**Relationship between Attachment styles and Social Media addiction**

**among young adults: Mediating role of Self-esteem**

Anam Yousaf1, Adnan Adil2, Ali Hamza3, Saba Ghayas2, Sadia Niazi1, Anam Khan1

**ABSTRACT**

**Objective:** To investigate themediating role of self-esteem between attachment styles and social media addiction among young adults.

**Study Design:** DescriptiveCross-sectional study

**Place and Duration:** Department of Psychology, University of Sargodha, from 10th February 2020 to 15th September 2020

**Methodology:** A purposive sample of young adults from University of Sargodha was recruited. Relationship Questionnaire, Social Media Addiction Scale (Student Form) and Rosenberg Self-Esteem Scale were used to measure attachment styles, social media addiction and self-esteem respectively.

**Results:** A total of 350 young adults were assessed. Path analysis in Amos indicated the positive direct effect of secure attachment styles on self-esteem (β = .55, p <.001). Insecure attachment style had negative effect on self-esteem (β = -.30, p <.001) and positive effect on social media addiction (β = .11, p <.02). High level of self-esteem had negative effect on social media addiction (β = -.68, p <.001). Self-esteem mediated the positive relationship between insecure attachment styles and social media addiction (β = .20, p <.001) and negative relationship between secure attachment style and social media addiction (β = -.37, p <.001).

**Conclusion:** Self-esteem could be one of the causal links between attachment styles and social media addiction.

**Keywords:** Secure attachment style, Insecure attachment style, Self-esteem, Social media addiction.

**How to Cite This:**

Yousaf A, Adil A, Hamza A, Ghayas S, Niazi S, Khan A. Relationship between Attachment styles and Social Media addiction among young adults: Mediating role of self-esteem. Isra Med J. 2021; 13(1): 48-51.

This is an Open Access article distributed under the terms of the Creative Commons Attribution-Noncommercial 4.0 International License (http://creativecommons.org/licenses/by-nc/4.0/), which permits unrestricted use, distribution, and reproduction in any medium, provided the original work is properly cited.