

# Analysis of Social Anxiety Measuring Tools for Social Media X Users

Fionna C A Uguy, Hirda Ronggo Pratama, Zepanya Veronica Sinaga

[202110515096@mhs.ubharajaya.ac.id](mailto:202110515096@mhs.ubharajaya.ac.id)

Fakultas Psikologi Universitas Bhayangkara Jakarta Raya

## Abstract

This study aims to develop and test the validity of social anxiety measurement tools based on the theory of La Greca and Lopes (1998), in the context of social media user's "X". The initial instrument consisted of 12 items designed to measure social anxiety among 141 active users of social media "X". Through the analysis of discrimination power, 2 items were found not to meet the expected criteria and were declared disqualified. The final results showed that the remaining 10 items were able to accurately and uniquely measure social anxiety in respondents with the social media user characteristic "X". This measure shows high validity and is reliable for assessing the level of social anxiety among social media user's "X". These findings are important for understanding the dynamics of social anxiety in the context of increasing social media use.

**Keywords:** *Social Anxiety, Social Media User's "X", Validity of the Measuring Tool*

## Introduction

Nowadays, technological developments are very rapid, making users more practical, effective and efficient in carrying out the activities or activities they want to do. The technology in question includes communication and internet technology, one of which is social media (Azka et al., 2018). Thanks to the rapid development of information and communication technology today, it has become easier for users to socialize, access all kinds of information, gain knowledge, and also seek entertainment through social media platforms (Soliha, 2015). Reporting from databooks.katadata, the most widely used social media in early 2024 include

WhatsApp, Instagram, Facebook, TikTok, Telegram, X, Facebook Messenger, Pinterest, Kuaishou, LinkedIn (Annur, 2024). The use of social media through the available platforms has a big impact and contribution on every individual who uses it in everyday life, because the use of social media has become a part of people's lives, especially among the younger generation (Rihyanti, 2023).

Along with the rapid development of information and communication technology, especially on social media platforms which make it easier for users to access all the information or things they need, it turns out that there is another side that can cause losses or bad impacts for its users (Soliha, 2015). Initially, social media was created with the aim of making it easier for individuals to communicate with each other and strengthen social relationships with other individuals. However, sometimes the use of social media can have a bad impact or negative effect on an individual's psychological condition, such as becoming more susceptible to anxiety, depression and other psychological disorders (Sri Diniari, 2016).

If it is related to social media platforms that are widely used and attract the attention of their users, then in this case one of the social media that is currently widely used is the X application or previously known as Twitter. X is a social media application that is liked by many social media users because each user can express themselves through photos, videos or writing. The large number of individuals who use or access social media X means that many individuals are connected to each other from every country. However, freedom of communication and accessing social media (Zalfa Salsabila et al., 2023).

Anxiety is a condition where a person experiences negative emotional feelings, which are characterized by worry about future conditions. Anxiety itself refers to the emergence of excessive and continuous feelings of anxiety, fear or worry when in a social environment or when trying to socialize. Individuals who experience social anxiety in communicating usually refer to feelings of

embarrassment, reluctance to communicate, fear of speaking in public, and also choosing to remain silent or not interact. (dalam Azka et al., 2018).

The large number of people who use social media Where the effects of social anxiety can later have a bad impact on individuals when they want to interact or socialize in cyberspace, especially viewing content on social media social of individuals who use it, because online interactions are diverse and extensive. So that later researchers can find a correlation between the use of X and the level of social anxiety, and how much the feature has an impact on the user's mental health (Rahman Nayla, 2024)

Creating an anxiety scale for user X will have high urgency. This is because there are more and more people using social media X from time to time, so that social media , which could have a bad or negative impact on users, such as experiencing anxiety when using social media (Rahman Nayla, 2024). Therefore, by creating this anxiety scale, it is hoped that it will be able to help identify what factors are related to the emergence of anxiety for users of social media X, because social media X itself is a forum where many individuals interact with each other, which Not infrequently it can cause a negative reaction or response, resulting in feelings of anxiety in the user. The development of the anxiety scale will later be tested to determine how far the validity and reliability of the scale or measuring instrument are adequate and reliable in relation to the use of social media X.

### **Literature Review**

According to La Greca and Lopez (1998), social anxiety is a constant fear of a social situation and fear of negative judgment from other people, and also in facing the possibility of being noticed by other people, fear of being embarrassed or feeling unsafe. Individuals feel worried about negative judgments from other people, they feel worried about the lack of approval from strangers or other

people and are also worried about behavior that might embarrass them in public. (La Greca & Lopez, 1998).

