

Hidden from your Timeline: Facebook Envy and Self-esteem of the Filipino Youth

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Abstract:

Facebook is today's most famous social networking site obtaining over a billion users around the globe. Because of the enormous exchange of social information, Facebook became a window to the world that enabled its users to compare their selves to other people. Hence, this might lead to envy that may affect its user's self-esteem. To find out the relevance of the claim, the researchers aimed to explore the Facebook envy of the Filipino youth and test if it has a relationship on the level of their self-esteem. Different factors such as scopes of envy, types of envy, social comparison, and Facebook exposure, were considered in determining the relationship of Facebook envy and self-esteem. The study used quantitative research approach, specifically descriptive, and correlation method, in order to analyze the gathered data. A self-administered survey was distributed to 396 randomly selected respondents who were college students of the Polytechnic University of the Philippines. General findings revealed that the respondents experience Benign Facebook envy rather than Malicious. In this study, seven scopes of Facebook envy were presented. Results showed that only two out of these scopes, namely Travel and Leisure and Social Interaction have appeared to have a significant relationship to the level of self-esteem of the respondents.

Key words: Envy, Facebook, Social comparison, Self-esteem, Upward Social Comparison, Downward Social Comparison

Introduction

The ability to shape one's personality and remember its value is a central point that divides people from animals. It can be alluded to as “awareness of self” (Mckay & Fanning, 2000, p. 1). This capacity is enabling an individual to realize his/her value is called self-esteem. According Nease (2001), self-esteem is “how we value ourselves” (p. 109). It is one's impression of how others consistently esteem he/she.

Self-esteem deeply affects a person's way of living since it touches one's relationship with others, our trust, and nearly everything in life (UC Davis Medical School, n.d.). As per Schiraldi (2007), respect for oneself is profoundly associated with a singular's bliss, mental strength, and inspiration to carry on with a profitable and sound life.

Individuals are not conceived with respect toward oneself; it is slowly formed by our initial encounters (Plummer, 2007). The ability of an individual to make a judgment has an effect in shaping their self-esteem. McKay and Fanning (2000) further explained it as:

The problem of self-esteem is this human capacity for judgment. It is one thing to dislike certain colors, noises, shapes, or sensations. However, when you reject parts of yourself, you significantly damage the psychological structures that keep you alive. (p.1)

One element that causes a person's respect for oneself to go either cut down or support up is through correlation with others or social comparison. Bolt (2010), a certified contemporary psychoanalyst, has written that people were raised in a society that taught us to compare ourselves with others. She further clarified this by giving a case of parents

contrasting their children with others as to control their undesirable conduct. Comparison can either bring down or boost their ego up. Bolt (2010) explained that effects of comparing ourselves to others has two distinct outcomes; depending on how we conclude the said comparison. It can either cause a person to the conclusion that he/she is short of what the others subsequently feeling exhausted, discouraged and needing to withdraw from others or go away. Then again, when an individual infers that he/she is superior to other individuals, the inclination of prevalence comes in. A study by White, Langer, Yariv, and Welch (2006) discussed that frequent social comparison are “associated with destructive emotions and behaviors,” one of which is envy (p. 36).

Envy was defined by Smith and Kim (2007) as an “unpleasant, often painful emotion characterized by feelings of inferiority, hostility, and resentment caused by an awareness of a desired attribute enjoyed by another person or group of persons” (p.46). According to the Dictionary of Psychology, envy is an “unpleasant feeling or emotion aroused by the desire to have what another possesses” (Chaplin, 2010). Taking a look at the greater picture, we may sum up what envy is, yet studies have uncovered that it has two different types: benign envy and malicious envy. According to a research study by van de Ven, Zeelenberg and Pieters (2009), the contrast between benign envy and malicious envy is the knowledge of benign envy prompts a climbing inspiration went for enhancing one's position. Though the knowledge of malicious envy prompts, a pulling down inspiration went for harming the position of the prevalent other. Thus, benign envy is still considered as “motivational” (van de Ven, Zeelenberg, & Pieters, 2011a) or “white envy” (Grolleau, Mzoughi, & Sutan, 2006, p. 5).

Research studies have uncovered that envy has a big effect on human conduct. Smith and Kim (2007) claimed that learning information about someone can trigger envious feelings. Krasnova, Wenninger, Widjaja, and Buxmann (2013)

uncovered that the social comparison bringing about envious sentiments are most necessary in informal communication destinations particularly on Facebook. According to German researchers, Facebook makes its users more envious and more dissatisfied with their lives (Krasnova et al., 2013). It is the ground-breaking result of a German study titled “Envy on Facebook: A Hidden Threat to Users’ Life Satisfaction?” According to this study that conducted jointly by two German universities, Humboldt University and Darmstadt's Technical University, Facebook, the social networking site giant with over one billion of users has produced an unprecedented platform for social comparison that can cause envious feelings and other forms of negative emotions such as misery, loneliness, and even depression.

