

## INSTAGRAM USAGE AMONG YOUTH COMPARING THEMSELVES WITH OTHERS

Nusrat Azeema<sup>1</sup>, Dr. Muhammad Ali<sup>\*2</sup>, Hafsa Noor<sup>3</sup>

<sup>1</sup>Visiting Lecturer Communication and Media Studies, Fatima Jinnah Women University

<sup>\*2</sup>Assistant Professor, Communication and Media Studies, Fatima Jinnah Women University

<sup>3</sup>BS Media and Communication Studies, Abasyn University Islamabad

<sup>\*2</sup>[m.ali@fjwu.edu.pk](mailto:m.ali@fjwu.edu.pk)

Corresponding Author: \*

Received	Revised	Accepted	Published
10 October, 2024	10 November, 2024	20 November, 2024	27 November, 2024

### ABSTRACT

Instagram has a very high number of monthly-active users that is more than 400 million, the number of shared faces is around 80 million and nearly about 3.5 likes daily. A high percentage of people post their lives on Instagram so that they can be viewed, seen and admired. This causes people to judge, comment and at times try to copy what they see on Instagram. Thus this comparing causes “mental health issues, anxiety, depression, lowered self-esteem and social-comparison”. As social media, Instagram, has become most important part of every individual especially among youth. It is important to study and analyze the impact that it brings among youth and culture it imparts. Instagram have grown rapidly in past few years. Its effects are yet unclear whether it is creating a sense of social-comparison among people and leading to mental health issues. The main idea of carrying out this study is to look for the effect of Instagram usage among individual, social depression/anxiety and comparing themselves with others. We have used the basics of social-comparison theory and Five-system model. We carried out a online-survey for this study (N=404). The whole set of data was transferred to SPSS software of Instagram users. The recent studies affirms and proves that the high usage of social platforms has major consequences as it leads to anxiety, stress and various health related issues. To lower the bad effects the research shows the role that self-esteem and social-comparison can play. The people with high self-esteem and tends to be less effected by social media usage. Thus proposes that to higher self-esteem could be used improve the social-comparison developed among youth. The research is aimed to find whether Instagram usage is leading youth towards social comparisons and to identify the correlation between factors, i.e. mental health and social comparison caused by Instagram usage. Also, it has been observed that social-comparison can cause mental health issues and colorism. As per studies nearly 88% of youth are engaged in social comparisons caused by Instagram and most of these are suffering with upward-comparison. Moreover, this research study suggests that there is a strong relation between Instagram usage and social comparison, causing mental health issues i.e social anxiety and depression. Instagram usage appeared to influence the psychological health of individual, the individuals with more usage faced higher mental issues and with high self-esteem the social comparison effect showed a change. The relationship between Instagram usage and social-comparison was studied and it regulated to extent as it created the direct relation among the users.

**Keywords:** Instagram, Social comparison, Self-esteem, Mental health, colorism, social anxiety.

## INTRODUCTION

Social media, platform which provides an individual to share ideas, life and information with others. It uses various networks to do so: as it is a communication platform. It holds virtual section and network which builds up this whole unit and makes it easier to be interconnected with modern world (Jisoo Ahn, 2021). Instagram is a modern technology for everyone, and mostly used by youth today. It provides room for all to share out their thoughts and to keep an eye on things throughout. Its usage has increased immensely in no time, nearly 3.60 billion people are using social networking platforms actively. This number is still increasing with the days and it is expected that it will grow higher than ever before. As the usage of modern electronic devices and its demand is increasing side to side. Thus results in increased number of active user on various platforms (Kar, 2020). When we take a look at Instagram users its count has raised heavily, 1158-million people are interconnected world-wide via Instagram. In Pakistan till January-2022 the number was counted as 14,954,600, and this makes 6.7% Pakistan's total population. It is most common in youth as studies reveal that age group 18-24 is major part of that 6.7% population. The number is still growing with a drastic pace. The social platforms like Instagram, Facebook, Twitter and many other such networks have rooted into every person's life specially the youth. Where its demand is also expanding in quick session (Lakhiwal & Kar, 2016). New tools and filters are introduced which enables users to edit facial features and totally change the whole out-look. Augmented reality has provided a way to shape-shift looks and other features. Most of the times because of these modifications the self-belief and confidence is affected. As they start comparing and thinking of their natural look and complexion to be inferior, they think they look uglier and cannot survive in modern day if they will not use these filter and editing features (Noldy et al., 1990). This mostly leads them to use filters and tools so that they can adjust in this world and live up to the standards setup by the society. This is where social comparison arises, it is because people start comparing and judging their physical features with new beauty standards narrated by the society and these socio-cultural ideal beauty standards evolved by means of social media. This builds a huge impact

on individual's personality and causes upward-comparison, makes them feel bad for their own-self i.e. body and appearance. Also one's who have social anxiety and face inferiority complex due to these are effected heavily. As a result, they are not satisfied with lives and physical attributes (Jolanda Veldhuis, 2018). The thought to compare your own-self lead towards social acceptance/comparison simultaneously. The most effected one's are the youth as they are targeted easily and they understand the technology better. Thus this tends to effect majorly on peers, youth instead of others on social networks (Tiggemann & Anderberg, 2019). People who spend more time on social media are most often found comparing their abilities and attributes with others. It is also revealed that this socio-comparison causes depression and multiple issues on a personality. It is one of the major cause of health issues in modern day's youth (Annmarie Grealish, 2020). It is also observed that socio-comparison directly effects on physical and psychological health both. Social media pushes them to think and compare, which badly effects their traits. The like-comment-follow trend is what runs the mind set of people, the more the numbers the more they feel acceptance in the society (Annmarie Grealish, 2020). Thus this plays an important role in every aspect. If someone has lesser number of like-comment-follows, most probably the person will think oddly and person will not feel accepted in community and thus will start to admire acceptance, raising social-acceptance which causes mind with health issues like social depression/anxiety. It is found and observed that people are immensely influenced by social media celebrities and influencers. As individual wants to be accepted socially, so they follow-copy social media influencers. Moreover it is also studied and observed that one's having lesser moral and socio-support face more problems and health issues (e.g. depression in thoughts, social-anxiety and psychological stresses). Whereas people with more social support from the circle and surrounding are healthier and face lesser health issues (Keles, 2020). As the trend has passed on the new and category has been developed. This is now termed as 'influencer' and is known very well around. Ordinary people other than celebrities who are famous on their social media accounts due to their social media activities

they are popular and they are called as “influencers”. This has created a huge impact and is a huge opportunity created. Thus the ordinary people are able to make an impact and influence others with their skill-set of being active on various social platforms (Lakhiwal & Kar, 2016). Whatever person thinks of his/her self, either that be positive or negative, it is person's self-esteem. That is how person evaluate positive and negative traits within, and believe he/she has in them (Baumeister & Leary, 2000). Lack of self-esteem and self-belief badly effects mental health. It has multiple reasons due to which it can cause social anxiety and stress. The one of the main reason is that people having lowered self-confidence and self-esteem are mostly shy, they avoid interacting with people, and they talk to only few. This effects a lot as these social links and interactions are root to grow and improve one-self (Ghayas, 2017). Instagram also provides a platform where you find opinions and ideas of others thus one can implement those in their lives. This also helps them to make decisions in various aspects. For example an expert's opinion or someone having experience suggesting something. In meantime it is observed that few people are afraid of taking decisions of their own thus they rely on other's decision and they trust others for these decisions (Wilcox & Stephen, 2012). In today's era Instagram is the most important section in youth's life. Besides this being essential and useful part in their lives it also has harmful effects on mental health of individual. It do provides with multiple facilities and advantages, as it keeps one linked and connected with his family and circle , but at the same time it's usage also effects their mental health badly. Thus leading to serious issues in their lives (Lup, Trub, & Rosenthal, 2015). Most researches have associated the mental health problems nowadays are due to social media usage. The issues faced are undeniable and have great effect (e.g. depression, lack of sleep, hyperactivity in every state, lack of self-esteem). It is found is all age groups and youth is majorly affected. Aligned with Instagram's positive side there is a dark side as well. Today, it has immense negative impact when compared with others. It directly targets the user's confidence, self-esteem and creates and sense of being alone and unobserved. Also causes depression which results in lack of performance in routine life (Lup, Trub, & Rosenthal, 2015).

Nowadays, the one using Instagram is influenced by bloggers and modern day's social media bloggers. And they are effected and influenced heavily by the means of social trend promoted online (Khamis, Ang, & Welling, 2016). . It is seen that most people are too deep in following bloggers and influencers that they get addicted and there is no way back for them. Mostly because of this they effect and influence others (Baumeister & Leary, 2000). Lately Bhat also concluded that Instagram and depression and interlinked, its addiction/usage predicts the social anxiety and depression in an individual. Also side by side to this, Instagram is said to be the root cause of depression among youth. It is considered that it is impacting more than any other social media platform. Due to this depression is considered as most common disease/illness amongst all. The number of people effected with depression in increasing rapidly, globally its count has raised to 300-million people (Wilcox & Stephen, 2012). Consequently the quality-life is impacted and may also cause some serious health issue e.g. any medical issue. Socio-comparison comprises of person's thinking and ability to examine and judge their own-self, identity, skill-set, physical attributes with others. It is mostly caused and started on the basis of information they hear (get) about others (Festinger, 1954). Gilbert in 2000 studied and concluded that upward social-comparison (to compare one-self with others who are considered and thought to be better and more impactful in modern day traits) causes social anxiety problems. And this is directly linked the more the upward social-comparison the more is the anxiety and depression among people is observed. Few people have lower ranks and this at times causes mind to think in negative dimension, to assess one-self negatively. Thus results in increased social stress & anxiety (Stein, 2015). Whereas the downward social-comparison (to compare one-self with others who are considered to be inferior and backward in modern day traits) can raise social anxiety to higher extent. Antony et al. back in 2005 carried out a study and concluded that the individual having more aptness in upward-downward comparison tend have more concerns. And that is how they compare and are evaluated by others. This makes it a undeniable issue and because of this people start making things of their own, they make efforts and create their own

behavior to meet the standards and norms (P, Gilbert, 2001). Moreover, the high self-consciousness brought by social comparison effects the social skills of the person as it's social compatibility is lowered (American Psychiatric Association, 2013).

### **Significance of the study:**

It develops sense of dissatisfaction, most Instagram users not feel good for their selves. After research resulted that Instagram photo shoots of slim and artificially beautified women has created a dissatisfaction among people. This also builds comparison related to appearance among female and male. Nonetheless, in recent decades the concern has increased highly, increased highly for social media usage and health issues related to one's mind. (Katherine & Lehman, 2005)

### **Objectives of the research**

The main reasons of this research study is to highlight:

O1: To identify whether Instagram usage leading youth towards social comparisons.

O2: To identify the correlation between factors, i.e. mental health and social comparison caused by Instagram usage.

### **LITERATURE REVIEW**

Instagram is a platform where everyone is connected socially as they share thoughts, pictures and videos. This leads to gain likes, comments and followers and with these likes and viral clips they become famous. The more the likes and followers one has the more famous individual is. And most people buy followers and likes online for this cause (Phua, Jin Kim, 2017). Instagram also brings some negative effects to one's life, like depression and anxiety (Andrew F. Luchner, 2017). Instagram has key attributes that enable individuals to enhance pictures and videos. Mostly the filters and editing tools are used. Also this changed the impression and leads people to change the way they express themselves online. This depiction also affects viewer's feelings and thought (Chua & Chang, 2016). Social differentiation includes people's ability to assess their condition, expertise and identity in comparison to others, depending on details that they found of others (Leon, 1954). Upward social differentiation (comparing with others who are considered better in a distinctive manner) might cause

social anxiety and that goes on increasing. Some might be devalued compared with others, which could result in cynical self-evaluation and self-perception when dealing with people and results in increased social phobia (Stein, 2015).

### **Social Comparison & Social Anxiety**

Social comparison is to contrast with others and inferiority factors develop and this leads to social depression (Antony, Swallow, & Swinson, 2005). It is instituted that people who have greater inclination towards upward or downward social comparison feel more how they are judged and how others see them. This leads individuals to improve themselves and follow the norms. If we take a look on social networking platforms, people present themselves with coated personalities and depict with coated identity they practice social. This also leads to comparison information. This influences people to form assumptions of others. And this comparison information is more prominent out of social media than offline means. Depression is mostly caused when people start assessing themselves with society and the materialistic world (Schlenker & Leary, 1982). It is also said that it leads to lowered self-belief in people. As study portrays that it has boosted social comparison traits, the use of social media has increased drastically. And this makes them believe that others have better life and they are more successful and thus reducing self-confidence (Stapleton et al., 2017). Such states or social position have more value than their own satisfaction. When one considers his qualities inferior to others, this disturbs their mindset and self-esteem is affected (White et al., 2006). The anxiety and depression arises when a person assesses and compares oneself with others (Schlenker & Leary, 1982). A research concluded that the higher usage of Instagram was interconnected with social comparison.

