

## **Adicción a las redes sociales, salud mental, autoestima y bienestar subjetivo en jóvenes colombianos**

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Trabajo de Investigación presentado como requisito para optar el título de:  
**Magister en Psicología**

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### **RESUMEN**

El uso de redes sociales se ha convertido en una práctica cotidiana entre los jóvenes, lo que ha suscitado interrogantes sobre su impacto en la salud mental y el bienestar psicológico. El presente estudio tuvo como objetivo principal analizar la relación entre la adicción a redes sociales, la salud mental, la autoestima y el bienestar subjetivo en una muestra de jóvenes colombianos. A partir de un enfoque cuantitativo, se propuso describir los niveles de uso problemático de redes sociales, evaluar el estado emocional de los participantes y examinar posibles asociaciones entre estas variables, atendiendo a la necesidad de generar conocimiento empírico en contextos latinoamericanos. La investigación se enmarca en el paradigma empírico-analítico, con un diseño no experimental, transversal, de tipo descriptivo y correlacional. Se aplicó un muestreo no probabilístico de tipo intencional y bola de nieve, lográndose una muestra final de (n=353) participantes, con edades comprendidas entre los 14 y los 40 años. Se utilizaron el Cuestionario Breve de Adicción a Redes Sociales (ARS-6), el Cuestionario de Salud General (GHQ-12), la Escala de Autoestima de Rosenberg

(RSES) y la Escala de Satisfacción con la Vida (SWLS). La recolección de datos se realizó de forma virtual, mediante un formulario en línea. Los resultados muestran que el 44.5 % de los participantes presentó un uso problemático de redes sociales, con mayor prevalencia en el grupo de jóvenes entre 18 y 25 años. En cuanto a la salud mental, el 80.2 % reportó síntomas de malestar psicológico, tales como ansiedad, disfunción social o pérdida de confianza. Además, el 49.3 % expresó un alto nivel de bienestar subjetivo y el 48.4 % reportó una autoestima elevada. Los análisis correlacionales permitieron identificar una relación negativa y significativa entre la adicción a redes sociales y la autoestima ( $\rho = -.26$ ,  $p < .001$ ), lo que evidencia que un mayor nivel de adicción se relaciona con una disminución en la autovaloración personal. De manera similar, aunque con un efecto de menor magnitud, se halló una correlación negativa entre la adicción a redes sociales y el bienestar subjetivo ( $\rho = -.10$ ,  $p = .043$ ), lo cual sugiere que el impacto directo de la adicción sobre el bienestar es limitado. En contraste, se encontró una correlación positiva de magnitud moderada-alta entre la autoestima y el bienestar subjetivo ( $\rho = .51$ ,  $p < .001$ ), lo que resalta la centralidad de la autoestima como un factor protector y predictor clave del bienestar psicológico. Finalmente, se identificó una correlación negativa, aunque débil, entre la salud mental y el bienestar subjetivo ( $\rho = -.11$ ,  $p = .035$ ), indicando que la presencia de dificultades en la salud mental se asocia con menores niveles de bienestar percibido. Estos hallazgos permiten concluir que, aunque no se evidenció una relación directa entre la adicción a las redes sociales y la salud mental, sí se observaron asociaciones estadísticamente significativas entre el uso problemático de redes y el bienestar psicológico general. Se resalta el posible papel protector de la autoestima y el bienestar subjetivo frente al malestar emocional, lo que sugiere la importancia de promover estrategias de fortalecimiento personal y regulación digital entre los jóvenes. Este trabajo aporta evidencia relevante sobre la interacción entre las tecnologías digitales y la salud mental en jóvenes colombianos, proporcionando insumos valiosos para el diseño de intervenciones psicoeducativas y políticas públicas orientadas al bienestar juvenil.

**Palabras clave:** Adicción a Redes Sociales, Salud Mental, Bienestar Subjetivo, Autoestima, Jóvenes Colombianos, Psicología Digital.

### ABSTRACT

The use of social media has become a daily practice among young people, raising questions about its impact on mental health and psychological well-being. The main objective of this study was to analyze the relationship between social media addiction, mental health, self-esteem, and subjective well-being in a sample of Colombian youth. Using a quantitative approach, the study aimed to describe the levels of problematic social media use, assess the emotional state of participants, and examine possible associations among these variables, responding to the need for empirical knowledge in Latin American contexts. The research followed an empirical-analytical paradigm with a non-experimental, cross-sectional, descriptive, and correlational design. A non-probability sampling strategy, combining purposive snowball techniques, was applied, yielding a final sample of 353 participants aged

14 to 40 years. The Brief Social Media Addiction Questionnaire (ARS-6), the General Health Questionnaire (GHQ-12), the Rosenberg Self-Esteem Scale (RSES), and the Satisfaction with Life Scale (SWLS) were administered. Data collection was conducted virtually through an online survey. Results showed that 44.5% of participants presented problematic social media use, with higher prevalence among those aged 18 to 25 years. Regarding mental health, 80.2% reported symptoms of psychological distress, such as anxiety, social dysfunction, or loss of confidence. Additionally, 49.3% reported high levels of subjective well-being, and 48.4% indicated elevated self-esteem. Correlational analyses revealed a significant negative relationship between social media addiction and self-esteem ( $\rho = -.26$ ,  $p < .001$ ), indicating that higher levels of addiction are associated with lower self-worth. Similarly, a negative but weaker correlation was found between social media addiction and subjective well-being ( $\rho = -.10$ ,  $p = .043$ ), suggesting a limited direct impact of addiction on well-being. In contrast, a moderate-to-strong positive correlation was observed between self-esteem and subjective well-being ( $\rho = .51$ ,  $p < .001$ ), underscoring the central role of self-esteem as a protective and predictive factor of psychological well-being. Finally, a weak negative correlation emerged between mental health and subjective well-being ( $\rho = -.11$ ,  $p = .035$ ), indicating that psychological difficulties are linked to lower levels of perceived well-being. In conclusion, although no direct association was found between social media addiction and mental health, statistically significant associations were observed between problematic social media use and overall psychological well-being. The findings highlight the potential protective role of self-esteem and subjective well-being against emotional distress, emphasizing the importance of promoting personal strengthening strategies and digital self-regulation among young people. This study provides relevant evidence on the interaction between digital technologies and mental health in Colombian youth, offering valuable insights for the development of psychoeducational interventions and public policies aimed at promoting youth well-being.

**Key words:** Social Media Addiction, Mental Health, Self-Esteem, Subjective Well-Being, Young People, Colombia.

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