

Assessing Instagram Addiction and Social Media Dependency among Young Adults in Karnataka

Lijo P Thomas¹, Ritesh Chaudhary², Juby Thomas³, Vishnu Achutha Menon⁴

¹Doctoral Scholar, Hingiri Zee University, Sherpur, Chakrata Road, Vikasnagar, Uttarakhand – 248197, India. ORCID: 0009-0009-7031-5001

²Associate Dean, School of Journalism and Mass Communication Hingiri Zee University, DehradunSherpur, Chakrata Road, Vikasnagar, Uttarakhand – 248197, India

³Assistant Professor, Department of Media Studies, Kristu Jayanti College (Autonomous), Bangalore- 560067, India. ORCID - 0000-0003-2167-0620

⁴Assistant Professor, Department of Media Studies, Kristu Jayanti College (Autonomous), Bangalore- 560067, India. ORCID- 0000-0003-4028-3685

Correspondence: Lijo P Thomas, Doctoral Scholar, Hingiri Zee University, Sherpur, Chakrata Road, Vikasnagar, Uttarakhand – 248197, India. ORCID: 0009-0009-7031-5001, Email: lijopcmi@gmail.com

Received: May 3, 2023

Accepted: June 6, 2023

Online Published: June 8, 2023

doi:10.11114/smc.v11i6.6102

URL: <https://doi.org/10.11114/smc.v11i6.6102>

Abstract

This research paper investigates the extent and seriousness of Instagram addiction and social media dependency among young adults in Karnataka, India. The study utilized a cross-sectional survey design and collected data from 511 participants aged 18 to 25 years. To assess social media addiction and Instagram addiction, the researchers employed the Social Media Dependency Scale (SMDS) and The Instagram Addiction Scale (TIAS) respectively. Data analysis involved frequency and percentage analysis, cross-tabulation, Independent sample t-test, One-way ANOVA, and Pearson's correlation analysis. The results revealed that a majority of participants demonstrated moderate to high levels of social media dependency and Instagram addiction. Furthermore, the study found variations in social media dependency and Instagram addiction based on factors such as gender, region, and locality of residence. It was also discovered that Instagram addiction showed a significant positive correlation with social media dependency. These findings emphasize the necessity for targeted interventions to address social media addiction and its impact on the mental health and overall well-being of young adults in Karnataka.

Keywords: social media dependency, instagram addiction, young adults, Karnataka

1. Introduction

The pervasive influence of social media in today's digital era has raised concerns about addictive behaviors and dependency among young adults. Among the various social media platforms, Instagram stands out as a popular platform, known for its visually-driven content and engagement features. India has the second-largest population in the world, with more than 1.3 billion people (Hootsuite, 2022), India had around 448 million social media users in 2020 and this number is expected to reach 600 million by 2023, out of these social media users, around 77% are between the ages of 18 to 34 years (Internet and Mobile Association of India, 2020). Hence, it can be inferred that social media has gained immense popularity among young adults in India. On average, an internet user in India spends 2 hours and 25 minutes per day on social media, accounting for 39% of the nation's total population (Hootsuite, 2022). According to the India Social Media Statistics (2023), Facebook is the leading social media platform in India, with YouTube, WhatsApp, Instagram, and Twitter following suit; Facebook is particularly popular among older adults (Menon et al., 2023). Among internet users in India, WhatsApp is the dominant social media platform, with 95% of surveyed individuals reporting its usage. Facebook ranked as the second most popular platform, with 78% of respondents indicating its use, while YouTube followed closely behind at 64%. (Chakravarti, 2021). Facebook is the

In recent years, social media has become an integral part of our daily lives, especially among young adults. Instagram, one of the most popular social media platforms, allows users to share photos and videos with their followers and explore content from other users. While Instagram has its advantages, excessive use can lead to addiction and dependency, negatively impacting individuals' mental health and well-being. Why are young people drawn to Instagram? Several studies have explored the reasons why young people are drawn to Instagram. One study found that young people use Instagram to express themselves creatively and to connect with others who share similar interests (Manago et al., 2017). People use Instagram as a way to document their daily lives and to seek validation from others (Sharma et al., 2022). Young people use Instagram to keep up with current events and to stay informed about popular culture (Bishop, 2020). Reasons behind the Popularity of Instagram among Young Adults in India are

