

# Social Comparison Orientation in Social Networking Sites and General Health & Well-being among University Students: Role of Narcissism and Self-esteem

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## ABSTRACT

**Aim of the Study:** The aim of the study was to examine the connection between social comparison orientation in social networking sites and general health & well-being among university students. The study further evaluates how narcissism and self-esteem play a part in this relationship

**Methodology:** The study based on correlational research design. A sample of 500 university students with (M =1.50 and SD=.50). Age range of participants was 18 to 30 years, taken from different universities students from Sargodha and Faisalabad, having an equal proportion of males and females. Only those university students who were currently using at least four social networking sites from last 6 months like Facebook, Instagram, snapchat, were selected. Unmarried university students and those with any physical and psychological illness and married were excluded from the study. Different measurement scales were used for the data collection like social comparison orientation Scale: (Gibbons & Buunk, 1999), General health & wellbeing scale short form of SF- 36 (Ware & Sherbourne, 1992), Hypersensitive Narcissism Scale (Hendin & Cheek, 2013), self-esteem Scale (Rosenberg, 1965).

**Findings:** Result of study explained social comparison orientation and general health & well-being were positively correlated and subscales of social comparison orientation and general health & well-being. There is also a positive correlation between social comparison orientation and Narcissism and negative correlation with self-esteem among university students. Stepwise Regression analysis showed that General health & well-being was significantly predicted by social comparison orientation whereas narcissism was not identified as an important indicator in this outcome. Mean differences among study variables result showed that there were major differences in social comparison orientation, self-esteem while a non-significant difference on general health & well-being with relevance to gender and age among university students.

**Conclusion:** Social comparison orientation effects negatively on general health and well-being in university students. It also relates negative self-esteem among them.

**Keywords:** Social Comparison Orientation, Self-esteem, Narcissism, General Health and Well-being.

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## Introduction

Social comparison orientation describes how often and how often a person compares oneself to other people. While social comparisons are almost universal, certain circumstances may influence a person's propensity for or frequency of doing so (1999; Buunk & Gibbons). According to Festinger's theory (Festinger's, 1954) of social comparison individuals basically obsessed to comparison of their own opinions or abilities with others in order to be a trait of personality (Robinson & Yang, 2018) that supports persons not only improve their behavioral decisions but t supports persons not only improve their behavioral decisions also self-awareness understand their own situation.

The importance of social networking sites in our daily lives is growing, as is the curiosity of many scholars. (Boyd & Ellison, 2007). Social networking sites helps people to facilitation in following matters (1) within a bounded system, semi-public profile or construct a public (2) describe a list of additional users they are connected to, (3) browse and explore their relationship list as well as those others have formed using the platforms There are many different social networking sites (Ellison, 2007) with Twitter, Facebook, Instagram, and Snapchat being the most popular. Statistics depend on demographics, but most users of social media sites are within their ages of 18 and 24. The choice of whether to include all four of these social media networks in this study was influenced by their growing popularity and usage among younger generations. simple terms (Fox et al., 2014). users of Social Networking Sites upload their own personal data or information in many ways like through sharing or posting their videos or pictures so that other users can "like" their movies, photos, or conversations with other users in public (by referencing other users in posts), independently from other users, or privately (by contacting a specific user).

Narcissism's mentality and actions are determined by the characteristics of social media platform used, or more precisely, by the degree to which the social media site facilitates it. For example, it exists to make sure that the vehicle allows by uploading photos, making movies, talking about private matters, applying filters, or utilizing other features of social networking tools. This holds true because narcissistic traits that a person already possesses manifest themselves in many forms on social media (Baumeister & Bushman, 2014). Self -presentation" is part of narcissism that refers to a broad range of behaviours, including how you dress, how you drive, how you hide your worries so that others may see you are at ease, and how you move. Social networking has increased recently. Platforms have become a modern kind of self-presentation.

