The Impact of Instagram Usage on Self-esteem among Young Adults in Thailand

Thanchanok Kamthoncharoenrung and Phunpiti Bhovichitra[*]

Faculty of International Business, Rangsit University International College, Pathum Thani, Thailand
[*]Corresponding author, E-mail: phunpiti.b@rsu.ac.th

Abstract

At present, people, especially young adults, have constantly been using Instagram to socialize, connect, and share memories with other online peers. At the same time, it has been doubted, whether the use of Instagram on young adults could impact their self-esteem, as they are now using it as a part of their lifestyle. This paper research is aimed to study the purpose and behavior of using Instagram in young adults, and how they use of Instagram and feedback impact their self-esteem. To achieve the objectives, qualitative research was held to collect the data by conducting one-on-one interviews, with a total of 22 participants aged between 20 to 28 years old. As a result of completing the investigation, the researchers found that Instagram feedback, including followers, likes, and comments could influence young adults' self-esteem, both directly and indirectly. The findings illustrated that such feedback could lead to social comparisons and social acceptance, further reflecting self-confidence and self-esteem.

Keywords: *Instagram, social comparison, self-esteem, social media, young adults*

1. Introduction

Social Networking Sites (SNS) play a huge role in today's society, as the majority of people are spending more of their time online. Recent data revealed that there are over 3.5 billion active social media users, which is approximately 45 percent of the worldwide population. Instagram is one of the most utilized online platforms, with almost 855 million users every month, as reported by Statista (2020). Teenagers are highly engaged in social media; more than half of Instagram users globally, are aged 18-34. All social media platforms help people get in touch with their friends and the public across the world by sharing their lifestyle and stories on screen. With Instagram, it enables users to share pictures and videos as well as sending and receiving feedback from one another. However, it is questioned whether such feedback on Instagram can negatively impact users' psychological well-being. Past researchers had studied and experimented with this assumption and found that social media could lower an individual's self-esteem, especially adolescents. It is also discovered that people only post things on social media that reflect their positive sides, leading to social comparison and lowering many people's self-esteem.

This research paper is searching for an explanation of how Instagram can influence young adults' psychological well-being and how the number of followers, likes, and comments on Instagram is important to them, along with how it is related to their self-confidence and self-esteem. This paper aims to understand the Instagram usage behavior of young adults, and how it can impact their psychological well-being. The study also investigates the attitude towards the significance of social comparison among young adults on social media.

Social media has changed the way people communicate and keep in touch with each other. It allows users to create personal online profiles and share their stories online as well as interact with other users (Tiggemann et al., 2018). It is reported that over one billion monthly active users around the world are on Instagram (Statista, 2020), which is one of the most used social media applications, that allow users to share pictures and videos on a personal profile, also the temporary post called "Instagram stories." Instagram users can also enhance pictures with different filters and editing tools that Instagram provides to build their self-representation. Furthermore, a study on social media influence on personality development is concluded that social media helps users connect with friends, and get opinions and peer feedback from the online community (Kavitha, 2019).

A study on internet usage and its relation to psychological well-being among college students from Kumar & Mondal (2018) revealed that increased use of social networking impacts the change in adolescents' mood and psychological health. Longobardi et al. (2020) investigated the link between Instagram popularity and subjective happiness and discovered that social media consumption might also lead to a great negative impact on young adults' psychological well-being, due to an increased risk of cyber victimization (Longobardi et al., 2020). Jablonska & Zajdel (2020) also confirmed that social media might negatively impact young adults' feelings, resulting in appearance concerns and lowering self-esteem. The study from Dutot (2020) also shows that social media can influence adolescents' self-esteem levels. Individuals with higher self-esteem seem to be happier, and more confident of themselves, as well as having an optimistic attitude towards life. On the other hand, Saiphoo et al. (2020) suggested that low self-esteem is linked to a lack of self-confidence, self-dissatisfaction, and pessimism. Individuals with lower self-esteem are further expected to use social networking sites (SNS) to enhance their self-image. Andreassen et al. (2017) also suggested that people use social media to gain higher self-esteem, by harvesting likes and followers. Saiphoo et al. (2020) also observe that lower self-esteem levels are associated with higher levels of SNS usage. Self-esteem or self-concept in individuals can be separated into personal identity and social identity. Personal identity is associated with how individuals view themselves, while social identity is perceived and belonging in social groups (Dutot, 2020). Teenagers in the digital world take much concern about peer feedback; they shape their identity based on others' feedback, and reactions (Longobardi et al., 2020).