1. **User-Friendly Interface:** Instagram has a user-friendly interface that makes it easy for users to navigate through the app. The app's design is simple and clean, which makes it easy to use for people who need to be tech-savvy.
2. **Visual Appeal:** Instagram is a photo-sharing app that allows users to share their photos and videos with their followers. The app has various filters and editing tools that make photos and videos look attractive. Young adults in India love to share their photos and videos on Instagram as it helps them gain more followers and likes.
3. **Connectivity:** Instagram allows users to connect with people from all around the world. Young adults in India use Instagram to connect with their friends, family members, and even strangers who share the same interests as them.
4. **Influencer Culture:** Influencer culture has been on the rise in India, and Instagram has played a significant role in it. Young adults in India follow influencers who inspire them and promote products that they like. This has led to a rise in the number of influencers in India, and many young adults aspire to become influencers themselves.
5. **Entertainment:** Instagram's reel feature has become extremely popular among young adults in India. Reels are short videos that are usually 15-30 seconds long and can be set to music or sound. Young adults in India spend a considerable amount of time watching and creating reels, which provides them with entertainment.

The use of Instagram has been linked to both positive and negative effects on behavior and well-being. On the positive side, Instagram has been found to enhance social connectedness and provide a sense of belonging (Faelsens et al., 2021). Instagram has been found to provide opportunities for self-expression and creative outlet (Shutaleva et al., 2022), on the negative side, Instagram use has been linked to feelings of social comparison, anxiety, and depression (Jiang & Ngien, 2020). Furthermore, Instagram use has been associated with problematic behaviors such as cyberbullying and excessive smartphone use (Villanueva-Moya et al., 2022), it plays a significant role in how young people create and maintain social connections. Studies have found that Instagram facilitates the formation of social connections by providing a platform for users to express themselves and share their interests with others (Modgil et al., 2021). Instagram also allows users to stay connected with their friends and family members by providing a means to share photos and videos in real-time (Limniou et al., 2022) and Instagram has been found to be an effective tool for building social capital and promoting social activism (Arlia, 2021).

Several studies have explored how Instagram use can shape self-presentation and identity, and the subsequent impact on social connections, a study by Jiang et al. (2020) found that users who present themselves as more attractive or successful on Instagram tend to have more followers and receive more likes and comments, leading to an increase in social connections. However, other research has suggested that the pressure to present an idealized self on Instagram can lead to feelings of insecurity and anxiety, which can ultimately harm social well-being (Bailey et al., 2020). Instagram has been found to be a valuable tool for maintaining and strengthening existing relationships, particularly in long-distance or geographically dispersed friendships, it can facilitate emotional closeness and provide a sense of social support, as users can share intimate details about their lives and stay up-to-date on each other's activities (Tait, 2020). Instagram use can help maintain relationships between parents and their adult children (Duggan et al., 2015) and between romantic partners (Kircaburun & Griffiths, 2018). Excessive use of Instagram has been linked to negative effects on social connections and well-being. The excessive use of Instagram can lead to feelings of social comparison and jealousy, which can ultimately harm social connections, Instagram use can lead to feelings of loneliness and social isolation, particularly among individuals who spend more time scrolling through their feeds and less time engaging in meaningful social interactions (O'Day & Heimberg, 2021). Despite the potential negative effects, Instagram use can also have positive impacts on social connections. Lawrance and Melinda (2017) found that Instagram use can enhance feelings of social belonging and connectedness, particularly among individuals who experience social anxiety and it can provide a platform for social activism, which can help to foster social connections and promote social change (Murthy, 2018).

