Findings

The aim of the present study was to explore self esteem, loneliness and identity development among Facebook users. For this study undergraduate students between the ages of 18-21 years were sampled from the Delhi/NCR region. The tools which were used included uses and gratification scale, Facebook identity scale,UCLA scale version-3 and Rosenberg self esteem scale.The results include t test, regression and correlation tables along with longitudinal analysis. The analysis was done using SPSS and AMOS software. The results highlighted that the Facebook users tend to selectively choose the aspects they present through their profiles. Whether they change their presented identities depends on the social validation they receive online. This social validation simultaneously triggers self reflection which not only effects how the individuals present themselves online through their profiles but also effects their idea of "self" offline. Further if they receive social validation on their presented self it boosts their self esteem whereas if they face social rejection then it lowers their self esteem. In addition it has been seen that uses and gratification theory further helps in highlighting the gender differences in the reasons for why male use Facebook and why females use Facebook. Results reveal that females use it for expression of their identity whereas males use it for information seeking.