The evidence from Wang et al. (2020) indicated that a common social psychological phenomenon that could happen, when adolescents spend most of their time on social media is social comparison. The study of the influence of social networking sites (SNSs) explains that social comparison is a state where individuals evaluate their appearance and abilities, by comparing them with others. Social comparison on Instagram can be influenced by individuals with good appearance, rich people, and glamorous lifestyle (Dion, 2015). The study differentiates social comparison theory into downward and upward comparisons. Downward comparison is when individuals compare themselves to others who are more inferior, resulting in more positive self-evaluation. On the other hand, the upward comparison is when people have a negative impact on self-evaluations, which causes people to lower their self-esteem as a result of comparing themselves to others, who are more superior or better off (Schmuck et al., 2019). Furthermore, Tiggemann et al. (2018) also conclude that people, who are already unhappy or lack self-esteem are more likely to seek upward social comparison standards, which leads to further self-dissatisfaction. However, Jan et al. (2017) argue that social comparison can also positively affect people, in terms of inspiration as they may want to change themselves for the better.

Social acceptance is a fundamental aspect of life; all humans need a sign of social approval or acceptance by others (Khouly, 2018). Positive feedback such as likes and comments on Instagram is considered an indication of social acceptance; it may work as status and popularity cues (Burrow & Rainone, 2017). The study showed that many people tend to check their Instagram posts compulsively to see how many likes they have earned (Martinez-Pecino & Garcia-Favilan, 2019). Furthermore, Longobardi et al. (2020) stated that "feedback seeking" and "digital status-seeking" represent social self-esteem and the sense of belonging to a society. Dumas et al. (2020) also revealed that like-seeking behaviors could be involved in manipulating and deceitful action. Some Instagram users, either individuals or businesses, gain attention by buying followers or editing their pictures to look more beautiful. These like-seeking behaviors can be separated into two categories; normative like-seeking and deceptive like-seeking. Normative like-seeking is associated with the use of photo editing applications, such as Meitu as well as the use of hashtags to gain more likes. Simultaneously, deceptive like-seeking is more deceitful, such as purchasing likes from a third party or like for likes. It can be seen that the importance of peer feedback on Instagram, such as the number of likes, comments, and followers, has a huge influence on young adults' self-confidence. The researchers found that getting loads of likes, especially as fast as possible, could boost adolescent self-confidence while getting a lack of feedback generates negative impacts on them in terms of lowering their self-esteem and causing a depressed mood. (Li et al., 2018). Steinsbekk et al. (2020) conducted a study on idealized self-presentation on social media and find that adolescents' behaviors on social media also depend on pre-existing

self-esteem levels. The study found that adolescents who already have high self-esteem are less negatively influenced by social media feedback whereas low self-esteem may fear objectification and concern others' feedback and reaction instead of self-identity. Some evidence suggested that adolescents with a stronger sense of belonging spend their time on social media, less than those who have social isolation (Longobardi et al., 2020) Reich et al. (2017), comparing to the number of likes as a currency for self-esteem. The more likes people received from a post, will reflect the higher their satisfaction and further increase their self-esteem. Since people only choose to post pictures or stories that will make them look good on social media, no one can see other users' live dimensions. People in the online world only get to see others' self-presence (Vogel et al., 2015).

2. Objectives

    1) To investigate the purpose of using Instagram among young adults

    2) To study Instagram usage behavior of young adults

    3) To understand how the feedback of Instagram impacts young adults' self-esteem.

