Instagram Usage and Its Relation to Self Esteem among Lebanese Young Adults

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Abstract

With the rise of social networks, new form of communication emerged. Social media sites such as Instagram, Facebook and Twitter, have become increasingly important and integral part of everyday life, especially for young adults. According to BBC, most people spend at least two hours on social media every single day (Galer, 2018). The purpose of this study is to see the usage of social media sites, particularly Instagram, and its relation to self-esteem among Lebanese young adults. In order to test the usage of Instagram and its relation to self-esteem, Lebanese young adults were asked to participate in an online survey. The percentages represented the number of people who gave each answer as a proportion of the number of people who answered the question. Thus, the results of data collection showed that there is no relation between time spent on Instagram and low level of self-esteem. The findings also showed that women spend more time on Instagram per day, are willing to compare themselves to others and feel more jealous from what others post on Instagram, and are less satisfied with themselves and their life than men. Results also showed that young adults between 18-25 years old are the most user of Instagram, are less satisfied from themselves and their lives, and have lower self-esteem than the age categories 26-30 and 31-35 years old.

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

Introduction

1.1 Background of the Research

Social networking is considered as a new form of communication that came with the advent of technology. Social media sites, including Facebook, Instagram and twitter have become increasingly important and an integral part in everyday life, especially for young adults. Facebook was launched in 2004 at Harvard, it was originally designated to university students but it include currently over one billion active users. The time spent on social media increased 18% between 2007 and 2008 (Kittinger,Correia, & Irons, 2012).

Twitter was launched in 2006, and it includes currently 335 million active users. Instagram was launched in 2010, and it reached one billion active users in June 2018 (Statista, 2018).

With the time spent on networking site that allows users to create a profile, upload pictures, share information about themselves and interact with others by a comment, like or share, one must wonder what are the implications on the individual self-esteem.

When scrolling through the social feed, the person sees many beautiful pictures. He continues to scroll down until he doesn't even know whose Instagram he is looking at or how he got there. Social media trigger one's curiosity and it gains momentum by viewing and engaging with each image in an endless Instagram feed. Previous studies showed that social media is related to the changing behavior of people since it help them to compare themselves to others which may increase the psychological distress of individuals and may lower the overall self-esteem (Chen & Lee, 2013).

Understanding the risk of social media usage is crucial to preventing its side effect. We rarely see pictures of someone looking bad or feeling sad. Instagram is about showing off how happy we are, how much fun we are having, how great our life is and how much lucky we are. Instagram can be described as an iceberg, where half is visible and the other half is submerged in the water. We only see what other people want us to see (Mandubyr, 2017).

Researchers found a direct link between mental health problems and the use of social media, especially Instagram. According to United Kingdom's Royal Society for Public Health, 1,500 young adults and teenagers participated in a survey that showed that there is a relation between spending time on Instagram and loneliness, depression and anxiety (Mandubyr, 2017).

The importance of this research is to explore the usage of social media, particular Instagram, and its relation to self-esteem among Lebanese young adults.

1.2- Statement of the Problem

Images of fancy clothes, skinny girls and muscular boys, as well as 5-star vacation plan can be found almost anywhere on social media. These images can affect young adult's self-esteem negatively since they start realizing that these images are real and that the majority of these people are living a perfect life.

1.3-Significance of the Study

The goal of this study was to determine the relation between the usage of social networking sites like Instagram and self-esteem among Lebanese young adults. This study examined this relation by measuring the amount of time spent on Instagram, the amount of time spent on one's own profile and other's profile, how often one upload pictures, how often one upload his Instagram story, and measuring feelings of self-esteem. This study would attract the attention of people and help them analyze their over dependence on social media sites and its possible consequences on lowering their self- esteem. It will also add to the current literature on social media and expand the literature on Instagram.

The main scope of my study will include the analysis of people answers by emphasizing on the factors mentioned above. This research will help in revealing all the important materials and analyzing them to get a significant approach about Instagram usage and its implications among young adults. As for the findings, my study will serve scholars and researchers for further studies in the field of mass communication.

1.4-Hypotheses

H1)   Is there a relation between time spent on social media, specially Instagram and level of self-esteem among Lebanese young adults?
H2)   Does Lebanese women spend more time on social media, especially Instagram than men?
H3)   Does Lebanese young adults between 18-25 years old use social media more than the other age categories?

In this research, we will describe the usage of social media sites, especially Instagram and its relation to self-esteem in order to initiate complete awareness toward a healthy social media usage.

Chapter 2

Literature Review

Many studies revealed that people are affected by what is displayed by social media especially Instagram. The following theories will shed the light on various studies related to social media and self-esteem.

2.1 Social networking sites

In the past decade, the use of social networking sites has globalized immensely. Social media is considered the medium for expression of opinion, and a platform for sharing moments and knowledge. It also reduced the distance by connecting people and helping them build new relationships while maintaining existing ones (Boyd & Ellison, 2007). The major feature of Facebook and Instagram is to make the photos and status uploaded by users available for public or friends to view and give their feedback through like, comment or share (Boyd & Ellison, 2007).

Past researchers have identified the major advantages of social networking sites including giving individuals a sense of freedom and identity, helping shy people to build social capital, reducing level of restrictions in communication, boosting up the confidence level of individuals, cheering them up during tough times and offering an opportunity to build healthy and strong relationships (Ellison, Steinfield, & Lampe, 2007). Some people build relationships on social media because they find difficulties in face to face communication (Amichai, Hamburger &Vinitzky, 2010).

Other researchers found that the decreased feeling of life satisfaction and self-esteem is directly related to increase feeling of envy among women who use social media more than men (Cretti, 2015). In addition, they also found that low self-esteem is also related to negative social comparisons with individuals who follow famous people on social media (Vogel, Rose,Okdie, Eckles, & Franz, 2015).

Some of social media users think that the images posted are real without taking into consideration that many people use editing applications, such as Photoshop.

Many free applications can be downloaded on Android and Samsung devices, where people can modify their look with a simple click. They can cover up wrinkles, blemishes, modify their facial and body shape.

Furthermore, researchers suggested that young women following fitness figures on social media were most likely to report extreme weight loss behaviors, such as crash dieting or extreme exercise plan. The result of this study revealed that social media might influence young women to engage in social comparison with others leading to feelings of low self-esteem (Lewallen & Behm-Morawitz, 2016).

Researchers also link social media with low self-esteem in young women. A study investigated over 100 adolescent girls found that the more girls share photos online, and use more Photoshop, feel worse about their appearance and report low level of self-esteem (McLean et al., 2015).

