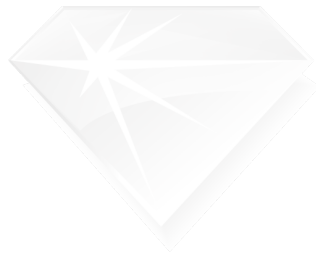


THE DARK SIDE OF FACEBOOK ON VIETNAMESE YOUTH



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THE DARK SIDE OF FACEBOOK ON VIETNAMESE YOUTH



Quyên Do

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This Independent Study Manuscript Presented to
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Master of Communication Arts

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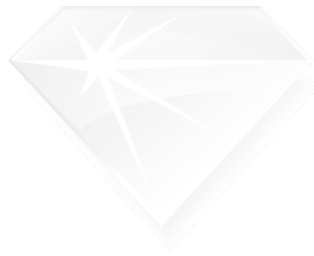
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ABSTRACT

This research delves into the intricate dynamics of Facebook usage among Vietnamese youth, exploring the adverse effects on their well-being and social behaviors. With an increasing reliance on social media platforms, particularly Facebook, among the youth demographic in Vietnam, this study aims to shed light on the darker consequences associated with such extensive engagement. Utilizing quantitative methodology, an online survey was administered to 261 Vietnamese citizens, with a focus on individuals aged 13 to 25 in alignment with the research objectives. The survey instrument comprised 24 questions, encompassing essential demographic inquiries such as age, gender, and education level. Additionally, participants were asked about the frequency of their Facebook usage, and the questionnaire included queries assessing the extent of Facebook addiction and its impact on the respondents. Responses were gauged on a five-point Likert scale, ranging from 1 (Strongly Disagree) to 5 (Strongly Agree). To analyze the gathered data, statistical methods, including Multiple Regression Analysis facilitated by SPSS software, were employed. The results reveal a concerning association between Facebook usage and negative outcomes, including decreased self-esteem, heightened tendencies towards false self-presentation, and an alarming correlation with self-harm behaviors among Vietnamese youth. Despite the popular platform's widespread positive use, this study highlights the imperative to recognize and address the negative facets of Facebook's impact on the psychological and social well-being of the younger generation. The implications of these findings extend beyond individual experiences to broader societal considerations. Addressing Facebook addiction and its consequences is crucial for developing informed interventions, and fostering a healthier online environment for Vietnamese youth. This research contributes valuable insights to the ongoing discourse on the nuanced effects of social media,

particularly Facebook, on the youth demographic in the Vietnamese context.

Keywords: Social media addiction, Vietnamese teenagers, Facebook, Self-esteem, Self-presentation, Self-harm.



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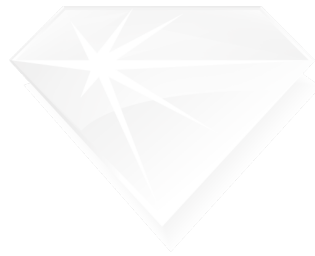
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CHAPTER 1

INTRODUCTION

This is the opening chapter of an introductory independent study entitled “The dark side of Facebook on Vietnamese Youth”. This chapter covers information about Rationale and Problem Statement, Learning objectives, Research scope, Research questions, Significance of the Study, and Definition of terms.

1.1 Introduction

Founded in 2004 by Mark Zuckerberg and his associates, Facebook serves as a cost-free virtual social network, fostering various communication channels. In the contemporary digital era, characterized by diverse connectivity options, Facebook emerges as a prevalent social platform, especially among the younger demographic. As emphasized in Zayed's blog post “Facebook addiction symptoms, causes, and effects” on Diamond Rehab Thailand (April 2023), the extensive adoption of Facebook comes with challenges. Many young individuals wrestle with addiction to this social media platform, highlighting the adverse effects linked to its widespread utilization.

Facebook not only brings a lot of benefits to users, because of its fast speed of information, rich and diverse content about work, activities and social life for young people but also causing many bad consequences such as cyberbullying, depression, mental disorder or self-harm and suicide thoughts. The outstanding feature of Facebook is fast information, abundant, but mixed between good information and bad information, lack of information orientation, ideology, no one is responsible and no one is verified.

The most worrying thing today that is a lot of information on Facebook contains malicious content, seducing and enticing participants such as: pornographic movies, depraved lifestyle, incitement to violence, provoking war, dividing ethnic and religious solidarity, etc. With the attractive characteristics of social network, Facebook is easier for participants to fall into “the sea of information” at any time without recognized, causing them to distract from their studies, reduce work productivity, mentally sluggish, depressed, and immersed in the virtual world in real

life. This is a factor seriously affects the health, psychophysiology and the formation development of personality and a good lifestyle of people, especially young people (Reddy & Ranjan, 2023). Facebook has been found to impact to the global youth in general and Vietnamese youth in particular on both positive and negative.

1.2 Rationale and Statement of Problem

In the recent years, the development of science and technology has changing to human society in many ways, both physically and mentally. New technology has led to new styles and patterns of communication. While the internet is experiencing an explosive growth, new forms of media are increasingly attracting a large audience. Many internet users are young people, starting to look for a place to satisfy all their needs for information, entertainment, connection and from there Facebook were born, almost perfectly meeting those needs. Although the progress of mankind with the times is an inevitable law. The outstanding features of social networks are fast connection speed and wide sharing. With just a mobile phone or a computer connected to the Internet, young people can access and participate in many websites, such as Facebook, Zalo, Youtube, Twitter, etc. Although the purpose, method and level of participation in social network are different for each person, one thing in common is seeing it as an essential part of people's everyday life. Facebook is a social network that helps people connects and interacts with each other from all over the world. There, people can express feelings, share images or opinions to everyone. But today, many young people are addicted to Facebook which means they spend too much time accessing Facebook, sharing too many things about their private life and surrounding issues on their personal pages.

According to a report on the Internet situation in Southeast Asia by the end of July 2013, market research firm comScore indicates that currently the most used social network by Vietnamese people is Facebook with about 13 million people (“2013 Southeast Asia Digital Future in focus”, 2013). Thus, the field of media and journalism in Vietnam that young people are most interested in is Facebook. This also shows that Facebook is a means to influence Vietnamese youth both positively and negatively. In the era known as “The world is flat”, no one can deny the benefits from Facebook, especially young people. There are many utilities that Facebook brings to

users: fast information, a rich volume of information that is constantly updated, there are many entertainment utilities. An important aspect that changes drastically is the form of communication between individuals, groups, and nations is the ability to connect. It can be said that this is an intangible public communication space that creating easiest, most convenient and fastest connection between people through many forms and connections, not limited by spacing and timing. Therefore, the amount of information shared by Facebook is extremely large, extremely rich and diverse.

Many young people already know how to use Facebook for best effectively. They use it as a place to provide themselves with a source of knowledge, improve self-worth, a place to connect the community, a place to share the misfortunes and joys of people with the same heart, sympathize and help those in poor circumstances, needing the support of society. On that basis, many young people have used Facebook to call for donations, and even donate blood to help poor and sick people. There are many young people who also use Facebook as a place to advertise, do business and other activities are very effective, bringing high income.

While Facebook can help individuals connect, an addiction to the social media platform can have a variety of negative effects. First off, it will have an immediate impact on human health, particularly vision. Vision loss can result from spending too much time on a computer or phone. Additionally, cell phone waves are bad for human fertility and cognitive function. Second, there is a decrease in face-to-face interaction as a result of Facebook addiction, with virtual ties taking its place. Emotionless symbols eventually replace expressions and feelings in communication, sometimes even completely replacing them. Third, excessive Facebook sharing also weakens the protection of private data. An other grave effect of Facebook addiction is the depersonalization of individuals. Facebook users only pay attention how many people like and share their posts. Even if they may not fully comprehend an individual or situation, some users are quick to criticize and pass judgment on it. “Keyboard hero” originated from that point on (Pham, 2022).

Nowadays, the fact of young people are addicted to Facebook also causes many consequences such as mental disorders, depression and self-harm thoughts or even commit suicide. According to the World Health Organization (WHO), about 700,000 people die by suicide every year. This is equivalent to one person dying by suicide every 35 seconds. According to 2019 statistics worldwide, suicide is the second leading cause of death for people aged 15-29; in which about 48% of young people are affected by social media sites (World Health Organization, 2019). Through a survey of teens' Facebook messages and activities in the US, Bark found that nearly 75% of them had engaged in conversations or situations involving self-harm or commit suicide (“Bark’s 2021 annual report”, 2021).

According to the Centers for Disease Control and Prevention (CDC), there are preliminary estimates of more than 6,600 suicide deaths among American teenagers between the ages of 10 and 24 in 2020. CDC data also shows that the number of emergency room visits by teenage girls who attempted suicide increased by 51% during the pandemic, while the same number for teenage boys increased by 4% during the same time period. Jordan Smoller, the Jerrold F. Rosenbaum Endowed Chair in Psychiatry at Massachusetts General Hospital said that “Suicide is the second leading cause of death among young people in the United States.” This trend is extremely concerning (DeSmith, 2023).

Also according to the statistical on March of 2022, there are 34.6% Facebook users from 13 to 24 ages in Vietnam. If people use true nature of social networks, it has many benefits; on the contrary, it will bring many negative consequence. In which, self-esteem and self-presentation are the bases for good or bad Facebook users.

1.3 Reasons for choosing the topic

In Vietnam, according to the data of the 2nd national survey on adolescents conducted in 63 provinces and cities, (organized by the Ministry of Health, General Statistics Office, WHO in 2000) over 10,000 young people, there are 409 people (4.1%) have suicidal thoughts. According to other statistics of the Center for Psychological Crisis Prevention (PCP) in Vietnam, adolescents aged 15-24 are the age group with the highest suicide intentions, and the percentage of women who have suicidal thoughts is the highest. The national survey of adolescents and young adults

in Vietnam more than 10,000 people in this age group showed that 4.1% of people have suicide thought, 25% sought to end their lives. The above statistics are like an alarm bell about suicide among teenagers today and the problem cannot be taken lightly (Đông, 2022).

According to the data of a few recent studies in Vietnam, the rate of teenagers with depression is 26.3%, the children who with thoughts of death is 6.3%, the children who planning suicide is 4.6% and children who attempted suicide 5.8%. Although this is not a large-scale study, it only on a small group, small points, but it is worth mentioning that most of the causes of suicide are often due to depressive syndrome. In addition to experiencing their own struggles, children and teenagers suffering from depression frequently face familial issues like parental divorce, friendship and love failures, sex abuse, and lack of support from others. Due to the feeling of validation, acceptance, and belonging they receive from social media, children are compelled to spend more time there. They are eager to share everything about themselves and can also make friends with complete strangers on Facebook, but they are oblivious to the risks that could endanger their own safety, like being called up for harmful challenges, being harassed and bullied, or being solicited for sex. Just because of the rapid development of technology devices and Facebook has made it accessible to young people anywhere and anytime, the young people are caught up in the trends on Facebook and forget about real life. During puberty age between 13 to 19 year olds, young people's thinking and psychophysiology develop very strong. During puberty age between 13 to 19 year olds, young people's thinking and psychophysiology develop very strong. They are easily affected by external factors, causing curiosity, want to learn and want to imitate becomes even more intense (Souza, 2022). While social networks are too large like Facebook, with countless information, graphic violent, sensitive content and bullying type of content, young people spent a lot of their time on social media are more likely to face with mental health problems. The algorithms of social media network such as Facebook have the function of pushing similar content that the user has viewed before. And once users have viewed some related negative content, graphic, etc. Then, the similar content will always show up and causing young people to fall into a dark rabbit hole filled with the content of self-harm, long-term lead to depression and suicide after that.