In past few years it is observed that social networks/platforms have caused troubles to mental health and it is a sign of worry for most (H & Gerlach A. L., 2016). Also because of the popularity it has expanded, it has augmented the ratio of mental health issues (Stapleton et al., 2017). The study also concludes that social activity (media) affects mind and time management as it is addicting. (Naslund, 2017). High use of such networks leads to bad



impact psychologically and physically, thus boost the anxiety levels (Richard P. Mattick, 1989).

## **Instagram influences**

Instagram actually emphasizes on person's choice, whether it be photo, video or some written thought. Its visuals Individual to view and comment on other user's profile and this give them a sense of acceptance (Baron & Kenny, 1986). One's appearance can have major part how he presents oneself and others are influenced. Additionally, it also causes physical pain and feelings of being inadequate and that is why it has been an important cause in higher cosmetic surgeries (Karen Bluth & Patricia N. E. Roberson, 2015). People having darker skin tones are immensely effected by the modern mind-set and beauty standards portrayed as they are pressurized by the society. Sadly this is effecting their thinking i.e they tend to use money on screening studios and beaches nearby (Bluth, 2016). Luckily, due to climatic change and environment that is there in most parts on India, they bear Fair dusky complexion on golden toned skin and most don't consider it to be good. Thus they use filters to show themselves good and younger and thus lowering self-confidence. According to a study, It is considered that most of the population that is 61% to be precise are not satisfied with their appearance and they are willing to change it anyhow. In recent times, the ratio of anxiety and depression has raised to 70% when compared with old times. The impact that social media creates on people has gained a lot of attention because of significant increase in mental health issues around the globe. Research suggests that allowing people to express themselves and feelings it can be beneficial too but there are certain conditions for that (Bentler, 1999). It is thought that one's Face more problems related to mental health compared with one's having more support from social circle (Bentler, 1999). In most parts of the world, it is said that is people suffering from mental illness and not treated and helped, and they fight with this all alone. As the use on social media has expanded all around, this can be used to improve and help people suffering with mental illness (Naslund, 2017).

## **Colorism and Social Media**

The two features which are important in an individual for personal identification and their

perception in life, physical appearance and skin tone. Many factors determines physical appearance i.e. skin tone, height and weight ratio, symmetry of body etc (Cafri, Yamamiya, Brannick, & Thompson, 2005). Physical appearance in greatly affected by socio-cultural environment. The Tripartite Influence Model (Glenn E. N., 2008) mentions three socio-cultural factors that affect physical appearance of an individual are peers, parents and media. The Tripartite model of influence .It can be said that social platform has turned one's life. We mostly share stuff that is edited i.e photo shopped, airbrushed or retouched and portray people mostly share....and portray fair skinned tone and to appear attractive and beautiful (Glenn E. N., 2008). The discrimination can be seen within groups and it is due to differences appearances, toned skins, different hair colours. The most dangerous being body photograph. Instagram a platform was introduced so that people can connect and share their lives and thoughts with others. The influencers are mostly social media celebrities not all. Only a few of them are doing good and leaving a positive impact. Society in involved in comparing with these influencers and trying best to appears as them. And mostly they portray themselves as perfect (i.e. perfect body). This develops fake beauty standards and thus lowers self-belief and confidence. There are multiples events conducted in this regard, to create mental health awareness and how it is effecting million around the globe. The prime focus is to spread the word to save others. Mental health cognizance weeks helps raise the attention of serious intellectual fitness issues and the way they are affecting tens of millions of human beings. Mental fitness recognition week has been round for decades however has only been extensively identified due to the attention raised by social networks sadly it has created melancholy amongst teens, it isn't utilized in a positive way. If we take a look it can bring revolution in creating mental health awareness. It is carried out at many places but the ratio is very low (Petalas & Konijn, 2021). Intellectual knowledge and health is completely different from physical health. Stigma is introduced and it is one of the motive with the expansion of social platforms, their features and their reach have raised intellectual fitness issues and mental health problems. There was a hashtag used on Instagram as #depression which reached 22.2 million posts and got 100 million impressions.

## **Theoretical framework:**

In the beginning of century 21st the whole world revolutionized, as social media was introduced. It was a turning point towards technology. This social networking laid his footprints all around with in no time (Keles, 2020). From that time period it has been a normal thing of every individual and is connected through its means. And majorly our youth is involved and impacted with this. Almost every young boy or girl and using social networks, most common and widely used is Instagram among them. They use it for various purposes like to interact, share information, to stay connected and inter-linked with modern world and society, so that they can meet the standards of modern day. There are multiple posts and things with which users are notified with. They find updates from these networks (e.g. via Instagram) and this effects and individual and they get into social comparison. This is unintentional but the way it is injected to people's life it creates issues for all (Baumeister & Leary, 2000). The technology and algorithm that our social platforms use are very sharp, this also causes socio-comparison. The numbers play an important role in this, the number of likes-comments-followers effect directly and this build comparison and perception in one's mind. As individual receives any information they interpret it and they form an idea and assumption about others around, with in no-time this spreads out. This social networking features and prominent and deep to the grass root levels and has huge impact on individual's life and whereas the offline networks and comparatively weaker and doesn't affects this much (H & Gerlach A. L, 2016). Moreover, the social media helps and impacts people in various ways. It helps everyone to create contacts (even offline networks), also helps to maintain those and also help to grow online network. Keeping in mind that this does effects to the lives, the more the social network one have the more social comparison is developed, these two are interconnected (Gross & Acquisti, 2005)

## **Social comparison theory**

Social comparison is a vast terminology in researches, it has multiple dimensions on which it can be worked out. Conclusively this defines how we differentiate and compare ourselves or our lives with others. The behavior or attitude we carry with this

develops comparison. The most common aspects are behavior, opinions, statutes etc. With these features we start to compare ourselves with others so that we could asses ourselves and accepted by the society (Andrew G Reece & Christopher M Danforth, 2017). There were multiple studies carried out for social comparison and at that time it only bad opinions and abilities as main features for this cause (Festinger, 1954). Social comparison was an impulsive result of social media. This was caused because we started judging and evaluating our own sleeves, making us realize and understand of modern day's standards. This also should have triggered people to avoid the social media usage or to at least limit its use. There is a huge number of people who get up-set or feel anxious and unassured with their lives just because of this Instagram (many other social platforms), the portrayal of "perfect-life" on Instagram misleads and makes most feel inferior and they don't post and lay backwards (Festinger, 1954).

## **Upward and Downward Comparisons**

Theory possesses various dimensions. As per the theory it has two types of comparisons

**Upward comparison:** "An upward-comparison as the name suggests it arises when an individual starts comparing/ differentiating himself (all the aspects whether physical features or qualities) with others who are more highlighted and considered capable in society than him."

**Downward comparison:** "A downward comparison is the opposite of upward-comparison, it arises when an individual starts comparing/differentiating himself (all the aspects either physical features or qualities) with others who are neglected and not considered suitable for the society ( as they lack the modern standard set by social media)

## **Self-esteem- A voice within:**

"The confidence, believe, and self-worth an individual has in his life is mostly based on his life achievements, lively relationships, self-satisfaction (Jejunum, 2003).

## **FIVE SYSTEM MODEL:**

This model lays down the basis of the research being carried. As per the model, the upward social-

comparison causes many issues and these are not just due to the thinking and perception of an individual. It states how thinking effects and damages our personality traits and healthy life. In 2002 the famous researches, Williams and Garland proposed as theory. This theory was named as "Five-system cognitive-behavioral assessment". This model covers mental health issues, it's effects and how these can be maintained. It states the ways to maintain and overcome mental-health problems. How these are treated through the networks (interactions) between various features like feelings, thoughts and physical-sensations. (Williams and Garland, 2002) The society and cultures and way too vast and every individual have different experiences, by the help of this model we tried to explain the part that Instagram and social comparison might play simultaneously in mental- health related issues. The increased Instagram usage, lowered self-esteem and depression these three terms are interconnected and correlated. The more the usage the more it effects and individual, it is directly related to mental health issues and unhealthy relationships (Jacqueline Nesi, 2020).

The algorithm and modern artificial intelligence as taken over the world nowadays, as when we use the Instagram it suggests with related and new accounts to follow. The content being in use and viewed is auto-captured and algorithm picks the relevant of person's likings. Same happens with youth when they come across fitness- related feeds on Instagram, they are most likely to face health issues and disorders related to diet (Turner, 2017). Thus its usage attracts and influences person towards unhealthy and inappropriate life style, especially for people who already lack self-esteem.

## **Problem statement:**

Instagram (social platforms) have grown thousand times and the number is still on count. It is not yet identified whether it is leaving a healthier or bad impact. This article targets to look for the impact that Instagram creates on individuals, either it be positive or negative.

## **Hypothesis:**

**H1:** Increase in Instagram usage effects the youth's tendency compare themselves with others

**H2:** The more you use Instagram are more likely to experience low self-esteem?

## **Methodology**

Adaptation of a proper research methodology is important to produce the accurate results of research questions (Snyder, 2019). This methodology lays down the direction- the road-map provided to achieve the certain goals and targets set for a particular subject. On whole the quantitative approach is used in this research study. This involves the statistical calculations and measurements to estimate the specified results. This approach is widely used in researches it is reliable and empirical way to carry out a study. Basically by the quantitative approach the researcher lays down the path in particular subject for researchers. This helps the researchers in future to cross check the results and put forth new resulting statements with improved ideas. As per many social scientists the numerical-data result is the most important part and has huge advantage in quantitative researches. The numerical result lays down the foundation and this data helps the researchers to predict the results. Also, this makes it easier for them to conclude the results to the entire population.

The survey (online) has been directed and carried out to collect the whole dataset from the people of different age groups (targeted population). This surveying technique is considered to be the best in getting the dataset from users. The social-comparison theory is wholly based on the users (user-centric) as it focuses on every individual user. Thus while carrying out any study, the researchers make use of this theory as theoretical framework. They use this surveying technique to collect the whole data. The same social-comparison theory is applied on this research study as a theoretical framework. The survey has been used as mean source to collect and study the whole data.

Sample Frame Researcher surveyed a sample frame of 400 Instagram users comprising people of different age groups. In this study, all the Instagram users are the sample population. As per Wimmer and Dominick (1994), the analyst can take specified size of sample for particular study based on any of these points:

$$S = Z^2 P(1-P)/M^2$$

$$S = (1.96)^2(0.5) (1-0.5)/(0.05)^2$$

S-384.16384

The sample size of infinite population

Z z score which is  $50\% = 0.5$

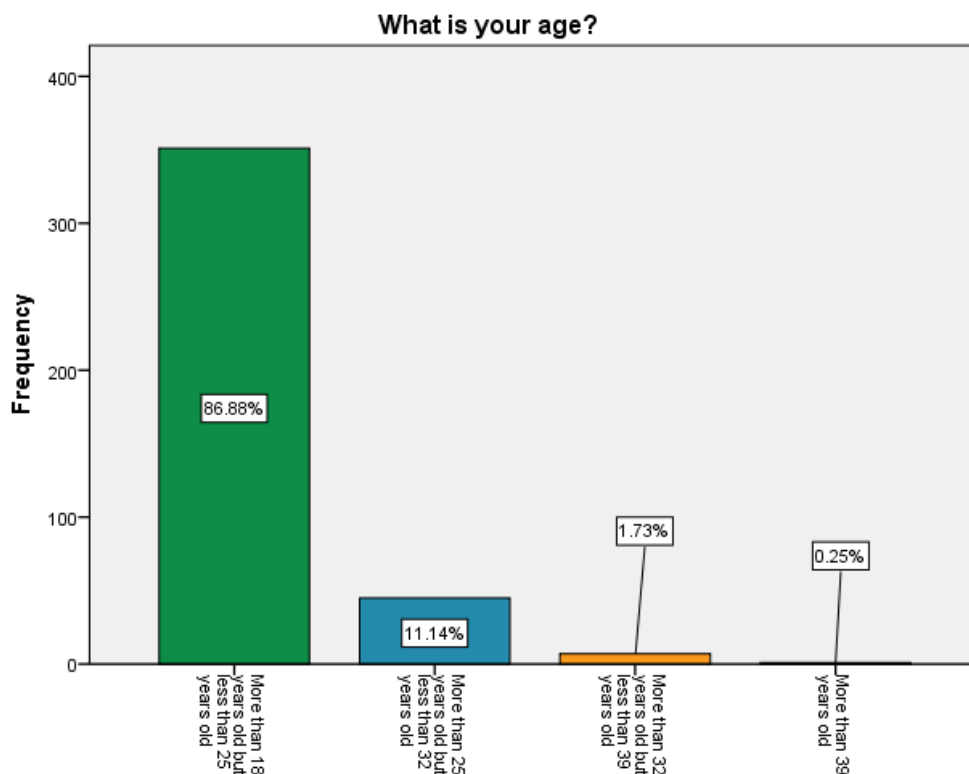
M= Margin of error

The researcher has applied calculated and appropriate sampling method to select and gather the sample from the targeted population. These both techniques are termed as non-probability sampling techniques. The calculated or purposive sampling technique is mostly used for sample selection as it helps to carry out study evenly. Whereas, appropriate sampling technique helps to select the particular and appropriate sample. Thus it clearly shows that the appropriate sampling does effects the results directly Researcher used an online-survey questionnaire to gather data from users . This questionnaire mainly consisted of 33 questions covering multiple aspects

of user experience and its effects. Few of the questions are related the demographics of the users, some related to the Instagram usage patterns of individuals, some of these are relevant to Instagram as a need and one's source of joy. Moreover, few of these focuses on the acceptability factor of an individual about social media platforms i.e. Instagram.