2.2 Social comparison theory

Generally, people make social comparison between themselves and others in order to fulfill their affiliation needs (Schachter, 1959). These affiliation needs are triggered by social media sites. According to Leon Festinger, social comparison theory proposes that people always evaluate and compare themselves to others. Media sites lead many people to evaluate themselves and make social comparisons between themselves and others based on popularity, social roles, beauty, wealth and social class (Festinger, 1954).

People engage in two types of comparisons on social media, upward and downward comparison. Upward comparisons occurs when a person compare himself to other superior from him while downward comparisons occurs when a person compare himself to other inferior from him (Wills, 1981). According to Lockwood and Kunda, upward social comparisons can be inspirational for people who focus on imitating their comparisons toward better attitudes and behaviors (Lockwook & Kunda, 1997). It has also been observed that upward comparisons make people have negative evaluations of themselves and feel inferior (Morse & Gergen, 1970). As a result, these upward comparisons have a negative effect on people self-esteem (Vogel, Rose, Roberts and Eckles, 2014). Pantic suggested that depression, anxiety, low self-esteem and psychotic disorders are all results of social networking sites (Pantic, 2014).

Latest researchers studied the relation between social media and social comparison. The results showed that Facebook users showed a greater degree of negative social comparisons and a low self-esteem (De Vries & Kühne, 2015).

Another study suggested a cause and effect relationship between Facebook usage and social comparisons. Researchers used 120 female undergraduate students who use Facebook to determine whether they pay attention to themselves compared with others or not. Results showed that participants with high social comparison had low self-esteem (Voguel et al, 2015).

As we can see, more studies have been conducted on Facebook that have shown significant relation between social comparison and social media. However, other social media sites such as Instagram have been barely studied because Instagram is a newer social media platform that was launched 8 years ago. Instagram is only for posting pictures and short videos where people can comment or like on the pictures posted. It helped in spreading the selfie-revolution, where users take pictures of themselves using the front camera. It has also photo editing tools as well as many filters to edit the picture before posting it (Pantic, 2014).

Instagram allows people to follow celebrities and media figures to stay updated with their latest post, as well as their Instagram stories, where they share pictures of their luxurious lifestyle. The social comparison groups are mainly consisted of a person's family or friends on Facebook, where a person compares himself to others who are similar to him. Instead, the social comparison group on Instagram includes celebrities who are very rich and famous.

Instagram #Instasad was one of the few studies done on Instagram; the researchers studied the relations between Instagram use, social comparison, depressive symptoms and strangers followed. The study included 117 participants between the age of 18 and 29 years old. The results showed that Instagram was related directly to depressive symptoms with more frequent Instagram use and more strangers follow (Lup, 2015). Thus, the number of strangers a person follows is related directly to negative social comparison. The strangers could be people in their same age group that they do not necessarily know them in person, or it could be celebrities or media figures that have money and more social status than them. Following the strangers such as media figures or celebrities may cause the person to have a lower self-esteem by seeing the pictures of their luxurious lifestyle, as well as their perfect body shape (Lup, 2015).

2.3 Self-esteem

According to Mead, self-esteem is a reflection of the opinion others hold of you (Mead, 1934).Self-esteem is directly related to the personal way of thinking of a person. The evaluation of the self can be positive or negative; it is related to the extent to which a person views himself as competent and worthwhile. It also covers emotions, such as despair, shame, pride and triumph. For example: if a person is pleased with himself, he/she perceives others with respect, accept their way of thinking and reflect his inner peace to them. In contrast, if a person is unsatisfied with himself, he/she won't treat other people kindly and he rejects them in his life.

People opinion and their feedback, have strong effect on people self-esteem. The concept of self-esteem can be either stable or fluid in nature. It can change with daily events of people while it can take time to develop for others (Valkenburg et al., 2006). Negative feedback can lower self-esteem and positive feedback can increase it to a very high level (Valkenburg et al., 2006).In addition, the occasional exposure to upward comparisons on social media sites, may create a negative impact on people's self-esteem and self-evaluation.

As stated earlier, being rich, beautiful and successful is often presented positively in Instagram, while being average is presented negatively. Thus, when a person is average, the low number of people interested in his life might affect their self-esteem (Mead, 1934). People tend to feel that others have better and more interesting lives than themselves (Chen & Lee, 2013). Many people use Instagram as a surveillance tool to see what their friends are doing, how they behave and how they look (Joinson, 2008). Chou and Edge stated that their latest study showed that the longer people use Facebook, the more they believe that others are happier and live better lives than themselves (Chou & Edge, 2012). People tend to think that others are always happy and living good lives in contrast to their own. Thus, Facebook is directly related to psychological distress and a low self-esteem (Chen & Lee, 2013).

Researchers also found that people with low self-esteem try to recompense by becoming more active on social media, such as increasing the time and the frequency of logging on to their account (Amichai-Hamburger &Vinitzky, 2010). This activation on social media increases the perception of popularity and establishes a sense of belonging.

Researchers found that people who want to fulfill their need for social compensation tend to be more concerned with their public image and may engage in the act of friending on social media. They may also view the number of friends on social media as an indication of popularity and tend to increase the number of their friends to composite for their lack of self-esteem (Lee, Moore, Park, & Park, 2012).

Tazghini and Siedlechi found that, people with low self-esteem tend to accept more friend or follow requests from strange people (Tazghini & Siedlecki, 2013). They find it easier to connect with new friends on social media than having direct contact with peers. This can help people who are shy from initiating communication to build social capital and communicate with others online (Ellison, Steinfield, & Lampe, 2007).

In addition, Facebook allow people with low self-esteem to create an image of themselves that they want others to perceive. Thus, they un-tag themselves from unattractive images in order to preserve this image (Tazghini & Siedlecki, 2013).

The study of 100 participants at New York University showed that people with low self-esteem spend more time online and have more self-promotional content on their social media account (Pantic, 2014). On the other hand, Valerie Barker stated that people with high self-esteem use social media to pass time, communicate with friends and enhance or maintain their social ties (Barker, 2009). Studies done by Kraut indicated that the internet used by introvert decrease their involvement in community and increase their level of loneliness. Introvert tends to reveal more information about them in an attempt to promote themselves and make friends on social media. In contrast, socializers experience more community involvement and decreased loneliness since they rely more on their social skills in order to make friends on social media (Kalpidou, Costin, & Morris, 2011).

