	A little agree	Neither agree nor disagree	A little disagree	Somewhat disagree	Strongly disagree
5. In many ways I feel disappointed about the achievements of my life.	Strongly agree	Somewhat agree	A little agree	Neither agree nor disagree	A little disagree	Somewhat disagree	Strongly disagree

6. Maintaining close relationships has been difficult and frustrating for me.	Strongly agree	Somewhat agree	A little agree	Neither agree nor disagree	A little disagree	Somewhat disagree	Strongly disagree
7. I live life one day at a time and don't really think about the future.	Strongly agree	Somewhat agree	A little agree	Neither agree nor disagree	A little disagree	Somewhat disagree	Strongly disagree
8. In general, I feel I am in charge of the situation in which I live.	Strongly agree	Somewhat agree	A little agree	Neither agree nor disagree	A little disagree	Somewhat disagree	Strongly disagree

9. I am good at managing the responsibilities of daily life.	Strongly agree	Somewhat agree	A little agree	Neither agree nor disagree	A little disagree	Somewhat disagree	Strongly disagree
10. I sometimes feel as if I've done all there is to do in life.	Strongly agree	Somewhat agree	A little agree	Neither agree nor disagree	A little disagree	Somewhat disagree	Strongly disagree
11. For me, life has been a continuous process of learning, changing, and growth.	Strongly agree	Somewhat agree	A little agree	Neither agree nor disagree	A little disagree	Somewhat disagree	Strongly disagree

12. I think it is important to have new experiences that challenge how I think about myself and the world.	Strongly agree	Somewhat agree	A little agree	Neither agree nor disagree	A little disagree	Somewhat disagree	Strongly disagree
13. People would describe me as a giving person, willing to share my time with others.	Strongly agree	Somewhat agree	A little agree	Neither agree nor disagree	A little disagree	Somewhat disagree	Strongly disagree

14. I gave up trying to make big improvements or changes in my life a long time ago.	Strongly agree	Somewhat agree	A little agree	Neither agree nor disagree	A little disagree	Somewhat disagree	Strongly disagree
15. I tend to be influenced by people with strong opinions.	Strongly agree	Somewhat agree	A little agree	Neither agree nor disagree	A little disagree	Somewhat disagree	Strongly disagree
16. I have not experienced many warm and trusting relationships with others.	Strongly agree	Somewhat agree	A little agree	Neither agree nor disagree	A little disagree	Somewhat disagree	Strongly disagree
17. I've confidence in my own opinions, even if they are different from	Strongly agree	Somewhat agree	A little agree	Neither agree nor disagree	A little disagree	Somewhat disagree	Strongly disagree
the way most other people think."							
18. "I judge myself by what I think is important, not by the values of what others think is important."	Strongly agree	Somewhat agree	A little agree	Neither agree nor disagree	A little disagree	Somewhat disagree	Strongly disagree