In addition, the low self-esteem factor about the body of young people on social networks also has a significant influence on self-harm (Matthew, 2023). Some teenagers even describe self-harm and share positively their eating disorder. Nowadays, young people choose a virtual life on social media with the beautiful photos with hot bodies, lovely faces, and radiant pink and white skin by using filters and editing applications. This has impacted the unattainable desire for perfection. It also affects the confidence of young people, gradually falling into obsession with the perfect body and low self-esteem with their own body. Many people on social media even praise unhealthy content such as fasting and showing photos with slim bodies. Some teens even describe self-harm and share eating disorders in a positive light. Accessing these contents and images like this every day will make young people constantly compare their bodies. This condition can lead to anxiety, depression, and even suicide.

In view of this, the main purpose of this study is to understand: “The dark side of Facebook on Vietnamese youth”. In modern society, we have to face the fact that society is increasingly moving towards the so-called “civilization”. The greater of the pressure on people, the more psychological disorders, mental illnesses, and the higher the rate of negativity. The primary cause is Facebook addiction. Facebook is one of the most widely used social networks in Vietnam right now, with a substantial user base. This indicates that concentrating on Facebook can be a useful strategy for both elucidating the impact of this social network specifically and for laying the groundwork for more comprehensive studies and a deeper comprehension of the place, function, and overall effects of social networks on social life. Teens are among the many diverse target groups who have the highest demand for Facebook, which also means that Facebook has a significant impact on their activities, including work, social activities, study, family relationships, and friendships. Therefore, it is necessary to define these factors in order to recognize and explore the positive and negative impacts of Facebook social network on the lives of Vietnamese youth in the present. Moreover, exploring the impact of Facebook on youth can provide insightful suggestions to promote youth education in the era of industrial revolution 4.0.

For the above reasons, the the researcher decided to choose “The dark side of Facebook on Vietnamese youth ” as the topic of independent study. In order to conduct research on the entire topic, the primary theories of self-esteem and self-presentation are applied.

1.4 Research Objectives

This study aimed to understand the dark side of Facebook on Vietnamese youth. There are three research objectives, which are:

1.4.1 To examine the influence of Facebook addiction on Vietnamese youth in term of self-esteem.

1.4.2 To examine the influence of Facebook addiction on Vietnamese youth in term of self-presentation.

1.4.3 To examine the influence of Facebook addiction on Vietnamese youth in term of self-harm and suicides.

1.5 Scope of Study

This independent study focuses on using self-esteem theory, self-representation to explain the influences of Facebook on Vietnamese adolescents. Quantitative approach applied for this independent study.

The target population of this study was composed of Vietnamese teenager’s age between 13 to 25 years old that regularly use Facebook. The target population of this study was composed of Vietnamese teenagers and have Vietnamese nationality. From there, Facebook addiction is the independent variable. For dependent variables, the researcher specifically includes self-esteem; self-presentation, and self-harm behaviors. This study used quantitative methodology with the use of online questionnaire via Email, Zalo, Messenger, ect. The survey takes approximately 15 minutes to complete.

1.6 Research Questions

Although the negative effects of youth around the world, including in Vietnam, have long existed, the reason behind Facebook's enduring influence on teenagers is a relatively recent and relevant topic of study for all of humanity. To investigate the how Facebook impacts Vietnamese youth, this study therefore poses the following questions:

- 1) How does Facebook impact on self-harm behaviors among Vietnamese teenagers?
- 2) How does Facebook affect on self-esteem of Vietnamese teenagers?
- 3) How does Facebook affect on self-presentation of Vietnamese teenagers?

1.7 Significance of the Study

There is a specific value to every scientific research project to find answers to mysteries or to lay the groundwork for the future evolution of a thing or phenomenon in social life. The significance of this study is to examine the impact of Facebook on Vietnamese teenagers. The topic of this paper is not only related to teenagers about negative social issues, but also affects many other issues related to the community such as lack of face-to-face communication skills, distraction from study and work, preferring virtual life and distrust in real life. Therefore, the research of this independent study is great importance to the reality of Facebook's current status that all mankind is concerned about. The problem in social life, it not only about the impact of Facebook to teenagers, but also related to responsible of adults such as friends, family and local government.

For teenagers, the ability to tolerate the impact of outside information is quite poor, while on Facebook often has a lot of harmful information, affecting their psychology and thoughts. On social networks currently, there are many negative associations and groups with a large number of members named in a bad direction, contrary to morality, pure customs and traditions, such as “The people who want to commit suicide”, “Society of people who hate their parents”, “Community of people suffering from depression, anxiety disorders, wanting to commit suicide”, have hit the curious psychology of Facebook users. With just a few simple steps, anyone can join

the group, while most teenagers, especially students, high school students are equipped with smartphones and computers by their parents for learning and entertainment.

Based on the above issues, it is showing that the impact of Facebook on teenagers has many significant effects. Through the signals, the negative situation of young people is increasing and alarming. Social media is one of the biggest contributing factors to teen depression and can lead them to self-harm. Because, before the strong development of science and technology, the appearance of more and more social networks had a great impact on all areas of human activities, especially young people. Besides many utilities, Facebook has also caused bad and unpredictable consequences. Overcoming the negative influence of Facebook is the responsibility of the whole community, mainly the responsibility of management, education, orientation of families, schools, authorities and importantly is own responsibility user. It is also the importance to which this independent study is directed to research.

There have been many previous studies about the impact of Facebook on teenagers. However, there has been no research about the influence of Facebook on youth in the aspects of self-esteem, self-presentation and self-harm, particularly in Vietnam. Therefore, in this study, the investigator utilized survey questionnaires distributed through various platforms such as Email, Zalo, WhatsApp, Messenger, etc. The research incorporated the self-esteem and self-presentation theory along with quantitative research methods to derive conclusions from the collected data. Additionally, the study aims to provide solutions to address limitations and suggest practical avenues for future research.

1.8 Definition of Terms

Social network refers to essentially any website or online platform that has a wide range of features and forms that facilitate quick connections between users from any location. Numerous equipment and methods, such computers and phones, make it simple to access social networks (Wright & Yasar, 2022)

Pink life on social media is bright and sparkling. Here, people try to win the admiration of their friends by creating an ideal, lavish life and posting their most

gorgeous photos on social media (Thomas, 2023).

Virtual empathy is a bogus sympathy. It does not come from true feelings of someone but is just an expression of trends on social networks (Andrejevic & Volcic, 2019).

Facebook refers to GCFGlobal Learning, Facebook is one kind of social networks platform. The current most widely used social network. To connect with people throughout the world, users can register an account using their email address or phone number. Posting on this platform and responding to posts.

Youth: refers to individuals within the age range of 9 to 25, encompassing both adolescents and teenagers. In the context of Facebook's community standards and the target population, the specified age range for youth is typically defined as 13 to 25 years. This delineation aligns with Facebook's policies and guidelines regarding age eligibility for users, ensuring a consistent approach to community engagement and content interaction within the platform (Facebook Help Center, n.d.). The term "youth" acknowledges the transitional phase between childhood and adulthood, encompassing diverse stages of development and growth.

Self-esteem: As per the children's society, UK, self-esteem is your subjective sense of overall self-worth. It describes your level of confidence in your abilities and attributes. Your self-esteem affects your motivation, mental health, and overall quality of life. However, too high or too low self-esteem can cause many problems.

Self-presentation: Self-presentation is the need for self-affirmation, freedom of exploration, and full enjoyment of life. Self-presentation is the desire to give, create, and demonstrate your ability to gain recognition and honor from those around you (Baumeister & Hutton, 1987).

Positive affect refer to an individual's inclination or tendency to encounter positive emotions and engage with both others and life's challenges in a constructive manner (Ackerman, 2018). This disposition reflects an individual's capacity to experience joy, enthusiasm, and optimism, influencing their interactions and responses to various aspects of life in a positive and affirming manner.

Negative affect refers to the inclination to perceive the world through a pessimistic lens, characterized by experiencing negative emotions and a heightened

sense of negativity in relationships and surroundings (Ackerman, 2018). This disposition involves a tendency to focus on adverse aspects, leading to a greater prevalence of negative emotions and a less optimistic interpretation of interpersonal connections and environmental factors.

Self-harm: As stated by Healthdirect Australia (n.d.), self-harm is a way to express and cope with severe stress and emotional pain. It may sound counterintuitive to act on the surface, but in fact, self-harm can make people feel better. For many people, they feel they have no other choice. Self-harm is the only way for them to deal with emotions like sadness, self-reproach, emptiness, guilt, and anger.

Depression: The World Health Organization (WHO) describes depression as a mental illness that results in a chronic sense of melancholy and interest loss. Depression affects the way you feel, think, behave, and ultimately, your physical and mental health. This mood disorder makes it difficult for us to communicate, work, and can even lead to suicidal thoughts. Depression is often confused with ordinary sadness.

Bullying: Bullying is frequently defined as persistently violent action meant to cause physical, psychological, or emotional harm to a target. The following three minimum elements define bullying: Three factors must be considered: (1) hostile purpose; (2) power disparity; and (3) recurrence over time. Bullying can occur between persons or between a person and a group, in which case the bully may have one or more accomplices who are ready to support them in their actions (Wikipedia, 2023).

CHAPTER 2

LITERATURE REVIEW

2.1 The Origin and Development of Facebook

According to Wikipedia, Facebook is an American social media and online social networking service founded in 2004, owned by Meta Platforms based in Menlo Park, California. It was founded by Mark Zuckerberg, along with Harvard University students and roommates Eduardo Saverin, Andrew McCollum, Dustin Moskovitz, Chris Hughes. It is considered one of the Big Four technology companies along with Amazon, Apple and Google. The founders at first limited Facebook membership to Harvard students and later Columbia, Stanford, and Yale students. Membership was eventually extended to the remaining Ivy League schools, MIT, and other institutions of higher education in the Boston area, then other colleges, and eventually high school students.

Facebook officially launched in 2005 and developed in each stage as:

2004: Mark Zeckerberg launched his product with Harvard students.

From 2006 to 2008: The application was developed in addition to advertising and completing its personal profile.

2010: Fanpage was developed by Zeckerberg.

2011: The Timeline interface is introduced.

2012: Mark Zeckerberg decided to buy the social networking site Instagram and list it on the stock exchange.

2013: The Graph Search function (semantic search engine) has been improved and upgraded more than before.

2014: Conducted acquisition of Whats Apps to compete with chat applications in the market. At the same time, acquiring Oculus (a brand specializing in the production and supply of virtual reality headsets) to develop 3D, VR simulators, etc.

2015: Adding the function of shop Fanpage, daily active users reached 1 billion.

2016: Messenger app and e-commerce site launched in several major markets.

Facebook has allowed anyone who claims to be at least 13 years old to sign up for an account since 2006; however, local laws may have different requirements. In 2020, Facebook has 2.8 billion monthly active users and ranks seventh in global internet usage. It was the most downloaded mobile app of the 2010s. The name comes from the Facebook directories commonly given to American college students. Facebook held its initial public offering (IPO) in February 2012, valuing the company at \$104 billion, the largest valuation to date for a newly listed public company. Facebook makes most of its revenue from ads that appear on screens and in users' News Feeds. Facebook can be accessed from internet -connected devices, such as personal computers, tablets and smartphones. After registering, users can create a custom record to disclose information about themselves. They can post documents, photos and multimedia shared with any other user who accepted to be their “friends” or with other security settings publicly. Users also can access different applications such as Facebook Messenger, join the common interest groups and receive notifications about the activities of friends and the pages which they are following. Facebook claims that more than 2.3 billion users on December 2018.

2.2 The Impact of Facebook on Young Peoples

As social media has become ubiquitous, so have the consequences of overuse. There have been many studies claim that Facebook is the main cause of the positive and negative on young people. Spending time on Facebook for a long term can have negative psychological, overall well-being and educational effects on adolescents.