Researchers indicated that Facebook can increase one's social self-esteem, including his appearance and relationships, especially when he receives positive feedback from his friends on Facebook (Gonzalez & Hancock, 2011). In addition, since users can edit and control what information or photo is uploaded and shared online, this allows them to present their ideal self, which lead to positive feelings of self-esteem (Gonzales & Hancock, 2011).

2.4 Conclusion of the Studies Above

All studies mentioned reveal that people who are being exposed frequently to social media images are affected by these images negatively. The ideal image of thin women and muscular men, the 5-stars vacation, the luxurious lifestyle pictures has a negative impact on how people perceive themselves and their lives. People develop a disappointment of the way they look and dissatisfaction when it comes to their life. As a conclusion, social media images lead people to become dissatisfied with their life and the way the society looks at them.

Chapter 3

Methodology

The reason of this research is to shed the light on the relation between social media usage, especially Instagram and its relation to self-esteem among Lebanese young adults. This chapter will consist of the methodology that focuses on the study of the above relation. In this methodology, we will go through (1) the data (2) the variables (3) the instrumentation.

3.1 Data

A descriptive introduction was provided to the participants before they began the questionnaire. They were asked to be a part in a study about social media platform, especially Instagram. They had one day to complete the pretest survey. Primary data was collected for this research. Questionnaires were conducted by Google doc online and were sent to their phone by a link. The questionnaire is given in the Appendix A. Participants answered the questions concerning the different factors related to the study (gender, age) and the time spent on social media as well as the purpose of its usage. In addition, other questions included people opinion concerning other profile and whether they make comparisons or not.

3.2 Variables

The independent variable is the social media usage of people while the dependent variable is people self-esteem which is affected by social functions. As we have stated earlier, self-esteem is both stable and fluid. It develops and changes with time and is affected by life daily events (Heatherton & Polivy, 1991).

3.3 Instrumentation

Population

This research will be based on young adults of both genders between the age group of 18 and 35 years old. The main focus of the study is to find the relation between Instagram usage and self-esteem without referring to the other networking sites.

Sample and Sampling Techniques

Due to the time constraints and since the research is non-probabilistic, convenience sampling will be used.
A sample of 110 young adults was selected, between the age of 18 and 35. They were given the questionnaires by a link sent to their phone https://goo.gl/forms/1fFs6Lak3Sc5s94I3. Each respondent must enter his email address before sending his answers. All email addresses of the recipients are shown in Appendix B. The data was analyzed using descriptive analysis.

Chapter 4

Discussion and Findings

In this section, I aim to discuss the findings of the survey and link it back to the literature review in Chapter 2. Of a total of 150 links to the questionnaires distributed, only 110 completed the questionnaires and were the base for computing the results. Thus, it is necessary to analyze the data collected in order to answer the research questions. As already discussed, the data is interpreted in a descriptive form. This chapter includes the analysis and interpretation of the findings resulting from this study. The analysis and interpretation of data is carried out in three phases. The first part deals with the answers of the questionnaire. The second part deals with the answers of the questionnaire in relation to the gender factor. The third part, deals with the answers of the questionnaire in relation to the age factor.
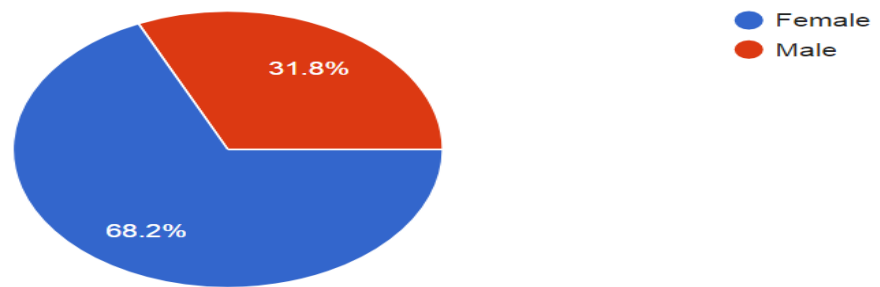
1. What is your gender?

110 responses
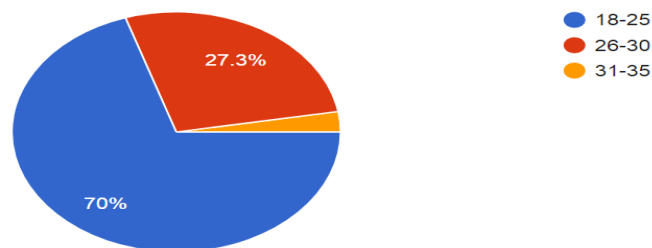

Fig1: Gender of the participants

This pie chart shows the gender of the participants who took part in the completion of the questionnaire. The results shows that 75 of the subjects were female (75%) and 35 respondents (35%) were male. The percentage in this pie chart shows that the distribution of questionnaires to various people was a true reflection of the researcher impartiality and it is not influenced by bias.

2. What is your age?

110 responses

Fig2: Age of the participants

This pie chart shows the age categories of the participants who took part in the completion of the questionnaire. The percentage in this table shows that 77% of the respondents were aged 18-25 years old, 33% were aged 26-30 years old and only 3% were aged 31-35 years old.

3. On average, how many hours do you spend on Instagram per day?

110 responses
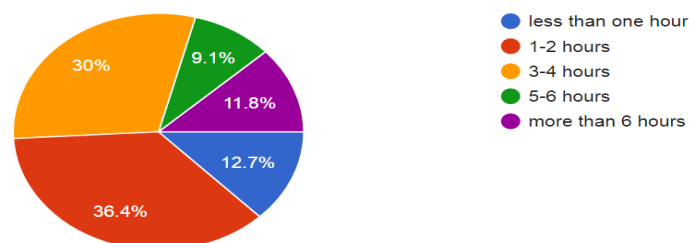
Fig3: Hours spent on Instagram per day

This pie chart shows that, out of 110 subjects who use Instagram, 36.4% spend 1-2 hours on Instagram per day, 30% spend 3-4 hours per day, 12.7% spend less than one hour per day, 11.8% spend more than 6 hours per day, and only 9.1% spend 5-6 hours on Instagram per day. These statistics shows the importance of Instagram in people's life since the majority spends at least 2 hours per day on Instagram.