Just imagine the overwhelming multitude of social information presented on this famous site. Most of its users keep an update on what is going on in their lives and also to check the updates of their Facebook friends. Moreover, because of this exchange of information, users tend to compare themselves to other people, leading to an unparalleled scale on envy that may endanger user’s life satisfaction. The German study uncovered these dynamics through extensive and thorough research. Researchers surveyed 584 Facebook users for two independent studies. The first study was made to investigate the scale, scope, and nature of envy incidents triggered by Facebook. Moreover, in the second study, the role of envy feelings is examined as a mediator between the intensity of passive following on Facebook and users’ life satisfaction. Moreover, after verifying envy’s intermediation, they reveal that passive following intensifies envy feelings that then decreases life satisfaction.

Dr. Hanna Krasnova, a senior researcher at Institute of Information Systems at Berlin's Humboldt University and her colleagues had found out that one out of three people felt worse and become more dissatisfied with their lives after visiting

Facebook. While people who “social browsed” (Krasnova et al., 2013, p. 2) using the site without contributing were the most vulnerable to these feelings. According to the researchers’ observations, these people will then decrease their use of Facebook or to some, totally leaving the site.

University of Gothenburg conducted Another research titled “Sweden’s Largest Facebook Study” to investigate the relationship between Facebook usage and the effects of Facebook on its users (Denti, Leif, Barbopuolos, Nilsson, Holmberg, Thulin, Wendblad, Andén, & Davidsson, 2012). The researchers first identified the amount of time spent on Facebook by its users. They found out that the average Swedish respondent spends 72.5 minutes on Facebook each day. 84% of 1,011 people who participated in the study included Facebook as part of their daily routine. The study also discussed the relationship of Facebook usage to the self-esteem of its users. According to the result, users who spend more time in Facebook have lower self-esteem. However, when they entered the control variables of age, gender, education, and income, Facebook usage and self-esteem were not significant.

The level of self-esteem differs when it comes to gender. The higher the amount of Facebook usage, the higher the chances women, will feel less happy and feel less content with their lives. On the other hand, men’s self-esteem was not affected by the amount of time they use Facebook.

Another research investigated the use of Facebook to its users’ self-esteem. Social media researchers at Cornell University reported that viewing Facebook walls (now called Timeline) can boost the self-esteem of college students. Users do have a choice on what to post on their Facebook. It might be a better version of them, or they might highlight positive happenings in their lives and of course they could leave behind anything negative about them. Likes and positive comments from Facebook friends are an enormous influence of boosting self-esteem (Gonzales & Hancock, 2011).

Lead author Amy L. Gonzales, Ph.D., and Jeffrey Hancock, associate professor of Communication, co-author of the research, signed up 63 Cornell students to take part in experiments in the university's Social Media Lab. The students were either seated at computers showing their Facebook profiles, and they are allowed to check on it for three minutes or at computers that were turned off. Some of those at turned-off computers had mirrors to look at, and others did not. Students in the third group were encouraged to edit their Facebook profiles. Then they were given a questionnaire to measure their self-esteem. Moreover, the result shows that pupils who browsed their Facebook profiles during the experiment had higher self-esteem than students who had computers that was turned off. However, the group who had the highest self-esteem is the third group who had edited their Facebook profile.

In the Philippines, social media keep people in touch with their family and friends. Moreover, one of the most famous and favorite social networking sites to Filipinos is Facebook. As of January 2014, there are 34 million active Facebook users in the Philippines (Kemp, 2014). Sharing vacation photos and videos, updating relationship status from "single" to "in a relationship," and joyful conversation through comment threads are few of the activities that Filipino Facebook users do ("Facebook Reaches 30 Million," 2013).

In the Philippines, social networking sites are utilized by Filipinos to connect and communicate with their loved ones. It only proves that the Filipino culture of having close family ties and the urge of connecting with other people are very much alive even in the social networking sites (SNS). It shows that the culture plays a great influence on how Filipinos will use SNS and with that information; it is impossible to neglect a significant trait and behavior of Filipinos.

Crab mentality, a common negative Filipino trait, can be directly associated with envy. Crab mentality is rampant among Filipinos. According to Nadal and Sue (2009), it can be

defined as the “desire to outdo, outshine, or surpass another (often of one’s same ethnic group) at the other’s expense” (p. 129). Crab mentality was derived from the instinct of crabs to pull each other down with their claws. It is a way of thinking best described by the phrase “If I cannot have it, neither can you.” To make an instance, Manny Pacquiao, a World Boxing Champion has claimed to be a victim of Filipino crab mentality. Other Filipinos are trying to bring him down by questioning and investigating his previous fights that he has won (Quismundo, 2008). Filipino gets envious of other people successes that they find a way to be vicious and to pull the other person down, rather than striving to be better.