3. Materials and Methods

    To collect data and achieve a better perception of how Instagram influences young adults' self-esteem, qualitative research was held by utilizing semi-structured interviews. The research was essentially targeting young adults, all genders, aged 20-28 years, as this age range are overlapping generations born, or growing with technology. These people are familiar with using social media, especially the Instagram application, that is widely used in these generations from the beginning. The researchers thought that these participants are likely to understand the problems and relate the feeling that Instagram may impact an individual's mind and self-esteem. A total of 22 participants from Instagram users have been selected for one-on-one interviews, by using age range criteria. The interview questions included a set of open-ended questions, which encourage respondents to answer freely on their points, instead of answering with a simple 'yes' or 'no.' However, some of the questions are closed-ended questions, as they were used for specific data collection. The responses from participants were recorded by note-taking and voice recording with participants' consent. All interview questions were developed in the English language; some interviews were conducted using a native language (Thai), to ensure participants' precise responses. The interview questions were developed into three main topic areas: demographic characteristics, Instagram users' behavior, and the impact and attitude of participants towards Instagram usage, as shown in Table 1. Noted that some questions might be skipped, if the statements from participants can be implied to other questions. Hence, the interviews were done to collect sufficient and relevant data, from approaching this study's research objectives.

Table 1 The Impact of Instagram on young adults' interview questions

Topic areas	Questions
I. Demographic characteristics	1. Can you please tell me your name?
	2. Do you mind telling me your age, please?
	3. Can you tell me your occupation?
II. Behavior of Instagram users	1. Do you use Instagram?
	2. Can you tell me the reason why you decided to use Instagram?
	3. How often do you use Instagram on a daily basis?
	4. How many followers do you have at the moment?
	5. How many accounts are you following at the moment?
	6. How often do you post pictures on Instagram?
	7. How often do you share stories on Instagram?
	8. Do you usually check feedback after you posted pictures?
	9. Why do you check feedback?
	10. Do you usually check feedback after you share stories?
	11. Why do you check feedback?
	12. What kind of pictures do you normally post on Instagram?
	13. What kind of pictures do you normally share on Instagram stories?
III. Attitude / Impact	1. How is the number of followers important to you?
	2. How is the number of likes important to you?
	3. How are comments important to you?
	4. Does the number of followers, likes, and comments impact your self-confidence, why?
	5. Does the number of followers, likes, and comments impact your self-esteem, why?
	6. Which one affects you the most? Why?
	7. Do you worry about how people will think of you, when you post things on Instagram, why?
	8. Do you feel more accepted in society, when you gain more followers on Instagram? Why?
	9. Do you feel more accepted in society when you gain more likes on Instagram? Why?
	10. Have you ever received negative feedback on your post?
	11. How did you feel when you received negative feedback?
	12. Have you ever compared yourself to others on Instagram?
	13. What do you feel, when you compare yourself to others?

4. Results and Discussion

This section represents the results of the qualitative investigation on how Instagram influences young adults' self-esteem along with their behavior and purpose of using Instagram. A total of 22 interviews were completed in an attempt to answer the research questions. The results were separated into three main sections: The behavior of Instagram users, the Importance of Instagram feedback (followers, likes, and comments), and theories related to the impact on Instagram users (Social Comparisons and Social Acceptance).

4.1 Behavior of Instagram users

4.1.1 Instagram usage

The participants were asked how much time they spend on Instagram daily. The results suggested that most participants use Instagram every time they touch their phone or every time they are available. Participants tend to frequently share pictures and videos on Instagram stories than posting on Instagram feed

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because posting a picture will take more time to consider and edit it. The number of "followers" (people who follow them) and "following" (People they follow) on their Instagram accounts were presented in Table 2.