Hours spent on Instagram/Gender

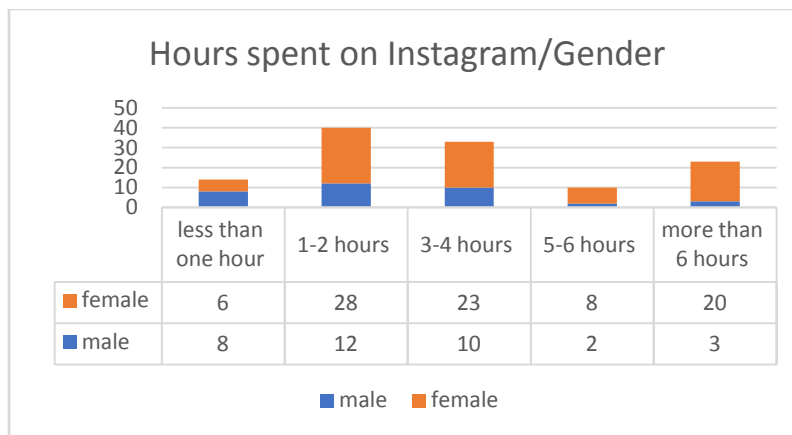|	less than one hour	1-2 hours	3-4 hours	5-6 hours	more than 6 hours
female	6	28	23	8	20
male	8	12	10	2	3

Fig3.1: Hours spent on Instagram per day/Gender

The frequency of Instagram usage per day according to gender is taken into consideration in this figure. 28 of female respondents (41%) spend from 1-2 hours on Instagram daily, while 12 of the male respondents (38%) spend from 1-2 hours per day. 23 of female respondents (34%) spend 3-4 hours on Instagram daily, while only 10 of male respondents (31%) spend 3-4 hours on Instagram. In addition, 20 of female respondents (29%) spend more than 6 hours on Instagram daily, while only 3 of men respondents (9%) spend more than 6 hours on Instagram per day. Furthermore, 8 of the female respondents (12%) spend 5-6 hours on Instagram daily, while only 2 of male respondents (6%) spend 5-6 hours on Instagram per day. 6 of female respondents (9%) spend less than one hour on Instagram, while 8 of men respondents (25%) spend less than one hour. The results show that women spend more time on Instagram per day than men.

Hours spent on Instagram/Age

	less than one hour	1-2 hours	3-4 hours	5-6 hours	more than 6 hours
31-35	1	0	2	0	0
26-30	4	11	10	3	2
18-25	9	29	21	7	11
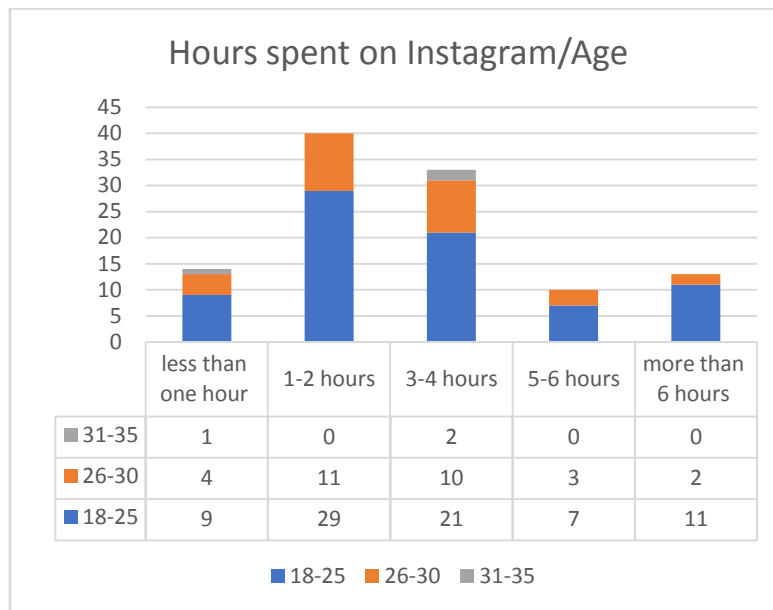
Fig3.2: Hours spent on Instagram per day/Age

By taking into consideration the age factor, 29 of respondents (41%) between 18-25 years old spend 1-2 hours on Instagram per day, 11 of respondents (40%) between 26-30 years old spend 1-2 hours daily on Instagram.
21 of respondents (30%) between 18-25 years old, spend 3-4 hours on Instagram per day, 10 of the respondents (37%) between 26-30 years old spend 3-4 hours daily on Instagram, while only 2 of the respondents (73%) between 31-35 years old spend 3-4 hours daily on Instagram. In addition, 11 of the respondents (16%) between 18-25 years old spend more than 6 hours per day on Instagram and 2 of the respondents (7%) between 26-30 yaers old spend more than 6 hours per day on Instagram. 9 of the respondents (13%) between 18-25 years old spend less than one hour on Instagram, 4 of the respondents (15%) between 26-30 spend less than one hour on Instagram, while only 1 of the respondent (37%) between 31-35 spend less than one hour on Instagram per day.

Furthermore, 7 of respondents (10%) between 18-25 years old, spend 5-6 hours on Instagram per day, 3 of the respondents (12%) between 26-30 years old spend 5-6 hours daily on Instagram, while none of the respondents between 31-35 years old spend 5-6 hours daily on Instagram. From this table one realises that the subjects between 18-25 years old spend more time on Instagram daily, than respondents between 26-30 years old, while the respondents between 31-35 years old are the least users of Instagram per day.
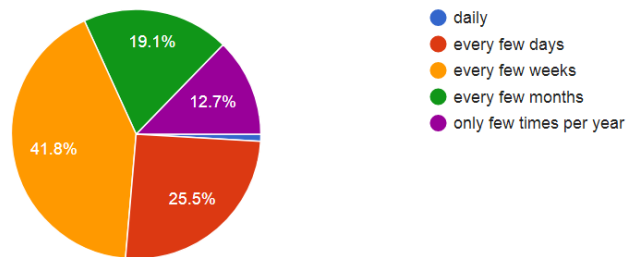
Fig4: Frequency of uploading a photo on Instagram

As can be seen from this pie chart, 41.8% of subjects indicated that they upload a photo on their Instagram account every few weeks, while 25.5% of them upload every few days. 19.1% upload a photo every few months, and 12.7% upload only few times per year. Only 0.9% of subjects upload a picture daily on Instagram. Therefore, the majority of subjects upload a photo on Instagram every few weeks.