With the development of society, people's connection needs are increasing day by day. The Facebook network was created to make it easier for people to connect. However, becoming addicted to Facebook has many consequences for the psychological and mental health of today's adolescents. Rosen, Whaling, Carrier, Cheever, & Rökkum (2013) confirmed what parents are suspecting that teenagers are becoming screwed by spending time for Facebook too much. Teenagers will not be able to distinguish which information and content is trustworthy, and so many posts and photos are posted on Facebook and spread at an unexpected speed. Violent and sensitive content, or luxurious images will be continuously pushed to the user's

account if they just incidentally like or intentionally searched once and were excited and interested in this content. The Facebook's algorithms were pushing posts with similar content to users' main pages which will lead them addicted to Facebook if these information makes them feel happy, enjoy, satisfaction, or the feeling of being yourself.

On Facebook, users are free to express their feelings and opinions. It's just a virtual social network; the user was not care about criticism of others since it is all virtual. Especially teens, they can easily become addicted to using Facebook for their own needs and to build a pretty profile for themselves. Facebook users paint their pink life with impressive profile pictures, ostentatious photos, making friends with stranger who they have never met, and making others jealous with their life which posted on Facebook. According to a poll of 2,000 people in the UK in 2016, 1 in 10 people would be embarrassed to post a photo with no or little interaction (likes, comments). Many people also expressed that if they post for a while without seeing anyone like it, they will delete the post. Not only are they obsessed with their pink virtual life, but they also get into the habit of following and updating other people to knowing where that person is, what they do, what they use. That curiosity makes them jealous and jealous. The pressure to maintain a personal image and compare their lives with others can make them more falling to depression (Matthew, 2023).

A study conducted in August 2011 by Dr. Larry Rosen validated parents' concerns that excessive time spent on Facebook was negatively impacting teenagers. The research indicated that teenagers struggle to discern trustworthy information and content amidst the vast array of posts and photos on Facebook, which often spread at an unexpected speed. Violent and sensitive contents will be continuously pushed to the user's account if they just incidentally like or searched once and were excited and interested in these contents. The Facebook's algorithms were pushing posts with similar content to users' main pages which will lead them addicted to Facebook if these information makes them feel happy, enjoy, satisfaction, or the feeling of being yourself on Facebook. Many gang groups use Facebook to post videos or broadcast themselves fighting to attract attention, attract followers, increase interaction and warning opponents. This purposely provoked anger experience, increasing aggression of teenagers. When exposing with violent content for long -term, it will be impacting

more negative and more aggressive of teen's behaviors and thoughts in life. Over time, they will have a look in real life that was violent and scary. Teenagers become lonelier and more aggressive to protect themselves.

Spending too much time on Facebook will be affects the studying of teenagers. Getting caught up in events, featured imageries, chatting with strangers on Facebook, or getting used to updating status on time line can distract teens from studying. An empirical investigation by Rosen, et al. (2013), a psychology professor at California State University–Dominguez Hills, found that students who spend too much time on social media, especially Facebook, have lower academic results than those who do not.

However, aside from the negative aspects, Facebook has many other positives and benefits for teens. Facebook has a page like function, users will immediately receive updates of various types of websites they like or are interested in, and suppliers or advertisers can also quickly update new trends. We can also watch news or update the latest movies, music video clips on YouTube, Facebook or other social networking sites very quickly.

Currently, on social networks in general, and Facebook in particular, there are more and more pages that teach foreign languages, cooking, repair, communication, psychology, and sports for you to see for reference and self-study. Thanks to our participation in this online community, teens are increasingly equipped with basic skills required for modern life, such as speaking a foreign language, communicating civilly, or having a healthy body.

The development of “virtual” empathy positively affects teenagers in their daily lives. Encouraging comments online can put a smile on someone's face and improve their mood. Facebook gives shy kids a way to socialize and make new friends, and boldly contribute their own opinions. Talented and skilled young people will also be famous and run their own business or make money through their personal streaming. Using Facebook can positively impact self-esteem and allow minors to develop their own identities. Knowing how to pick a profile picture, list likes and dislikes, quotes, all lead teens to become more self-aware.

What's more, Facebook also has a crisis response feature. Whenever a natural disaster or incident like a school shooting occurs, youth can ensure that their parents are alerted to their safety using Facebook's Crisis Response feature. After the disaster is over, teens can mark themselves safe and let family, friends know about their health.

2.3 Facebook use and Self-esteem

Teenagers these days tend to share their lives through Facebook. They post photos, post videos or share any moment in their daily life to get the interaction of others such as Like, Share, or Comments with nice words of praise about the owner of these posts. This issue leads us to ask ourselves what are they doing this for? The answer is social media has a big effect on a teen's self-esteem.

Many early theories suggested that self-esteem was a basic human need or motivation. American psychologist, Abraham Maslow introduced self-esteem into the human hierarchy of needs. He describes two different forms of “self-esteem”: the need to be respected by others in the form of recognition, success, and admiration, and the need for self-esteem in the form of self-love, confidence, and skill talent or aptitude. It is said that respect from others is more fragile and easier to lose than inner self-esteem. According to Maslow, if the need for self-esteem is not met, individuals will be driven to seek it and unable to develop and achieve self-actualization. Maslow also says that the healthiest expression of self-esteem is the expression of the respect we deserve for others, rather than fame, fame, and flattery.

Modern theories of self-esteem explore why people are motivated to maintain respect for themselves. Sociometer theory asserts that self-esteem develops to test a person's level of status and acceptance in social groups of people. According to terrorism management theory, self-esteem has a protective function and can reduce anxiety about life and death. Carl Rogers, a proponent of humanistic psychology, posited that many individuals' challenges stem from self-contempt, viewing themselves as unworthy and unlovable. Self-esteem often emerges from our life experiences, with factors such as negative or excessive criticism from family and friends contributing to low self-esteem. According to Rogers, individuals who receive unconditional positive regard are more likely to cultivate a robust sense of self-worth.

In the context of growing young adults, healthy self-esteem plays a pivotal role, and for teenagers, peer interactions and feedback significantly influence self-esteem (Matthew, 2023). The impact of social networking, including platforms like Facebook, is multifaceted in shaping self-perception.

With 10 million photos uploaded to Facebook every day, the social network is an inexhaustible treasure trove of teens comparing themselves to others. Teenagers spend hours browsing Facebook every day. This can seriously affect a young person's self-esteem. The biggest problem that social media can cause in a teen's self-esteem related to own self's image. The image of a beautiful girl with a hot body, a lot of likes and shares, or a luxurious life, luxury items, and luxurious travel will make others envious and admire. The impact of all of this on self-esteem is greater as the duration of exposure increases as well as the frequency of connections to social networks.

Social media, especially Facebook, can also add stress to a teen's daily life. When they post a photo or update a status, they may worry about the number of likes, shares and comments their posts will generate. This sighting phobia provides another opportunity for comparison, as they may wonder why other people's images or content get more attention and positive feedback. A 2016 study by Penn State University found that looking at other people's selfies lowers the viewer's self-esteem because they compare themselves to other people's happy photos. A research from the Universities of Strathclyde, Ohio and Iowa also found that women negatively compare themselves to other women (University of Strathclyde, n.d). Not only are selfies capable of lowering self-esteem, a study of 1,000 Facebook users in Sweden found that women who spend more time on Facebook feel less happy and self-conscious than. The researchers concluded that When Facebook users compare their lives with those who appear to be more successful and happier, they feel less successful in their lives. The biggest impact of all of this is the eating disorder behavior of girls who think they're going to be pretty and hot like every other babe on Facebook. The condition not only affect women, but men also seek to look like the stereotype of muscular guys appearing in this type of media (Blond, 2008). When affected by these negative things for a long time, low self-esteem of teenagers will be obsessions leading to depression and will have self-harming behaviors.

Of course, social media isn't always bad. For some people, different platforms help raise self-esteem, not lower it. During adolescence (age 11-19 years), young people are going through a process of developing identity and self-esteem, and this is an important part of this development. During this period of development, teenagers' self-esteem can be affected by the feedback they receive online through social network (Burrows & Rainone, 2017). Teens describe social media platforms as key tools for connecting and building new relationships, strengthening established relationships, creating, and learning more about other cultures and diverse ethnicities. Clearly, in these ways, using social media can be a positive experience. Getting “likes” and other positive feedback will help improve your mood and boost your confidence. Positive feedback from social media has been shown to boost self-esteem, and negative feedback has the opposite effect (Valkenburg, 2017). Positive effects of social media on self-esteem include providing a platform for self-expression and connection with others, as well as providing a sense of community and belonging. By posting photos and videos, you can share your special moments with the people in your connect. Their response creates a sense of belonging and acceptance.

These positive things will help young people have healthy self-esteem. This is important for developing of adolescents because it affects their psychological well-being and success later in life. Having a healthy self-esteem can help motivate young people to pursue their goals, because they know they can accomplish what they have chosen to do. What's more, with healthy self-esteem, teenagers are able to set appropriate boundaries in their relationships and maintain healthy relationships with others.

Based on the previous study, we predict that social media might impact on self-esteem of Vietnamese youth. The following hypothesis can be proposed as follow:

H1: Facebook addiction negatively influence on Vietnamese youth' self-esteem.

2.4 Facebook use and self-presentation

Nowadays, social media is very popular, especially Facebook. People can log into Facebook and update their status from anywhere with their mobile phones. One of the most important motivations for teenagers addicted to Facebook is to express themselves. Self-presentation is rooted in Goffman's (1956) Social Drama Theory. According to this study, he said that people accept behavior in front of the stage, such as performing in front of others. And everyone keeps behind-the-scenes actions behind the scenes, such as preparations that are invisible to the other person. Such behavior exists in everyday life to project a good image. Self-presentation has been widely used to guide research on social media. On Facebook, with the advent of the mobile internet and smartphones, people seem to be more interested in building their own profile and online personality. In today's social media landscape, users not only perform on stage, but also express themselves through turning profile pages and photos into “artifacts” on the internet or social networks, can be called “exhibition space” (Chua & Chang, 2016; Hogan, 2010)

Social media gives users the ability to control how they present themselves to an audience. This also affects adolescents through how often they choose to present their ideal selves on social media. Social media introduces new interactive platforms in which self-presentation and peer influence interact to jointly build beauty standards (Meier & Gray, 2014). Social networks such as Instagram and Facebook have facilitated peer comparison of appearance and image among teenagers (Mascheroni & Ólafsson, 2014). Today, many teenage girls engage in online self-presentation such as posting self-portraits or “selfies” and sharing “casual clothes” photos for observation and comparison yourself and your peers (Kaplan & Haenlein, 2010). At the same time, the media image of idealistic beauty permeates the circuits of social networks through information sharing and through teenage girls embodying idealistic beauty standards in the content they post (Boyd, 2014).

Given the ubiquity and diversity of self-presentation, social networks—especially Facebook provides an ideal place with a variety of features to practice self-expression. As the number of social networking sites has proliferated, Facebook has been one of the most popular sites, ranking third in the world in traffic based on the world's top sites by monthly visits in 2022, behind Google.com and YouTube.com.

In Vietnam, according to a report on Vietnam Market Research (2022), among social network users, 97% use Facebook, 94% of these are daily active users - a 1% increase compared to 2021. Using Facebook, users can not only update information, but also control, connect, and join groups with the same interests, needs, and perspectives on life. From there, they present to their online community their daily activities, feelings, and images that are aimed at the specific type of person they want to build. Fame and fortune are always a temptation for young people. They always want to affirm their individuality and ego. The number of “likes” or “drops of hearts” is also a measure of popularity. The more followers you have, the more you can prove yourself to others. That's how it's shown on social media. With the support of social networks and digital technology, it is much simpler than before. That's why many young people tend to overdo it when using ways that they think are “different” or “unique” to express their personal identity and ego to create popularity, thereby creating resentment against the online community. Besides, many young people are spending a lot of time investing in showing their appearance and appearance online, but they don't know that the effects are mostly virtual only when the “like” or comment may not fully reflect the nature of the event or the content they are sharing (“12 reasons why people like your posts on social media”, n.d.).