Narcissism is defined as the desire for admiration or attention. Social media users desire to establish connections with some other individuals on social media. Previous research has linked narcissism with Facebook addiction. Facebook is both a cultural and social trend in an independent culture. Facebook addiction is more likely to be more severe in outgoing personalities. Extroverts desire unrestricted interaction with friends as well as the online environment for greater stimulation and a larger social network, according to study findings. Additionally, it was discovered that Facebook usage was higher among those with lower conscientiousness ratings. Social networking sites had little effect on those who had the trait of openness. Additionally, agreeableness and neuroticism have little effect on Facebook users. (Wilson et al., 2010). Mehdizadeh examined and surveyed 100 Facebook users in that study to look into the consequences of narcissism and self-esteem on the social networking site. Social media sites have made clear a brand-new technique for managing first impressions, and self-expression on social networks provides a forum for expressing low self-esteem as well as a technique for examining self-image (Mehdizadeh, 2010).

Previous studies have demonstrated a link among social networking site utilize both narcissism, and the majority of those studies show that more narcissistic levels are connected with social networking site use. are likely to result in increased use of social media sites (Bergman et al., 2011). Social networking site usage or narcissism may be related to one another in accordance with the "reinforcing spirals" paradigm, which contributes to the development of cross-lagged methodology. For instance, a one year longitudinal research investigation by (Halpern et al., 2016) discovered an association between the

prevalence of narcissists making selfies as well as the increasing frequency of selfie-taking, which can progress to higher levels over time.

A person's self-esteem is defined as their opinion of oneself, whether it be favorable or unfavorable. The degree to which they feel capable and deserving of respect is indicated by this (Coopersmith, 1967). Self-esteem serves a range of both social and existential purposes, including belonging to a community and discovering one's purpose in life. It's interesting to note that self-esteem can be thought of as both a mostly stable attribute gradually as well as a fluid condition which responds to commonplace occasion and circumstances (Heatherton & Polivy, 1991). In particular, we argue that regular Utilization of social media may impact trait self-esteem, whereas casual use, like limited exposure to an unfamiliar profile on social media in a lab context, may affect state self-esteem. Prior studies have shown frequent FB use is linked to higher rates of depression and lower wellbeing (Feinstein et al., 2013).

The psychological idea of self-esteem is one's evaluation of oneself, whether it be favorable or unfavorable. According to several theories, everyone needs to have their self-esteem maintained or improved. Scholars' findings on the connection between Facebook use and self-esteem are conflicting. Most research have revealed that Facebook use is higher in individuals who have lower self-esteem. Some authors have used the social compensation hypothesis to interpret this result. Social compensation theory, referred to as the poor get wealthier theory contends that individuals who are introverted individuals who have low self-esteem, and those Social anxiety sufferers are more likely to be motivated to engage in social networking sites for making up for their unsatisfying interactions with others. (McKenna et al., 2002). According to this notion, young individuals who are socially engaged can gain significant advantages from using social media for communication: socially outgoing people are more likely to use friend-networking platforms to enhance their social networks. Few studies, however, have shown evidence that those who have a favorable opinion of themselves spend longer on FB (Ghosh & Dasgupta, 2015).

According to this study, 236 participants in South Korea conducted an online survey to acquire data on how social comparison oriented on social media sites affects general health & well-being (Lee, 2020). According to the findings, a social comparison orientation has a detrimental impact on psychological health. Social networking sites with a focus on social comparison might elicit negative thoughts, feelings, or emotions that damage one's self-worth, perception a sense of mental health or social support. Recommendations for upcoming studies that have been carefully considered in addition to practical and hypothetical suggestions (Yang et al., 2021). Additional research also showed that few details are known regarding the connection among mental health and social comparison, particularly in a psychological context setting. 304 pupils are undergraduates. four psychological capitals like self-efficacy, optimism, hope, resilience, also observed the mediating consequence of these components or their association among mental health or social comparison orientation. Results show that psychological health must be considered in elevation of psychological well-being, two types of social comparison orientation having reverse effects on mental health.