Social anxiety is most often caused by excessive fear of negative evaluations from other people when faced with social situations, resulting in a state of anxiety characterized by emotional discomfort and worry regarding one's current condition (La Greca & Lopez, 1998). Social anxiety is an intense fear of excessive negative evaluation when someone is faced with a social situation (Schulze et al., 2013). In addition, social anxiety is defined as an excessive fear of receiving criticism from other people, which results in a person avoiding interactions with groups of people. (Khurnia Swasti & Martani, 2013).

Social anxiety is caused by fear of negative judgment from other people, fear of being criticized, worry about making embarrassing behavior in public, anxiety or worry about being embarrassed, being noticed by many people, resulting in feelings of insecurity. Therefore, this social anxiety variable will later be measured using the SAS-SMU (*Social Anxiety Scale for Social Media User*) measurement which was created and developed in 2017 by researchers Yunus Alkis, Zafer Kadirhan and Mustafa Sat in Turkish with research on a human and computer behavior. This research is based on the increasing popularity of social media studies and the increasing use of social media among students. This measurement scale has 4 dimensions, including : (Alkis et al., 2017)

1. Anxiety about sharing content (*Shared Content Anxiety*): anxiety about sharing shared content
2. Anxiety about personal data (*Privacy Concern Anxiety*): anxiety comes from the possibility of disclosing and sharing personal information on social media
3. Interaction Anxiety: anxiety that arises from interaction and communication with other people, especially with people you have just met on social media

4. Self-evaluation anxiety (*Self-Evaluation Anxiety*): anxiety that comes from the way a person evaluates and sees himself based on what other people think of him. This scale can be used to measure social anxiety for social media users because its validity has been tested.

### Research Methods

This research was conducted with 141 respondents who used social media. The measuring instrument that has been created, measured and distributed uses a questionnaire with a social anxiety scale for social media users which has 12 items, where respondents are selected according to the research characteristics, namely using social media X and experiencing social anxiety when using the application. Measurements were carried out by applying a Likert scale model consisting of 4 available answer choices, with explanations (1) Very Unsuitable, (2) Not Appropriate, (3) Suitable, (4) Very Suitable. The data collected from the measurement results were analyzed using a discriminative power and confirmatory analysis approach. Discriminatory power is carried out to remove items that are not correlated and to carry out confirmation to find out the most relevant items, by knowing the characteristics of the subject in the phenomenon

**Table 1. Blueprint for the Social Anxiety Scale**

NO	DIMENSION	INDICATOR	QUANTITY
1.	<i>Shared Content Anxiety</i>	Feeling anxious; think about other people's responses other people	1. Feeling anxious when my posts are seen by other people 2. Thinking about every status I post is based on other people's views

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		Fear of criticism	3. Feeling afraid of being criticized by other people for my posts
2.	<i>Privacy Concern Anxiety</i>	Feeling afraid; feel anxious about your privacy being known	1. My personal privacy must not be known by others 2. When my privacy is known to others, I feel anxious
		Avoid sharing personal content	3. I feel anxious or afraid if I am too open when interacting on social media
3.	<i>Interaction Anxiety</i>	Feeling anxious when interacting	1. I feel anxious about interacting with other people on social media 2. I feel panicked when someone asks me to talk on social media
		Panic or discomfort when interacting	3. I don't feel brave when looking for new friends on social media
4.	<i>Self-Evaluation Anxiety</i>	Don't dare to interact	1. I feel anxious if there are comments that I don't like
		Worried about other people's views	2. I feel anxious about comments that criticize me
		Anxious about criticism	3. I feel worried if other people will hate me for my posts

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## Results and Discussion

The results of this study show that the social anxiety measuring tool developed has adequate validity. This instrument was proven to be reliable in identifying the sense of social anxiety among users of social media "X". Of the 12 items that were initially compiled, the remaining 10 items after the discrimination power test were able to measure social anxiety accurately and consistently. This shows that the measuring instrument is quite effective in reflecting the experiences and psychological conditions of social media users "X". Adequate validity of this instrument ensures that the measurement results are reliable and relevant for further research.

**Table 2. Descriptive Statistics for Social Anxiety**

	<b>Total</b>
Valid	141
Missing	0
Mean	33.489
Std. Deviation	7.278
Minimum	12.000
Maximum	48.000

The results of the descriptive analysis show that the average (mean) value of social anxiety among respondents is 33.489 with a standard deviation of 7.278. The lowest (minimum) social anxiety score recorded was 12,000, while the highest (maximum) score reached 48,000. This data indicates quite significant variations in the level of social anxiety among users of social media "X". The average obtained also provides a general description of the level of social anxiety which tends to be in the medium to high category in this population.

