



A STUDY TO ASSESS THE EFFECTIVENESS OF STRUCTURED TEACHING PROGRAM ON PROLONGED EXPOSURE TO SOCIAL MEDIA PLATFORM INFLUENCE ON THE SELF ESTEEM OF ADOLESCENTS AT BGS GINS, BANGALORE.

Mrs. Shailaja K S

Ph D Scholar, JJT University

Dr Anupama Vinay Oka

Professor

KEYWORDS :

INTRODUCTION

Social media is the collective online communications channel committed to community-based input, interface, content sharing and collaboration. Social media is newly introduced form of communication that provides opportunities for health promotion. Use of online social media for health promotion could increase quality of life and decrease healthcare cost. In 2010 when Face book had 600 million registered users, about 30 billion pieces of content were estimated to be shared on the site every week.

Need for the Study

The descriptive-analytical study selected 447 students (232 females and 215 males) of the first and second semesters enrolled at Kermanshah University of Medical Sciences, Iran, in 2018 by using Cochran's sample size formula and stratified random sampling. The study applied Young's Internet Addiction Test and Goldberg. A study was conducted in Iran on 2018, the diagnosis of students' mental dysfunction is vital to monitor their academic progress and success by preventing this technology through proper handling of the usage addiction. The diagnosis of students' mental dysfunction is vital to monitor their academic progress and success by preventing this technology through proper handling of the usage addiction.

Objectives

1. To assess the impact of prolonged social media exposure on self-esteem among adolescents.
2. To evaluate the effectiveness of structured teaching practice (STP) in mitigating the negative influence of social media on self-esteem.
3. To identify the demographic factors (age, gender, socioeconomic status) influencing the relationship between social media exposure and self esteem.
4. To evaluate the impact of STP on reducing social media addiction among adolescents

Methodology

Research Approach- Quantitative Approach,

Research Design and Approach: Pre-experimental design in which one group pre and post design was applied

Setting of the Study: BGS GINS BANGALORE

Population: Nursing students.

Sampling and Sampling Technique:

Sample Size: The sample size was 50

Sampling Technique: Purposive sampling technique was used to select the subjects for the study.

Tool

1. Questionnaire to assess the knowledge regarding social media among nursing students.
2. Checklist related to practice

RESULTS

Distribution of Samples According to Their Level of Knowledge In Pretest

KNOWLEDGE LEVEL	SCORE RANGE	FREQUENCY	PERCENTAGE
ADEQUATE	11 - 15	56	93.3%
MODERATE	6 - 10	4	6.6%
INADEQUATE	1 - 5	----	-----

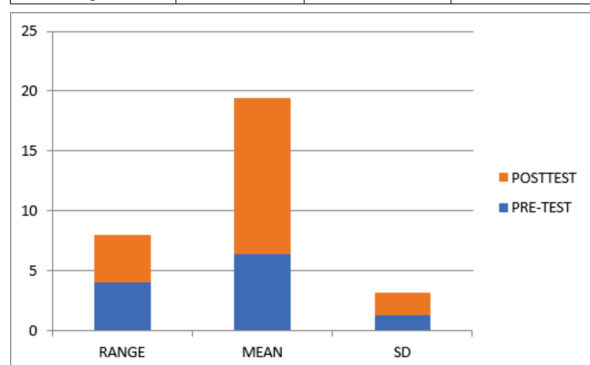
Distribution of Samples according to Their Level of Knowledge in Post- Test

	RANGE	MEAN	SD
PRE-TEST	4	6.4	1.28
POSTTEST	4	13	1.88

The Pre-Test and Post-Test Knowledge Scores obtained by the Subjects regarding the social media exposure Influence on Self Esteem the data has been presented In Table.

Mean, Range And Standard Deviation of Knowledge N=50

KNOWLEDGE LEVEL	SCORE RANGE	FREQUENCY	PERCENTAGE
ADEQUATE	11-15	-----	-----
MODERATE	6-10	47	78.3%
INADEQUATE	0-5	13	21.6%



DISCUSSION

The Present study was conducted to evaluate the effectiveness of STP on prolonged exposure to social media platform influence on the self esteem of adolescents at BGS GINS, BANGALORE. A Pre-experimental design was adapted for the present study. Purposive Sampling technique was used to select the samples. A structured Knowledge Questionnaire and Checklist were implemented to find out the effectiveness of Association of Post-test Knowledge Score with demographical Variables was done using Chi-Square Test. Overall posttest mean knowledge Score was 13. SD is 1.88. This indicates that Adolescents have adequate knowledge regarding prolonged exposure to social media platform influence on the self esteem after administration of STP.

CONCLUSION

The findings of the study revealed that prior to the intervention, many adolescents lacked adequate awareness regarding the positive and negative impacts of prolonged or unregulated social media use on their self-esteem. Excessive exposure was

found to be linked with issues such as comparison, peer pressure, reduced self-worth, and body image concerns.

After the administration of the Structured Teaching Programme, there was a significant improvement in the knowledge levels of adolescents regarding healthy social media practices, self awareness, and strategies to maintain a balanced digital lifestyle. More importantly the intervention was effective in creating a positive shift in their perception and self-esteem by promoting responsible usage, critical thinking, and encouraging self Acceptance.

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