General Health defined as "harmonious functioning of the organs". Modern concepts of health typically refer to a greater ability for self-realization and fulfilment rather than merely the lack of illness (Svalastog et al, 2017). Health and wellbeing are related to one another if the WHO (World Health Organization, 1998) health is defined as "a dynamic state that includes full physical, mental, spiritual, and emotional health, and not only a lack of illness and impairment it is both a cause and an effect of health" The idea of wellbeing as well as the life satisfaction in connection to health differ from one another (Copenhagen, 2013).

To better understand alterations in psychological health and personality, our objective was to study these topics with a bigger sample size. factors among various social networking site non-users or users due to a lesser number of past studies completed on Tick Tok or Instagram users. According to what we know, this has been the initial study to examine the connections between mental health or personality traits or

online behaviors among huge sample of Instagram or Twitter users. This research was a share of greater research mission, the social networking sites -Nara Study, which has discovered relations among social networking sites uses, mental health or personality characteristics/traits. There are five main social networking sites were distinctly explored like as Facebook, Whatsapp, snap chat, TikTok or Instagram.

### ***Rationale of Study***

Public health concerns about the function of social comparison orientation as well as its impact on general health and well-being have grown, many studies focused on suicide has been increased due to increasing rate of social media used as risk factor of suicides are different social networking sites. Internet use is an inactive behavior that raises the risk of health-related concerns or problems, including sleep deprivation, weariness, pain, and restlessness, as well as several psychological problems (Iannotti et al., 2009). In this study, the attitude toward social comparison function in social media sites was observed and its effect on general health & wellbeing of university students. Prior studies also support that psychological and physical health are directly influenced by lifestyle choices such as lack of physical activity, smoking rates, a lack of social interaction, not being involved in academic studies or even other activities, etc. Even though social comparison orientation strongly impacts university students' physical health in many ways, including serious physical illness, physical complaints, extreme tiredness, pain, etc. (Ohrnberger et al., 2017).

The previous literature has much focused on emotional problems and link of social media yet some studies has turned its side and asses the effect of social comparison orientation in general health & wellbeing. Currently the OPD are representing may health issues in youngsters to evaluate the purposes and the role of nature or the leading risk factors in their medical issues. So, the current study would be helpful to assess this role more accurately and studied it for their betterment. And this study would be very help full in to add literature for future study.

### ***Objectives of Study***

- To find out the relationship between social comparison orientation on social networking sites and general health & well-being among university Students.
- To find out the relationship between self-esteem and general health & well-being among university Students
- To assess the relationship between social comparison and Narcissism among university Students
- To assess the relationship between narcissism and self-esteem among university students.
- To find out the difference on social comparison orientation, among university students in the terms of their gender, age and level of education.

### ***Hypothesis of Study***

- There would be a significant relationship between social comparison orientation on social networking sites and general health & wellbeing among university students.
- There would be a significant relationship between self-esteem and general health & wellbeing among university students.
- There would be a significant relationship between social comparison orientation on social networking sites and Narcissism among university students.
- “There would be a significant relationship between self-esteem and Narcissism among university students”.
- General health would be significantly predicted by social comparison, narcissism and self-esteem among university students.

- There would be a significant difference in social comparison orientation, General health, self-esteem and narcissism with difference in gender and age among university students.

## Material and Method

The study was followed correlational research design to study different variables and determining the variables for the outcomes that could be predicted. Purposive Sampling method was employed to choose the participants. A sample of 500 university students with ( $M = 1.50$  and  $SD = .50$ ) that were drawn from different universities having equivalent proportion of male and female. Participants ranged in age from 18 to 30. Only those university students were selected who were using least four social networking sites from last 6 months currently like facebook, Instagram, snapchat, and WhatsApp. Unmarried university students were included and the students having any physical and psychological illness or married not to be included.