Social media dependency is a growing phenomenon in India, where social media usage has increased significantly in recent years. The widespread availability of smartphones and cheap internet data plans has made social media platforms easily accessible to people across the country, leading to a surge in social media usage (Hootsuite, 2022). In India, social

media dependency can be observed in various forms, such as spending long hours on social media, obsessively checking notifications and messages, and feeling anxious or stressed when disconnected from social media. Additionally, there have been cases of cyberbullying, online harassment, and addiction-related mental health issues related to social media usage. The Indian government has taken several measures to address the negative consequences of social media dependency. In 2021, the government implemented new social media rules that require social media platforms to appoint grievance officers to address user complaints, remove objectionable content within 24 hours of receiving a complaint, and disclose the originator of information upon the government's request (Desk, 2021). Social media dependency refers to a situation where an individual becomes excessively reliant on social media platforms to fulfill their social, emotional, or psychological needs. People who are social media dependent tend to spend an excessive amount of time on social media, have a compulsive need to check their social media accounts and experience anxiety or distress when they are unable to access social media. Social media dependency can manifest in various ways, such as constantly seeking validation from social media likes and comments, feeling anxious or depressed when one's social media posts are not well-received, or experiencing withdrawal symptoms when one takes a break from social media. While social media can be a useful tool for communication and connecting with others, excessive use and dependency can have negative consequences on an individual's mental health and overall well-being (Tandon et al., 2021). It is essential to maintain a healthy balance and limit social media usage to avoid dependency. The present study aims to assess Instagram addiction and social media dependency among young adults in Karnataka, India.

2. Methodology

Sample description: The study involved 511 young adults (males = 192, females = 319), aged between 18 to 25 years, belonging to the state of Karnataka. The participants represented 4 divisions across the state (Bangalore, Belgaum, Kalaburagi, Mysore) and the majority of them lived in rural areas (49.5%). To enhance administrative efficiency, Karnataka has been divided into four Revenue Divisions, namely Bengaluru Division, Mysuru Division, Belagavi Division, and Kalburgi Division. This divisional structure allows for more effective governance and management across different regions of the state. The study was conducted during the period January to February 2023.

Instruments: Two scales were used to collect data: The Social Media Dependency Scale (SMDS) and the Facebook Intensity Measure (FBI). SMDS is a 12-item self-report questionnaire, developed by Ellison, Steinfield, and Lampe (2007), that measures the level of social media dependency among individuals. TIAS was developed by Achmad Sholeh and Ahmad Rusdi in 2019. The main purpose of TIAS was to detect addictive tendencies among individuals who use Instagram. TIAS comprises two subscales, namely Instagram Feed Addiction and Instagram Stories Addiction. The addiction concept used in TIAS is based on the six fundamental components put forward by Griffiths (2005), which are salience, mood modification, tolerance, withdrawal, conflict, and relapse.

Statistical analysis: Frequency and percentage analysis, cross-tabulation, Independent sample t-test, One-way ANOVA, and Pearson's correlation analysis were carried out using SPSS (Version 23) for deriving results.

Ethical considerations: The participants were informed about the purpose and procedures of the study and provided their informed consent before participation. Confidentiality and anonymity were ensured throughout the study, and participants were given the option to withdraw from the study at any time.

3. Research Questions

1. What are the evident patterns of social media and Instagram use among young adults?
2. Is there any difference in social media dependency and Instagram addiction based on gender region, and locality?
3. Is there a significant relationship between the number of Instagram followers, social media dependency, and Instagram addiction?

4. Analysis and Results

RQ 1: What are the evident patterns of social media and Instagram use among young adults?

A good majority of the participants were found to be using social media for more than 3 hours in a day (86.9%). Around half of the participants were reported to be spending more than 3 hours in Instagram (50.5%) and having more than 400 friends (49.1%). The following tables (Table 1, Table 2, Table 3, Table 4) demonstrate region and locality wise distribution of social media dependence and Instagram story addiction.