Table 2 Participants

Participant	Name	Age	Occupation	Followers	Following
1	Heart	28	Personal Business	1,546	730
2	Taya	28	Personal Business	1,864	459
3	Praew	27	Online Seller	1,820	3,845
4	Beam	20	Students	3,033	176
5	Ploy	21	Students	888	2,134
6	Jesse	22	Students	853	820
7	Joe	27	Support Engineer	567	256
8	Jeff	25	Artist/Actor	57,000	235
9	Bomb	25	Officer	1,124	535
10	Tam	27	Personal Business	396	436
11	Nook	24	Salesman	3,614	1,172
12	Gift	22	Students	569	465
13	Praeploy	21	Students	1,142	567
14	Kwan	27	Beauty blogger	24,300	998
15	Sam	22	Students	806	1,370
16	Saii	21	Students	47,000	723
17	Jeans	22	Students	1,452	571
18	Pear	21	Students	22	34
19	Penpitcha	22	Students	695	389
20	Anonymous	24	Dentist	3,722	854
21	Justin	24	Students/Personal assistant	230	251
22	Benjamin	23	Students/Actor	304,000	265

4.1.2 The purpose of using Instagram

The results of the interview showed five major reasons why young adults use Instagram. The first reason was that Instagram is an online platform specifically designed to share pictures and videos. The researchers found that most participants used Instagram since they prefer to perceive pictures rather than reading multiple words. Besides, young adults use Instagram essentially to connect with online peers, as well as a desire to share their stories and memories with their friends. Furthermore, Instagram is an application that is easy to access as people can download, and use it without any charges, and it is also simple to use. The next reason was the trends; it is quite effective for young adults since the majority of people in society are using Instagram. Ultimately, Instagram is one of the social media, that allows users to turn on or turn off private mode for their privacy, which it was found that many participants concerned a lot about high privacy.

4.2 The Importance of Instagram Feedback (Followers, "Likes," and Comments)

4.2.1 The importance of the number of followers on Instagram

The first major finding was that the number of followers on Instagram had no impact on young adults' self-esteem. The researchers found that many participants use Instagram only to share pictures and memories with their friends. Some participants also set their accounts to private, allowing only approved followers to see their pictures and videos.

> *"Number of followers is not very important because I only want my followers to be my friends, because it will be weird to share my private life or stories with strangers." (Justin, aged 24)*

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"Followers on Instagram don't really matter for me, as I set my Instagram account to private and only allow my friends to follow me." (Tam, aged 27)

The second major finding was that the number of followers has a notable impact on young adults with higher follower counts. The researchers found that the more followers participants have, the more important it is for them. Besides, many people nowadays could make a lot of money, from being Instagram influencers by posting content sponsored by brand name. Instagram influencers such as beauty bloggers, fashion bloggers, internet idols, or people in the entertainment industry have established credibility that is heavily based on follower count, engagement rate, and how good they are at persuading others to particular products. From the results, the researchers found no evidence that participants with fewer followers (hundreds to thousands of followers) on Instagram, are concerned about the follower count.

"As a beauty blogger, followers are significant for me because it's like a motivation or something that keeps me getting jobs." (Kwan, aged 27)

"Followers are important for me in terms of work rather than personal life, as I can make money from reviewing products on Instagram. Which most of the money that I get will be based on the total of followers I have." (Saii, aged 21)

"Nowadays, the number of followers has become a tool for measuring the reputation of an artist or other people as those numbers can indicate how many people are following them." (Jeff, aged 25)

"Followers is very important because it can impact my work" (Benjamin, 23)

4.2.2 The importance of likes on Instagram

The researchers found that participants are less likely to be concerned about the "likes" as Instagram has recently been trailing, removing likes on Instagram posts, by hiding likes under the posts from the public. Instagram users can only see the total number of likes on their posts, which Instagram believes could help to lower the impact on mental health. Referring to the BuzzFeed News interview with Instagram CEO Adam Mosseri, he said that "The test wasn't about incentivizing specific behavior, but about creating a less pressurized environment, where people feel comfortable expressing themselves." and "We do hear people worry about how many like counts they get" (Mac & Nguyen, 2019). According to the interview with 22 participants, the results suggested that the removing-"like" trail is working really well on some participants. However, some participants still keep checking the number of "likes" they received to gain self-confidence even though it does not show under the post.