## Data Analysis

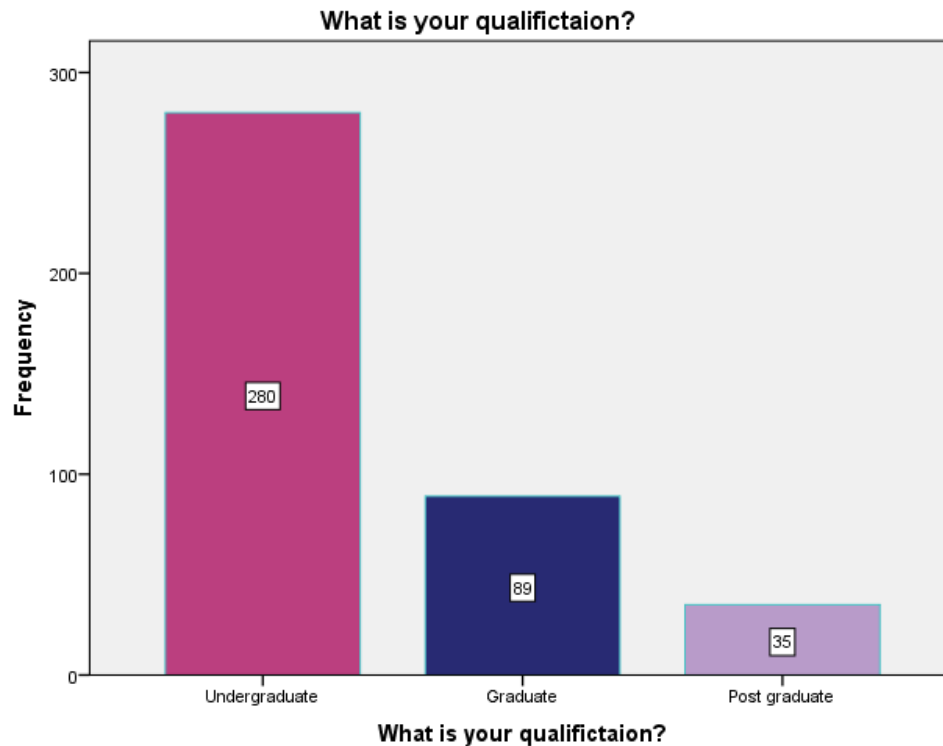
The data complied is analyzed by the means of SPSS software. Here descriptive statistics is used by researcher to determine the percentages and frequencies of particular set of data. Moreover, correlation technique is applied to retrieve the relationship between various variables.



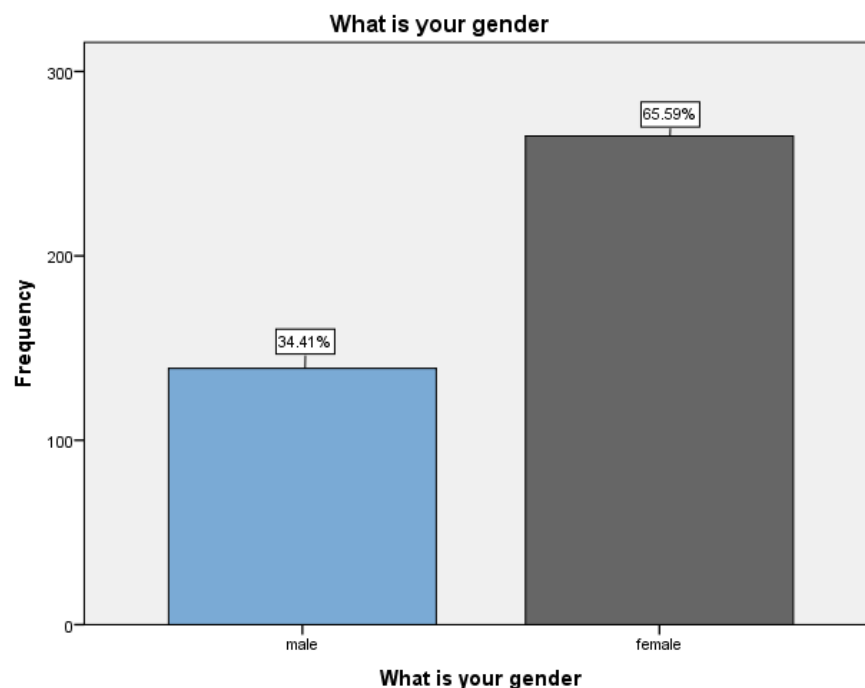
**Figure: 1** shows that (206, 86.88%) people are people with ages lying between 18-25 years, (86.88%) respondent are from (25 years old but less than 32), (11.14%) respondent are from (32 but less than 39 years old), (1.73%) respondent are from (more than 39 years old), (0.25%) were from the age of (under 18 years old). Our literature also mentioned that the huge number of Instagram users are young,

that is from 18-25 age group. Till December 2022, the number Instagram users in Pakistan raised to 13,914,700 and this is almost 6.2% of Pakistan's total population. The major part of this percentage comprised of men that was around 65.7 %. The highest number of usage was observed in age group of 18 to 24 years.





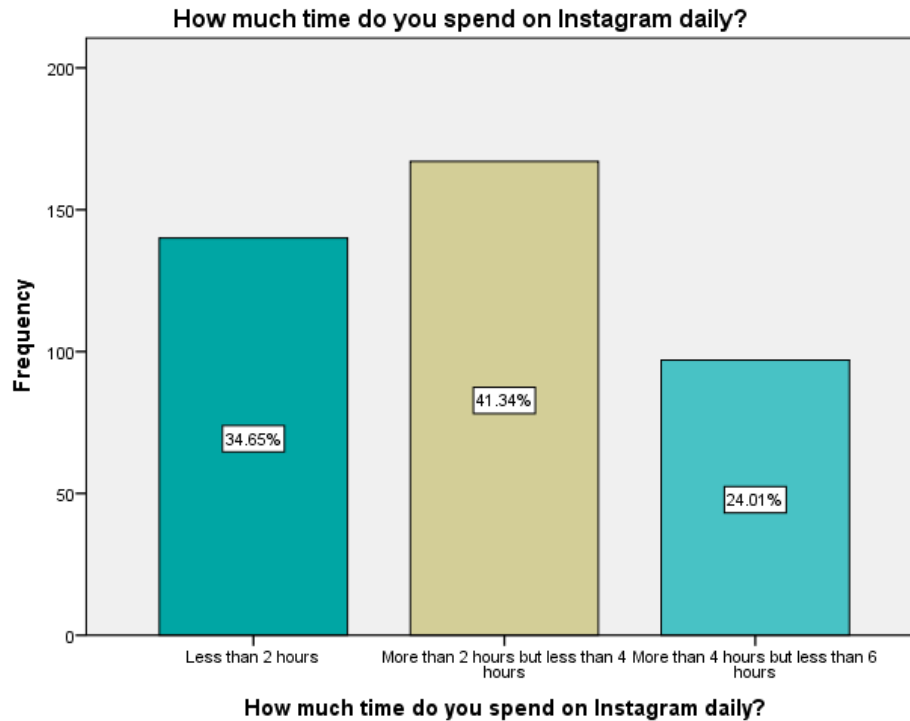
**Figure 2**, shows the (280) people are from the age group of undergraduate, (89) of our respondents are from the graduate, and (35) of our respondents are from post graduate.



**Figure 3** shows that (65.59%) are females and (34.41%) are males. Our literature also verified that, women were more inclined than men to discuss influencers, while men were more likely to discuss

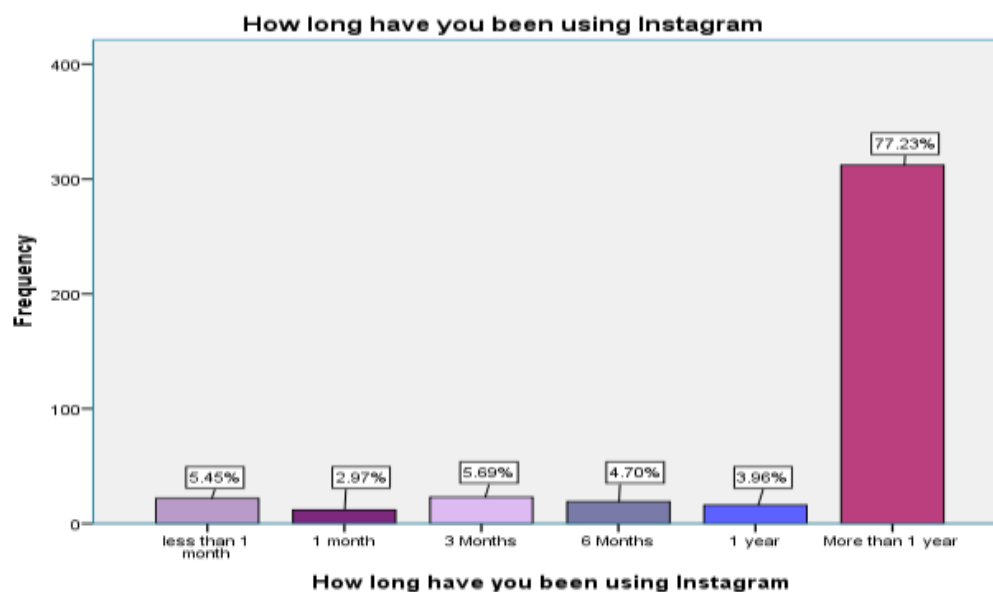
products. Gen Z had a lot more to do with skepticism, whereas Gen Y had a lot more to do with drinking intent (Deng, 2022).

## Usage of Instagram



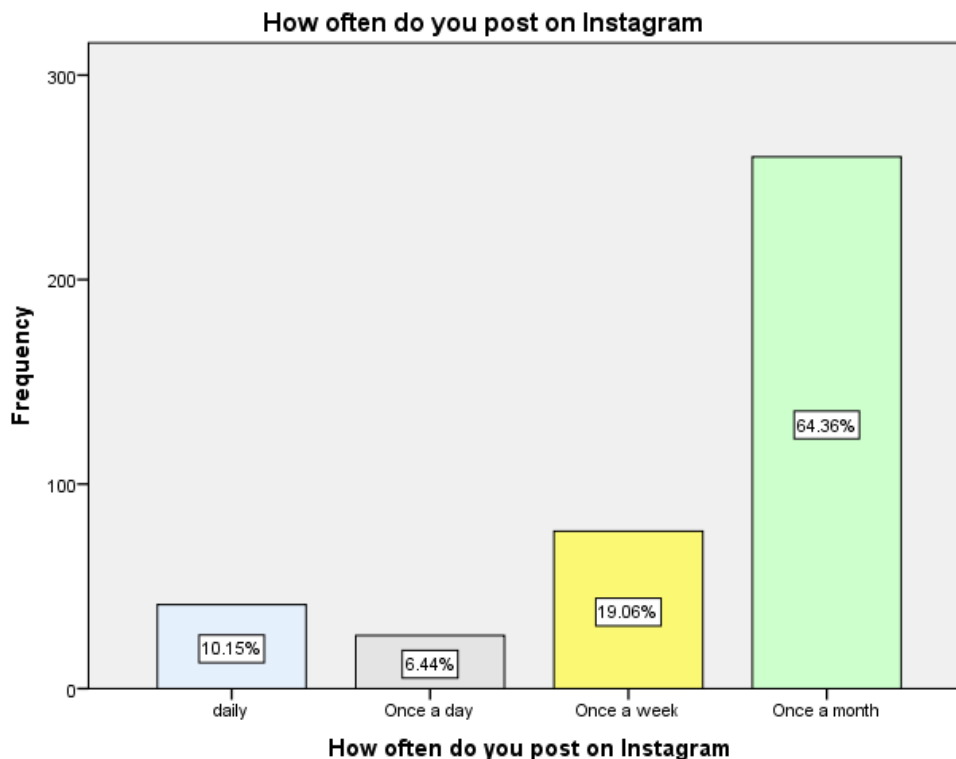
**Figure 4** shows that how much time do you spend on Instagram daily. The highest percentage of our respondents we have (41.34%) people are from the group who spent less than 2 hour on Instagram.