Overall, the need for self-presentation is the primary motivation for young people to use social media. Self-presentation is the tendency to try to manage how others see us, the need to project an image of ourselves in hopes of gaining positive feedback and social approval from others. In addition to providing more opportunities for self-presentation, social media also provides many opportunities to get feedback on one's self-presentation. Seeking feedback can also cause some people to present themselves on social media in a way that doesn't correspond to their personality or appearance in real life. False self-representation on social media has been linked to increased social anxiety and reduced self-esteem (Twomey & O'Reilly, 2017). Therefore, we formulate the following hypothesis:

H2: Facebook addiction negatively influence Vietnamese youth' self-presentation.

2.5 Facebook use and Self-suicide, Self-harm Behavior

According to the statistics of the World Health Organization (WHO), there are about 700,000 people died by suicide each year. This number is equivalent to one person dying by suicide every 35 seconds. According to 2019 statistics in worldwide, suicide is the second leading cause of death for 15-29 year olds. (World Health Organization, 2019).

During puberty age between 13 to 19 year olds, adolescent 's thinking and psychophysiology develop very strong, they are easily affected by external factors, causing curiosity, want to learn and want to imitate becomes even more intense. While social networks are too large like Facebook, with countless information, graphic violent, sensitive content and bullying type of content, adolescents spent a lot of their time on social media are more likely to face with mental health problems. In an experimental study aimed at assessing the potential of the impact of social media, Dr. Zelazny and colleagues analyzed data from 15 adolescents suicide taken from the Western Psychiatric Hospital in Pennsylvania (Nguyen, n.d.). Although, 73% said they felt supported on social media during difficult times in their life, 53% felt more emotionally connected and 93% felt more connected to their life with their friends. However, the results showed that 67% of participants said they felt worse about their life using social media. Additionally, 73% feel pressured to post content about their appearance to others, 60% feel pressured to adjust their posting to get more likes and to become more famously, and 80% said they were affected by negative issues on social media. From these research data, it is shown that there are positive and negative effects from social medial. However, the teenagers who spent too much of time for social media will easily lead to depression, self-harm and suicide. The algorithms of social media network such as Facebook have the function of pushing similar content that the user has viewed before. And once users have viewed some related negative content, graphic, then the similar content will always show up and causing young people to fall into a dark rabbit hole filled with the content of self-harm, long-term lead to depression and suicide after that.

In addition, the low self-esteem factor about the body of young people on social networks also has a significant influence on self-harm. Many people on social media even praise unhealthy content such as fasting and showing photos with slim

bodies. Some teens even describe self-harm and share eating disorders in a positive light. Accessing these contents and images like this every day will make young people constantly compare their bodies. This condition can lead to anxiety, depression, and even suicide.

Cyberbullying also is a burning problem in several countries around the world. This is a form of harassment, bullying through social media networks that makes the victim feel extremely scared and worried. Bullies will use offensive words, post offensive, vulgar, harassing, or boycott status lines on the online community, and even use caricatured images and videos to insult and humiliate others. Three female students in the United States, Rosalie, Mallory and Brandy, have to live in fear, and campus is like torture for them. The attackers do not stop taunting and using social media to follow these young girls almost everywhere, until the victims seek death to free them. Rosalie committed suicide by hanging, Mallory's parents found her dead at home and Brandy shot himself in front of his family. These girls, and many others, decided to choose death rather than live with nagging haunts (Dalbey, 2020). According to statistics, among teenagers, about 3 of 10 children are victims of cyberbullying. The researchers also found that being bullied online increased the risk of having suicidal thoughts and trying not to depend on face-to-face bullying. Increased internet use during the COVID-19 pandemic has fueled this trend even further. Base on previous study, we predict the following hypothesis as below:

H3: Facebook addiction positive influence on Vietnamese youth' about physical and psychological.

2.6 Negative Consequences of Facebook Use

Excessive use of Facebook can be detrimental to both a person's health and social relationships. Individuals who delay or disrupt their sleep to interact with others on Facebook may not be getting the respite they need. Sleep deprivation can be frustrating, but it can also lead to behavioral changes. Time spent on social media can reduce relationships or other social responsibilities. If you spend too much time on Facebook and become addicted, it can have extremely serious consequences.

Firstly, it will reduce person-to-person interactions. Teens addicted to Facebook become shy and have less interaction with real social relationships. Addiction to social media not only causes them to spend less time with real people around, but also upsets family and friends when teenagers value “virtual” friends more than what is in front of them. Gradually, the relationship will break down and no longer want to see each other. Facebook also makes teens in the age of psycho-physiologic development feel lonely and abandoned when reading status lines, or playing and eating activities with friends and family who share on social networks, but they just sit alone to surfing Facebook but can't join and don't have such fun moments.

Second, Facebook addiction is an eating disorder and an inability to control weight. When you spend more time on social networks than necessary, your health can get out of hand. Teenagers won't eat properly because they are too preoccupied with their Facebook activities, making them more prone to weight loss or weight gain. If they don't pay attention to how they eat, they can also suffer from anorexia.

Not only that, teenagers can become Facebook snoopers out of jealousy or curiosity about the lives of other people on the social network. A lot of people spend most of their time on Facebook just looking for “exes, mean friends and who they don't like, who can't be matched in real life.” Unsurprisingly, it left them agonizing over past failures and feeling unsatisfied with themselves. Teens that come from low self-esteem, social media comparisons will be at risk for depression. Excessive focus on social media Facebook can quickly make people forget the real purpose of life. Instead of focusing on finding future jobs by learning the necessary skills, young people only focus on becoming social media influencers or “keyboard heroes.” Spending too much time on Facebook can lead teens having trouble concentrating, distracting, poor academic performance, and reduced productivity at work.

What's more, teens that are addicted to Facebook are more likely to engage in unhealthy sex. Relationships that are connected only through Facebook, but not in person, communicating only through Facebook can be detrimental to a person's self-image and spiritual development. Debauchery may be discussed, harassed, or the other person may be a pervert and want to verbalize a sexual exchange. The person may then take advantage of the minor's weaknesses such as a developing psycho-

physiological curiosity by sending sexually suggestive or instigating images and enticing adolescents to send nudes. Then, they use these nudes to threaten or blackmail to satisfy their other needs.

2.7 The impact of Facebook on Vietnamese Youth

In June 2021, NapoleonCat, a tool for calculating social network metrics, released numbers showing that approximately 76 million people in Vietnam used Facebook, accounting for more than 70% of the nation's total population. With 31 million more subscribers than in 2019, it remains at the top of the list of Vietnam's most popular social networks. In particular, adolescents are a large part of Facebook users and have both negative and positive effects brought by Facebook has mentioned above.

In Vietnam today, social network violence is no stranger to us, it often occurs in all age groups from children to teenagers. This age group is greatly influenced by social networks, they have been exposed to social networks very early, and use the images and words they want to share to share with each other in the virtual world. They don't think of those things as unintentionally harmful actions and words, sarcasm, and contempt for others. In Vietnam, the number of social network users is as high as 51%, of which 48% of adults and 54% of teenagers have participated in cyberbullying. The aftermath of cyberbullying is affecting the psychological and health of the victim and it has a very large impact on the relationships around him, in addition to the fact that the victim has many difficulties in real life.

Due to the anonymity and indirectness of internet chat, many people feel safe expressing their ego to belittle and offend someone. Negative comments for bullying purposely on social media will spread faster than any other form, even cause serious mental and physical harm to others. Having spoken out to protect her personal opinion on a social issue, Kieu Hoang Ngan in Tay Ho District, Hanoi, had to receive a lot of negative reactions for a long time with the worst comments, cursing her family, sent private messaging, trying to get her contact information to call for threatening, forced her to apologize in online communities. Every teenagers can be a victim as well as a perpetrator of cyberbullying. It's easy for them to jump into keyboard battles whenever they receive even slightly overzealous comments. They go from victims to

active attackers in the network environment. Many associations and groups on social networks have become places where users carelessly post malicious articles and content, from “gypsy-toned” debates to content that curses and incites fights.

In Vietnam, through 10 studies on online bullying among Vietnamese students from 2015 to present by the University of Education with more than 5,000 students, teachers, and experts, it shows that 24% of the total number of students Middle and high schools are victims of at least one form of cyberbullying. By 2016, this rate had increased to 35.7%. In 2018, research results in Hanoi, Nghe An, and Thanh Hoa showed that nearly 34% of junior high school students and high school students participated in cyberbullying in different roles both victims and perpetrators.

A typical example given by Ms. Nguyen Hong Kien, University of Education about online bullying is that an 8th grader in Khanh Hoa posted a status that if 1,000 people liked it, the school would be burned. Through research, people have paid a lot of attention to the child's psychological development. At first, she just wanted to get the headline like to attract attention without being aware of the behavior. However, this student was bullied and forced by netizens to burn down the school or else she would make an appointment to hit the council. She was scared, couldn't tell her friends, parents, and teachers, so she was forced to buy gasoline to burn the school. When this student was refueling at the infirmary, the security guard and the teacher discovered it and reported it to the police. Fortunately, the incident was prevented in time so that the student did not get burned and did not suffer psychological shock. In 2015, a 15-year-old girl in Dong Nai posted a sex video of her boyfriend online. Within just 2 days, hundreds of thousands watched and thousands shared it. People then flocked to the student and her boyfriend's Facebook page to continue making mocking, derisive and insulting comments. Two days later, the female student committed suicide by drinking herbicide. In 2018, a Grade 11 student in Nghe An also committed suicide in an indoor pond due to cyberbullying, and another Grade 12 student in Hanoi committed suicide by drinking weed killer. According to the Master of Psychology Vu Thu Ha, if the direct form of bullying is intervened by teachers and parents, cyberbullying will happen more, silently, beyond the control of teachers and parents. It is only when children show signs of excessive suffering such as depression and anxiety that parent can detect it. Children who are bullied often have low self-

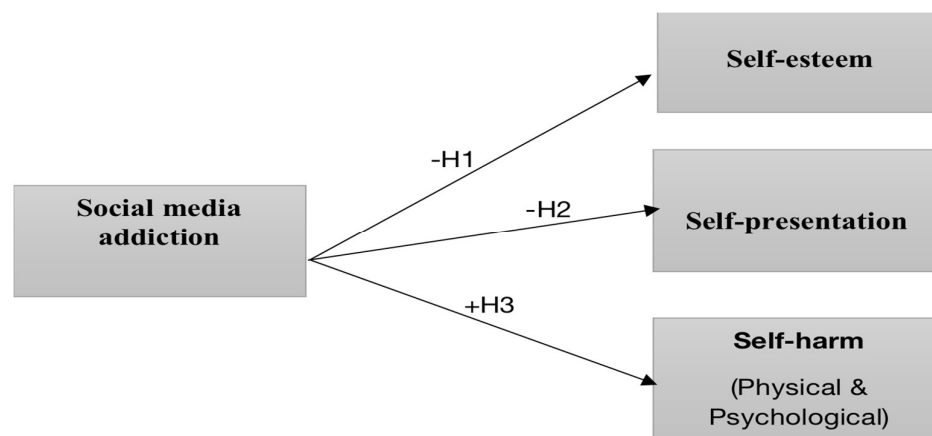
esteem, withdraw, limit relationships, and may even take actions that endanger themselves.