Table 1: *Demographic characteristic of study Participants (N = 500).*

Demographic variables	<i>F</i>	%
Gender		
Male	250	50
Female	250	50
Age		
17 – 20	354	70.8
21 – 28	146	29.2
Family system		
Nuclear	298	59.6
Joint	202	40.4
Monthly income		
15000 – 45000	204	40.9
46000 – 60000	155	31.1
61000 – 100000	140	28.1
Mother and Father working		
Yes	82	16.4
No	418	83.6
CGPA		
1.5 – 2.5	24	4.8
2.5 – 3.5	48	9.6
3.5 – 4.00	428	85.6
Semester		
1 <sup>st</sup> - 3 <sup>rd</sup>	279	55.8
4 <sup>th</sup> – 6 <sup>th</sup>	209	41.8
7 <sup>th</sup> – 10 <sup>th</sup>	12	2.4
Faculty		
Basic science	116	23.2
AHP	1	0.2
Arts and social science	157	31.4
Engineering	57	11.4
Life science	90	18.0
Management science	20	4.0

Pharmaceutical science	50	10.0
Physical science	1	0.2
Political science	7	1.4

### ***Measurement Scales***

***Social comparison orientation Scale (Gibbons & Buunk, 1999).*** 11-item scale that is used to measure social comparisons. This scale was a Likert scale. Response choice ranging from 1 (strongly disagree) to 5 (strongly agree). Greater scores show extra propensity to socially compare. This as scale has shown reliable or consistency Cronbach's alphas between.78 and.85 (Gibbons & Buunk, 1999).

***General health & wellbeing scale (Ware & Sherbourne, 1992).*** The Short Form Health Survey (SF-36), 36 items questionnaire was established by (Sherbourne& Ware, 1992). The SF-36 scale was primarily used to assess the general population's quality of life. This test evaluates eight aspects of health, including physical functioning of the body, physical role of the body, pain in the body, general health, energy, social functioning of the individual, emotional role, and psychological health. These subscales rate the related a measure of life's quality from 0 to 100, with 0 representing a poor quality of life and 100 representing a good standard of living. With the possible exception of the vitality subscale ( $\alpha = 0.65$ ), the range of Cronbach's coefficients is 0.77 to 0.90.

***Rosenberg self-esteem Scale (Rosenberg, 1965).*** 10-item scale firstly designed to know about teenagers' global emotional state or emotional of self-esteem or self-worth. This scale was Likert scale. From 1 (strongly disagree) to 7 (strongly agree), respondents evaluate their responses. Scores that are higher indicate self-esteem. This scale represented reliability or test-retest consistency (.82 to .85) .uni dimensionality or internal reliability (.77 to .88)

***Hypersensitive Narcissism Scale (Hendin & Cheek, 2013).*** The hypersensitive narcissism scale established by Cheek or Hendin evaluates hidden narcissism or self-love (Hendin and Cheek, 2013). The hypersensitive narcissism a new measure derived by associating the questions of MMPI-based measure composite of covert narcissism using the Murray's Narcissism Scale. This scale comprises of 10 items its response rate ranging from 1 to 5 (very uncharacteristic) to (very characteristic). Its show's internal reliability ( $\alpha=0.629$ ) and construct validity ( $r=0.63$ ).

### ***Procedure***

In order to complete the requirement of the current research the proper Authors' informed consent was obtained before scales were used. Data was gathered from different universities of Punjab. The initially permission was taken from the HOD, s of the different department of the students after that informed consent was taken from the study's participants. participants was the right to withdraw. Demographic information sheet was used to collect background information with to gender, age, CGPA, faculty, departments etc. of the students. The answer of the participants was recorded cautiously and data was further analyzed through SPSS. The researcher had handled the questions of the participants before, during and after the form completion. In the end the researcher was grateful of the participants for their cooperation and involvement regarding the research.

### ***Ethical Consideration***

While conducting the study, all ethical concerns were taken into consideration. The participants were informed of their rights and, obviously, the purpose of the study was made clear before any data was collected. The additionally, participants were told that their opinions and any confidential information would be protected and only be used for study.