(34.65%) respondent spent 2 hours but less than 4 hours, (41.34%) respondent spent more than 4 hours but less than 6 hours.



**Figure 5**, shows that how long you have been using Instagram. The highest percentage of our respondents we have (77.23%) of people who are using it for more than 1 year, (5.69 %) is of people using it for 3 months, (5.45 %) have used it for less

than a month, (4.70 %) of those is using this for about 6 months, (3.96 %) is using it for 1 year and about (2.97%) of them have been using it for 1 month.

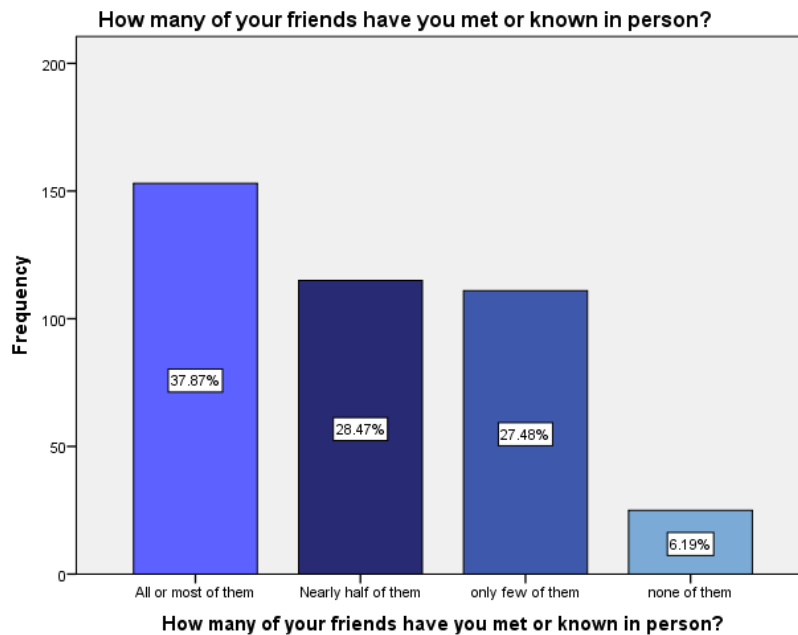


**Table 1:** How many Instagram followers do you have?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	100 - 300	182	45.0	45.0	45.0
	301 - 500	128	31.7	31.7	76.7
	501 - 700	58	14.4	14.4	91.1
	700 or more	36	8.9	8.9	100.0
Total		404	100.0	100.0	

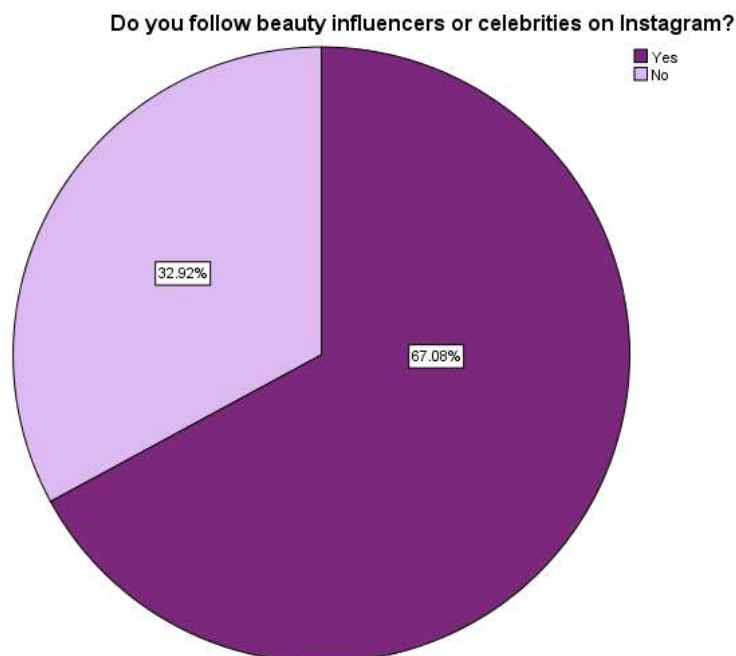
**Figure 6** shows that how often does one posts on Instagram. The highest number of respondents (64.36%) we found to be posting once in a month, (19.06%) of these people post once in a week, (10.15%) post daily and nearly about (6.44%) were found posting on Instagram once in a day.

**Table 1** shows that 45% respondents have 100 to 300 Instagram followers, 31.7% have 301 to 400 Instagram followers, 14.4% have 501 to 700 Instagram followers and 8.9% have 700 or more Instagram followers.



**Figure 8**, shows how many of your friends have you met or known in person? Almost (37.87%) have met almost most of them and it is the highest number of

respondents, (28.47%) have met nearly half of them, (27.48%) have met only few of them and (6.19%) haven't met any of them.



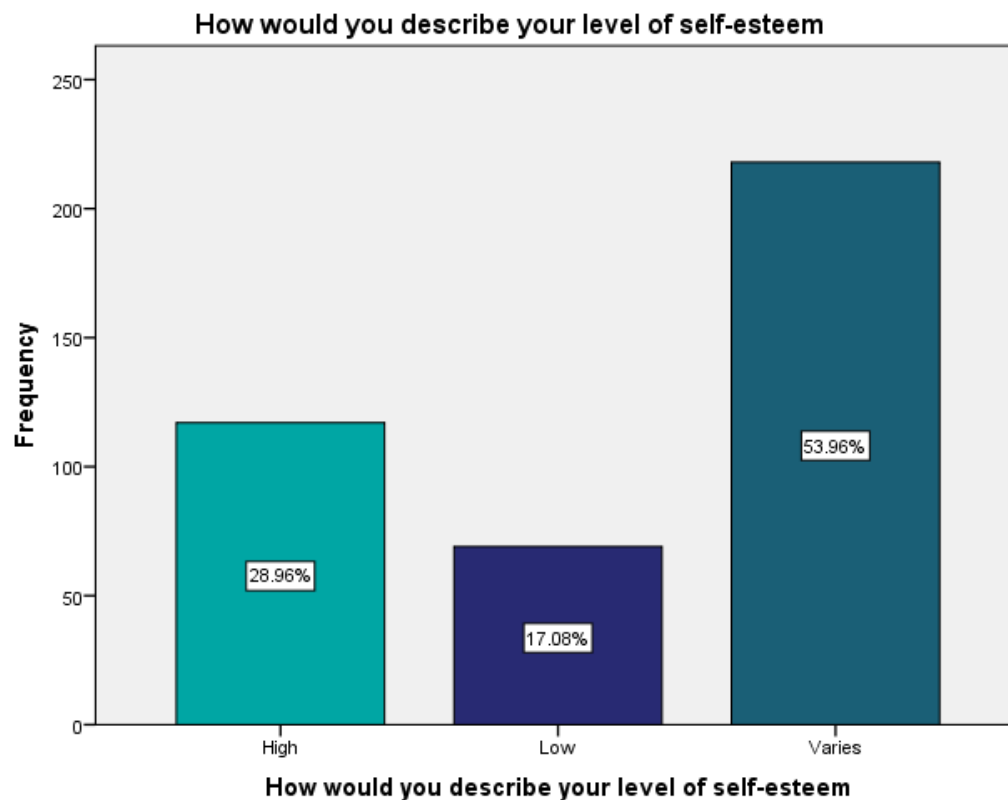
**Figure 9**, shows does people follow beauty influencers or celebrities on Instagram or not. Almost (67.08%) replied with positive answer and (32.92%) don't follow any such profile.

Table 2: what effect people feel or see on their behavior after using Instagram

Effect		Responses		
		N	Percent	Percent of Cases
	Sad	197	25.8%	49.6%
	Tired	160	21.0%	40.3%
	Happy	204	26.7%	51.4%
	Afraid	114	14.9%	28.7%
	Anger	88	11.5%	22.2%
Total		763	100.0%	192.2%

**Table 2**, shows what effect people feel or see on their behavior after using Instagram. The most number of respondents (26.7%) were happy after using

Instagram, (25.8%) feels sad, (21.0%) feels tired, (14.9%) were afraid after using Instagram and (11.5%) feels angry.

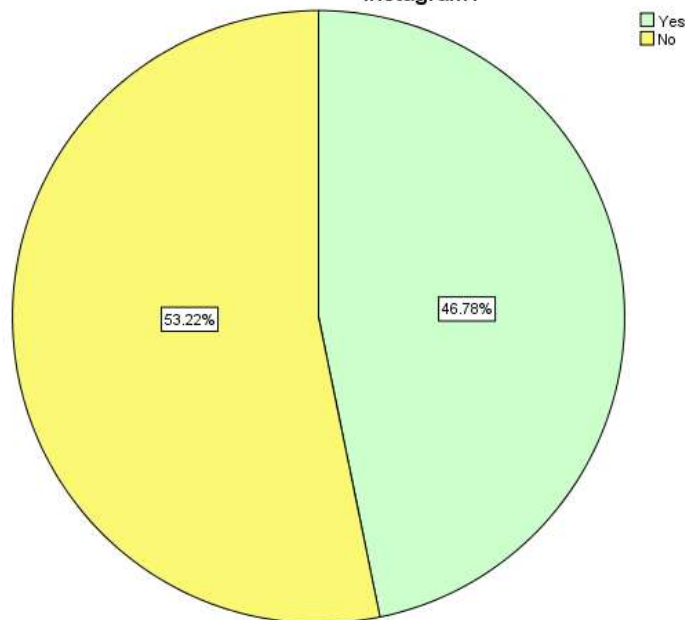


**Figure 10**, shows how people describes their level of self-esteem. The highest number of respondents (53.96%) replied that it varies, about (28.96%) were

found having high self-esteem and (17.08%) were found having lowered self-esteem.



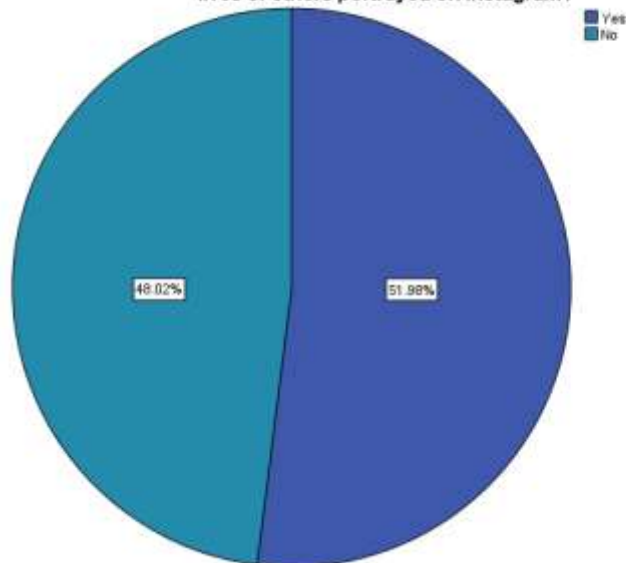
Do you ever feel pressure to live up to the idealized lifestyles portrayed on Instagram?