	Daily	every few days	every few weeks	every few months	few times per year
female	1	24	31	22	7
male	0	4	15	9	7
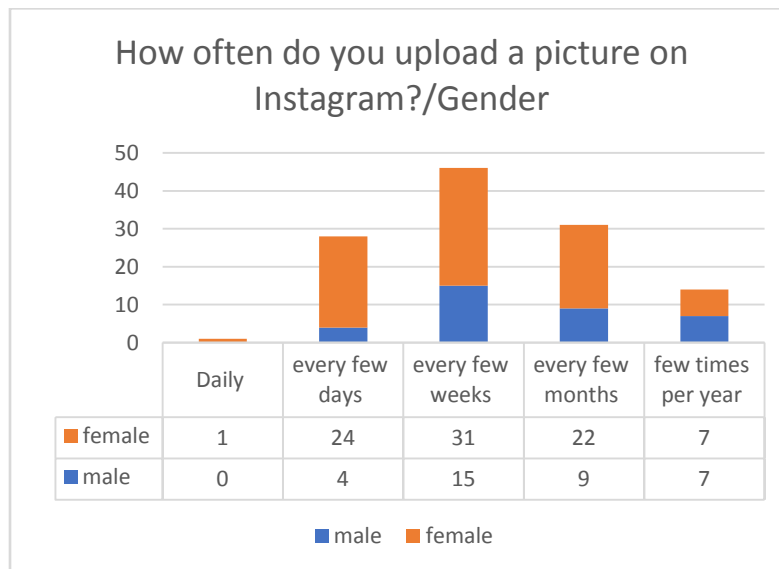
Fig4.1: Frequency of uploading a photo on Instagram/Gender

The figure 4.1, show the frequency of uploading a photo on Instagram by taking into consideration the gender factor. 31 of the female respondents (45%) upload a photo on Instagram every few weeks while 15 of the male respondents (47%) upload a photo on Instagram every few weeks. 24 of the female respondents (35%) upload a photo every few days, while only 4 of the male respondents (13%) upload a photo every few days. In addition, 22 of female respondents (32%) upload a photo every few months, while only 9 of the men respondents (28%) upload a photo every few months. Furthermore, 7 of male respondents (22%) and 7 of female respondents (10%) upload a photo few times per year. Only 1 of female respondents (1%) uploads a photo daily on Instagram. The results show that the frequency of uploading a photo on Instagram is higher in women than men.
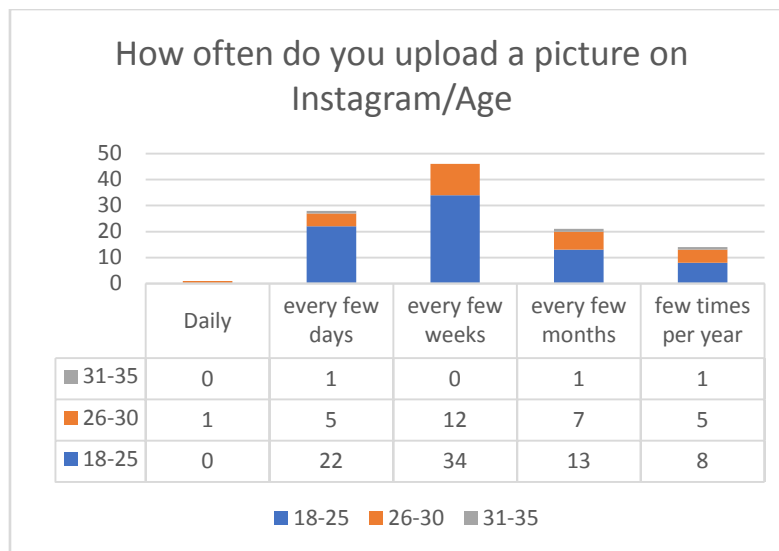
113

Fig4.2: Frequency of uploading a photo on Instagram/Age

By taking into consideration the age factor, 34 of respondents (49%) between 18-25 years old upload a photo on Instagram every few weeks and 12 of respondents (44%) between 26-30 years old upload a photo every few weeks on Instagram.

22 of respondents (31%) between 18-25 years old upload a photo on Instagram every few days, 5 of the respondents (18%) between 26-30 years old upload a photo on Instagram every few days, while only 1 of the respondents (37%) between 31-35 years old upload a photo every few days on Instagram.

In addition, 13 of the respondents (19%) between 18-25 years old spend upload a photo on Instagram every few months, 7 of the respondents (26%) between 26-30 years old upload a photo every few months, while only 1 of the respondents (37%) between 31-35 upload a photo on Instagram every few months.

8 of the respondents (11%) between 18-25 years old upload a photo on Instagram few times per year, 5 of the respondents (18%) between 26-30 upload a photo on Instagram few times per year, while only 1 of the respondents (37%) between 31-35 upload a photo on Instagram few times per year. Furthermore, none of respondents between 18-25 years old and 31-35, upload a photo on Instagram daily, while 1 of the respondents (4%) between 26-30 years old upload a photo daily on Instagram. From this table one realizes that subjects between 18-25 years upload more photos on Instagram, than respondents between 26-30 years old and 31-35 years old.
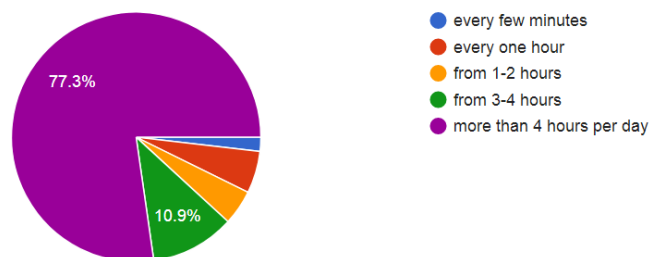

Fig5: Frequency of updating Instagram story

The percentage in Fig 5, show that 77.3% of the respondents update their Instagram story more than 4 hours per day, while 10.9% update it every 3-4 hours. 5.5% update their story every one hour, while 4.5% update it from 1 to 2 hours. Only 1.8% updates their story on Instagram every few minutes. Therefore, the majority of subjects update their Instagram story more than 4 hours per day.