"Since it's the new Instagram thing, I don't really check it anymore." (Anonymous, aged 24)

"I rarely check it since Instagram hides the number of likes from the public." (Jeans, aged 22)

"I'm not really checking it because recently Instagram doesn't show the likes anymore, so it doesn't really important." (Benjamin, aged 23)

"The number of likes doesn't really matter for me anymore, but 4-5 years ago, it was quite a thing."
Joe, aged 27

"Before this, I've even deleted my post just because I received fewer likes than I expected, and then I will post it again at another time to get a better engagement." (Nook, aged 24)

4.2.3 The importance of comments on Instagram

The results revealed that the number of comments tends to be the most significant, compared to followers and likes as comments are the written statement that expresses others' opinions on their posts, unlike followers and likes, which are only the numbers showing the amount of feedback they received. The results suggested that most participants never received any negative comments or feedback on their posts, as most of the followers are their friends. Furthermore, the researchers also found that receiving no comments could lead to loneliness, and lack of self-confidence in some participants, who are comments-seeking.

"When people receive comments, it means that people actually take time to appreciate you." (Praeploy, aged 21)

"Comments matter the most as it could hurt my feelings when I received those negative comments" (Ploy, aged 21)

"Personally, I feel that those positive comments matter the most" (Praew, aged 27)

"Comments are the most important thing for me, as it's like a channel for conversation with my friends." (Joe, aged 27)

"Before this, comments don't seem to be very important to me. But ever since my friends keep asking me to comment on their posts, I start to need it as well. I think it makes my post more lively, and when I don't receive any, It felt kinda lonely somehow." (Tam, aged 27)

Although most participants predominantly receive positive feedback on their posts, some participants have received negative feedback. The researchers found that young adults appear to be sensitive to how they are perceived by online peer feedback, leading to stress or depressed mood, when they did not get expect feedback. Furthermore, the researchers noticed that participants with higher follower counts, or public figures, tend to receive more negative comments than those with lower followers.

"I have received negative comments in the past. Back then, I cried and was stressed and anxious for several weeks. But then as I grow up, I understand more and now that I don't take it into account anymore." (Saii, aged 21)

"I have received some weird comments on my stories and overheard someone else saying something negative about me. I was frustrated at first, but then again, you have to realize that it's your personal space. If someone doesn't like it, then they don't have to follow you, or keep track of what you're doing." (Anonymous, aged 24)

"Sometimes we don't feel like we should take it seriously, but on some levels, we do. Because the person that puts in those kinds of negative comments, might see it as a joke and we do understand it, but at the same time it has an effect on our self-esteem." (Praeploy, aged 21)

"Sometimes I do get some hate comments, but I just don't really care because it's from the internet, most of the time I just ignored them and let them go." (Justin, aged 24)

"At first I felt really sad like what I did to you guys, I don't even know you guys, but when time passes by, you'll just like, whatever." (Benjamin, aged 23)

4.2 Theories related to the impact on Instagram users

 4.2.4 Social Comparison

  4.2.4.1 Upwards Social Comparison refers to the circumstances when people compare themselves to someone perceived to be superior or better than them, which can positively and negatively impact them. On the bright side, when people compare themselves to others, whom they perceive as superior, they might take it as an inspiration to improve, or create a positive change in themselves, inside out. The result suggested that some participants see others on Instagram, as inspirational figures or role models, leading to self-improvement.

  "I never compare myself to others in a negative way, instead I see them as an inspiration to make me want to lose weight and look beautiful like them." (Ploy, aged 21)

  "I feel like I want to be like them, it is more like an inspiration than lowering my self-esteem." (Jeans, aged 22)

 On the other hand, the upwards social comparison could negatively affect, when people compare themselves to superiority; they might feel depressed or dissatisfied themselves, which leads to a lack of self-confidence and self-esteem.