**Figure 11.** Represents that does one ever feel pressure to live up to the idealized lifestyle portrayed

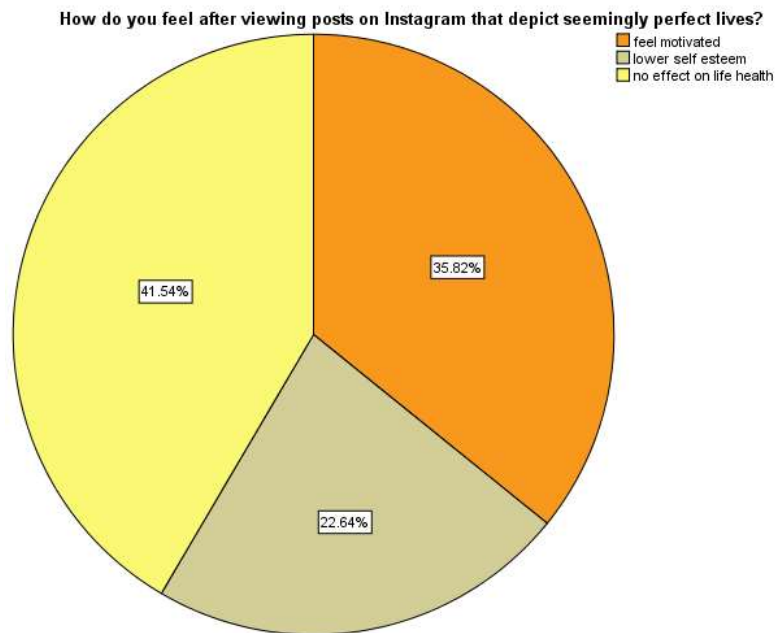
on Instagram. The greater number (53.22%) replied in negation and the rest (46.78%) affirmed in reply.

Have you ever thought that your own life is not as interesting or exciting as the lives of others portrayed on Instagram?



**Figure 12,** shows that have people ever thought of their life as uninteresting or exciting compared with others on Instagram. The high percentage (51.98%) of sample affirmed yes and the rest (48.02%) replied with no

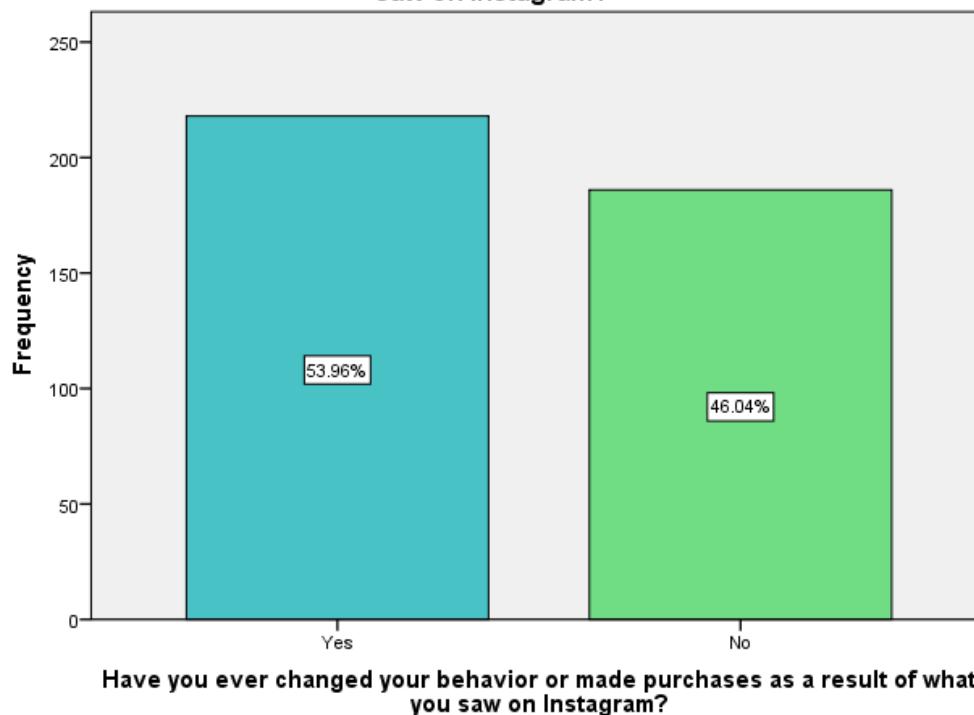
## Effect on behaviors,



**Figure 13** shows that how people feel after viewing posts on Instagram that depict seemingly perfect lives. The most (41.54%) number of respondents has

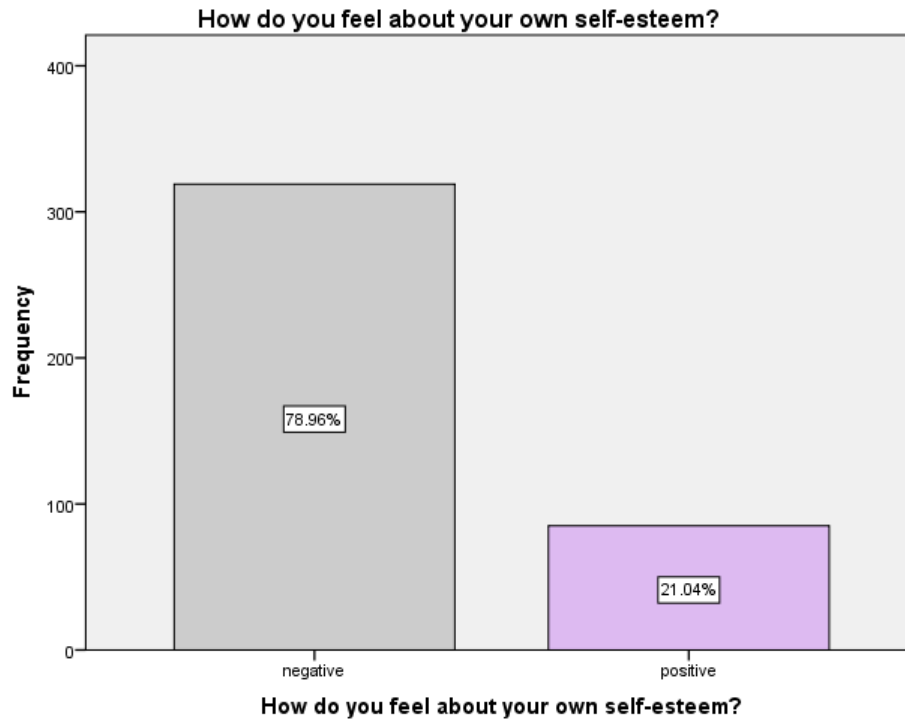
no effect on life health, (35.82%) feels motivated and (22.64%) feels lowered self-esteem.

## Have you ever changed your behavior or made purchases as a result of what you saw on Instagram?



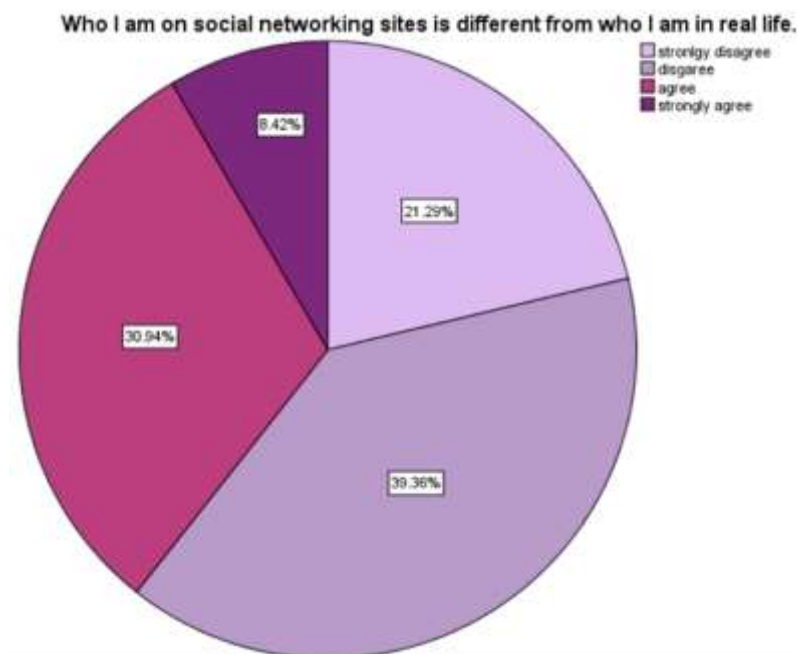
**Figure 14**, represents that have anyone ever changed their behavior or made purchases as a result of what they saw on Instagram. The high number (53.96%)

of sample replied in yes and (46.04%) replied it doesn't effects them.



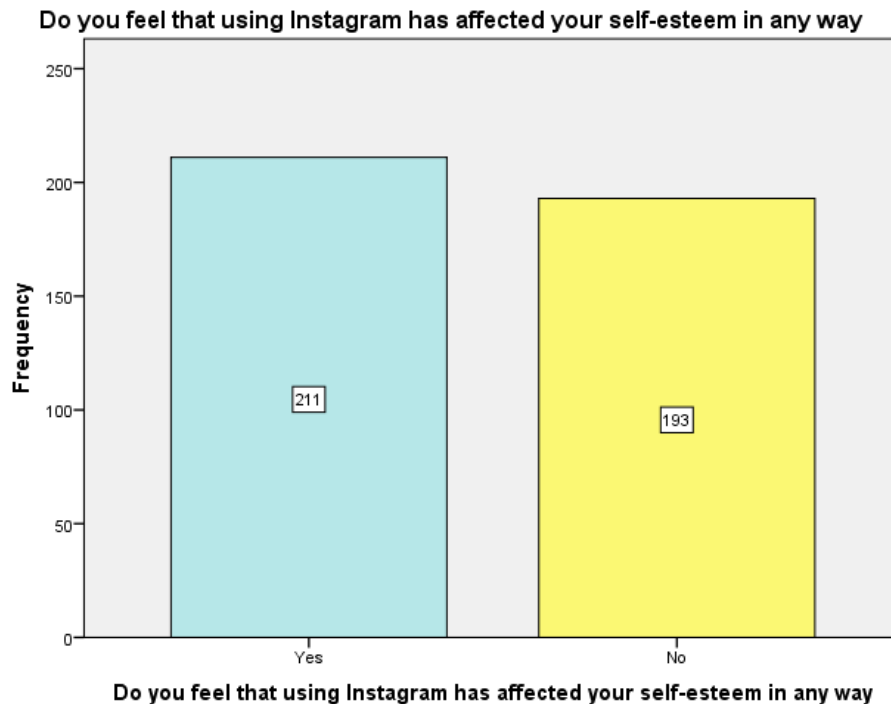
**Figure 15**, shows ow one feels about their self-esteem. The high percentage (78.96%) of

respondents feels negative and (21.04%) of respondents feels positive.



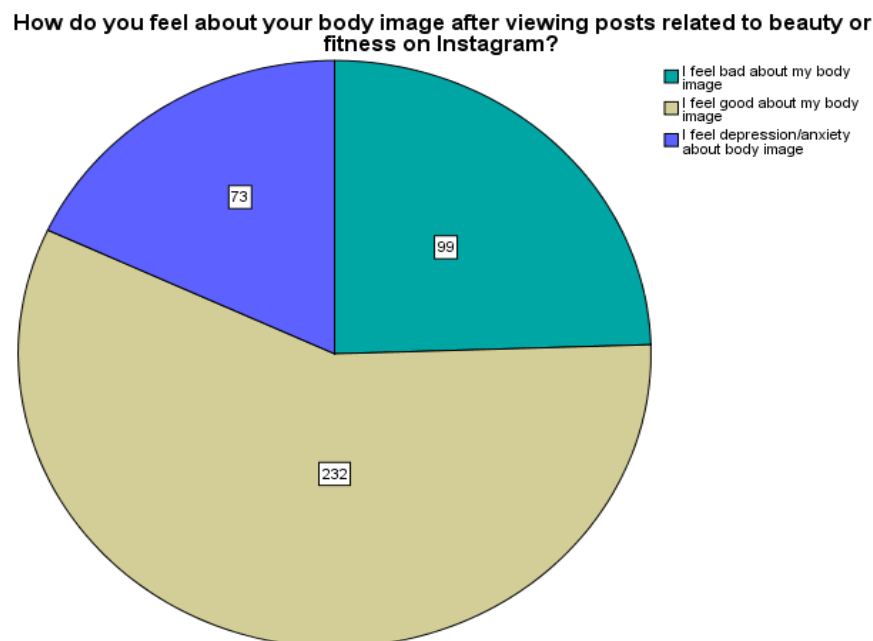
**Figure 16**, shows 'who I am on social networking sites so different from who I am in real life'. The most number of respondents (39.36%) disagreed to this

point, (30.94%) agreed on this, (21.29%) strongly disagreed and (8.24%) strongly agreed to this.