The results of the data obtained by the researcher will be carried out with a Cronbach's Alpha analysis test using JASP (Jeffrey's Amazing Statistics Program) software, where the results of the analysis test obtained a point estimate of 0.870 which is the measurement. The results of the analysis test came from the 12 items used, where the items used by the researcher were said to be reliable.

**Table 3. Statistical Reliability If Items Are Discriminated**

Item	If item dropped
	Cronbach's $\alpha$
I1	0.856
I2	0.857
I3	0.851
I4	0.876
I5	0.865
I6	0.868
I7	0.857
I8	0.861



**Table 3. Statistical Reliability If Items Are Discriminated**

Item	If item dropped
	Cronbach's $\alpha$
I9	0.864
I10	0.856
I11	0.848
I12	0.859

In a measuring instrument, if the item from the measuring instrument has a value greater than the resulting estimate point (Cronbach's alpha if item dropped), then the item is not feasible or reliable. So in this case, the item can be deleted or removed. If an item has a value smaller than the estimated point, then the item can be maintained and is suitable for use. This research has item 1 representing an indicator of feeling anxious, item 2 representing an indicator of thinking about other people's responses, item 3 representing an indicator of being afraid of being criticized, item 4 representing an indicator of feeling afraid, item 5 representing an indicator of feeling anxious about having your privacy known, item 6 represents an indicator of avoiding sharing personal content, item 7 represents an indicator of feeling anxious when interacting, item 8 represents an indicator of panic or discomfort when interacting, item 9 represents an indicator of not being brave in interacting, item 10 represents an indicator of being anxious about people's views. On the other hand, item 11 represents an indicator of being worried about criticism, and item 12 represents an indicator of worrying about other people hating you. In this research, the researcher has a point estimate =

0.870, where of the 12 items the researcher has 1 item above the estimated point, namely item I4 = 0.876, which shows that the item is not suitable for measuring the variables in this study. However, the eleven items in this research are suitable, valid and reliable for measuring the variables you want to measure.

**Table 4. Chi-square test results**

Model	X <sup>2</sup>	df	p
Baseline	796.72	6	
model	9	6	
Factor model	257.08	5	< .00
	7	4	1

*Note.* The estimator is ML.

Chi-square dalam penelitian ini menerima H1 karena p-value yang dihasilkan dalam penelitian ini berada < 0.05 yaitu 0.001 sehingga H1 diterima. Maka hal ini mengartikan bahwa terdapat hubungan yang signifikan antara variabel kategori yang dianalisis.

**Tabel 5. Component Loadings RC1 & Uniqueness**

	RC1	Uniqueness
I3	0.837	0.391
I11	0.783	0.275
I1	0.713	0.475
I2	0.707	0.471
I10	0.706	0.458

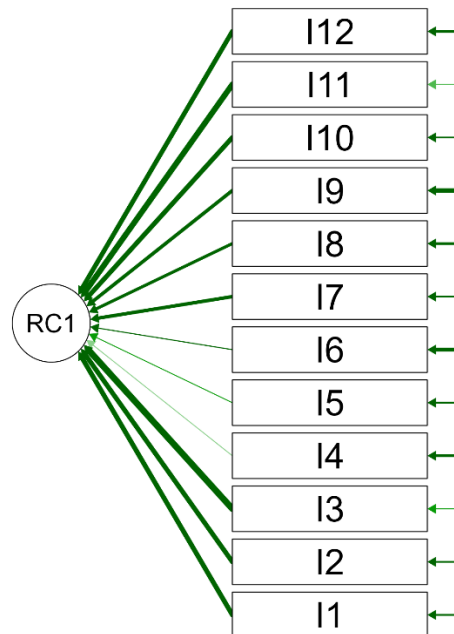
**Tabel 5. Component Loadings RC1 & Uniqueness**

	<b>RC1</b>	<b>Uniqueness</b>
I12	0.702	0.553
I9	0.608	0.695
I7	0.606	0.480
I8	0.573	0.533
I6	0.410	0.629
I4		0.533
I5		0.487

*Note.* Applied rotation method is promax.

In the table above it can be seen that there are 2 items that have uniqueness, this is because they have a value > 0.6. Uniqueness in the research is found in items I6 (0.629) and I9 (0.695) which have scores above 0.6. An item must have points above 0.6 before it can be said to be unique so that the item can be said to be valid and reliable.