How often do you update your Instagram story?/Gender

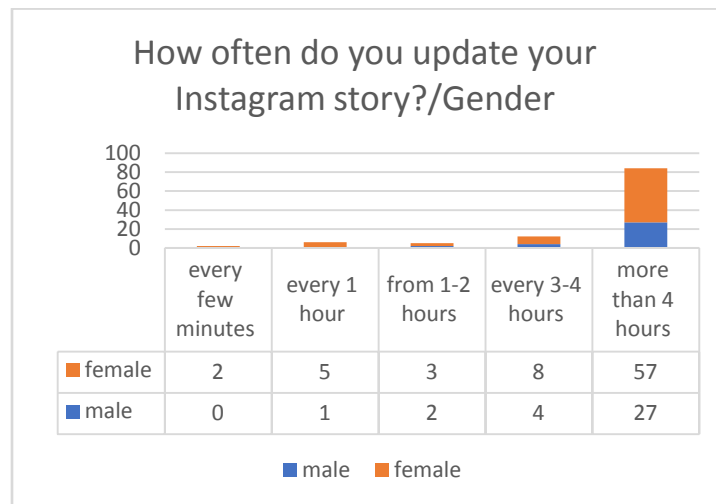|	every few minutes	every 1 hour	from 1-2 hours	every 3-4 hours	more than 4 hours
female	2	5	3	8	57
male	0	1	2	4	27

■ male ■ female

Fig5.1: Frequency of updating Instagram story/Gender

The figure 5.1, show the frequency of updating Instagram story by taking into consideration the gender factor. Out of a total of 75 female subjects, 57 of the female respondents (84%) upload a photo on Instagram story more than 4 hours per day while 27 of male respondents (85%) update their Instagram story more than 4 hours per day. 8 of the female respondents (12%) update it every 3-4 hours, while only 4 of the male respondents (13%)update it every 3-4 hours. 5 of the female respondents (7%) update their Instagram story every hour, while only 1 of the men respondents (3%) update it every single hour. Furthermore, 3 of female respondents (4%) update their Instagram story every 1-2 hours while two of the male respondents (6%) update it in this time period. Only 2 of the female respondents update their Instagram story every few minutes (3%). The results show that the frequency of updating Instagram story is higher according to women than men.

How often do you update your Instagram story?/Age
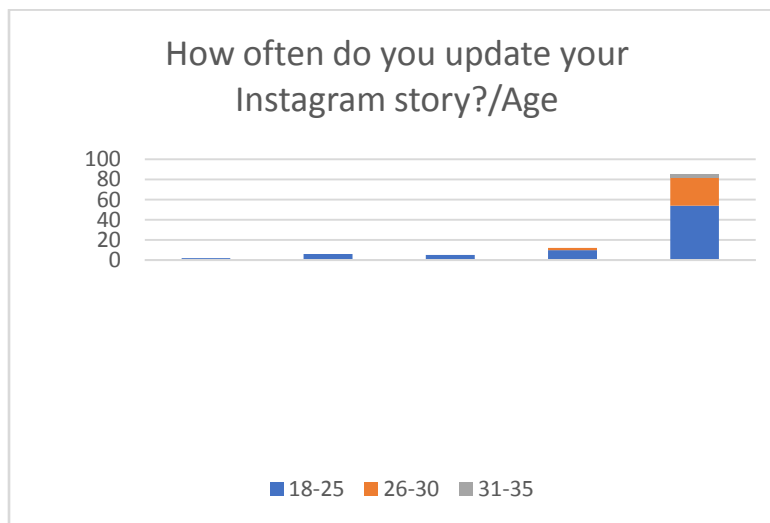
■ 18-25 ■ 26-30 ■ 31-35

Fig5.2: Frequency of updating Instagram story/Age

As can be seen from this table, 54 of respondents (77%) between 18-25 years old update their Instagram story more than 4 hours per day, 28 of respondents (103%) between 26-30 years old update it more than 4 hours per day, while 3 of the respondents (110%) between 31-35 years old update it more than 4 hours a day. 10 of respondents (14%) between 18-25 years old, update their Instagram story every 3-4 hours and 2 of the respondents (7%) between 26-30 years old update it every 3-4 hours. In addition, 6 of the respondents (9%) between 18-25 years old update their Instagram story every 1 hour. 5 of the respondents (7%) between 18-25 years old update their Instagram story from 1-2 hours Furthermore, only 2 of respondents (3%) between 18-25 years old update their Instagram story every few minutes. From this analysis, one realizes that subjects between 18-25 years old update their Instagram story more than respondents between 26-30 years old and 31-35 years old.
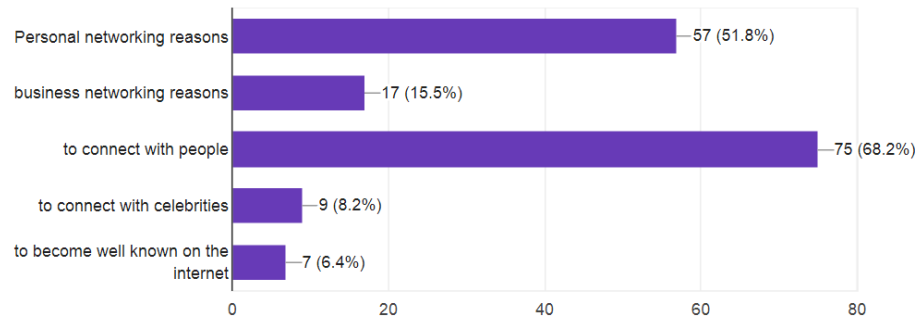
Fig6: Main purpose of using Instagram

From this figure one realizes that the majority of subjects use Instagram to connect with people. The figure amounts to 68.2%. In addition to this number, another 51.8% of the subjects use Instagram for personal networking reasons, and 15.5% use it for business networking reasons.

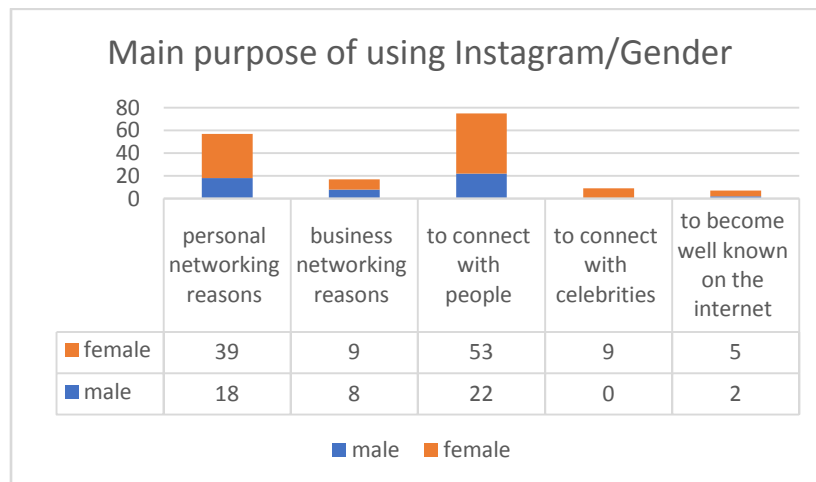Only 8.2% of the subjects indicated that the main purpose of Instagram is to connect with celebrities, whereas 6.4% said that they use it to become well known on the internet.