**Figure 17**, represents how respondents feels that using Instagram has affected their self-esteem in any way. A high number of people (211) out of sample

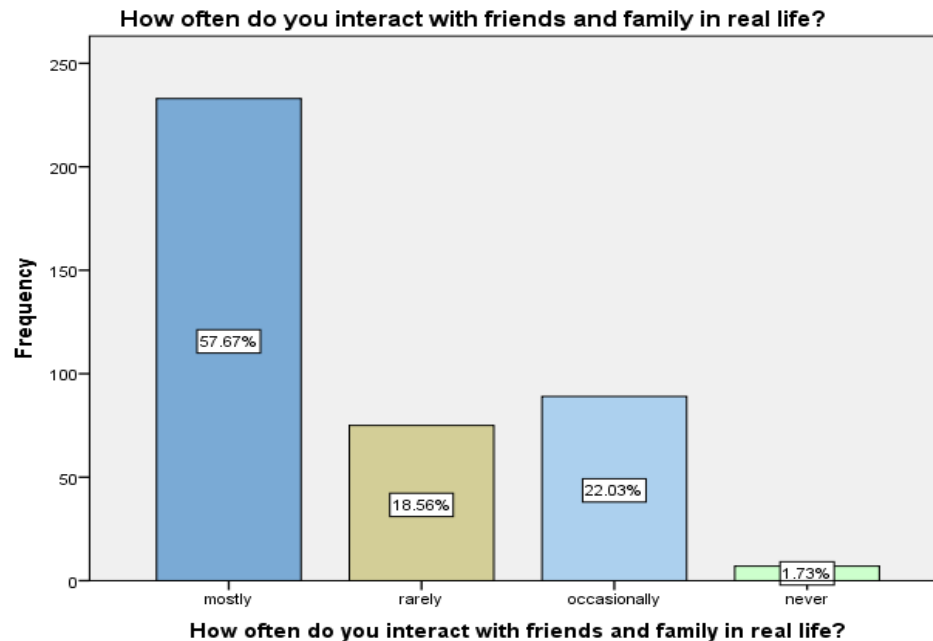
replied affirming and (193) or those replied with negation



**Figure 18** shows what person feels about their body image after viewing posts related to beauty or fitness on Instagram. From the sample size taken a high number of respondents (232) felt good about their body image, (99) felt bad about their body image and

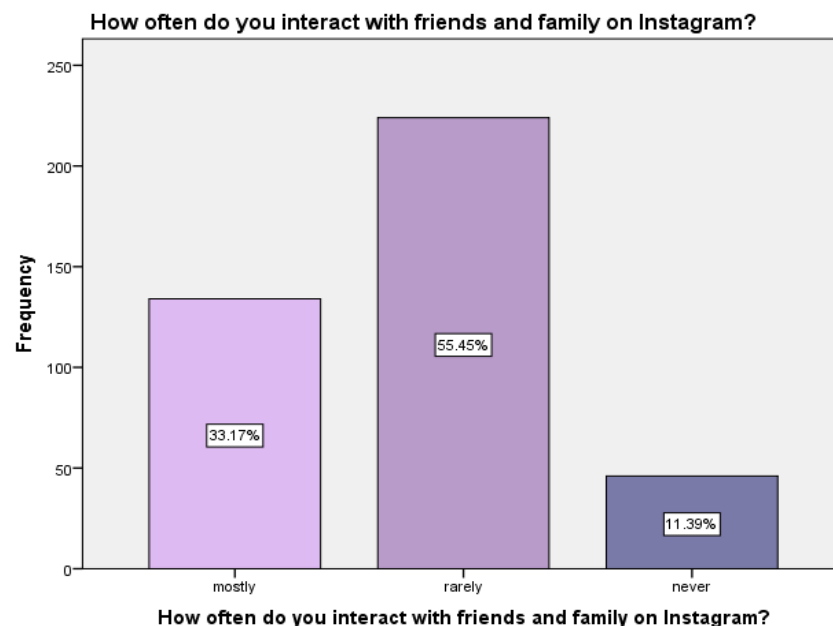
(73) of those faced anxiety and depression or depression about their body image.

## Interaction with family/friends



**Figure 19** , shows how often respondents interact with friends and family in real life. The high percentage (57.67%) of them interacts mostly,

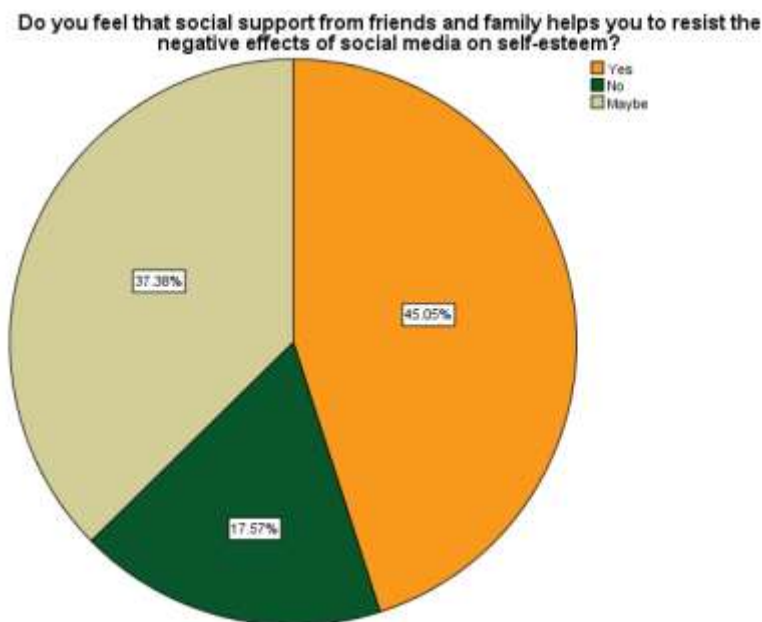
(22.03%) use it occasionally, (18.56%) interact rarely and (1.73%) never used it.





**Figure 20**, represents that how often people interact with friends and family on Instagram. The most number of respondents (55.45%) interacts rarely,

(33.17%) interacts using this mostly and (11.39%) never interacted using this.

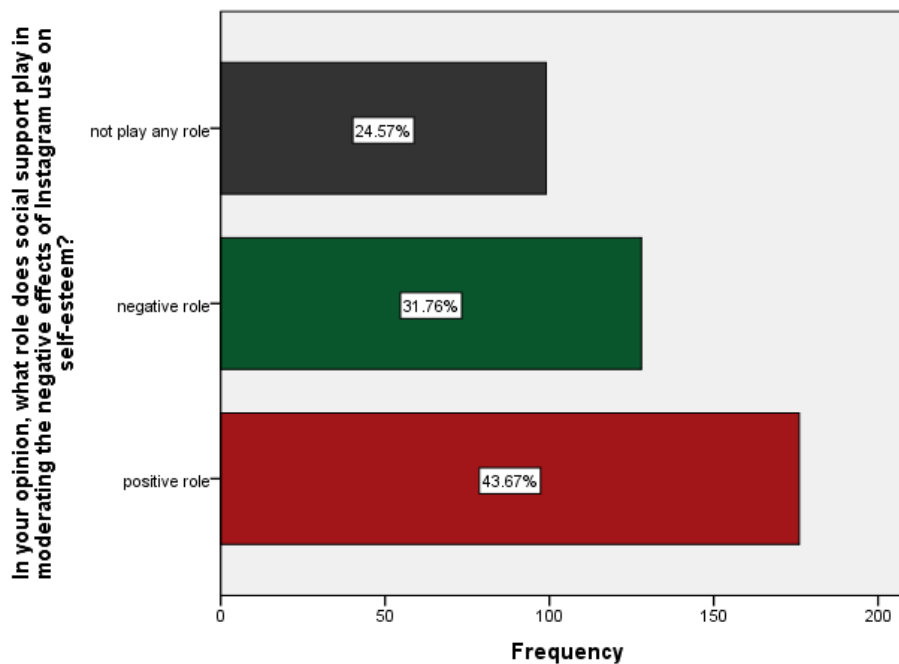
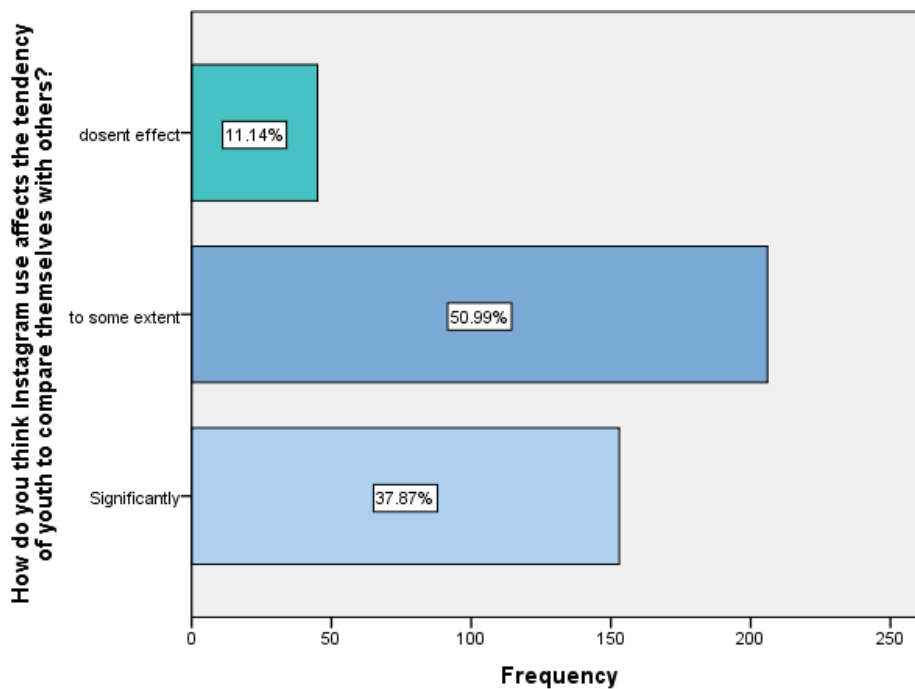


**Figure 21**, shows do respondents feel that social support from friends and family helps them to resist the negative effects of social media on self-esteem. This high number of respondents (45.05%) affirmed this, (37.38%) were not sure of this as they said maybe and (17.57%) replied in negation.

**Table 3:** Have you ever sought out help or advice from friends and family after feeling pressured or down due to Instagram use?

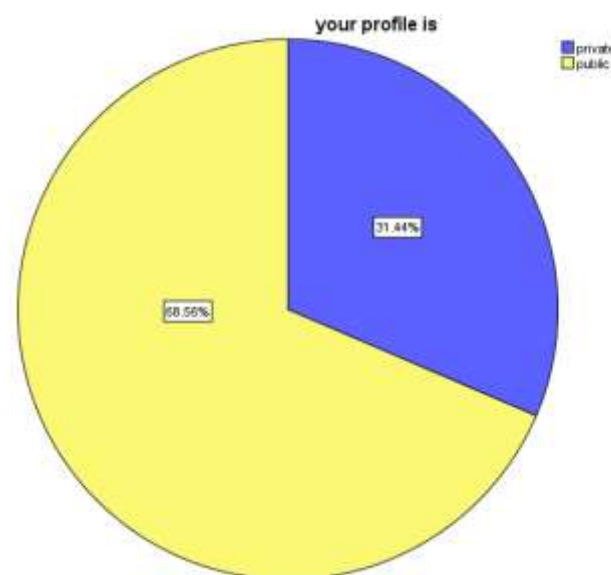
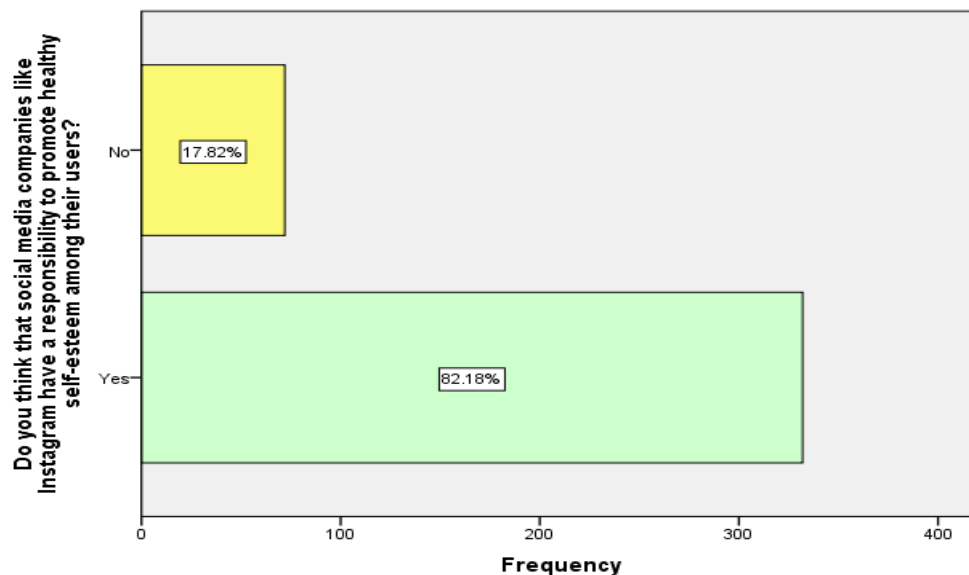
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes, a few times.	146	36.1	36.1	36.1
	once in a lifetime	79	19.6	19.6	55.7
	never	179	44.3	44.3	100.0
	Total	404	100.0	100.0	

**Table 3**, The distribution of respondents having ever sought out help or advice from friends and family after feeling pressured or down due to Instagram use in given below. It demonstrates that out of total 400 total respondents, (36.1%) affirmed (yes, few times), (19.6%) sought this once in their life and (44.3%) never sought out any help or advice. The below table demonstrates that the (44.3%) is highest number of respondents which never sought for any sort of help or advice.