  "I usually compare myself to influencers, who have a perfect body and stuff. Sometimes it lowers my self-esteem when I see those people who have better feature and appearance." (Penpitcha, aged 22)

  "Before this, I used to compare myself to others. But now that I'm growing up and getting more mature, my mindset has changed. I believe that everybody has their own shine, and now I'm truly happy with myself." (Tam, aged 27)

Additionally, the results suggested that some participants never compare themselves to others on Instagram.

  "Some people on Instagram are professional; they do that for a living and they make money from it. Therefore, comparing them will be nonsense because they do that for a living, but I only use it as a social media platform, so I don't compare at all." (Justin, aged 24)

  4.2.4.2 Downward Social Comparison is when people compare themselves to someone who is perceived to be inferior or worse than them. It could lead to gratitude and admiration for others' accomplishments. On the other hand, it could also lead to scorn or negative thinking towards other people such as looking down on someone else or being narcissistic about themselves.

  "Sometimes it becomes a sense that you constantly put yourself, in a competition on comparing your profile to another person, but sometimes I feel a lack of self-esteem because I feel like I'm not good enough, or I could be better off to be like this person. But at the same time, it creates this kind of narcissism, and also an arrogance that makes me feel like, I'm so much better than the other person. Both of these things have quite a negative mindset, but it happens." (Praeploy, aged 21)

 4.2.3 Social Acceptance

 In fact, humans have naturally desired acceptance and seek others' approval in their social groups. Simultaneously, people in the online world also seek acceptance, based on their peer feedback, such as the number of followers and "likes." The results suggested that some participants felt socially accepted, when they gained more followers and "likes" on Instagram, leading to higher self-esteem.

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"I think it is normal that we will feel more socially acceptable when we gain more followers."
*(Heart, aged 28)*

"At this time when we are constantly on social media, we kinda seek approval from other people on the internet, so the only thing that can confirm our status is the followers, "likes," and interaction that we receive on our contents." (Praeploy, aged 21)

In contrast, the researchers found no relation, between gaining more feedback and being socially acceptable. It suggests that social acceptance in the real world and online world are completely separated from each other. Hence, the number of followers and likes are not associated with acceptance.

"Number of followers or likes doesn't really determine whether you're going to be accepted in society or not. Instagram is just something that portrays, who you are in person on a daily basis, and sometimes you have things that you want to share with people that are interested in following your daily life. It doesn't necessarily mean that if you have more followers, then you're more accepted in society. Sometimes people follow the person that they don't even like or follow the person that they just want to keep track of, even though they don't necessarily like that person. So it doesn't mean that the more followers you have, the more accepted you are in society" (Anonymous, aged 24).

"I think that those numbers have no effect on me because the self-worth is in us, we cannot judge ourselves by looking at those numbers." (Saii, aged 21)

"I think they are irrelevant because social acceptance is not depending on those numbers." (Saii, aged 21)
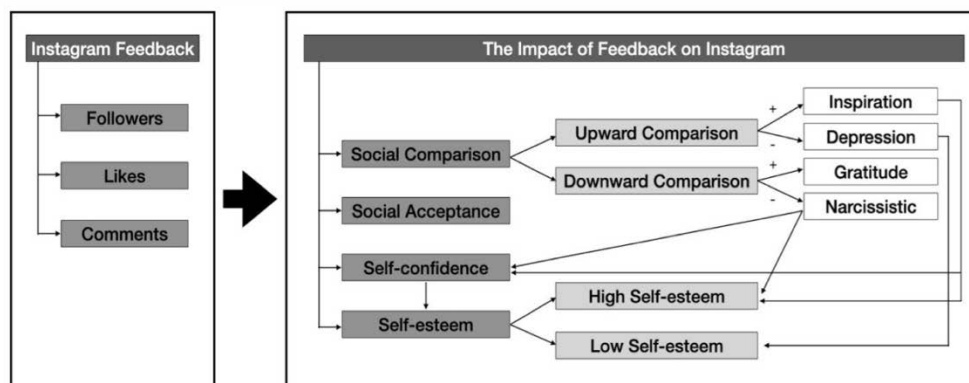
Figure 1 The impact of Instagram feedback on young adults