### ***Result***

All scales utilized in this investigation for the current sample were found to be reliable. The values for reliability of assessments, measures were sufficiently significant to require further study in light of the current research Hypothesis. The result of correlation showed social comparison has an extremely strong association with overall general health ( $r = .12, p < 0.01$ ) and with its subscales physical functioning ( $r = .11, p < .05$ ) and emotional wellbeing ( $r = .13, p < .05$ ) the subscale of social comparison Ability has positive correlation with overall general health ( $r = .11, p < .05$ ) and with its subscales physical functioning ( $r = .16, p < .001$ ) and emotional wellbeing ( $r = .09, p < .05$ ). another subscale of social comparison orientation Coping has positive correlation with overall general health ( $r = .11, p < .05$ ) and with its subscales like physical functioning ( $r = .13, p < .01$ ) and emotional wellbeing ( $r = .14, p < .01$ ). Social comparison has positive correlation with narcissism ( $r = .20, p < .001$ ) and with its subscale like oversensitivity ( $r = .23, p < .001$ ). Self-esteem has negative significant correlation with narcissism ( $r = -.11, p < .01$ ) and with its subscale like oversensitivity ( $r = -.12, p < .001$ ).

Step wise Regression of social comparison, self-esteem and narcissism for general health & wellbeing was calculated the results shows that in step 1, the value of  $R^2 .09$  showed that the self-esteem explain 09 % variance in the general health variable with  $F(1, 498) = 53.73, p < .001$ . In Step 2, the  $R^2$  value of .11 showed that the self-esteem and social comparison explained 11% variance in the general health variable with  $F(2, 497) = 33.09, p < .001$ . Thus, this finding suggests that self-esteem and social comparison are related. significantly predicted on General health ( $\beta = .14, p < .01$ ) ( $\beta = .32, p < .001$ ).

T-test, were used to see the differences among different variables mean, SD, and t-values for male and female students on total social comparison orientation, General health, Self-esteem and Narcissism the result the non-significant mean differences on Gender of university students in their social comparison orientation and General health & wellbeing with  $t(498) = -.37, p > .05$ . and  $t(498) = 1.57, p > .05$ . While on another hand the result of T test indicates the significant mean differences on gender of university students in their self-esteem and Narcissism ( $t(498) = 2.70, p < .01$  and  $t(498) = -4.13, p < .001$ . Males outperformed females in terms of self-esteem, whereas females outperformed males in terms of narcissism.

T-test, result shows that t-values for the mean, standard deviation, and age of university students on total social comparison, general health, Self-esteem and Narcissism. the result the non-significant mean differences on Gender of university students in their social comparison orientation and General health & well-being with  $t(498) = -.37, p > .05$ . and  $t(498) = 1.57, p > .05$ . While on another hand the result of T test indicates the significant mean differences on gender of university students in their self-esteem and Narcissism ( $t(498) = 2.70, p < .01$  and  $t(498) = -4.13, p < .001$ . Males outperformed females in terms of self-esteem, whereas females outperformed males in terms of narcissism.