**Figure 22**, with distribution shows that how respondents think that Instagram usage effects the tendency of youth to compare themselves with others. It demonstrates that out of 400 total respondents, (37.9%) thinks that it effects significantly, (51.0%) thinks that it effects to certain extent and (11.1%) thinks that it doesn't effects. The below table demonstrates that the high percentage (51.0%) of respondents thinks that it effects to a certain effect.

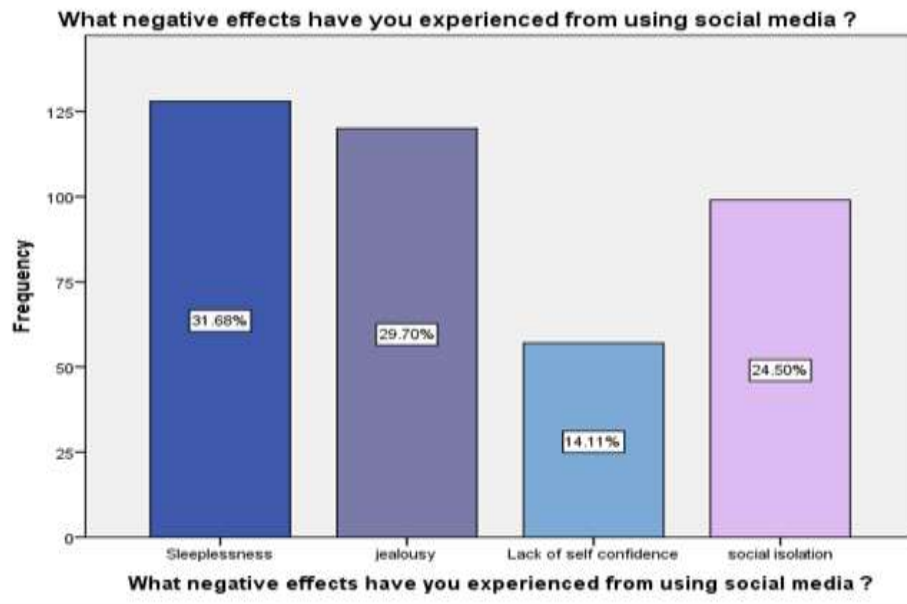
**Figure 23**, with distribution shows the respondents opinion that what role does social support play in moderating the negative effects of the Instagram use on self-esteem. It demonstrates that out of total 400 respondents, (43.6%) considers that it plays a positive role, (31.7%) says that it plays a negative role and according to (24.5%) respondents it doesn't play any role. The table below states that highest percentage (43.6%) respondents considers that it plays a positive role.



**Figure 24**, demonstrates what a respondents think that social media companies like Instagram have a responsibility to promote healthy self-esteem among their users. The high percentage (82.18%) of respondents answered in affirmation and (17.82%)

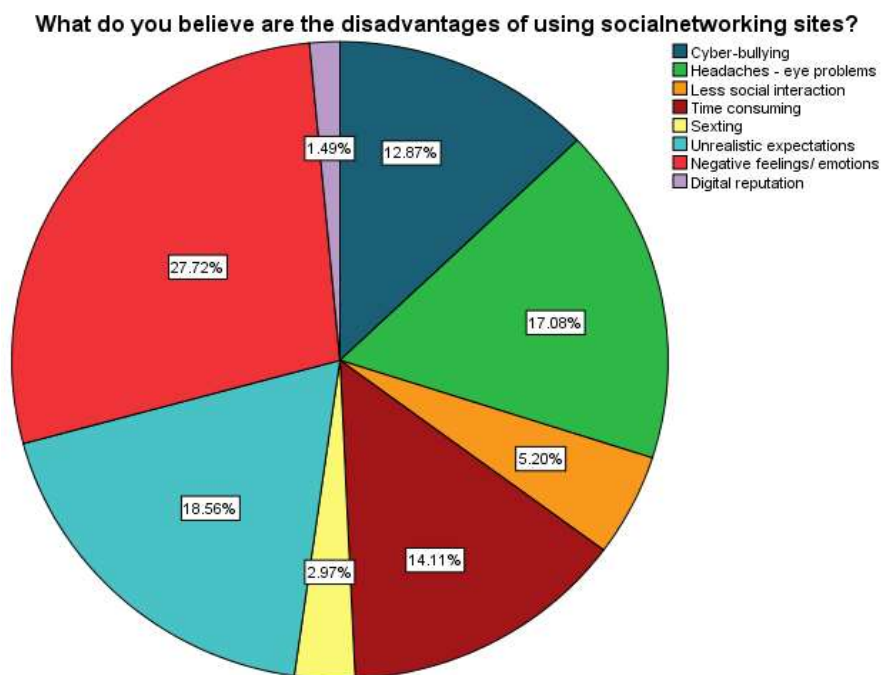
replied with no in this regard, that they don't have any responsibility for this.

**Figure 25**, shows that, Is the respondents profile public or private. The high number, big percentage (68.56%) of respondents have public profiles and about (31.44%) have private profiles.



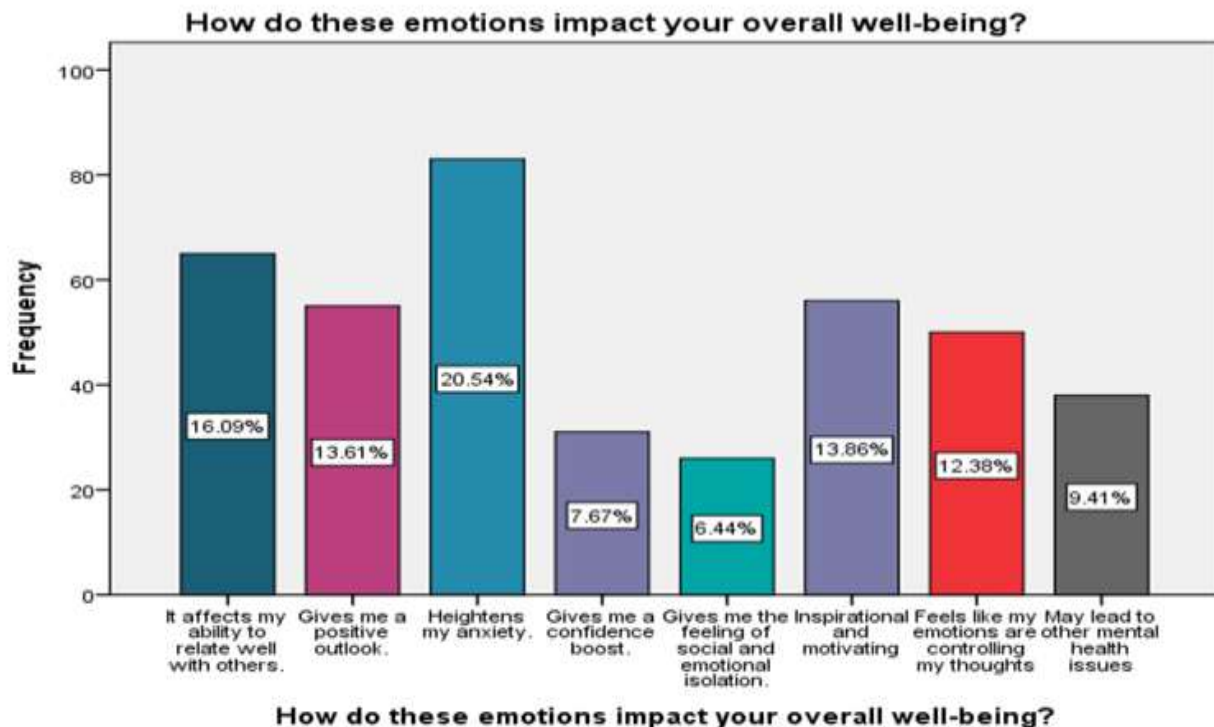
**Figure 26**, shows the negative effects that respondents have faced from the usage of social media. The highest percentage (31.68%) have faced

sleeplessness, (29.70%) faced jealousy factor, (24.50%) suffered with social isolation and (14.11%) faced lack of self confidence



**Figure 27** shows, the disadvantages of using social networking sites as per respondents believe. The most number of respondents (27.72%) had negative feelings/emotions, (18.56%) had unrealistic expectations, (17.08%) dealt with headaches-eye

problems, (14.11%) find it time consuming, (12.87%) thinks it creates cyberbullying, (5.20%) feels that it creates less social interaction, (2.97%) thinks that it leads to sexting and (1.49%) thinks that it effects digital reputation.



**Figure 28**, shows that, how does emotions impacts individual's well-being. The most number of respondents (20.54% ) thinks that it heightens their anxiety, (16.09%) thinks that it effects one's ability to relate well with others, (13.86%) find it inspirational and motivating, (13.61%) thinks that it gives them positive outlook, (12.38%) says it feels

like emotions are controlling their feelings, (9.41%) thinks that it leads to mental health issues, (7.67%) thinks that it gives confidence boost and (6.44%) thinks that it gives them a feeling of social and emotional isolation.

**H1:** Increase in Instagram usage effects the youth's tendency compare themselves with others

**Table 4: Chi-Square Analysis between Instagram Usage Effects and Youth's Tendency to Compare themselves with Others.**

	Value	Df	Asymp. Sig. (2-sided)
Pearson Chi-Square	21.720 <sup>a</sup>	14	.085
Likelihood Ratio	26.866	14	.020
Linear-by-Linear Association	1.742	1	.187
N of Valid Cases	404		

a. 14 cells (46.7%) have expected count less than 5. The minimum expected count is .48.

Table 4 shows that Pearson chi-square value is 0.085, H1 increase in Instagram usage effects the youth's tendency compare themselves with others. By doing analysis value of  $p = 0.08 > 0.05$ . Hence it is proved

that H1 is rejected, there is no relationship between Instagram usage effects and youth's tendency toward comparing themselves with others.



**H2:** The more you use Instagram are more likely to experience low self-esteem

**Table 5: Chi-Square Analysis Between Instagram Usage and Low Self-esteem**

	Value	Df	Asymp. Sig. (2-sided)
Pearson Chi-Square	8.747 <sup>a</sup>	4	.068
Likelihood Ratio	8.492	4	.075
Linear-by-Linear Association	1.603	1	.205
N of Valid Cases	404		

a. 0 cells (0.0%) have expected count less than 5. The minimum expected count is 10.80.

Table 5 shows that Pearson chi-square value is 0.068, H2 the more you use Instagram are more likely to experience low self-esteem. By doing analysis value of  $p = 0.68 > 0.05$ . Hence it is proved that H2 is rejected, there is no relationship between Instagram usage and youth's experience toward low self-esteem. There would be some other factors which involve to lowering the self-esteem

## Conclusion:

Instagram creates high impact on self-esteem and self-belief of an individual, youth use this for communication, building and maintaining relationships. As a result of its usage it brings upward and downward comparison among people. The upward-comparison develop new habits in individual as they are not satisfied with things they have and they are ungrateful for all they have. Thus self-esteem is negatively imparted in such people. Instagram usage is increasing within no time and thus its impact cannot be overshadowed. It is the fastest-growing social network, mostly in youth. As it is gaining popularity each day, this is leading them with increased emotional, social anxiety and depression, or to be better emotional well-being. The study examined Instagram usage among youth comparing themselves with others. Our findings and research showed that the Instagram usage hugely effects its users and builds a sense of social-comparison among users. Here, its effect is totally regulated by social comparison and self-esteem. Instagram usage and social comparison are directly related, it is seen that the high usage effects badly, physically and mentally. When someone has lowered self-esteem they will be effected differently as compared to the ones with high social-esteem. The one's with lowered self-esteem starts comparing their life with others and overlook lacking's. Someone having strong self-esteem they are less influenced by Instagram. It can

be said that it is not easy to minimize the impact created by Instagram among youth, either mental stress or one's self. Also some findings have shown positive social-comparison and this can be concluded that multiple variables influence the Instagram usage and social anxiety. Most notably the more the Instagram usage among users the more the social comparison is developed among youth. As we found that most of the youth use Instagram for share looks/outfits/beauty, and some use it for sharing selfies, memes and share pets/landscapes/ food related content. It also concluded that (51.64%) says they don't face any dissatisfaction and (48.36%) feels dissatisfaction after comparison. After the data analysis we concluded that Instagram usage creates affect as youth start comparing their selves with others.