In the discussion, Instagram is a social media application, that allows people to share their stories through pictures and videos, letting them keep connect and get in touch with online peers in real-time. The researchers found that the feedback on Instagram can influence young adults, as represented in Figure 1. The results suggest that the feedback on Instagram includes: followers, "likes," and comments that have both positive and negative impacts on young adults' self-esteem. The first major findings suggest that comments seem to be the most important to young adults, as it demonstrates other opinions, or how others perceive them. At the same time, followers are significant only to participants, who already have many followers (exceeding ten thousand followers count). The number of likes on Instagram is less likely to matter for the participants due to the hidden likes on new Instagram features. The second major findings suggest that when living in a society, it is common that humans will compare themselves to other people, to measure their

success or evaluate their own attitudes, abilities, and traits, compared with other people around them. Social media platforms like Instagram is a channel that, easily, allows people to observe and compare themselves to what others are posting and presenting online. There are essentially two types of social comparison theory to discuss in this research: upwards social comparison (comparing themselves to others who are performing better), and downward social comparison (comparing themselves to others who are not as proficient as they are). The results show that the direction of the outcome of social comparisons is variable. Both upwards and downward social comparisons in young adults can lead to either motivation or depression, depending on how they are perceived and experienced. Positively, when participants compare themselves to others, who are superior, they will find hope and inspiration, leading to self-improvement and further boosting their self-confidence, resulting in high self-esteem. Whereas they might feel dissatisfied or depressed, when they compare themselves to others who are superior, leading to a lack of self-confidence, which results in low self-esteem. On the other hand, when participants compare themselves to be inferior, they might either feel gratitude or narcissistic, leading to more self-confidence and higher self-esteem. Another significant finding shows that the feedback on Instagram, such as the number of followers and likes, can influence young adults' social acceptance. While social acceptance refers to approval that other people welcome you into their groups, in opposition, social rejection is an exclusion in a group that might make people feel left out and finally leave them with a feeling of not being accepted. On the other hand, the researchers found that the number of followers and likes had no relation to social acceptance in young adults.

5. Conclusion

Instagram is a top-rated application that is most likely used by young adults. The study reveals that most participants open up Instagram, update photos or videos, and pop up on their Instagram feed every time they touch their phones. Most of them use Instagram to connect and build relationships with online peers. As Instagram has played a vital role in every individual, it has gradually become a part of young adults' lifestyles. Some participants tend to seek approval and acceptance from others on Instagram, by checking feedback and further comparing themselves to others, which leads to upwards and downward social comparisons. Upwards comparisons could lead to inspiration or depression, while downward comparisons could lead to gratitude or narcissism, reflecting young adults' self-esteem. The research concludes that the number of followers, likes, and comments on Instagram can positively or negatively influence young adults' self-esteem depending on how they are perceived and interpreted. Negative feedback such as offensive comments on Instagram can harm young adults' self-esteem as some may find it sensitive and become depressed, resulting in the feeling of not good enough or incompetent. Whereas compliments can boost their self-confidence, reflecting higher self-esteem. Consequently, Instagram users should use it as a means of exchange media of interest, entertainment, and communication channel. When we are unable to prohibit other users from using the media, and we cannot choose to receive only positive feedback from others, users should use Instagram with good judgment, and discern the difference between the online world and the real world. Those media indeed have a powerful influence on the human mind. Yet, finally, no one can truly judge us but ourselves. Additionally, some limitations should be considered. As this paper was small research conducted for academic purposes, the sample size in this research might be too small due to the time constraints. However, the researchers investigated the participants using in-depth interviews with sufficient information; therefore, this limitation should not affect much of the results' contribution. Due to the limitations, future research should expand the sample size, to gain more precise data, and it is suggested to focus on the participants who possess the same range of follower counts, in terms of usage and motivation, which might be, of course, too varied.

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