Yet, despite the alarming increase in the usage of Internet among Filipinos and the fast growing users of social networking sites particularly Facebook, there seems to be a scarcity of studies and researches regarding the phenomenon of envy and how it affects user’s self-esteem by using social networking sites in the Philippines. Also, having provided one of the weaknesses on the Filipino traits, there might be a risk for Filipinos to have negative emotional insecurities including envy that might have an impact on their self-esteem. Considering that SNS are common ground for envy (Smith & Kim, 2007; Krasnova et al., 2013), the particular weakness in the Filipino character combined with the habit of excessive social browsing might reveal an unexpected relevance.

Methods

The researchers opted to use the quantitative research approach. The sample or respondents of the study are the students from the Polytechnic University of the Philippines. The respondents of the study were randomly selected to maintain objectivity. A researcher-formulated survey questionnaire and a modified test questionnaire called “State Self-Esteem” from Heatherton, T. F. & Polivy, J. (1991) was

used as a primary tool for gathering data. The instrument has been divided into four major parts. To analyze the data, the researchers used percentage, weighted mean, and point-biserial correlation.

The instrument utilized in this study is composed of researcher-formulated questions and a modified version of a standard test for self-esteem. Aside from aiming to measure the scale of envy, this study also wants to identify the scope and nature of it. To do so, the questions in the instrument were formulated by the researchers who were validated by an expert. The researchers of this study derived the different categories for scopes of envy from the published results of the research of Krasnova et al. (2013), which, according to them, are the envy-inducing events triggered by Facebook. Thus, the questionnaire of this study was not the same and the exact instrument that was used by the German researchers led by Hanna Krasnova (2013). Another part of the instrument intends to measure the level of self-esteem. A test questionnaire called “State Self-Esteem” from Heatherton and Polivy (1991) was modified to be suitable for the online “Facebook setting” in the study.

Finally, the Social Comparison Theory might also be a study limitation. Festinger’s theory includes nine hypotheses, corollaries, and derivations. This research focuses on the two types of social comparison — one is an upward social comparison and the other is downward social comparison—which best suits this venture. The Researchers will not elaborately discuss the hypotheses, corollaries and derivations of the given theory.

Results and discussion

Filipino Youth and their Facebook Exposure

People nowadays can easily access the internet. Because of the fast Internet connection and Wi-Fi, and the emergence of owning a smartphone for easy access on the web, these factors

made Filipinos to spend more time on Internet than traditional media such as televisions, radios and newspapers (Sun Star Manila, 2011). In line with the Southeast Asia Digital Future in Focus 2013 survey report, Philippines have the second highest Facebook penetration in the world at 92.2%. 41.5% of the total minutes spent online by Filipinos is on Social Networking Sites such as Facebook (Manila Bulletin, 2014). According to research by Junco and Cotten (2012), students spend one hour and forty-five minutes on Facebook on a daily basis. In the study conducted, 173 respondents (43.7) revealed that they spend 1-2 hours on Facebook.

According to a report of Social, Digital, and Mobile across Asia that was published in the year 2012, 95% of the Filipino web users visit social media sites (Kemp, 2012). The 90% is on Facebook alone. Through internet or mobile access, Filipinos spends an average of 21.5 hours on Facebook per week, which also indicates that most of the Filipino Facebook users spend time on the said site for about 1-3 days a week.

Table (1) respondents' number of hours spent on Facebook

How many hours do you use Facebook on a daily basis?	Frequency	Percentage
Less than 1 hour	63	15.9
1 – 2 hours a day	173	43.7
3 – 5 hours a day	120	30.3
6 hours and more a day	40	10.1
Total	396	100.0

Almost five out of ten of the respondents spend 1-2 hours on Facebook daily while the 10.1% of the study population spend 6 hours and more a day.

Table (2) respondents' number of days spent on Facebook

How many days per week do you use Facebook?	Frequency	Percentage
1 – 3 days a week	189	47.7
4 - 5 days a week	79	19.9
6 - 7 days a week	128	32.3
Total	396	100.0

Almost five out of ten of the respondents spend 1-3 days a week on Facebook while two out of ten uses Facebook 4-5 days a week.

Filipino Youth's Favorite Facebook Activity

People nowadays can easily access the internet. Because of the fast Internet connection and Wi-Fi, and the emergence of owning a smartphone for easy access on the web, these factors made Filipinos to spend more time on Internet than traditional media such as televisions, radios and newspapers (Sun Star Manila, 2011). In line with the Southeast Asia Digital Future in Focus 2013 survey report, Philippines have the second highest Facebook penetration in the world at 92.2%. 41.5% of the total minutes spent online by Filipinos is on Social Networking Sites such as Facebook (Manila Bulletin, 2014). According to research by Junco and Cotten (2012), students spend one hour and forty-five minutes on Facebook on a daily basis. In the study conducted, 173 respondents (43.7) revealed that they spend 1-2 hours on Facebook.