In Vietnam, the research shows that the suicide rate is increasing especially among young people. In particular, teenagers are more likely to commit suicide than other age groups (Theo Báo Tin tức, 2022). Statistically, it was reported that the suicide rate among young people age between 14 and 25 years was 3.4% in 2003, and it was increased to 4.1% in 2010. The latest survey released by the Institute of Mental Health (Bach Mai Hospital) in 2020 showed that out of 6,407 students aged between 11 and 17 years, there are 11% reported having suicidal thoughts within the past 1 year. This shows that the increased rates of self-harm and suicide among teenagers are alarming and need attention. Social media is one of the biggest contributing factors to depression in adolescent of young people which could lead them to self-harm and suicide.

2.8 Conceptual Framework

As mentioned above, Facebook addiction with key factors impact on Vietnamese youth includes three aspects: Facebook use and self-esteem, Facebook use and self-presentation, Facebook use and self-harm behavior. The conceptual framework used in Figure 1 illustrates the relationships between all the variables and was constructed based on the literature review.

Figure 2.1: Conceptual Framework



CHAPTER 3

METHODOLOGY

In this chapter, the researcher will explain the research methodology, sampling method, research measurements, instrument pretest, and data collection procedures to examine the impact of Facebook on Vietnamese youth.

3.1 Research Design

This study aims to investigate the impact of social media addiction on youth's self-esteem, self-presentation, and self-harm behavior. According to Churchill (1996), quantitative research can provide precise relationships between the variables related to the hypotheses. In order to achieve the aim of this study, a large number of respondents are required, which is why a quantitative study is a suitable method. In this study, a quantitative research approach was used with the help of an online questionnaire created on Cognito Forms to collect the data. Multiple regression analysis was performed to test the proposed hypotheses. We used Cronbach's alpha to measure the reliability of the measurement scales used in the questionnaire.

3.2 Population and Sample Selection

3.2.1 Target Population

Zikmund (2003) pointed out that the research population is the whole specific group of people related to the research questions. Based on the research problem, the research subjects were determined to be Facebook users of Vietnamese nationality regardless of gender, between the ages of 13 and 25 years old.

3.2.2 Sample Size

Davis & Cosenza (1993) have suggested that the sample is the part of the unit in which the survey is conducted. Stated differently, a sample is defined as an element or group chosen for study since testing each unit in a big population size demands more time and resources, hence researchers must designate a sample unit for the study (Zikmund, 2003).

Considering the population size of more than 100,000 Vietnamese teenagers in Vietnam, a sample size of 400 was considered appropriate for this study with a precision of +/- 5%. Table 3.1 below displays the sample size determination, in accordance with Yamane's (1967) recommendation.

Table 3.1: Sample size for $\pm 5\%$, Confidence Level 95%

Size of Population	Sample Size (n) for Precision (e) of:			
	$\pm 3\%$	$\pm 5\%$	$\pm 7\%$	$\pm 10\%$
500	a	222	145	83
600	a	240	152	86
700	a	255	158	88
800	a	267	163	89
900	a	277	166	90
15,000	1,034	390	201	99
20,000	1,053	392	204	100
25,000	1,064	394	204	100
50,000	1,087	397	204	100
100,000	1,099	398	204	100
>100,000	1,111	400	204	100

a = Assumption of normal population is poor (Yamane, 1967). The entire population should be sampled.

3.3 Research Instrument

An online questionnaire was created to collect data. Zikmund (2003) claimed that this research tool is straightforward, convenient, affordable, and versatile in carrying out research activity. Additionally, the response process is straightforward with respondents only needing to select the best option that best expresses their viewpoints. This reduces the time and effort required of both respondents and the researcher. Additionally, the questionnaire was created online using Cognito Forms. By asking "Do you use Facebook?" as a screening question, it was possible to make sure that responders were eligible to be part of the research population. Only when selecting "Yes", the survey processes continue proceed with survey questions related to Facebook addiction.

In order to fulfill the research objective, the survey instrument was divided into three sections that addressed the following topics: respondent demographics, social media use (Facebook platform), and the impact of social media addiction (refer to the appendix for more information).

The first part is about demographic characteristics of respondents. The respondents were asked to fill in basic demographic information in this section, such as: age, gender, level of education.

The second part is about social media use of the respondents. Actually to statistics of CAT 2023, Facebook was selected because it has the most adolescent users in Vietnam. In an effort to understand social media addiction, respondents will be asked about their frequency of using Facebook. Respondents will be asked to indicate their degree of Facebook use frequency with a five-point Likert scale ranging from 1 (Strongly Disagree) to 5 (Strongly Agree).

In the last section of questionnaire, participants reported on their self-esteem, self-presentation and self-harm. To measure the level of agreement for these three variables, a five-point Likert scale was employed to measure. All the items are shown in the appendix.

3.4 Research Measurement

This study used a quantitative methodology in accordance with the theoretical framework suggested in Chapter 2. A self-administered questionnaire was employed as a research technique in this survey study in order to gather primary data from the study's population. This form was thoughtfully created and offers a series of closed-ended questions to elicit responses from respondents. Facebook addiction was designed as an independent variable, and self-esteem, self-presentation, and self-harm were designed as dependent factors. The self-administered questionnaire was developed for this study.

3.4.1 Facebook addiction

The measurement of the independent variable, Facebook addiction, encompasses 13 statements explicitly outlined in the content related to Facebook addiction. Examples of these statements include, "I often find myself using Facebook longer than intended," "I often find life to be boring without Facebook," and "Time

passes by without me feeling it when I am using Facebook.” Respondents were provided with answer choices on a 5-point rating scale: 1= Strongly Disagree, 2= Disagree, 3= Neutral, 4= Agree, and 5= Strongly Agree for each statement, allowing for a nuanced assessment of participants' attitudes towards the identified Facebook addiction indicators (Al-Menayes, 2015).

3.4.2 Self-esteem

According to General Information for Using the Rosenberg Self-Esteem Scale (Rosenberg, 1979), the measurement of the first independent variable about self-esteem, consists of 10 statements asking respondents that related to the Facebook use and self-esteem as: “I do not have much to be proud of”, “I take positive attitude toward myself“, “I am able to do things as well as most other people”, “I wish I had more respect for myself”, etc. The respondent selected in the screening question section based on the 5–point rating scale ranging from 1 to 5 on which 1= Strongly Disagree, 2= Disagree, 3= Neutral, 4= Agree, and 5= Strongly Agree.

3.4.3 Self-presentation

The measurement of the second independent variable about self-presentation was referenced from the previous study “Self-presentation tactics in social media” (Huang, 2014). This section includes 10 questions with the content of Facebook use and self-presentation such as: “I share my daily or travelling photos on which I look good with friends on Facebook”, “I share my good scores or positive accomplishments with friends on Facebook”, “On Facebook, I have to lied about my physical features, such as my height, weight, skin color, to appear more attractive”, etc. The respondents rated their answers based on the 5–point rating scale ranging from 1= Strongly Disagree, 2= Disagree, 3= Neutral, 4= Agree, and 5= Strongly Agree

3.4.4 Self-harm behavior

Based on the paper “Development and validation of the self-harm screening inventory (SHSI) for adolescents” (Kim, et al., 2022). The final dependent variable, self-harm was measured through 10 questions related to the consequences of seeing these self-harming content on Facebook, such as: Because of using Facebook, I am more likely to “Slit or cut my body with sharp objects”, Cut or carved something onto my skin using a knife”, “Hit my body (hitting head, with my hand)”, “Scratched my

body”, etc. These questions asked the respondents to select answers based on the 5–point rating scale from 1 to 5 points: 1= Strongly Disagree, 2= Disagree, 3= Neutral, 4= Agree, and 5= Strongly Agree.

3.5 Instrument Pretest

Since the sample of the current paper is Vietnamese people only, before distributing the questionnaire to the respondents, the translation-back-translation technique was employed. The researcher had self- translated into Vietnamese (the author graduated from English studies at Hanoi University, Vietnam on 2016). After that, the researcher asked for help from Dr. Do Quoc Dung who is teaching at Long an University of Industrial Economics - Vietnam to translate back again the questionnaire in Vietnamese version to English to make sure that all version had the same meaning. The two versions were crosschecked for adequacy in translation. After then, the questionnaires were sent to 176 respondents as a pretest to ensure that all of the questions and translations in this research were understandable and feasible for respondents to respond to. Among them, only 124 people were eligible for this pretest. Because the research subjects were mainly Vietnamese teenagers, the researcher only selected data from survey participants between the ages of 13 and 25.

This pretest as well as investigated internal consistency and reliability (Cronbach's alpha values) of all measures were above 0.70, which is regarded satisfactory for exploratory investigations (Nunnally & Bernstein, 1994). The reliability test results for each variable are shown in Table 3.2

Table 3.2: Reliability of Instrument

Variable	No. of Item	Cronbach's Alpha (n=124)
Social Media Addiction	13	0.931
Self-esteem	10	0.766
Self-presentation	10	0.825
Self-harm	10	0.985

3.6 Data Collection Procedure

In order to obtain more accurate survey and convenience, the researcher sent out the questionnaire using the snowball sampling technique, starting with friends who qualified as the study's objective via mail, Facebook Messenger, Zalo. Since this article studies the impact of Facebook on Vietnamese teenagers, the respondents are Vietnamese, accounting for 100% of the survey sample. To aid in the data collection procedure, the researcher's friends who teaching at the high school and college helped her send the survey link to their pupils. An online survey was used to increase the number of responses. After completing the questionnaire, participants were asked to suggest some friends who would be willing to participate in the study.

Ultimately, 261 complete responses were collected between the ages of 13 and 25 were qualified for analysis in compliance with the study's objective. Statistical Product and Service Solutions (SPSS) software was used to compute the data obtained from the questionnaire.

CHAPTER 4

FINDINGS

This chapter presents the results of quantitative data on 404 Vietnamese individuals. After collecting data using an online questionnaire, the data were analyzed descriptively and hypothesis tested. The demographic features of respondents about the influence of Facebook were described and summarized using descriptive statistics in the form of frequency, percentage, mean, and standard deviation that are simple to understand. In the analytical section, the multicollinearity issue between the independent variables and dependent variables was looked into using Pearson correlation analysis and Regression analysis was use for the hypothesis testing results.

4.1 Demographic Data of the Samples

Data collection took place between August and September, 2023. Despite the fact that 407 questionnaires were initially gathered, a small number of them had to be eliminated because some respondents did not use Facebook. Descriptive statistics of the sample is presented in Table 3.3.

Among of the respondents, 47.3% were female, 43.3% were male, and the remaining 9.4% were others. Age of the respondents is ranged from 13 to above 35. In accordance with study objectives, there are 261 participants between the ages of 13 and 25 were eligible for analysis. It shows the majority of the respondents were aged from 18 to 25, which accounted for 38.1% of the samples. Most respondents are studying on high school and college/university with the amount 36.4% and 37.1% respectively. Meanwhile, the number of survey participants with graduate is 14.9% and the lowest is secondary school with 11.6%.

Table 4.1: Frequency and percentage of demographic profile of the sample

Descriptive Profile	Frequency	Percentage %
Gender		43.3
Male	175	47.3
Female	191	9.4
Others	38	
Age		
13-18	106	26.2
19-25	154	38.1
26-35	116	28.7
Above 35	28	6.9
Education		
Secondary School	47	11.6
High School	147	36.4
College/University	150	37.1
Graduage School	60	14.9

4.2 Descriptive Results of Variables

As per the pre-test report for chapter 3, measures having a Cronbach's Alpha coefficient greater than 0.7 were examined to determine the measurement scales' reliability and extent the items are related. It is appropriate for this study (George & Mallery, 2003). Table 4.2 illustrates the results of the descriptive characteristics of the examined variables and the reliability of their measurement.