Fig6.1: Main purpose of using Instagram/Gender

Fig 6.1 highlight the main purpose of using Instagram considering the gender factor. Participants had the chance to select all that apply, that is why the number of answers is 165 rather than 110 answers. Out of the 75 female respondents, 53 of female respondents (78%) use Instagram to connect with people, while 22 of male respondents (69%) use it to connect with people. 39 of female respondents (57%) use it for personal networking reasons, while 18 of male respondents (57%) use it for personal netwroking reasons. 9 of the female respondents (13%) use Instagram for business networking reasons, while 8 of male respondents (25%) use it for business networking reasons. In addition, 9 of the female respondents (13%) use Instagram to connect with celebrities while none of male respondents use it to connect with celebrities. 5 of the female respondents (7%) use Instagram to become well known on the internet, while only 2 of male respondents (6%) use it to become well known on the internet.
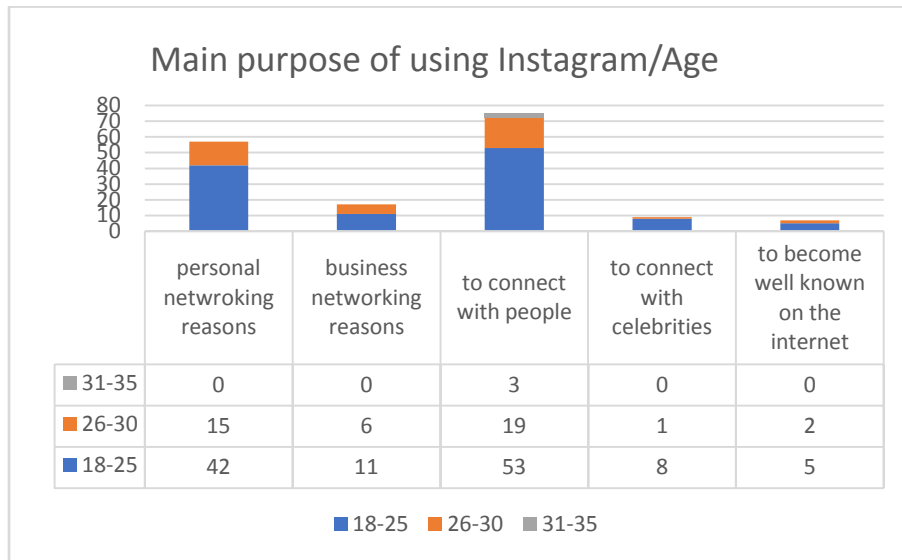 This figure could be interpreted to mean thatthe majority of both women and men use Instagram to connect with people.

Main purpose of using Instagram/Age

	personal netwroking reasons	business networking reasons	to connect with people	to connect with celebrities	to become well known on the internet
31-35	0	0	3	0	0
26-30	15	6	19	1	2
18-25	42	11	53	8	5

■ 18-25 ■ 26-30 ■ 31-35

Fig6.2: Main purpose of using Instagram/Age

Fig6.2 shows the main purpose of using Instagram considering the age factor. Participants had the chance to select all that apply, that is why the number of answers is 165 rather than 110 answers. All respondents between 31-35 years old use Instagram mainly to connect with people only. 53 of respondents (76%) between 18-25 years old use Instagram to connect with people, while 19 of respondents (70%) between 26-30 years old use it to connect with people. 42 of respondents (60%) between 18-25 years old use Instagram mainly for personal networking reasons, while 15 of respondents (55%) between 26-30 years old use it for personal netwoking reasons. In addition, 11 respondents (16%) between 18-25 years old use Instagram for business networking reasons, while 6 respondents (20%) between 26-30 years old use it for business betworking reasons. 8 of the respondents (10%) between 18-25 years old use Instagram to connect with celeberities, while only one of the respondents (3%) between 26-30 use it to connect with celebrities. Furthermore, 5 of the respondents (7%) between 18-25 years old use Instagram to become well known on the internet, while 2 of the respondents (7%) between 26-30 years old use it to become well known on the internet. The findings of this figure, shows that connecting with people is the main reason of using Instagram by all age categories.

7. How much time (in minutes) do you spend on editing a picture before posting it on social media?

110 responses

- 1-5 minutes
- 6-10 minutes
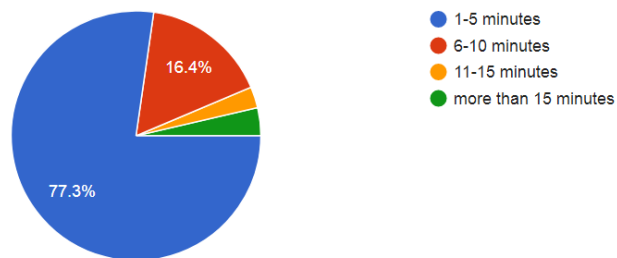- 11-15 minutes
- more than 15 minutes

16.4%

77.3%

Fig7: Time spent on editing a picture

The percentages in Fig.7 show the time spent on editing a picture before posting it on social media. As can be seen from this figure, 77.3% of subjects indicated that they spend 1-5minutes at editing while 16.4% of them spend 6-10 minutes. Only 3.6% of subjects showed that they spend more than 15 minutes in editing, whereas 2.7% spend 11-15 minutes. Therefore, the majority of subjects spend 1-5 minutes at editing their picture before posting it on Instagram.
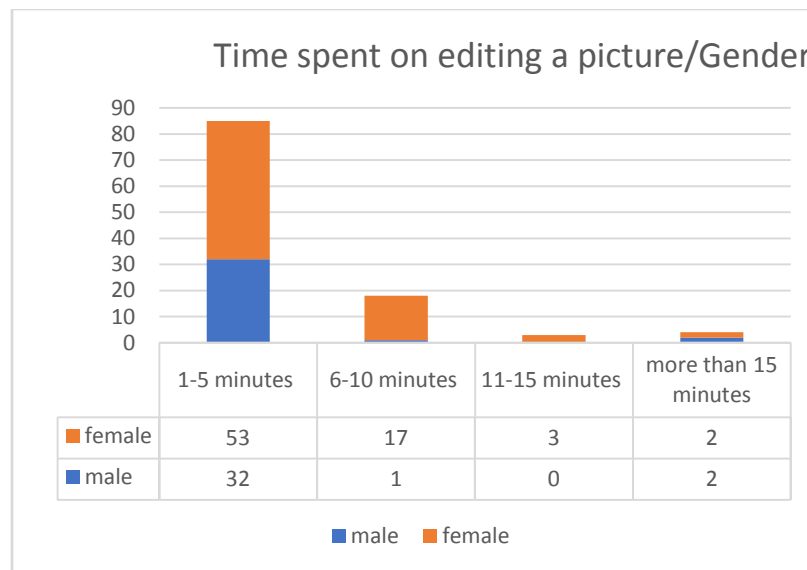
Fig7.1: Time spent on editing a picture/Gender