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Table (3) Facebook activities

Statements	WM	VI	Level of Exposure
1. Post status updates	1.94	Sometimes	Low exposure
2. Upload photos/videos	2.08	Sometimes	Low exposure
3. Like or comment on friend's posts and other FB pages/links	3.05	Often	High exposure
4. Share friend's posts or other FB pages/links	2.02	Sometimes	Low exposure
5. Browse your News Feed	3.39	Often	High exposure

6. Chat/Send messages	3.19	Often	High exposure
7. Clicking links posted in News Feed	2.36	Sometimes	Low exposure
8. Checking on friend's profile	2.16	Sometimes	Low exposure
9. Checking on friend's photos/videos	2.29	Sometimes	Low exposure
10. Post on friend's Timeline	1.90	Sometimes	Low exposure
Grand Weighted Mean	2.44	Sometimes	Low exposure

Browsing the News Feed is the most frequent activity in Facebook among the selected respondents with the weighted mean of 3.39. It corresponds to the verbal interpretation often and denotes that majority of the respondents have high exposure regarding news feed browsing. On the other hand, the least used Facebook activity is posting on friend's Timeline with the weighted mean of 1.90. It corresponds to the verbal interpretation sometimes and denotes that most of the respondents have a little exposure concerning posting on their friends' timeline. The majority of the respondents are sometimes engaged in Facebook activities that mean that they have a low exposure obtaining the grand weighted mean of 2.44.

Understanding Facebook Envy of the Filipino Youth

In this study, envy was classified into two types: benign envy and malicious envy, and divided into seven scopes: (1) Love, Family, and Relationship, (2) Money and Material Possession, (3) Talents and Abilities, (4) Travel and Leisure, (5) Appearance, (6) Social Interaction, and (7) Success in Studies. The following is a discussion of the respondents' envy considering the two types and the seven scopes of envy.

Scale and Scope of Envy

Chapman (2011) explained that people have the natural desire to feel love and affection. Abraham Maslow understood this and further discussed it, along with other humanistic needs, in his

Hierarchy of Needs. Maslow (1954) explained that once a person's need is satisfied, he will again feel another desire that he would want to be fulfilled. Varcarolis and Halter (2010) explained "Maslow stresses the importance of having a family and home and being part of identifiable groups" (as cited in Chapman, 2011, p. 18). According to Maslow (1954), people seek love and affection to avoid the feeling of "alienation, aloneness, strangeness, and loneliness" (p. 44). Furthermore, he explained that a person who feels the need for affection will "strive with great intensity to achieve this goal" (p. 43). A study by Crusius and Lange (2014) explained that in order to deal with the feeling of malicious envy, the tendency of the envious person is to take away the source of envious feelings. In this case, the goal will only be achieved if the reason that triggers envy is tangible. Also, they concluded that in malicious envy, a person is much more focused on the envied person rather than the envy object.

Maslow (1943) identified self-esteem satisfaction as one of the humanistic needs. He explained this by identifying the roots of self-esteem: "real capacity, achievement and respect from others" (p. 381). Maslow's Humanistic theory discussed that it was natural for humans to want something and to find ways to achieve these goals thus, giving humans a reason to feel motivated in order to get satisfaction. This can explain why the majority of the study participants experience benign envy towards talents and abilities. As or described or discussed in the former parts of this paper, benign envy is considered as "motivational" (Van de Ven et al., 2011a) or "white envy" (Grolleau, Mzoughi, & Sutan, 2006, p. 5). Crusius and Lange (2014) explained that benign envy is connected with the motivation to enhance oneself by moving upward.

Table (4) scale, scope and type of envy

Scope of Envy	Type of Envy					
	Malicious			Benign		
	%	WM	VI	%	WM	VI
Family, Love, and Relationship	34.1	2.68	Moderately malicious	65.9	2.61	Moderately benign
Money and material possession	18.4	2.39	Malicious	81.6	2.16	Benign
Talents and abilities	10.4	2.85	Moderately malicious	89.6	2.56	Moderately benign
Travel and Leisure	18.9	2.64	Moderately malicious	81.1	2.39	Benign
Appearance	31.3	2.29	Malicious	68.7	2.28	Benign
Social interaction	14.9	2.00	Malicious	85.1	2.14	Benign
Success in studies	29.8	2.62	Moderately malicious	70.2	2.49	Benign
Overall	11.4	2.49	Malicious	88.6	2.38	Benign

In benign envy, talents and abilities have obtained the highest percentage of 89.6% which means that the respondents are experiencing “moderately benign envy” on this scope. Although love, family, and relationship obtained the lowest percentage of 65.9%, it can also be interpreted that the respondents are experiencing “moderately benign envy” regarding this scope of envy. On the other hand, love, family, and relationship obtained the highest percentage of 34.1% for malicious envy. It means that the respondents are experiencing “moderately malicious envy” regarding love, family, and relationship. While talents and abilities obtained the lowest percentage of 10.4% which means that the respondents are experiencing “malicious envy” regarding this particular scope of envy.