Table 1. Division-wise average Instagram usage

		10–30 Minutes	1–2 hours	< 3 hours	Total
Karnataka Division	Belgaum	0	49	63	112
	Bangalore	2	78	176	256
	Kalaburagi	0	36	54	90
	Mysore	0	22	31	53
	Total	2	185	324	511

Table 2. Division-wise average social media usage

		Average Social Media Usage			Total
		10–30 Minutes	1–2 hours	< 3 hours	Total
Karnataka Division	Belgaum	1	7	104	112
	Bangalore	2	31	223	256
	Kalaburagi	2	9	79	90
	Mysore	3	12	38	53
	Total	3	64	444	511

Table 3. Locality-wise average Instagram usage

		Average Instagram Usage			Total
		10–30 mins	1–2 hours	< 3 hours	Total
Locality	Urban	2	30	67	99
	Semi Urban	0	59	100	159
	Rural	0	96	157	253
	Total	1	2	185	251

Table 4. Locality-wise average social media usage

		Average Social Media Usage			Total
		10–30 Minutes	1–2 hours	< 3 hours	Total
Karnataka Division	Urban	2	9	88	99
	Semi Urban	6	18	135	159
	Rural	15	17	221	253
	Total	2	65	444	511

Instagram addiction refers to the excessive use of Instagram, which results in negative consequences, such as a decrease in productivity, social isolation, and mental health issues. According to recent studies, Bengaluru's youth are more prone to Instagram addiction than their counterparts in other cities. This trend can be attributed to various factors such as peer pressure, boredom, and the need for instant gratification (Express News Service, 2022). One of the main reasons for Instagram addiction among Bengaluru's youth is peer pressure. The need to fit in with the crowd and the fear of missing out (FOMO) are some of the factors that push young people to spend more time on social media platforms. Many young people in Bengaluru are under immense pressure to be constantly updated on the latest trends and to project a perfect image on social media (Thakur, 2022). Boredom is another factor that contributes to Instagram addiction. With the pandemic forcing many people to stay indoors, young people in Bengaluru have been spending more time on their smartphones, and social media has become a means of escaping boredom. The ease of access and the constant stimulation provided by Instagram make it an attractive option for many youths.

RQ 2: Is there any difference in social media dependency and Instagram addiction based on gender, region, and locality?

Table 5. Independent sample t – test comparing social media dependency and Instagram addiction between males and females

	Gender	N	Mean	SD	t	df	Sig.
Social Media Dependency	Male	192	13.80	3.34	3.889	509	.00
	Female	319	12.66	3.14			
Instagram Addiction	Male	192	21.54	2.69	1.243	509	.21
	Female	319	21.24	2.61			

*p<.05

Table 5 demonstrates the comparison of social media dependency and Instagram addiction based on gender. It is suggested that social media dependency differs significantly among males and females, whereas there is no significant difference in Instagram addiction.

Table 6. One-way ANOVA comparing social media dependency and Instagram addiction based on region

		Sum of Squares	df	Mean Square	F	Sig.
Social Media Dependency	Between Groups	80.93	3	26.97	2.55	.05
	Within Groups	5352.1	507	10.55		
Instagram Addiction	Between Groups	56.15	3	18.71	2.69	.04
	Within Groups	3516.7	507	6.93		

*p<.05

Table 6 indicates that there is a significant difference in social media dependency and Instagram addiction among individuals from Belgaum, Bangalore, Kalaburgi, and Mysore divisions. LSD Post hoc analysis indicated that both social media dependency and Instagram addiction appear to be high in Bangalore division when compared to the other groups.

Table 7. One-way ANOVA comparing social media dependency and Instagram addiction based on locality

		Sum of Squares	df	Mean Square	F	Sig.
Social Media Dependency	Between Groups	73.569	2	36.78	3.48	.03
	Within Groups	5359.46	508	10.55		
Instagram Addiction	Between Groups	78.219	2	39.11	5.68	.00
	Within Groups	3494.66	508	6.87		

*p<.05

As shown in Table 7, there is a significant difference in social media dependency and Instagram addiction among individuals from urban, semi-urban, and rural localities. LSD Post-hoc analysis results indicated that the semi-urban group has high social media dependency when compared to the other groups, whereas Instagram addiction is found to be high in the rural group.