**Fig.1 Path Diagram of 12 Measurement Items**



Based on the path diagram image above, RC1 produces 2 measurement items whose strength is not optimal for measuring social anxiety in the phenomenon of social media users X. There are 10 measurement items whose strength is suitable for measuring social anxiety. The items are: item 1 represents an indicator of feeling anxious, item 2 represents an indicator of thinking about other people's responses, item 3 represents an indicator of fear of being criticized, item 4 represents an indicator of feeling afraid, item 5 represents an indicator of feeling anxious about knowing privacy, item 7 represents an indicator of feeling anxious when interacting, item 9 represents an indicator of not being brave in interacting, item 10 represents an indicator of being anxious about other people's views, item 11 represents an indicator of being anxious about criticism, and item 12 represents an indicator of being worried about other people hating you. The

measurement items that show less than optimal strength of items for measuring social anxiety in the phenomenon of social media users

**Table 6. Measurement Fit Indicators**

<b>Metric</b>	<b>Value</b>
<b>Root mean square error of approximation (RMSEA)</b>	<b>0.163</b>
RMSEA 90% CI lower bound	0.144
RMSEA 90% CI upper bound	0.184
RMSEA p-value	0.000
<b>Standardized root mean square residual (SRMR)</b>	<b>0.096</b>
Hoelter's critical N ( $\alpha = .05$ )	40.57
	3
Hoelter's critical N ( $\alpha = .01$ )	45.46
	2
<b>Goodness of fit index (GFI)</b>	<b>0.963</b>
McDonald fit index (MFI)	0.487
Expected cross validation index (ECVI)	2.334

In this study, the item score has an RMSEA value of 0.163, which shows that there is unacceptability of the measurement model parameters that the researcher created because the RMSEA point cannot be greater than 0.08 and cannot be smaller than 0.05. If the RMSEA points are between these points, then

it can be said that the research measurement model is acceptable. Likewise, SRMR cannot be smaller than 0.05 (fit) so that the researcher's measurement model can be relied on. In this research, the SRMR measurement model has 0.096 points, which is higher than the standard SRMR points so that this measurement model can be appropriate and reliable (fit) in measuring the variables you want to study. The GFI in this study also fits the research measurement model because the GFI point in this measurement model is 0.963, where this point is smaller than 1.00 and greater than 0.95, where the GFI cannot be smaller or equal to 0.95 and cannot greater or equal to 1.00 (fit) and reliable.

The results of reliability analysis using Cronbach's Alpha on 12 items show that the measuring instrument has high reliability with a point estimate value of 0.870, which shows that these items are generally consistent in measuring the variables studied (Nunnally, 1994). In measuring this reliability, there is one item that has a value higher than the point estimate, namely item I4 with a reliability value of 0.876, which indicates that this item is not suitable for measuring the variables in this research. Apart from the reliability analysis test, the researchers also carried out a chi-square analysis which aims to confirm the existence of a significant relationship on the measuring instrument used to measure social anxiety in using social media X. The uniqueness test results for each item in this study show that there are two items that have a uniqueness value above 0.6. These items include item 6 with a uniqueness of 0.629 and item 9 with a uniqueness of 0.695. This shows that these two items have a uniqueness that is valid and reliable in measuring the social anxiety measuring tool for social media users. -owned themes. This measurement was carried out to see the strength of the items in measuring the social anxiety measuring tool studied by the researcher. In the RC1 measurement results, of the 12 items, there are two items that have less than maximum strength to measure social anxiety, namely item 6

and item 8. The items that have strength in measuring the social anxiety of social media X users are the remaining 10 items. (Byrne, 2013).

In the validity aspect of the measurement model, it produces an RMSEA value of 0.163 which indicates a mismatch with the desired measurement model. This is because the ideal RMSEA value must be between 0.05 and 0.08. Apart from the RMSEA value, there is also an SRMR value obtained of 0.096, which is a value higher than the standard, namely it cannot be  $<0.05$ , which means that the measurement model created by the researcher is appropriate and reliable (fit). Likewise, the GFI value obtained was 0.963, which indicates good fit, because the GFI value obtained by researchers is still within the range or standard of GFI measurement. (Hooper et al., 2008). Overall, although there are several items that need to be improved, most of the items from the measurement model that has been created in this research are considered fit or meet suitability standards for measuring variables or testing social anxiety measuring tools for users of social media X.

### **Conclusion**

The results of the reliability analysis show that the social anxiety measuring tool for social media users "X" has high reliability in general, but there is one item that needs to be improved. Uniqueness analysis also confirms the uniqueness and reliability of the two items in the measuring instrument. However, there are several items that need to be improved in the path diagram analysis. The results of measuring the validity of the model show several discrepancies with the desired model, but there are still several indicators of good model suitability. The social anxiety measuring tool for social media users "X" shows great potential, but needs to be improved on several items and model adjustments to ensure good validity and reliability. Therefore, further research is recommended to improve items that are less than optimal and to revise the measurement model so that it meets the

expected standards. In addition, further research can also explore other factors that might influence social anxiety in the context of social media use "X" to enrich understanding of this phenomenon.

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