Envy on Love, Family, and Relationship

According to the Dictionary of Psychology, envy is an “unpleasant feeling or emotion aroused by the desire to have what another possesses” (Chaplin, 2010). One of the most envied attributes that are very common to be experienced is the relationship. From the results of the study, it indicates that respondents feel “moderately benign envy” and “moderately malicious envy” when it comes to love, family and relationship.

In the aspect of family, an article posted by the Mirror UK (2006), an individual is envious whenever he sees a happy family. People who tend to feel the same means that they do not have or never had their ideal happy family. In love, according to Krasnova et al. (2013), “a friend’s change in the relationship status from “single” to “in a relationship” might cause emotional havoc for someone undergoing a painful breakup” (p. 8). Seeing posts about couples’ stuffs, sweet messages, and a happy love life is the most common subjects that trigger envy. Especially, to those teenagers who are in search for a relationship and lacking romance in life.

Envy on Money and Material Possession

The result is shown in the table above indicates that most of the respondents are experiencing “benign envy” and “malicious envy” with the money and material possessions of their Facebook friends. On the article of The Guardian, they featured the teenagers who are bragging their riches in the social networking sites (Monbiot, 2013). A kid who has four Rolex watches on his wrists, a girl who has a vast collection of designer bags and the other one posing in front of his helicopter. These pictures are intended to incite envy. According to Krasnova et al. (2013), “sharing content directly depicting expensive material possession might be seen as bragging by others” (p. 7). With the frequent posting of people about their material possessions on Facebook, there is a higher chance that an individual would more likely to be envious by it.

Envy on Talents and Abilities

One of the scopes that triggers envy in Facebook is “Talents and Abilities” and it was found out that respondents are experiencing “moderately benign envy” and “moderately malicious envy” towards this scope of envy. Confirming this result, Krasnova et al. (2013) found out that in everyday encounters, abilities, or can be also referred to as skills and

talents, is one of the most common categories or subjects that triggers envy on Facebook. According to Leach (2008), one may feel deserving of someone else's possession of good fortune because an individual views oneself of having the essential ability or skill in achieving a particular goal. The problem within this context is that a person compares himself/herself to someone superior to them. It sometimes can result to a negative self-evaluation (Collins, 1996, as cited in White et al., 2006), and thus, may lead to stir envious emotions.

Envy on Travel and Leisure

Another scope that triggers an envy on Facebook is "Travel and Leisure." In line with the result of the study, the researchers found out that the respondents experience "moderately benign envy" and "malicious envy" to their friends' photo vacation posts, expensive hobbies, and events like concerts or shows that they don't have a chance to experience or to attend to. Confirming this result, Krasnova et al. (2013) also found out that "Travel and Leisure" is one of the most commonly mentioned causes of envy triggered by the use of Facebook. Moreover, in fact, it is the most envied subject. People on Facebook share an enormous amount of travel or vacation photos and with this, some people who lacks the lifestyle of travelling or going to events that they could not afford may see this as pompous and boastful and might encourage the feeling of envy (Krasnova et al., 2013). Stingl (2014) gave an instance to this event. A married couple likes sharing their travel photos in Facebook, for they had enjoyed going to Peru, New York, Florida, and San Francisco. Moreover, what happened was unexpected. They received an open letter from an anonymous sender stating that: "It's a little upsetting seeing, hearing and reading about someone's vacations all year while we all can't afford one..." (para. 3). But according to Strano (2008), the uploading of photos and sharing of how much of the world has

others had already seen has long been established as a norm in social networking sites, especially on Facebook.

Envy on Appearance

“Appearance” is another envy-triggering subject in Facebook. The researchers found out that the respondents experience “benign envy” and “malicious envy” towards the physical appearance of their Facebook friends. The Number of likes and positive comments on their friends’ Facebook profile picture, fashion posts, and having fair skin photos are the particular subjects that generate envy among respondents. In accordance with this result, Krasnova et al. (2013) also found out that “Appearance” is one of the envy-inducing incidents in Facebook. Manago, Graham, Greenfiel, and Salimkhan (2008) discovered that women were more likely tend to post their physical appearances and with that, according to Hill, DelPriore, and Vaughan (2011), are also more liable to envy physical attractiveness.

Envy on Social Interaction

“Appearance” is another envy-triggering subject in Facebook. The researchers found out that the respondents experience “benign envy” and “malicious envy” towards the physical appearance of their Facebook friends. The Number of likes and positive comments on their friends’ Facebook profile picture, fashion posts, and having fair skin photos are the particular subjects that generate envy among respondents. In accordance with this result, Krasnova et al. (2013) also found out that “Appearance” is one of the envy-inducing incidents in Facebook. Manago, Graham, Greenfiel, and Salimkhan (2008) discovered that women were more likely tend to post their physical appearances and with that, according to Hill, DelPriore, and Vaughan (2011), are also more liable to envy physical attractiveness.