Social media apps not only create the competition of fame and comparison on self-beauty, but also improve our social lives. They can encourage comparison, competitiveness, and self-promotion, but we can use them to our advantage by focusing on the positives. Comparisons can inspire self-improvement. Despite the challenges, there are many resources and strategies to support mental health and well-being.

## REFERENCE

- Antony, M. M., Swallow, S. R., & Swinson, R. P. (2005). Social comparison processes in social phobia. *Behavior Therapy*, 36(1), 65-75. doi:https://doi.org/10.1016/S0005-7894(05)80055-3
- al, D. T. Gilbert et. (1995). When comparisons arise. *Journal of Personality and Social Psychology*, 69(2), 227-236. doi:https://doi.org/10.1037/0022-3514.69.2.227
- al, D. T., & Gilbert et. (1995). The Effects of Instagram Use, Social Comparison, and Self-Esteem. *social media + society*. doi:https://doi.org/10.1177/2056305120912488
- al, N. e. (2019). The Effects of Instagram Use, Social. American Psychiatric Association. (2013). Diagnostic and statistical manual of mental disorders. *American Psychiatric Publishing*.
- Andrew F. Luchner, C. (2017, april 15). Self-presentation mediates the relationship between Self-criticism and emotionalresponse to Instagram feedback. *Personality and Individual Differences*, 133(2018), 1-6. doi:10.1016/j.paid.2017.04.052
- Andrew G Reece, & Christopher M Danforth. (2017, august 18). Instagram photos reveal predictive markers of depression. *EPJ Data Science*. doi:10.1001/archpediatrics.2011.180
- Annmarie Grealish, N. B. (2020). A systematic review: the influence of social media on depression, anxiety and psychological distress in adolescents. *International Journal of Adolescence and Youth*, 25(1), 79-93. doi:https://doi.org/10.1080/02673843.2019.1590851
- Baron, Reuben M, & Kenny, David A. (1986). The moderator-mediator variable distinction in social psychological research: Conceptual, strategic, and statistical considerations. *Journal of Personality and Social Psychology*, 51(6), 1173-1182. doi:https://doi.org/10.1037/0022-3514.51.6.1173
- Bentler, P. M. (1999). Cutoff criteria for fit indexes in covariance structure analysis: Conventional criteria versus new alternatives. *Structural Equation Modeling: A Multidisciplinary Journal*, 6(1), 1-55. doi:https://doi.org/10.1080/10705519909540118
- Bluth, K. (2016). Does Self-Compassion Protect Adolescents from Stress? *Journal of Child and Family Studie*, 1098-1109. doi:https://doi.org/10.1007/s10826-015-0307-3
- C. G., Yamamiya, Y., Brannick, M., , & Thompson, J. K. (2005). The influence of sociocultural factors on body image: A meta-analysis. *Clinical Psychology: Science and Practice*, 12(4), 421-433. doi:https://doi.org/10.1093/clipsy.bpi053
- Deng, S. L. (2022). et, S. (2016).
- Fatima M., N. S. (2017). Relationship between self-esteem and social anxiety: Role of social connectedness as a mediator. *Pakistan Journal of Social and Clinical Psychology*, 15(2), 12-17.
- Festinger , L. (1954). A Theory of Social Comparison Processes. *Human Relations*, 7(2), 117-140. doi:10.1177/001872675400700
- Festinger. (1954). A theory of social comparison processes. *Human Relations*, 7(2), 117-140. doi:https://doi.org/10.1177/00187267540070020
- G. P. (2000, july 14). The relationship of shame, social anxiety and depression: the role of the evaluation of social rank. *Clinical Psychology & Psychotherapy*, 7(3), 174-189. doi:10.1002/1099-0879
- Glenn. (2008). The impact of Instagram on young Adult's social comparison, colourism and mental health. *international genrel of information*, 2.
- Glenn, E. N. (2008, february 11). Yearning for Lightness: Transnational Circuits in the Marketing and Consumption of Skin Lighteners. *Gender & Society*, 22(3). doi:https://doi.org/10.1177/0891243208316089

- Gross & Acquisti. (2005, november 7). Information revelation and privacy in online social networks. *Conference on Computer and Communications Security*, 71-80. doi:https://doi.org/10.1145/1102199.1102214
- H, A., & Gerlach A. L. (2016). The interplay between Facebook use, social comparison, envy, and depression. *Current Opinion in Psychology*, (9), 44–49.
- J. T. (2013, August 12). Understanding Social Media Logic. *I*(1). doi:10.12924/mac2013.01010002
- Jacqueline Nesi. (2020, march 1). The Impact of Social Media on Youth Mental Health: Challenges and Opportunities. *Policy Forum*, 81(2). doi:https://doi.org/10.18043/ncm.81.2.116
- Jan H. Kietzmann, K. I., & Bruno S. Silvestre. (2011, May–June ). Social media? Get serious! Understanding the functional building blocks of social media. *busniess horizons*, 54(3), 241-251. doi:https://doi.org/10.1016/j.bushor.2011.01.005
- Jejunum. (2003, december 9). The Impact of Instagram Usage and Other Social Factors on Self-Esteem Scores". *Walden University*. Retrieved from file:///C:/Users/Moni/Desktop/research%20met h%202/The%20Impact%20of%20Instagram%20Usage%20and%20Other%20Social%20Fact ors%20on%2
- Jisoo Ahn , A. H. (2021, 11). Understanding public engagement on twitter using topic modeling: The 2019 Ridgecrest earthquake case. *International journal of information Managment data insights* , 1(2). doi:https://doi.org/10.1016/j.jjime.2021.100033
- Jolanda Veldhuis, & Susannah Hayden, M. Z. (2018, september ). The effect of Instagram “likes” on women’s social comparison and body dissatisfaction. *Body Image*, 26, 90-97. doi:https://doi.org/10.1016/j.bodyim.2018.07.002
- K. A. (2012, november 27). Are Close Friends the Enemy? Online Social Networks, Self-Esteem, and Self-Control. *Journal of Consumer Research*, 40(1), 90–103. doi:https://doi.org/10.1086/668794
- Kar, A. K. (2021, July 18). What Affects Usage Satisfaction in Mobile Payments? Modelling User Generated Content to Develop the “Digital Service Usage Satisfaction Model. (September 2021), 1341–1361. doi:https://doi.org/10.1007/s10796-020-10045-0
- Karen Bluth, & Patricia N. E. Roberson. (2015). Does Self-Compassion Protect Adolescents from Stress? *ournal of Child and Family Studies*, pages1098–1109. doi:https://doi.org/10.1007/s10826-015-0307-3
- Keles, B. (2020). A systematic review: the influence of social media on depression, anxiety and psychological distress in adolescents. 79-93.
- Khamis, S., & Raymond Welling, L. (2016, aug 25). Self-branding, ‘micro-celebrity’ and the rise of Social Media Influencers. 191-208. doi:https://doi.org/10.1080/19392397.2016.1218292
- Lakhiwal, A., & Kar, A. K. (2016). Insights from Twitter Analytics: Modeling Social Media Personality Dimensions and Impact of Breakthrough Events. *Conference on e-Business, e-Services and e-Society* (pp. 33–544). Springer, Cham. doi:https://doi.org/10.1007/978-3-319-45234-0\_47
- Leary M. R., B. R. (2000). The nature and function of self-esteem: Sociometer theory. *Advances in Experimental Social Psychology*, 32, 1–62.
- Leary, S. (1982). The Effects of Instagram Use, Social Comparison, and Self-Esteem.
- Lisa Rosenthal, K. L. (2015, may 12). Instagram #Instasad?: Exploring Associations Among Instagram Use, Depressive Symptoms, Negative Social Comparison, and Strangers Followed. *Cyberpsychology, Behavior, and Social Networking*, 18(5). doi:Cyberpsychology, Behavior, and Social Networking
- Luchman. (2014, 1). The Effects of Instagram Use, Social.
- M. I. (2019). Social media is not real: The effect of ‘Instagram vs reality’ images on women’s social comparison and body image. 22(12), 2183–2199. doi:https://doi.org/10.1177/1461444819888720

- MONICA ANDERSON . (2018, may 31). Teens, Social Media and Technology 2018;. *PEW RESEARCH CENTER*.
- N. e. (2019). *Journal of Technology in Behavioral Science*, 436–441.
- Naslund, J. A. (2017, october 20). Exploring opportunities to support mental health care using social media: A survey of social media users with mental illness. *wiley online library*, 13(3), 405-413. doi:10.1111/eip.12496
- Nesi & Prinstein. (n.d.). 2015.
- Nesi & Prinstein. (n.d.). 2015.
- Noldy et al. (1990). The Effects of Instagram Use, Social Comparison, and Self-Esteem on Social Anxiety: A Survey Study in Singapore. (April-June 2020).
- P, Gilbert. (2001). Evolution and social anxiety: The role of attraction, social competition, and social hierarchies. *Psychiatric Clinics*, 24, 723–751.
- Petalas, Diamantis Petropoulos ; Konijn, Elly A. (2021, july 30). Plurality in the Measurement of Social Media Use and Mental Health: An Exploratory Study Among Adolescents and Young Adults. *Social Media + Society*. doi:https://doi.org/10.1177/20563051211035353
- phua, jin kim. (2017, february 15). A Comparison of Facebook, Twitter, Instagram, and Snapchat. *Computers in Human Behavior. Uses and gratifications of social networking sites for bridging and bonding social capital*, 31-49. doi:10.1016/j.chb.2017.02.041
- Richard P. Mattick. (1989). Exposure and cognitive restructuring for social phobia: A controlled study\*. *Behavior Therapy*, 20(1), 3-23. doi:https://doi.org/10.1016/S0005-7894(89)80115-7
- SA, b. (n.d.). Social networking sites and mental health: a review. *Int J Adv Educ*.
- Schlenker, & Leary. (1982). Social anxiety and self-presentation: A conceptualization model. *Psychological Bulletin*, 92(3), 641–669. doi:https://doi.org/10.1037/0033-2909.92.3.641
- Snyder. (2019). literature Review as a Research Methodology. *Open Journal of Political Science*, 10(4), 333-339. doi:https://doi.org/10.1016/j.jbusres.2019.07.039
- Stapleton et al., 2. (2017, March 1). Generation Validation: The Role of Social Comparison in Use of Instagram Among Emerging Adults. *Cyberpsychology, Behavior, and Social Networking*, 20(3), 142-149. doi:https://doi.org/10.1089/cyber.2016.0444
- Stein . (2015). Social anxiety disorder and the psychobiology of self-consciousness. *Frontiers in Human Neuroscience*, 489(9).
- Stein, D. J. (2015, september 23). Social anxiety disorder and the psychobiology of self-consciousness. *Frontiers in Human Neuroscience*, 9. doi:https://doi.org/10.3389/fnhum.2015.00489
- Trudy Hui Hui Chua, L. (2016, february). Follow me and like my beautiful selfies: Singapore teenage girls' engagement in self-presentation and peer comparison on social media. 55, 190-197. doi:10.1016/j.chb.2015.09.011
- Turner, P. G. (2017). Instagram use is linked to increased symptoms of orthorexia nervosa. *Eating and Weight Disorders - Studies on Anorexia, Bulimia and Obesity*, 22(2), 277–284. doi:10.1007/s40519-017-0364-2
- White et al b, j. (2006, june 14). Frequent Social Comparisons and Destructive Emotions and Behaviors: The Dark Side of Social Comparisons. *Journal of Adult Development volume*, 36–44. doi:https://doi.org/10.1007/s10804-006-9005-0
- Williams and Garland. (2002, may). A cognitive-behavioural therapy assessment model for use in everyday clinical practice. *researchgate* , 8(3). doi:10.1192/apt.8.3.172