RQ 3: Is there a significant relationship between the number of Instagram followers, social media dependency, and Instagram addiction?

Table 8. Pearson's Correlation Matrix

	Mean	SD	(1)	(2)	(3)
Total Instagram Followers (1)	6.48	1.74	1	-.048	-.051
Social Media Dependency (2)	13.09	3.26		1	.251**
Instagram Addiction (3)	21.35	2.64			1

**p<.01

Table 8 illustrates mean, standard deviation and Pearson's correlation coefficients corresponding to the total number of Instagram followers, social media dependency, and Instagram addiction. It is indicated that the total Instagram followers

does not have any significant association with social media dependency and Instagram addiction, however, a significant positive correlation was shown between social media dependency and Instagram addiction.

5. Discussions

In recent years, the rise of mobile phone addiction and social media consumption among metropolitan youth has become a growing concern. The widespread availability of smartphones and social media platforms has led to a generation of young people who are constantly connected, often to the detriment of their mental health and well-being. This essay will examine the causes and consequences of mobile phone addiction and social media consumption among metropolitan youth, as well as potential solutions to address these issues. The proliferation of smartphones has fundamentally changed the way we interact with technology. With the ability to access social media platforms and messaging apps anytime, the lure of constant connection has become too strong for many young people to resist. Social media consumption has also become a way for many young people to stay connected with their friends and peers, creating a sense of belonging and validation. However, this constant connectivity has come at a cost. Studies have shown that excessive mobile phone use and social media consumption can have negative impacts on mental health, including increased anxiety and depression. Social media can also be a breeding ground for cyberbullying and toxic behavior, which can further exacerbate these issues. One of the main reasons for the rise of mobile phone addiction and social media consumption among metropolitan youth is the pressure to stay connected and relevant. With the rise of influencer culture and the constant stream of content on social media, young people feel pressure to present a curated version of themselves online. This can lead to feelings of inadequacy and a need to constantly check their phone for validation. Another factor is the addictive nature of social media platforms. Designed to be highly engaging, these platforms use algorithms to keep users scrolling and consuming content for as long as possible. This can lead to a vicious cycle of addiction, where young people feel compelled to keep checking their phones for fear of missing out or falling behind. To address these issues, there are a number of potential solutions that could be implemented. One approach is to educate young people about the potential risks and negative impacts of excessive mobile phone use and social media consumption. This could involve teaching digital literacy skills and promoting healthy habits around technology use. Another approach is to develop and promote alternative activities that can provide a sense of community and connection. This could include after-school clubs and activities, sports teams, or other hobbies that allow young people to engage with their peers in a positive and healthy way. Finally, it is important to advocate for changes in the design of social media platforms and mobile devices to prioritize user well-being over engagement and addiction. This could include features that encourage users to take breaks from their devices or limit their time spent on social media. In conclusion, the addiction of metropolitan youth gratification of mobile phone addiction and social media consumption is a complex issue with a range of causes and consequences. While there are no easy solutions, it is clear that we must work to address these issues in order to promote the well-being of young people and ensure that they are able to thrive in the digital age.

6. Conclusion

When one takes into account the different concerns connected to a chronic social media use, it becomes clear that social media addiction needs to be regulated. Other concerns associated with social media addiction include sexting, social media stalking, cyberbullying, privacy violations, and inappropriate technology use. Regulations are necessary to safeguard youth from the negative effects of social media addiction given the gravity of these threats. Instagram has become a popular social media platform among young people, with many using it for self-expression, social connection, and keeping up with current events. While Instagram can have positive effects on behavior and well-being, it can also have negative effects such as social comparison, anxiety, and depression. Habitual use of Instagram may lead to negative consequences for educational and occupational performance, social behavior, and interpersonal relationships. It is important for young people to be aware of these potential negative effects and to use Instagram in moderation. Further research is needed to fully understand the impact of Instagram on young people's behavior and well-being. The need for regulation of social media addiction is evident when considering the various risks associated with habitual social media use.