Envy on Success in Studies

Another scope that provokes envy on Facebook is the “Success in Studies.” On the result of this research, the researchers discovered that the respondents are experiencing “moderately benign envy” and “malicious envy” when it comes to the academic Facebook posts of their friends. To give an instance, a print-screen of high grades posted in Facebook and status updates about having graduated with academic honors are more likely to induce envious emotions. In line with Krasnova et al. (2013) study, they also determined that success, specifically in studies and academic achievements cause envy towards Facebook users.

Filipino Youth and Their Self-Esteem

Abraham Maslow has identified that people also has a need for satisfaction regarding their self-esteem. Self-esteem satisfaction can lead to the feeling of worthiness and confidence. Recent researches have suggested that Facebook can help in improving an individual’s self-esteem (Gonzales & Hancock, 2011; Denti et al., 2012). Self-esteem improvement through Facebook exposure is possible because of selective self-presentation that allows users to share preferred information about oneself (Gonzales & Hancock, 2011; Denti et al., 2012).

An individual’s self-esteem is challenged when a threat to his/her domain of contingency is experienced (Crocker & Park 2004). The domain of contingency can be referred to as a field where an individual bases his/her worth and value. Crocker and Park (2004) explained “neither high nor low self-esteem is a cause of good or evil,” rather the pursuit of self-esteem (p.3).

Table (4) self-esteem of the respondents

Statements	WM	VI
I feel confident about my abilities even seeing what my Facebook friends can do.	3.22	High self-esteem
* I am worried about whether I am regarded as a success or a failure in my studies after learning the academic performances of my Facebook friends.	2.74	High self-esteem
I am satisfied with the way my body looks right now even after seeing the body of my Facebook friends.	3.19	High self-esteem
* I feel frustrated or rattled about my talents after discovering what my Facebook friends can do.	3.03	High self-esteem
I feel good about my financial stability just like my other friends in Facebook.	2.94	High self-esteem
* I feel inferior to the vacation posts of my Facebook friends.	2.89	High self-esteem
I feel that I have more scholastic ability compared to my Facebook friends.	2.46	Low self-esteem
I feel satisfied with the love, family, and peer relationship that I got compared to my FB friends.	3.32	High self-esteem
I am satisfied to the events and luxuries that I experienced even after finding out what my Facebook friends experienced.	3.14	High self-esteem
I feel happy with the number of my Facebook friends even compared to the numbers of my other Facebook friends.	3.22	High self-esteem
* I am unsatisfied with my material possessions after learning the properties of my FB friends.	2.99	High self-esteem
* I feel bothered when my Facebook friends changed their status from 'single' to 'in a relationship'.	3.18	High self-esteem
* I feel unattractive compared to my Facebook friends.	3.11	High self-esteem
* I feel concerned about the impression I am making with my Facebook friends.	2.38	Low self-esteem
Grand Weighted Mean	2.99	High self-esteem

Note: Items with (*) had reverse scoring applied and restated from negative to a positive statement

All the statements have obtained a weighted mean that corresponds to the verbal interpretation of high self-esteem except for item number 7 which states that, "I feel that I have more scholastic ability compared to my Facebook friends." This item has obtained the weighted mean of 2.46 which corresponds to the verbal interpretation low self-esteem. With this, we can infer that the respondents do not see their selves as better than others in terms of scholastic ability. Overall, the study

participants obtained the grand weighted mean of 2.99 which means that they have high self-esteem.

Envy and Downward Social Comparison among the Filipino Youth

Adolescence is a time when an individual goes through a transition towards adulthood (Fawcett, 2007). Fawcett (2007) explained that during this transition, adolescents involve themselves in activities that help them to develop their identity—referred to as “out-of-school activities” or leisure activities. A study by Nawijn and Veenhoven (2011) has concluded “no leisure activity has a consistent significant overtime correlation with the preceding life satisfaction score” (p.5). The downward social comparison is one way of repairing an individual’s self-esteem (Crocker & Park, 2004).

Participants of the study have shown a high level of self-esteem that can explain why their engagement in downward social comparison is low although they experience envy towards other people’s travel and leisure activities.

Table (5) envy and downward comparison

Scope of Envy	Downward Social Comparison		
	Pearson Correlation	P-value	Remarks
Love, family, and relationship	-0.088	0.080	Negatively Very Weak
Money and material possession	-0.077	0.982	Negatively Very Weak
Talents and abilities	-0.061	0.223	Negatively Very Weak
Travel and Leisure	-0.116*	0.021	Negatively Weak
Appearance	0.014	0.784	Positively Very Weak
Social interaction	-0.054	0.282	Negatively Very Weak
Success in studies	0.055	0.276	Positively Very Weak
Overall	0.021	0.676	Positively Very Weak

Note: P-values with () is significant at 5% level of significance*

Coding: 1 - "Malicious - Highly Envious", 0 - "Benign - Slightly Envious"

The decision is to reject the null hypothesis (there is no significant relationship between the two variables) if the computed P-value is less than or equal to the 0.05 level of

significance, otherwise, if the p-value is greater than the level of significance, retain the null hypothesis (there is a significant relationship between the two variables). After testing the seven scopes of Facebook envy, results show that there is a significant relationship between Facebook envy towards other’s leisure and travel and downward social comparison. Since the obtained P-value is greater than the level of significance, $-0.116 > 0.05$, we fail to reject the null hypothesis. It means that the higher the Facebook envy encountered towards travel and leisure, the lesser the respondents’ downward social comparison.