Table 4.2: Descriptive Statistics and Reliability Test of Examined Variables

Scales	Mean	Std. Deviation	Cronbach's Alpha (n=261)
Self-harm	1.94	1.20	0.962
Self-esteem	3.33	0.52	0.728
Social Media Addiction	2.47	0.96	0.975
Self-presentation	2.80	0.52	0.813

As shown in Table 4.2, the mean score of self-esteem was the highest (mean = 3.33, SD=0.52), whereas the mean score of self-harm was the lowest (mean=1.94, SD=1.20). The average of social media addiction and self-presentation are 2.47 and 2.80 respectively.

4.3 Results of Hypothesis Testing

The suggested study hypotheses were tested using Multiple Regression analysis and Pearson's Correlation. The researcher used Multiple Linear Regression to examine the influence of Facebook on Vietnamese youth. Multiple linear regressions are a method of determining the linear relationship between the dependent variable and the independent variable. The equation of multiple linear regressions can be represented by the following formula:

$$Y = \beta_0 + \beta_1X_1 + \beta_2X_2 + \dots + \beta_nX_n + \varepsilon$$

4.3.1 Pearson Correlation Analysis

The results from Pearson correlation analysis to examine the relationship between three dependent variables (self-esteem, self-presentation and self-harm) and one independent variable (social media addiction) was demonstrated in Table 4.3 below:

Table 4.3: Results of Pearson's Correlation Analysis

		Self-harm	Self-esteem	Social media addiction	Self-presentation
Self-harm	Pearson Correlation	1	-.509**	.621**	.427**
	Sig. (2-tailed)		.000	.000	.000
	N	261	261	261	261
Self-esteem	Pearson Correlation	-.509**	1	-.549**	-.174**
	Sig. (2-tailed)	.000		.000	.005
	N	261	261	261	261
Social media addiction	Pearson Correlation	.621**	-.549**	1	.560**
	Sig. (2-tailed)	.000	.000		.000
	N	261	261	261	261
Self-presentation	Pearson Correlation	.427**	-.174**	.560**	1
	Sig. (2-tailed)	.000	.005	.000	
	N	261	261	261	261

** . Correlation is significant at the 0.01 level (2-tailed).

The correlation coefficient (r) and statistically significant level (p value) are two essential metrics for data analysis. Based on above table 4.3.1, the statistically significant linear relationship between the two dependent variables “self-harm” ($r=0.62$, $p< 0.05$) and “self-presentation” ($r=0.56$, $p< 0.05$) respectively. This shows a positive correlation and tends to increase together. That concluding that as each independent variable increases (social media addiction), so does the dependent factor (self-harm and self-presentation). Meanwhile, the correlation coefficient of the dependent variable “self-esteem” is $r= -0.50$. This is a negative correlation, means that when the independent variable (social media addiction) increases, the dependent

variable (self-esteem) will decrease. Furthermore, the Sig. 2-tailed values for each independent and dependent variable are 0.000 ($p < 0.001$), indicating statistical significance in the correlation results and sufficient data for a regression analysis.

4.3.2 Hypothesis Testing

Multiple linear regressions were used to analyze the impact of Facebook addiction on self-esteem. From Table 4.3.2, the adjusted R^2 (Adjusted R-square) is 0.299 ($p < 0.001$). This statistic means that 29.9 % of self-esteem of Facebook users was affected by Facebook addiction. In this test, the Durbin-Watson coefficient is 1.72, which is in the acceptance zone. ANOVA sig (F) = 0.000, which is less than 0.05; Therefore, there is a linear relationship between self-esteem and social media addiction. However, the results showed that there is a significant influence of self-esteem and social media addiction, with the negative influence ($\beta = -0.54^*$, Sig. $< .05$). Thus, H1 is accepted. In other words, Facebook addiction negatively influences on Vietnamese youth' self-esteem indicating that social media addiction tends to lower self-esteem of Facebook users. The results are shown in Table 4.4 below.

Table 4.4: Results of Multiple Regression Analysis between Social media addiction and Self-esteem

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
	(Constant)	4.064	.074		54.733	.000
	Social media addiction	-.296	.028	-.549	-10.569	.000

Dependent Variable: Self-esteem

Adjusted R square=0.299, F value=111.711, Durbin-Watson= 1.727, Sig.=0.000

The impact of Facebook addiction on self-presentation also analyzed by multiple linear regressions. The coefficients indicated in table 4.5 as below.

Table 4.5: Results of Multiple Regression Analysis between Social media addiction and Self-presentation

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
(Constant)	2.053	.075		27.487	.000
Social media addiction	.306	.028	.560	10.867	.000

Dependent Variable: Self-presentation

Adjusted R square=0.311, F value= 118.089, Durbin-Watson= 1.708, Sig.=0.000

The results showed that Facebook addiction will significantly affect users' self-expression by 31.1% (Adjusted R-square=0.311). The Durbin-Watson coefficient is 1.70 in the acceptance zone, and the β coefficient has a positive effect ($\beta = 0.56^*$, Sig. < .05). Therefore, while H2 is not support, the p-value being less than 0.05 indicates statistical significance. In simpler terms, Facebook addiction does not diminish self-presentation on social media networks. The positive correlation suggests that increased social media addiction is associated with a heightened inclination toward self-presentation on the Facebook platform, encompassing False of self-representation.

Finally, the impact of Facebook addiction on self-harm was indicated in the table 4.6 below.

Table 4.6: Results of Multiple Regression Analysis between Social media addiction and Self-harm

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
(Constant)	.033	.161		.203	.839
Social media addiction	.774	.061	.621	12.737	.000

Dependent Variable: Self-harm

Adjusted R square=0.383, F value= 162.228, Durbin-Watson= 1.011, Sig.=0.000

According to Table 4.7, social media addiction has a significant impact on self-harm intention, and the impact is positive ($\beta = 0.62^*$, Sig. < .05). In other words, if social media addiction increases by 1 unit, self-harm intentions will increase by 0.62 units. Hence, H3 is accepted and is concluded that Facebook addiction positive influence on Vietnamese youth about physical and psychological.

Table 4.7: Summary of Hypothesis Testing

Hypothesis	Result
H1: Facebook addiction negatively influence on Vietnamese youth' self-esteem.	Supported
H2: Facebook addiction negatively influence Vietnamese youth' self-presentation.	Not supported
H3: Facebook addiction positive influence on Vietnamese youth about physical and psychological	Supported

4.4. Summary of Key Findings

The purpose of this study was to investigate the impact of Facebook use on Vietnamese youth. The researcher proposed that Facebook addiction can have an impact on teenagers' self-esteem, self-expression, and self-harm behavior. Based on 261 respondents, the analysis of multiple regression models shows that Facebook addiction leads to self-harm behavior. In addition, the results show that Facebook addiction negatively affects teenagers' self-esteem.

The data examined include the demographics of the respondents, social media addiction, scale reliability testing, and multiple regression analysis hypothesis testing, all done with the aid of SPSS statistical software. The study's findings document the research goals put out by the author, specifically focusing on how Facebook addiction affects Vietnamese youth significantly. The next chapter included a discussion of these findings, recommendations and suggestion for further research.

CHAPTER 5

CONCLUSIONS AND RECOMMENDATIONS

This chapter discusses the research findings along with related topics such as applied theories, earlier studies, and the researcher's expectations. Furthermore, the study highlights its limitations and provides suggestions for future research and practical implementations.

5.1 Discussions of Results

H1: Facebook addiction negatively influence on Vietnamese youth' self-esteem.

In this research, the analysis showed that there was a relationship between Facebook addiction and self-esteem of teenagers in Vietnam. Based on the results, that amount of time young people use social media negatively associates with their level of self-esteem. In other words, it can be interpreted that when teenagers are addict to Facebook, their self-esteem tends to be lower significantly. Low self-esteem teenagers are known to utilize social media often (Malo-Cerrato, Martín-Perpiñá, & Viñas-Poch, 2018) and the effects of excessive internet use have become more obvious as social media use grows in popularity. Although there are a lot of positive things that social media can offer, this study has highlighted some possible drawbacks for Vietnamese teenagers' self-esteem. Social networking sites like Facebook, for example, have been identified as drawing in teenagers with low self-esteem and exacerbating the issue by encouraging excessive social comparison among the youth (Matthew, 2023). On social media, a lot of people, particularly celebrities and “influencers,” use well selected and edited images and videos, many created with various filters or image-editing software to present the idealized version of themselves. Following those profiles can lead kids and teenagers to have the feelings that their lives are incomplete and making those feels worse about themselves (Matthew, 2023).

Information sharing and finding are made simpler by social media. On the other hand, it can easily become addictive if used excessively or frequently. Teenagers use social media more than any other age group, according to research

(Griffiths, 2018). Many teenagers find that comparing themselves to other people becomes an inexorable compulsion that lowers their self-esteem and frequently makes them feel inferior. Social comparison could be one reason as teens may not feel confident in themselves, even though they may appear confident. Young people who addict to Facebook may have low self-esteem, which may negatively impact their life, or be overly critical of their mistakes.

H2: Facebook addiction negatively influence Vietnamese youth' self-presentation.

The analysis results presented in Chapter 4 showed that Facebook addiction had a significant positive effect on self-presentation, and this effect was significant. This indicates that Facebook addiction does not impair Facebook users' ability to express themselves. Nonetheless, the analysis's findings demonstrated significant. This may be explained by the fact that Vietnamese teenagers who spend excessive amounts of time on social media have a tendency to present themselves more. This finding can be explained that people want to project a different online persona than their offline persona when using social media.

Self-presentation is a natural tendency people want to control how others perceive us (Goffman, 2016). It involves creating a pleasant and acceptable image of oneself in the hope of winning approval and positive, accepting feedback from others in society (Bazarova & Choi 2014). Social media not only provides more platforms for self-expression, but also more opportunities to reflect on that expression. Anonymity and anonymity-related activities are often used with malicious intent. However, in general, the online communication environment gives users the freedom to express themselves and express themselves more ideally. The need to create an idealized version of themselves rather than their true self drives people to present themselves falsely on social media. In other words, when Vietnamese teenagers spend more time on the social network (Facebook), they tend to false self-presentation.

H3: Facebook addiction positive influence on Vietnamese youth about physical and psychological.

The results of this study indicate social media addiction appears to increase self-harm behaviors significantly among Vietnamese teenagers. Based on the analysis, the findings indicate that the Facebook addiction positively influences self-harm

behaviors.

According to Stănicke, Haavind, & Gullestad (2020), there is a greater likelihood that young people may come across self-harm content due to the increasing prevalence of self-harm behavior online and on popular social media platforms. It has been demonstrated that some online forums for self-harm employ terminology or offer advice that could normalize harmful activities and lead to the development of dysfunctional coping mechanisms. Teenagers who struggle with mental health issues spend more time on social networking sites, where they use it as a platform for self-expression and to connect with others. This could get harmful if they receive unfavorable advice that promotes self-harming behaviors. It has also been demonstrated that these online communities frequently fail to offer the necessary support to people who engage in self-harm.

In certain instances, these communities have been shown to include explicit images of potentially triggering self-harm imagery in the form of pictures or videos, encourage members to engage in self-harm, make fun of particular members, or organize plans to engage in more risky self-harm (Dyson, et al. 2016).

5.2 Limitations of the Study

Although efforts have been put into researching, reviewing, and investigating the impact of Facebook on Vietnamese youth, this study has certain limitations in terms of sample and research methodology. This study employed a quantitative approach, which may not have fully captured the intricacy of the subjects under investigation, despite offering measurements and comparisons. Although the conditions of the survey may not accurately represent real-world scenarios where extraneous variables will exist, these findings nonetheless offer insightful information about the impact of Facebook on Vietnamese youth. Because of this, it's possible that these findings have limited direct relevance to larger settings.