Table 2: *Inter correlation among Study Variables (N = 500)*

Variables	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18
1. Self esteem	-	.84***	.86***	-.06	-.123***	-.06	-.11**	-.07	-.03	.31***	.10	.16***	.81***	.23***	.34***	.11*	.12**	.24***
2. Positive self-image		-	.47***	-.01	-.18***	-.12**	-.19***	-.03	.01	.24***	.07	.12**	1.52**	.16***	.27***	.10*	.09*	.19***
3. Negative self-image			-	-.08*	-.02	.01	-.01	-.08	-.06	.29***	.10*	.15**	.15***	.23***	.32***	.09*	.118**	.22***
4. Social comparison				-	.23***	.08	.20***	.91***	.87***	.12**	.16***	-.00	-.00	.00	.13**	.03	.02	.01
5. oversensitivity					-	.43***	.90***	.20***	.21***	-.00	.07	-.06	-.04	-.05	-.04	-.15**	-.04	.05
6. Egocentrism						-	.77***	.05	.09*	-.02	-.03	-.05	.04	.04	-.02	-.16***	-.00	.02
7. Narcissism							-	.17***	.19***	-.01	.03	-.07	-.01	-.01	-.04	-.18***	-.03	.05
8. Ability								-	.59***	.11*	.16***	-.02	-.01	.01	.09*	.04	-.00	.01
9. coping									-	.11*	.13**	.00	.01	.00	.14**	.01	.05	.01
10. general health										-	.69***	.64***	.53***	.40***	.53***	.47***	.41***	.50***
11. physical functioning											-	.25***	.08*	.02	.10*	.17***	.09*	.12**
12. Physical health												-	.46***	.19***	.22***	.24***	.22***	.22***
13. Emotional problem													-	.15***	.24***	.30***	.22***	.18***
14. Energy														-	.40***	.20***	.12**	.30***
15. Emotional wellbeing															-	.30***	.29***	.36***
16. Social functioning																-	.36***	.21***
17. Pain																	-	.23***
18. General health																		-

Table 2: The result showed that there is significant correlation between social comparison orientation and General health & wellbeing among university students.



**Table 3:** Step wise Regression Analysis Showing the effect of social comparison, Self-esteem and Narcissism on General health (N = 500).

Variables	B	SE	R <sup>2</sup>	ΔR <sup>2</sup>	95% CL	
					LL	UL
<b>Step 1</b>			.096	.097		
Constant		98.8			985.24	1373.57
Self-esteem	.31***	5.41			29.04	50.31
<b>Step 2</b>			.118	.114		
Constant		138.13			579.57	1122.39
Self-esteem	.32***	5.36			30.21	51.30
Social comparison	.14**	2.60			3.65	13.90

Note. CI = confidence interval; LL = lower limit; UL = upper limit; SE = standard error;

Table 3 showed that general health is significantly predicted by social comparison, self-esteem while narcissism was not found a significant predictor in this result.

**Table 4:** Mean, Standard deviation and t – Values for Women and Men on Total social comparison, General health, Self-esteem and Narcissism (N= 500).

Variables	Women (n = 250)		Men (n = 250)		t (498)	P	95%CI	
	M	SD	M	SD			LL	UL
Social comparison	35.31	7.06	35.06	7.99	-.37	.70	-1.57	1.07
General health	1856.45	431.24	1921.92	496.27	1.57	.116	-16.22	147.16
Self esteem	17.44	3.43	18.32	3.82	2.70	.007	.240	1.51
Narcissism	30.35	6.17	27.90	7.02	-4.13	.000	-3.60	-1.28

Note. CI = confidence interval; LL = lower limit; UL = upper limit; SD = standard deviation;

Table 4 showed that there is significant gender difference on self-esteem and narcissism as compared to social comparison and general health among university students.

**Table 5:** Mean, Standard deviation and t – Values for age on Total social comparison, General health, Self-esteem and Narcissism (N= 500).

Variables	(17 – 20)		(21 – 28)		t (498)	P	95%CI	
	M	SD	M	SD			LL	UL
Social comparison	35.26	6.96	34.99	8.78	.36	.000	-1.18	1.72
General health	17.94	3.74	17.74	3.46	.52	.57	-.518	.898
Self esteem	29.57	6.31	28.05	7.52	2.01	.01	.225	2.81
Narcissism	186.34	453.29	1947.0	490.92	-1.78	.75	-171.4	8.12

Note. CI = confidence interval; LL = lower limit; UL = upper limit; SD = standard deviation

Table 5 showed that there is significant age difference on social comparison and self-esteem as compared to general health and narcissism.