References

- Arlia, Z. (2021, October 18). *How to use Instagram to build A successful social commerce strategy*. Forbes. <https://www.forbes.com/sites/forbescommunicationscouncil/2021/10/18/how-to-use-instagram-to-build-a-successful-social-commerce-strategy/>
- Bailey, E. R., Matz, S. C., Youyou, W., & Iyengar, S. S. (2020). Authentic self-expression on social media is associated with greater subjective well-being. *Nature Communications*, 11(1), 48-89. <https://doi.org/10.1038/s41467-020-18539-w>
- Bishop, K. (2020, July 27). Why are millennials and Gen Z turning to Instagram as a news source? *The Guardian*. <https://www.theguardian.com/lifeandstyle/2020/jul/27/instagram-news-source-social-media>

- Chakravarti, A. (2021, February 25). *Government reveals stats on social media users, WhatsApp leads while YouTube beats Facebook, Instagram*. India Today. <https://www.indiatoday.in/technology/news/story/government-reveals-stats-on-social-media-users-whatsapp-leads-while-youtube-beats-facebook-instagram-1773021-2021-02-25>
- Desk, W. (2021, February 25). *Explained: India's new draft rules to regulate social media, OTT platforms*. The Week. <https://www.theweek.in/news/biz-tech/2021/02/25/explained-indias-new-draft-rules-to-regulate-social-media-ott-platforms.html>
- Duggan, M., Lenhart, A., Lampe, C., & Ellison, N. B. (2015, July 16). *Parents and social media*. Pew Research Center: Internet, Science & Tech. <https://www.pewresearch.org/internet/2015/07/16/parents-and-social-media/>
- Ellison, N. B., Steinfield, C., & Lampe, C. (2007). The benefits of Facebook “friends:” social capital and college students’ use of online social network sites. *Journal of Computer-Mediated Communication: JCMC*, 12(4), 1143-1168. <https://doi.org/10.1111/j.1083-6101.2007.00367.x>
- Express News Service. (2022, August 28). Less-confident youth prone to substance abuse: Nimhans director. *The New Indian Express*. <https://www.newindianexpress.com/cities/bengaluru/2022/aug/28/less-confident-youth-prone-to-substance-abuse-nimhans-director-2492204.html>
- Faelens, L., Hoorelbeke, K., Cambier, R., van Put, J., Van de Putte, E., De Raedt, R., & Koster, E. H. W. (2021). The relationship between Instagram use and indicators of mental health: A systematic review. *Computers in Human Behavior Reports*, 4(100121), 100121. <https://doi.org/10.1016/j.chbr.2021.100121>
- Hootsuite, W. A. S. (2022). *Digital 2022: India. India - total population 2018-2028*. (n.d.). Statista. Retrieved April 25, 2023, from <https://www.statista.com/statistics/263766/total-population-of-india/>
- India Social Media Statistics 2023*. (2023, April 25). The Global Statistics. <https://www.theglobalstatistics.com/india-social-media-statistics/>
- India: social media penetration 2022*. (n.d.). Statista. Retrieved April 25, 2023, from <https://www.statista.com/statistics/284436/india-social-media-penetration/>
- Internet and Mobile Association of India (IAMAI). (2020). *Active internet users in India to reach 900mn by 2025*.
- Jiang, S., & Ngien, A. (2020). The effects of Instagram use, social comparison, and self-esteem on social anxiety: A survey study in Singapore. *Social Media + Society*, 6(2), 205630512091248. <https://doi.org/10.1177/2056305120912488>
- Kircaburun, K., & Griffiths, M. D. (2018). Instagram addiction and the Big Five of personality: The mediating role of self-liking. *Journal of Behavioral Addictions*, 7(1), 158-170. <https://doi.org/10.1556/2006.7.2018.15>
- Limniou, M., Ascroft, Y., & McLean, S. (2022). Differences between Facebook and Instagram usage in regard to problematic use and well-being. *Journal of Technology in Behavioral Science*, 7(2), 141-150. <https://doi.org/10.1007/s41347-021-00229-z>
- Manago, B., Davis, J. L., & Goar, C. (2017). Discourse in Action: Parents’ use of medical and social models to resist disability stigma. *Social Science & Medicine* (1982), 184, 169-177. <https://doi.org/10.1016/j.socscimed.2017.05.015>
- Menon, V. A., Prasad, A., Puthur, L. A., Soman, & Joseph, L. (2023). Social media dependency and Facebook usage among the older adults of Kerala. *Studies in Media and Communication*, 11(4), 202. <https://doi.org/10.11114/smc.v11i4.6060>
- Modgil, S., Singh, R. K., Gupta, S., & Dennehy, D. (2021). A confirmation bias view on social media induced polarisation during Covid-19. *Information Systems Frontiers: A Journal of Research and Innovation*, 1-25. <https://doi.org/10.1007/s10796-021-10222-9>
- Murthy, D. (2018). Introduction to social media, activism, and organizations. *Social Media + Society*, 4(1), 205630511775071. <https://doi.org/10.1177/2056305117750716>
- O’Day, E. B., & Heimberg, R. G. (2021). Social media use, social anxiety, and loneliness: A systematic review. *Computers in Human Behavior Reports*, 3(100070), 100070. <https://doi.org/10.1016/j.chbr.2021.100070>
- Robinson, L., & Melinda Smith, M. A. (n.d.). *Social media and mental health - Helpguide.org*. Retrieved April 25, 2023, from <https://www.helpguide.org/articles/mental-health/social-media-and-mental-health.htm>
- Rusdi, A. S. A. (2019, September). A New Measurement of Instagram Addiction: Psychometric Properties of The Instagram Addiction Scale (TIAS). *Conference of Indonesian Students Association in South Korea*.