The structure of the research quantitative approach makes it possible to consistently gather and analyze data, but it also limits the flexibility of the research process to adapt to new concepts and revelations. There is still a chance of survey error, including measurement, coverage, non-response, and sampling errors, even with the researcher best efforts to create a thorough survey. These may have an effect on

how trustworthy and broadly applicable study findings are.

Because of the size of the study and the resources at their disposal, the researcher is only able to survey members of the target sample in limited, and the convenience sampling may not generalize the findings, which may not accurately reflect public opinion across the country. This study only focused on the Facebook platform, which may lead to false representations, while teenagers may be influenced by other platforms such as Tiktok, Bigo, Instagram, etc. Therefore, the results may be subject to limited applied.

5.3 Recommendations for Further Application

The analysis results of this study showed that Facebook addiction has left many unnecessary consequences, and such a situation should not happen. Close relationships begin to stretch, the Facebook users have not spent much time for family and friends. Time for studying also interrupted a lot, and users' mind gradually loses emotion because of things that are only available online. Social media can help young people find a community to connect with, but this environment can harbor extremist, inappropriate and harmful content, such as self-harm and suicide. What's more, social networks can make children unhappy with their bodies, leading to eating disorders and depression. In short, the more teenagers spend time on social media, the greater impact on self-harm behavior.

Through this research, the researcher proposes future application directions as follows:

5.3.1 Academic Community:

1) Educational institutions should have some activity educated to students about the risks and consequences of social media addiction, especially Facebook. These programs can empower students with the knowledge and skills needed to access online platforms responsibly.

2) Academics and researchers should conduct further studies to deepen the understanding of Facebook addiction's impact on academic performance. Additionally, interventions, such as awareness campaigns and counseling services, can be developed to support students in managing their online behaviors.

5.3.2 Communication Practitioners:

1) Communication professionals should collaborate to establish ethical guidelines for social media use, emphasizing responsible and mindful engagement. This includes promoting strategies to mitigate the negative effects of Facebook addiction and fostering a healthier online communication environment.

2) Organizations should invest in training and professional development programs for communication practitioners, equipping them with the knowledge to navigate social media responsibly. This training can include stress management techniques and maintaining a work-life balance in the digital age.

5.3.3 Social Communities:

1) Communities should launch media literacy campaigns to educate the public, particularly parents and guardians, about the potential dangers of excessive Facebook use. Promoting thinking and responsible of Facebook use behavior can contribute to a more informed and balanced society. Policymakers should consider implementing regulations and policies that address social media addiction. This can include age restrictions, promoting digital well-being initiatives, and ensuring that social media platforms adhere to ethical standards in their design and functionalities.

2) These recommendations aim to address Facebook addiction at various levels, from individual behaviors to broader societal norms, fostering a healthier and more responsible digital landscape.

5.4 Recommendations for Future Research

5.4.1 In this study, time and research content are limited, especially the survey of the actual situation. However, the study also tries to partly reflect the current situation of Vietnamese teenagers about Facebook addiction that leading to unfortunate negative consequences in life. Since then, the research has had evidence from reality, stating the conditions in some Vietnamese hospitals that experts and doctors said, along with relevant information. Through the data, this study has served as a basis for recommendations on Facebook addiction prevention for all subjects in general and Vietnamese teenagers in particular.

5.4.2 The study should be done for a longer time to reach a higher number of

samples in the future to get more insights of Facebook users. For this topic, we only rely on some information collected to make a general assessment about the direction of further research in the future. The research should be use different instruments but examine the same variables to compare and contrast results. Beside that it could be take a different approach to the problem by using qualitative or mixed-method approaches with using the same research participants in order to gain additional context and depth.

5.4.3 Social media addiction not only affects self-esteem, self-presentation and self-harm to young people, but also lot of other issues such as self-comparison, fear of missing out, sense of belonging, etc. These issues also should to be depth investigate in future not only focus on Facebook platform but also from Tiktok, Instagram, Bigo, Twitter, ect.

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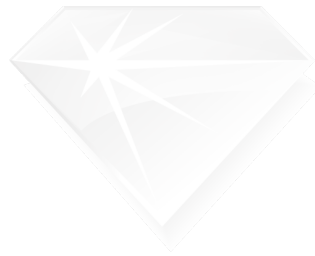
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APPENDICES

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Appendix A

Questionnaire English Version

The questionnaire is conducting a short survey to finding out the influence of Facebook on Vietnamese adolescents. It will take you less than 15 minutes to finish the questionnaire, and the information you provide is for research use only. Thank you for answering this questionnaire. It will be a great help for my research.

Section 1: Basic Information

1. What is your gender?

- Male
- Female
- Others

2. How old are you?

- 13-18
- 18-25
- 25-35
- Above 35

3. What is your current level of education?

- Secondary
- High school
- College/ University
- Post graduate

Section 2: Social Media Use

4. Do you use Facebook?

- Yes
- No

If no, please end your survey from here. Thank you.

5. When did your first-time register Facebook account?
- At 13 age
 - Other, please specific...
6. How many friends do you have on Facebook?
- Below 200
 - 500- 1000
 - More than 1000
7. How many hours per day do you spend on Facebook?
- 1-2 hours
 - 3-4 hours
 - More than 4 hours
 - Other, please specific
8. Do you regularly update your profile?
- Every week
 - Two week once time
 - One month
 - Other, please specific...
9. How often do you post photo and your status?
- Every day
 - One week
 - One month
 - Other, please specific...
10. Do you accept strangers who try to friend you on Facebook?
- No
 - Yes
 - Sometimes

11. Please indicate your agreement with the following statements. Please marks the extent to which you believe each statement apply to you. 1= Strongly Disagree, 2= Disagree, 3= Neutral, 4= Agree, and 5= Strongly Agree

No	Questions	Level of Agreement				
		1	2	3	4	5
1	I often find myself using Facebook longer than intended.					
2	I often find life to be boring without Facebook					
3	I often neglect my school work because of my usage of Facebook					
4	I get irritate when someone interrupts me when I'm using Facebook					
5	Several days could pass without me feeling it when I am using Facebook					
6	Time pass by without me feeling it when I am using Facebook					
7	I find it difficult to sleep shortly after using Facebook					
8	I will be upset if I had to cut down the amount of time I spend using Facebook					
9	My family complain frequently of my preoccupation with Facebook					
10	My school grades have deteriorated because of my Facebook usage					
11	I often cancel meeting mu friends because of my occupation with Facebook					
12	I feel myself thinking about what happened in Facebook when I am away from them					
13	I feel my Facebook usage has increased significantly since I began using them					

Section 3: Social Media Effect

12. Do you feel your emotion after see some negative content on Facebook?

- Just normal
- Happy
- Upset
- Negative
- Positive

13. Why do you use Facebook? Please Select all that apply

- Keep up with news/gossip/ trends
- To feel a sense of belonging
- Contact and connect with friends/ family
- Interact with new people
- Livestream doing business
- Raise awareness
- Other, please specific...

14. What are your personal benefits of using Facebook? Please Select all that apply

- Support studies
- Stay in connect with peoples
- Learning new skills
- Entertainments
- Sharing common interests
- Earning money
- Other, please specific...

15. To what extent do you think Facebook is impacting your overall wellbeing?

- No impact
- Positive impact
- Negative impact
- Both positive and negative

16. What emotions do you experience when using Facebook? Please Select all that apply

- Rejection
- Isolation
- Jealousy
- Happiness
- Fear of missing out
- Motivation
- Inspiration
- Boost self esteem
- Lower self esteem
- Sense of belonging
- Other, please specific...

17. How do these emotions impact on your overall wellbeing?

- It affects my ability to relate well with others.
- Gives me a positive outlook.
- Heightens my anxiety
- Gives me a confidence boost.
- Gives me the feeling of social and emotional isolation.
- Inspirational and motivating
- Feels like my emotions are controlling my thoughts
- May lead to other mental health issues. Please explain...

18. Have you ever being cyberbullying and harassment on Facebook?

- Haven't yet
- Used to be but not effect to mental health.
- Used to be but effect to mental health. Please explain...

19. Have you ever being solicitation on Facebook?

- Haven't yet
- Used to be but not effect to mental health
- Used to be but effect to mental health. Please explain...

20. When depressed, do you feel more relaxed on social media than sharing things to you family/friends?

- Yes
 No
 Other, please specific...

21. Please describe your level of self-esteem by mark the extent to which you believe each statement apply to you. 1= Strongly Disagree, 2= Disagree, 3= Neutral, 4= Agree, and 5= Strongly Agree

No	Questions	Level of Agreement				
		1	2	3	4	5
1	I feel that I'm a person of worth, at least on an equal plane with others.					
2	I feel that I have a number of good qualities					
3	I am inclined to feel that I am a failure					
4	I am able to do things as well as most other people.					
5	I do not have much to be proud of					
6	I take positive attitude toward myself					
7	I certainly feel useless at times					
8	I am satisfied with myself					
9	I wish I had more respect for myself					
10	At times I think I am no good at all					

22. Did you intentionally look for self-harm-related content on Facebook or this exposure happened by accident?

- Accident
 Once time intended searching
 More than once intended searching

23. As a consequence of seeing these self-harm contents on Facebook, have you ever think or perform the following behaviors. Please marks the extent to which you believe each statement apply to you. 1= Strongly Disagree, 2= Disagree, 3= Neutral, 4= Agree, and 5= Strongly Agree

No	Questions	Level of Agreement				
		1	2	3	4	5
1	Eating disorder intentionally.					
2	Slit or cut my body with sharp objects.					
3	Hit my body (hitting head, with my hand)					
4	Banged my head against a wall, desk, ect.					
5	Scratched my body.					
6	Cut or carved something onto my skin using a knife.					
7	Stabbed my body with sharp or pointed objects					
8	Overdose on drugs					
9	Strangled my neck					
10	Drained blood from my body.					

24. According to the statement below, please indicate your agreement. Please marks the extent to which you believe each statement apply to you. 1= Strongly Disagree, 2= Disagree, 3= Neutral, 4= Agree, and 5= Strongly Agree

No	Questions	Level of Agreement				
		1	2	3	4	5
1	I share my daily or travelling photos on which I look good with friends on Facebook.					
2	I share my good scores or positive accomplishments with friends on Facebook.					
3	I try always to present a picture of perfection.					

No	Questions	Level of Agreement				
		1	2	3	4	5
4	I praise my friends on Facebook so that they will see me as friendly.					
5	If I hurt my friend, I will apologize to them through Facebook					
6	I offer explanations or justify my behavior for negative events on Facebook, so as to reduce the negative impression from others have of me.					
7	I pay attention to my friends on Facebook so that they would think I care about them.					
8	When I am blamed for something, I make excuses on Facebook.					
9	On Facebook, I have to lied about my physical features, such as my height, weight, skin color, to appear more attractive					
10	I have posted an outdated picture of myself on my Facebook profile to appear more attractive than I actually am.					

Appendix B
Questionnaires Vietnamese Version

Bảng câu hỏi khảo sát

Bảng câu hỏi được thực hiện để làm một cuộc khảo sát ngắn nhằm mục đích tìm hiểu ảnh hưởng của Facebook đối với thanh thiếu niên Việt Nam. Bạn sẽ mất chưa đầy 15 phút để hoàn thành bảng câu hỏi và thông tin bạn cung cấp chỉ dành cho mục đích nghiên cứu. Cảm ơn bạn đã trả lời câu hỏi này. Nó sẽ là một trợ giúp tuyệt vời cho nghiên cứu của tôi.