## Discussion

In this current study equal number of university students were taken Male (50%) and female (50%). Age range of the participants was 17 – 20 (71%) while 21 – 28 was (29.2%). When we discuss about family system (59.6%) students belongs to nuclear and (40.4%) belongs to Joint family system. (40.9%) students are those whose family Monthly income is 15000 – 45000, (31%) students whose income is 46000 – 60000 while (28%) students whose family income is 61000 – 100000. On other hand (86%) of the students having 3.5 – 4 CGPA. Students belongs to different semesters and faculty like basic science, social science, life science etc. were included.

In this current study the outcome indicated that the social comparison orientation has significant relationship with General health & wellbeing among university students. The findings suggested that universities have students who had reported High social comparison orientation is associated with good general health and well-being. As previous results also support this Like as social comparison and physical functioning has positive significant its mean that when the social comparison increase then physical functioning of the participants will also increase (Arigo D, et al., 2020). as you know that different people compare their bodies and try to compare with others as physical fitness they mostly compare with celebrities and compare their body images and try to make it beautiful they try join gyms and involve themselves in different physical activities like yoga, physical games, morning walk etc. more negative social comparison would be linked with the impression of more physical symptoms and that more positive social comparison would be associated with the perception of fewer physical symptoms as social comparison of two ways positive and negative (Dibb, 2019). For example, a chronic illness might affect someone's assets, life quality, and life expectancy, which can lead to psychological stress, stress, and concerns about the future. These psychological conditions should make it more likely that people will employ social comparisons to satiate their increased informational craving (Arigo & Danielle, 2012).

On other hand when we discuss about the subscales of social comparison orientation like coping and Ability showed positive correlation with over all general health & well- being as well as with its subscales physical functioning and emotional well-being. Previous researches also revealed that social comparisons of capability, well-being, and stress, demonstrating that those who compare themselves to others tend to experience these negative effects. that how much they are intelligent or having better life from others while students compare their abilities in the sense of academics that how much they are intelligent from others these are all totally based social outcomes have a significantly higher likelihood of seeing both a major increase and decrease well-being or worry via Social Networking Sites addiction (Kim H, et al., 2021). When we discuss about physical functioning previous researches also revealed that social comparison occurs frequently among people who are at risk for health problems. Patients often participate in social comparison which focuses comparing those who are better affluent to some others who less fortunate with a view to preserving or increase their degree of wellbeing and on those who are better than of oneself in order to determine with them. These outcomes are consistent with those seen in other studies involving chronic illness patients who more regularly employ these beneficial or positive social comparison techniques (Terol Cantero, et al., 2021).

The outcomes also indicated that social comparison orientation, self-esteem stronger predictor of General health & Well-being these significantly bring changes and play vital role in general health due to increase or decrease in these variables directly bring changes in general health. In the term of social comparison orientation when we discuss about the result When we discuss about self-esteem of a person involves in positive actives of life like physical activities, positive thinking about life, positive thinking about others, social gathering, social activities, healthy life style etc. while using the social media many individuals try to compare their self with other that how much our life is better than others and try to compare themselves with luxury life style of others (Johnson, 2021). When we discuss about narcissism that how its effect General health and wellbeing. Previously published, research on narcissism, physical and mental health, risky behaviours, and physical health effects, such as mortality risk. It is uncommon for research to look beyond self-reports and include the physiological factors that contribute to the narcissistic personality, however, given narcissistic urges to enhance oneself, it is imperative to use such methods. (Konrath & Bonadonna, 2014).

On other hand when we discuss about gender difference on social comparison orientation, Self-esteem or Narcissism. The findings revealed a sizable gender a distinction between men and women of university students. and it was found that male scored high as compared to female in the scores of total scores of self-esteems and female scored high on Narcissism as compare to male. previous researches also discuss about the self-esteem there is significant difference observed as men has more self-esteem compare to women because women are morely influences by the cues of the social networking sites as compare to

men (Huang,2017). Female scored high on Narcissism as compare to male. Previous research support that as you know that women are more emotional, sensitive and attention seeker as compare to men So that's why women have greater tendency of narcissism as compare to men (Weiser, 2015). Previous research support that as you know that women are more emotional, sensitive and attention seeker as compare to men. Social networking site is one of the major sources for these types of people to gain positive compliments, views. Likes and followers. previous studies have shown that the levels of narcissism among study participants vary greatly by gender. As a result, women are generally more narcissistic than males, and research has shown there are substantial gender differences in narcissistic tendencies on social media (Weiser, 2015).

