

**Social Anxiety, Personality Traits and Self-Esteem as Predictors of Social Media
Addiction among Undergraduates in Plateau State**

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Management and Social Sciences, Lead City University, Ibadan, Oyo State, Nigeria**

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Degree in Clinical Psychology**

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Certification

This is to certify that Ajegena Owlama Rachel with Matriculation Number LCU/PG/003771 carried out this research work titled ‘Social Anxiety, Personality Traits and Self Esteem as Predictors of Social Media Addiction among Undergraduates in Plateau State’ in the Department of Psychology, Faculty of Management and Social Sciences, Lead City University, Oyo State, for the award of Masters of Science Degree (M.Sc) in Clinical Psychology and that this has not been previously submitted.

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Dedication

This research work is dedicated to the glory of God.

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However, I take full responsibility for any errors or omissions that may be found in this research.

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Abstract

Social media addiction is increasingly recognized for its psychological and socio-economic impacts, such as impaired social relationships, academic underperformance, anxiety, and depression. While research on this phenomenon is emerging in Nigeria, there remains a gap in understanding the predictive role of social anxiety, personality traits, and self-esteem, especially among Nigerian undergraduates. This study examines how social anxiety, personality traits, self-esteem, and demographics (age, gender) predict social media addiction. This study addresses this gap by employing a cross-sectional quantitative survey with 397 undergraduate participants in Plateau State. The study made use of the social cognitive, cognitive behavioral, self-determination and social comparison theories to explain this phenomenon. Four hypotheses were tested. Social anxiety did not significantly predict social media addiction ($\beta = .120$, $R^2 = .014$, $p > .05$), suggesting it has no influence in this context. Personality traits, however, were significant predictors ($R = .18$, $R^2 = .032$, $p < .05$), with extraversion ($\beta = .112$, $p < .05$) and conscientiousness ($\beta = -.106$, $p < .05$) having notable effects. Self-esteem also significantly predicted social media addiction ($\beta = -.128$, $R^2 = .016$, $p < .05$). Age and gender differences were non-significant (age: $F(3, 393) = .637$, $p > .05$; gender: $t(397) = 1.017$, $p > .05$). This study recommends tailored interventions, additional research, and application of findings in practice to better address social media addiction among Nigerian youth.

Key Words: Social Anxiety, Personality Traits, Self-Esteem and Social Media Addiction

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