Phần 1: Thông tin cơ bản

1. Giới tính của bạn là gì?

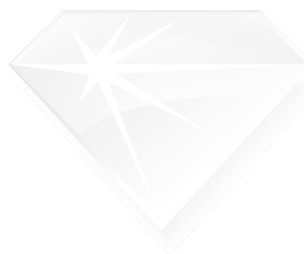
- Nam
- Nữ
- Giới tính khác

2. Bạn bao nhiêu tuổi

- 13-18
- 18-25
- 25-35
- Trên 35

3. Trình độ học vấn hiện tại của bạn là gì?

- Trung học cơ sở
- Trung học phổ thông
- Cao đẳng/ Đại học
- Cao học



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Phần 2: Sử dụng mạng xã hội

4. Bạn có dùng Facebook không?

- Có
- Không

Nếu không dùng Facebook, vui lòng kết thúc cuộc khảo sát ở đây. Cảm ơn bạn.

5. Lần đầu bạn đăng ký tài khoản Facebook là khi nào?

- Khi 13 tuổi
- Khác, vui lòng ghi rõ:.....

6. Bạn có bao nhiêu bạn trên Facebook?

- Dưới 200
- 500- 1000
- Trên 1000

7. Bạn sử dụng Facebook bao nhiêu giờ mỗi ngày?

- 1-2 giờ
- 3-4 giờ
- Nhiều hơn 4 giờ
- Số khác, vui lòng ghi rõ:.....

8. Bạn có thường xuyên cập nhật hồ sơ của bạn không?

- Mỗi tuần
- 2 tuần một lần
- 1 tháng
- Số khác, vui lòng ghi rõ:.....

9. Bạn có thường đăng ảnh và cập nhật trạng thái không?

- Mỗi ngày
- 1 tuần
- 1 tháng
- Số khác, vui lòng ghi rõ:.....

10. Bạn có chấp nhận người lạ kết bạn trên Facebook không?

- Không
- Có
- Thỉnh thoảng

11. Vui lòng cho biết sự đồng ý của bạn với các phát biểu sau đây. Vui lòng đánh dấu mức độ mà bạn tin rằng mỗi câu phát biểu áp dụng phù hợp với bạn. 1= Rất không đồng ý, 2= Không đồng ý, 3= Bình thường, 4= Đồng ý và 5= Rất đồng ý

Stt	Câu hỏi	Mức độ đồng ý				
		1	2	3	4	5
1	Tôi thường thấy mình sử dụng Facebook lâu hơn dự					
2	Tôi thường thấy cuộc sống thật nhàm chán khi không có Facebook					
3	Tôi thường bỏ bê việc học ở trường vì sử dụng Facebook					
4	Tôi cảm thấy khó chịu khi ai đó ngắt lời tôi khi tôi đang sử dụng Facebook					
5	Vài ngày có thể trôi qua mà tôi không cảm thấy khó chịu khi sử dụng Facebook					
6	Tôi không cảm nhận được thời gian trôi qua khi tôi sử dụng Facebook					
7	Tôi cảm thấy khó ngủ ngay sau khi sử dụng Facebook					
8	Tôi sẽ rất buồn nếu phải cắt giảm thời gian sử dụng Facebook					
9	Gia đình tôi thường xuyên phàn nàn về việc tôi quá bận rộn với Facebook					
10	Điểm số ở trường của tôi đã thấp vì việc sử dụng Facebook của tôi					
11	Tôi thường xuyên huỷ những cuộc hẹn với bạn bè vì thời gian phải giành cho việc sử dụng Facebook					

Stt	Câu hỏi	Mức độ đồng ý				
		1	2	3	4	5
12	Tôi cảm thấy bản thân mình đang nghĩ về những gì đã xảy ra trên Facebook khi tôi không lướt Facebook nữa					
13	Tôi cảm thấy việc sử dụng Facebook của mình đã tăng lên đáng kể từ khi tôi bắt đầu sử dụng Facebook					

Phần 3: Ảnh hưởng của mạng xã hội

12. Cảm xúc của bạn như thế nào sau khi xem những nội dung tiêu cực trên Facebook?

- Bình thường
- Vui vẻ
- Buồn bã
- Tiêu cực
- Tích cực

13. Vì sao bạn sử dụng Facebook? Vui lòng chọn tất cả trả lời phù hợp

- Cập nhật tin tức, tin đồn, xu hướng
- Để cảm nhận một cảm giác thuộc về
- Liên hệ và kết nối với bạn bè và gia đình
- Tương tác với những người bạn mới
- Livestream kinh doanh
- Nâng cao nhận thức
- Khác, vui lòng ghi cụ thể:.....

14. Lợi ích cá nhân của bạn khi sử dụng Facebook là gì? Vui lòng chọn tất cả đáp án phù hợp.

- Hỗ trợ việc học
- Giữ liên lạc với mọi người
- Học được những kỹ năng mới
- Giải trí
- Chia sẻ những sở thích chung
- Kiếm tiền
- Khác, vui lòng ghi rõ:.....

15. Bạn nghĩ Facebook đang ảnh hưởng đến sức khỏe tổng thể của bạn như nào?

- Không ảnh hưởng
- Ảnh hưởng tích cực
- Ảnh hưởng tiêu cực
- Cả tích cực và tiêu cực

16. Bạn có cảm xúc gì khi sử dụng Facebook? Vui lòng chọn tất cả đáp án phù hợp nhất.

- Từ chối
- Cô lập
- Ghen tị
- Vui vẻ
- Sự bỏ lỡ
- Có động lực
- Có cảm hứng
- Nâng cao lòng tự trọng
- Hạ thấp lòng tự trọng
- Cảm giác thuộc về
- Khác, vui lòng ghi rõ:.....

17. Những cảm xúc này ảnh hưởng đến sức khoẻ tổng thể của bạn như thế nào?

- Nó ảnh hưởng đến khả năng xã giao với những người khác
- Cho tôi một cái nhìn tích cực
- Làm tăng sự lo lắng của tôi
- Mang lại cho tôi sự tự tin
- Mang lại cho tôi cảm giác bị cô lập về mặt xã hội và cảm xúc
- Truyền cảm hứng và động lực
- Cảm thấy như cảm xúc của tôi đang kiểm soát suy nghĩ của tôi
- Có thể dẫn đến các vấn đề sức khoẻ tâm thần khác. Vui lòng giải thích

rõ:.....

18. Bạn đã bao giờ bị bắt nạt và quấy rối trên Facebook chưa?

- Chưa từng
- Đã từng bị, nhưng không ảnh hưởng sức khoẻ tinh thần
- Đã từng và ảnh hưởng đến sức khoẻ tinh thần. Vui lòng nói rõ ảnh hưởng

thế nào:.....

19. Bạn đã bao giờ bị gạ gẫm trên Facebook chưa?

- Chưa từng
- Đã từng nhưng không ảnh hưởng đến sức khoẻ tinh thần
- Đã từng bị gạ gẫm và ảnh hưởng đến sức khoẻ tinh thần. Vui lòng nói rõ

ảnh hưởng như thế nào:.....

20. Khi bị trầm cảm, bạn có cảm thấy thoải mái trên mạng xã hội hơn là chia sẻ mọi thứ với gia đình hay bạn bè không?

- Có
- Không
- Khác, vui lòng ghi cụ thể:.....

21. Vui lòng mô tả mức độ tự trọng của bạn bằng dấu “☑” mức độ mà bạn tin rằng mỗi câu nói áp dụng cho bạn. 1= Rất không đồng ý, 2= Không đồng ý, 3= Bình thường, 4= Đồng ý và 5= Rất đồng ý

Stt	Câu hỏi	Mức độ đồng ý				
		1	2	3	4	5
1	Tôi cảm thấy rằng tôi là một người có giá trị, ít nhất là bình đẳng với những người khác.					
2	Tôi cảm thấy rằng tôi có một số phẩm chất tốt					
3	Tôi có xu hướng cảm thấy rằng tôi là một kẻ thất bại.					
4	Tôi có thể làm mọi việc tốt như hầu hết những người khác.					
5	Tôi không có nhiều điều để tự hào.					
6	Tôi có thái độ tích cực đối với bản thân.					
7	Tôi chắc chắn đôi khi cảm thấy vô dụng.					
8	Tôi hài lòng với chính mình.					
9	Tôi ước tôi có nhiều sự tôn trọng hơn cho bản thân mình.					
10	Nhiều lúc tôi nghĩ mình không tốt chút nào.					

22. Bạn có chủ ý tìm kiếm những nội dung liên quan đến việc tự làm hại bản thân và tự tử trên Facebook không? Hay việc tiếp xúc này xảy ra một cách ngẫu nhiên?

- Ngẫu nhiên
- Có ý định tìm kiếm 1 lần
- Đã hơn 1 lần có ý định tìm kiếm

23. Sau khi nhìn thấy những nội dung tự hại mình trên Facebook, bạn đã bao giờ nghĩ hoặc thực hiện những hành vi sau chưa? Vui lòng đánh dấu mức độ mà bạn tin rằng mỗi câu phát biểu áp dụng cho bạn. 1= Rất không đồng ý, 2= Không đồng ý, 3= Bình thường, 4= Đồng ý và 5= Rất đồng ý

Stt	Câu hỏi	Mức độ đồng ý				
		1	2	3	4	5
1	Rối loạn ăn uống do có chủ ý.					
2	Rạch hoặc cắt cơ thể tôi bằng các vật sắc nhọn.					
3	Đánh vào người tôi (đánh vào đầu, bằng tay).					
4	Đập đầu vào tường, bàn, v.v.					
5	Cào xước cơ thể tôi.					
6	Dùng dao cắt hoặc khắc thứ gì đó lên da tôi.					
7	Đâm vào cơ thể tôi bằng các vật sắc nhọn.					
8	Dùng thuốc quá liều.					
9	Tự bóp cổ.					
10	Tự làm cơ thể chảy máu.					

24. Theo nhận định dưới đây, xin vui lòng cho biết sự đồng ý của bạn. Vui lòng đánh dấu mức độ mà bạn tin rằng mỗi câu phát biểu áp dụng cho bạn. 1= Rất không đồng ý, 2= Không đồng ý, 3= Bình thường, 4= Đồng ý và 5= Rất đồng ý

Stt	Câu hỏi	Mức độ đồng ý				
		1	2	3	4	5
1	Tôi chia sẻ những bức ảnh hàng ngày hoặc những bức ảnh du lịch mà tôi thấy đẹp với bạn bè trên Facebook					
2	Tôi chia sẻ điểm số tốt hoặc thành tích tích cực của mình với bạn bè trên Facebook.					
3	Tôi luôn cố gắng trình bày một bức tranh về sự hoàn hảo.					

Stt	Câu hỏi	Mức độ đồng ý				
		1	2	3	4	5
4	Tôi khen bạn bè trên Facebook để họ thấy tôi là người thân thiện.					
5	Nếu tôi làm tổn thương bạn mình, tôi sẽ xin lỗi họ qua Facebook.					
6	Tôi đưa ra lời giải thích hoặc biện minh cho hành vi của mình đối với các sự kiện tiêu cực trên Facebook, để giảm ấn tượng tiêu cực của người khác về tôi.					
7	Tôi chú ý đến bạn bè trên Facebook để họ nghĩ rằng tôi quan tâm đến họ.					
8	Khi tôi bị đổ lỗi cho điều gì đó, tôi sẽ bào chữa trên Facebook.					
9	Trên Facebook, tôi phải nói dối về các đặc điểm ngoại hình của mình, chẳng hạn như chiều cao, cân nặng, màu da để trông hấp dẫn hơn.					
10	Tôi đã đăng một bức ảnh lỗi thời của mình lên trang cá nhân Facebook của mình để trông hấp dẫn hơn so với thực tế.					

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