As same as when we discuss about the result of age difference on social comparison orientation, Self - esteem and Narcissism. The significant age difference was observed in male and female of university students. Social comparison was high in younger age as compare to older age on other hand when we discuss about self-esteem it was high in older age as compare to younger age. As previous research results also revealed that social comparison is more in younger age as compare to older age because at younger age young adults' compare with others at different level and try to more competent from others. Younger age adults use different social networking sites and try to compare their self at different level mean they uploads their pictures, daily life videos, they try to present their self-more attractively as compare to others that they are living their life more happily and enjoying their life with full of joy (Bruin et al., 2020). On another hand if we discuss about the self-esteem its increase with age when its move from younger to older age because at younger age person is more sensitive and emotional and not see the facts of problems or about their life with age maturity these all things leaned with experiences. As younger age people more likely to use different social networking sites due to this social comparison also increased due to this, they start to compare their life with other who is more succussing in their life, or flashy life styles which are attached by our innate propensity of need and social information, through this they experience to such social info leads towards comparative appraisals and negative evaluations about their self (Wagner, et al., 2015).

## **Conclusion**

The finding showed that social comparison orientation, self-esteem relate negatively with general health and wellbeing among university students. Step wise Regression analysis, results showed that General health & wellbeing significantly predicted by social comparison orientation or self-esteem, narcissism was not found an important or significant predictor in this result. T-test results showed that general health & well-being is significantly predicted by social comparison orientation, self-esteem and narcissism. And result showed there is significant distinction between genders among university students on self-esteem or narcissism as compared social comparison orientation and general health & well-being. The result revealed that is there significant age difference on social comparison orientation and self-esteem as compared to general health & well-being and narcissism.

## ***Recommendation and Suggestions***

Future studies should also be focused on social demographics structure in many social networking sites that emphasize social comparison. in this study, social networking sites were investigated as a common platform used by Pakistani university students. Future studies should examine the driving requirements in relation to the specific academic social networking sites, like Linked in. Additionally, the sample consisted mainly of students. Although there is no reason to believe that the outcome would alter with a sample that was more gender balanced, future research should study the scale in a more universal way. Future research can use a larger sample size because Pakistan has the most subscribers worldwide. Future research can support self-reported symptoms with physiological indicators like blood pressure, skin conductance, and heart rate, which have been shown to be accurate indicators of substance abuse and internet addiction. Because our research used correlation measurements, sweeping conclusions are not appropriate. Studies on the use of Facebook, twitter, Tick Tok, snap chats, Instagram, and Watts in

Pakistan are urgently needed to determine why these apps are becoming more and more popular in India and, particularly, rural Pakistan. The degree and nature of use within adults or students can be researched and compared. Future research can concentrate on the structural characteristics of all these social networking sites and also how they affect both physical and mental health.

### **Limitations**

- As it was thesis of MPhil time was too short or limited to conduct this study. So, thesis was submitted on due date.
- As the result is based on data of student population therefore a greater number of data could serve the results more effectively.
- The data was collected from one culture and the diversity of culture norms could also be studied.
- In this study the psychological factors are not studied so these factors could also be required.
- The present study mainly focused on university students, so early adolescence should also be a focus of the study.

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### **Conflict of Interest**

Authors declared no conflict of interest.

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### **Ethical Approval**


The proper ethical approval was sorted as the study involves human population. The Departmental BOS initially approved the synopsis of research. Then further Ethical Committee of Research in GCUF, Pakistan has given the ethical approval for conducting the research.

### **Informed Consent**

Informed consent was obtained from all participants included in the research.

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