Envy and Upward Social Comparison among the Filipino Youth

The Internet has provided people with the same beliefs and interests to socialize (Bargh & McKenna, 2004). As was discussed in the former parts of this paper, SNSs allow its users to present themselves selectively. Thus, individuals share information that are pleasing to them or are positive (Gonzales & Hancock, 2011; Denti et al., 2012). Denti et al. (2012) suggested that since mostly positive information are being shared; social comparison among Facebook users may result from seeing their lives as “less interesting” or “that they are less successful” (p. 10). Upward social comparison may get an individual motivated when he/she feels that attaining the goals are possible but if he/she finds it hard to achieve these goals, the motivation to do better becomes admiration (van de Ven et al., 2011a).

Table (6) envy and upward social comparison

Scope of Envy	Upward Social Comparison		
	Pearson Correlation	P-value	Remarks
Love, family, and relationship	0.017	0.742	Positively Very Weak
Money and material possession	-0.051	0.309	Negatively Very Weak
Talents and abilities	-0.050	0.318	Negatively Very Weak

Travel and Leisure	-0.079	0.115	Negatively Very Weak
Appearance	-0.024	0.631	Negatively Very Weak
Social interaction	-0.157*	0.002	Negatively Weak
Success in studies	-0.019	0.712	Negatively Very Weak
Overall	0.049	0.330	Positively Very Weak

Note: P-values with () is significant at 5% level of significance*

Coding: 1 - "Malicious - Highly Envious", 0 - "Benign - Slightly Envious"

The decision is to reject the null hypothesis (there is no significant relationship between the two variables) if the computed p-value is less than or equal to the 0.05 level of significance, otherwise, if the p-value is greater than the level of significance, retain the null hypothesis (there is a significant relationship between the two variables). After testing the seven scopes of Facebook envy, results show that there is a significant relationship between Facebook envy towards other's social interaction and upward social comparison. Since the obtained P-value is greater than the level of significance, $-0.157 > 0.05$, we fail to reject the null hypothesis. It means that the higher the Facebook envy encountered towards social interaction, the lesser the respondents' upward social comparison.

Envy and the Filipino Youth's Self-Esteem

The result somehow contradicts the findings of a study by Nawijn and Veenhoven (2011) which discussed that leisure activities have no direct effect on an individual's life satisfaction. Maslow (1943, 1954) has identified self-esteem as a human need. Thus, failure to satisfy such needs has an effect on a person's evaluation of himself. Self-esteem can then be associated with an individual's feeling of life satisfaction. On the other hand, this result supports the findings of a study by Denti et al. (2012) that since people executes selective self-presentation on SNSs, they are more likely to compare themselves to others and might see their selves as lesser compared to other persons.

Table (7) envy and self-esteem

Scope of Envy	Self-Esteem		
	Pearson Correlation	P-value	Remarks
Love, family, and relationship	-0.044	0.381	Negatively Very Weak
Money and material possession	-0.037	0.466	Negatively Very Weak
Talents and abilities	-0.074	0.140	Negatively Very Weak
Travel and Leisure	-0.129*	0.010	Negatively Weak
Appearance	-0.008	0.870	Negatively Very Weak
Social interaction	-0.144*	0.004	Negatively Weak
Success in studies	0.022	0.668	Positively Very Weak
Overall	0.048	0.343	Positively Very Weak

Note: P-values with () is significant at 5% level of significance*

Coding: 1 - "Malicious - Highly Envious", 0 - "Benign - Slightly Envious"

The decision is to reject the null hypothesis (there is no significant relationship between the two variables) if the computed p-value is less than or equal to the 0.05 level of significance, otherwise, if the p-value is greater than the level of significance, retain the null hypothesis (there is a significant relationship between the two variables). After testing the seven scopes of Facebook envy, results show that there is a significant relationship between Facebook envy towards other's leisure and travel and social interaction and self-esteem. Since the obtained P-values are greater than the level of significance, $-0.129 > 0.05$ and $-0.144 > 0.05$, we fail to reject the null hypothesis. It means that the higher the Facebook envy encountered towards travel and leisure and social interaction, the lower the self-esteem of the respondents.

Envy and the Filipino Youth's Facebook Exposure

A study by Rouis, Limayem, and Salehi-Sangari (2011) has revealed that although Facebook has a declining effect on the life-satisfaction of students, it still does not pose a significant effect on their academic performance. Their research explained that a student's self-regulation on Facebook usage can help in controlling their presence on the mentioned social networking site. A similar study by Ogedebe (2012) supported these

findings concluding that there are no unfavorable effects on the academic performance of students considering their Facebook usage. Since Facebook exposure have no direct effects on academic performance, the results presented shows that although the participants of study are exposed to Facebook, this does not have a direct effect in the envy that they encounter concerning success in studies.