- Sharma, A., Sanghvi, K., & Churi, P. (2022). The impact of Instagram on young Adult's social comparison, colourism and mental health: Indian perspective. *International Journal of Information Management Data Insights*, 2(1), 1-16. <https://doi.org/10.1016/j.jjime.2022.100057>
- Shutaleva, A. V., Ural State Law University named after V. F. Yakovlev, Novgorodtseva, A. N., Ryapalova, O. S., Ural Federal University named after the first President of Russia B.N. Yeltsin, & Ural Federal University named after the first President of Russia B.N. Yeltsin. (2022). Self-presentation in Instagram: promotion of a personal brand in social networks. *Economic Consultant*, 37(1), 27–40. <https://doi.org/10.46224/ecoc.2022.1.3>
- Tait, A. (2020, May 3). How Instagram changed our world. *The Guardian*. <https://www.theguardian.com/technology/2020/may/03/how-instagram-changed-our-world>
- Tandon, A., Dhir, A., & Mäntymäki, M. (2021). Jealousy due to social media? A systematic literature review and framework of social media-induced jealousy. *Internet Research*, 31(5), 1541-1582. <https://doi.org/10.1108/intr-02-2020-0103>
- Thakur, A. (2022, December 13). How Bengaluru's SHUT clinic opens doors to adolescents battling tech addiction. *The Indian Express*. <https://indianexpress.com/article/cities/bangalore/bengaluru-mental-health-tech-addiction-8321726/>
- Villanueva-Moya, L., Herrera, M. C., Sánchez-Hernández, M. D., & Expósito, F. (2022). #instacomparison: Social comparison and envy as correlates of exposure to Instagram and cyberbullying perpetration. *Psychological Reports*, 332941211067390. <https://doi.org/10.1177/00332941211067390>

Copyrights

Copyright for this article is retained by the author(s), with first publication rights granted to the journal.

This is an open-access article distributed under the terms and conditions of the [Creative Commons Attribution license](#) which permits unrestricted use, distribution, and reproduction in any medium, provided the original work is properly cited.