Table (8) envy and Facebook exposure

Scope of Envy	How often do respondents engage in Facebook activities		
	Pearson Correlation	P-value	Remarks
Love, family, and relationship	-0.010	0.841	Negatively Very Weak
Money and material possession	0.089	0.077	Positively Very Weak
Talents and abilities	0.025	0.620	Positively Very Weak
Travel and Leisure	-0.030	0.550	Negatively Very Weak
Appearance	-0.073	0.148	Negatively Very Weak
Social interaction	0.050	0.322	Positively Very Weak
Success in studies	-0.134*	0.008	Negatively Weak
Overall	0.046	0.363	Negatively Very Weak

Note: P-values with () is significant at 5% level of significance*

Coding: 1 - "Malicious - Highly Envious", 0 - "Benign - Slightly Envious"

The decision is to reject the null hypothesis (there is no significant relationship between the two variables) if the computed p-value is less than or equal to the 0.05 level of significance, otherwise, if the p-value is greater than the level of significance, retain the null hypothesis (there is a significant relationship between the two variables. After testing the seven scopes of Facebook envy, results show that there is a significant relationship between Facebook envy towards success in studies and Facebook exposure. Since the obtained P-value is greater than the level of significance, $-0.134 > 0.05$, we fail to reject the null hypothesis. It means that the higher the Facebook envy encountered towards success in studies, the lower the respondents' Facebook exposure.

Conclusion

Based on the discoveries of the study, the following conclusions are drawn: First, the researchers found out that the majority of the students from Polytechnic University of the Philippines are exposed to social networking sites specifically Facebook. Second, obtained results conclude that the study participants experience benign envy rather than malicious envy considering the 7 identified scopes of Facebook envy: love, family, and relationship, talents and abilities, success in studies, money and material possession, travel and leisure, appearance and social interaction. Although they experience benign envy, results have revealed that they have a high average level of self-esteem. The researchers also investigated the relationship of Facebook envy to social comparison, self-esteem, and Facebook exposure. For the test of the relationship of Facebook envy and social comparison, results revealed that the higher the envy for travel and leisure, the lower the downward social comparison. While the higher the envy for social interaction, the lower the upward social comparison. The test for the relationship between Facebook envy and self-esteem suggested that the higher the envy for travel, leisure and social interaction, the lower the self-esteem. Lastly, obtained results also indicate the higher the envy for success in studies, the lower the Facebook exposure.

Recommendation

This research presents the astounding results that social networking site like Facebook is a breeding ground for envy. According to the researchers' findings, exposure to such sites triggers negative emotions, particularly envy. The users may find the posts of their friends' material possessions, success, abilities, or relationship, travel, and leisure as envious factors that could affect their self-esteem. This research might be

helpful to all of us since envy is a ubiquitous feeling and a worldwide phenomenon and thus, the following recommendations are suggested:

1. To the Facebook users, the results shown in this research clearly tells us that the higher the exposure in Facebook, the higher the possibility that you could feel envy. The researchers suggest that it would be the best of we limit the time we spend on logging into social networking sites like Facebook. After all, it goes back to the old saying: “Too much of anything is bad for anyone.”
2. To the students, limit the time you spend on Facebook as well. You, the youth, are more prone to envy because you access the social networking sites more often than adults. It may negatively affect your self-esteem too because you are on the stage of developing it. Seeing other’s statuses about their wealth, success, and happiness, might trigger you to compare your life with the others. You may look down on yourself and not be happy with your life. It may distract your studies too. The researchers highly recommend that you should spend your time on the things that you need to prioritize, and that is your education. Remember, you are supposed to change the world, not just changing status updates and profile pictures. Your education and achieved goals are the best things that you should be boasting of in Facebook.
3. To the parents, “Train up a child in the way he should go. Moreover, when he is old, he will not depart from it” (Proverbs 22:6). With the widespread proliferation of Facebook here in our country, it is possible that your child have experienced or will experience envy among the lives of the others. Your guide is what your children needs. Instead of letting them spend their free time in using Facebook, offer them a quality time with you. Perhaps, the best gift that you could ever give to the

people you love is time. It will not only save them from negative emotions, but it will also deepen your relationship.

4. To the society, we are what we make. We made the technology, and yes, it helped and changed our lives. However, we are also continuously creating what may seem to destroy us. We created the technology and everything in it. So we must not be slaves to it. We have to take control, discipline ourselves, and be more compassionate with each other. Let our Facebook posts are not a factor to downgrade other people's view of their self-worth, but be an encouragement to them. Let us not be self-centered and self-promotional at all times. Sharing pictures of what we've bought and what we eat is not bad. However, maybe sharing your blessings with others is better. Also, since Facebook is built for communicating, let us use it as a communication tool. To connect with the people, and to feel that we care. Make a social media community filled with harmonious relationships.

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