As seen in figure 7.1, 53 of female respondents (78%) and 32 of male respondents (101%) spend 1-5 minutes editing their picture before posting it on Instagram. In addition, 17 female respondent (25%) and 1 male respondent (3%) spend 6-10 minutes editing their picture. 3 female respondents (4%) spend 11-15 minutes editing their picture, while 2 female (3%) and 2 male respondents (6%) spend more than 15 minutes in editing their picture. The findings of this figure show that women spend more time in editing their picture before posting it on Instagram then men.
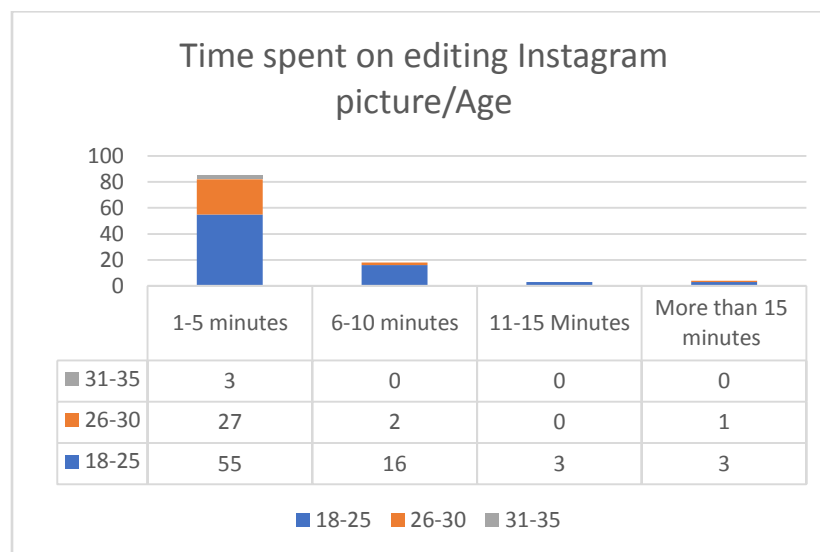
Fig7.2: Time spent on editing a picture/Age

55 of respondents (79%) between 18-25 years old spend 1-5 minutes on edidting a picture before posting it on social media, while 16 respondents (23%) spend 6-10 minutes, 3 respondents (4%) spend 11-15 minutes and also 3 respondents (4%) spend more than 15 minutes in editing their picture. In addition, 27 of respondents (99%) aged 26-30 years old spend 1-5 minutes in editing their picture, 2 of them (7%) spend 6-10 minutes while only 1 respondent (4%) spend more than 15 minutes in editing their pictrue. 3 out of 3 of the respondents (110%) aged 31-35 years old spend 1-5 minutes in editing their picture before posting it on social media. The findings of this figure shows that respondents between 18-25 years old spend more time in editing their picture before posting it on social media than the other age categories.

8. Would you remove a post from your Instagram account if it didn't receive the response you wanted? (ex: amount of likes or comments)
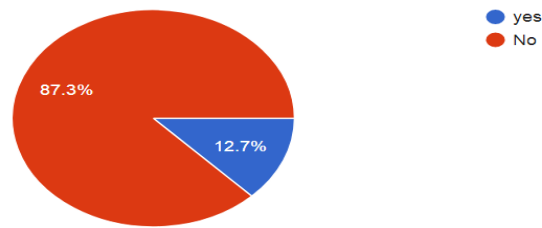
110 responses

Fig8: Removing a post from Instagram

This pie chart show that of the total sample size, only 12.7% will remove a post from their Instagram account if it didn't receive the response they wanted, while 87.3% won't remove it. Therefore, the majority of subjects are not willing to remove a post if it didn't receive the response they wanted.
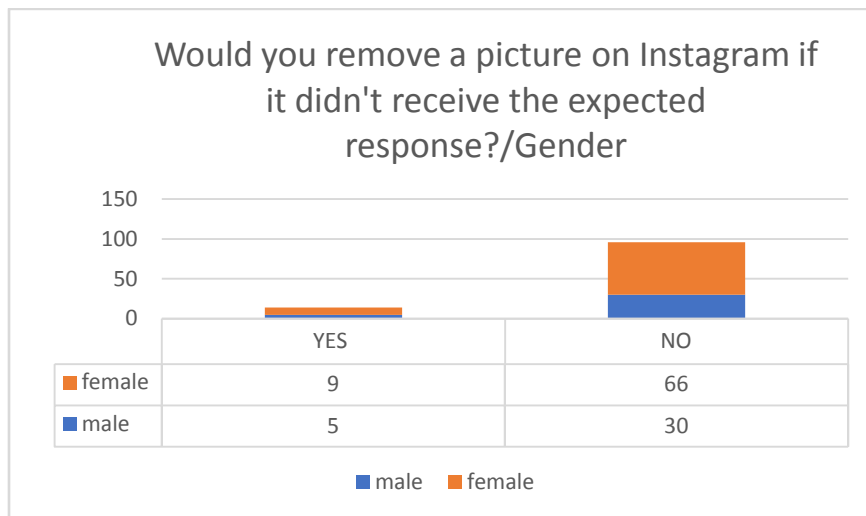

Would you remove a picture on Instagram if it didn't receive the expected response?/Gender

	YES	NO
female	9	66
male	5	30

Fig8.1: Removing a post from Instagram/Gender

We see from this table that 66 of female respondents (96%) and 30 of male respondents (94%) won't remove a post from Instagram if it didn't receive the expected response, comparing to 9 of female respondents (14%) and 5 of male respondents (16%) who are willing to remove it. Thus, results show that the majority of men are willing to remove an Instagram post that didn't receive the expected response more than women.
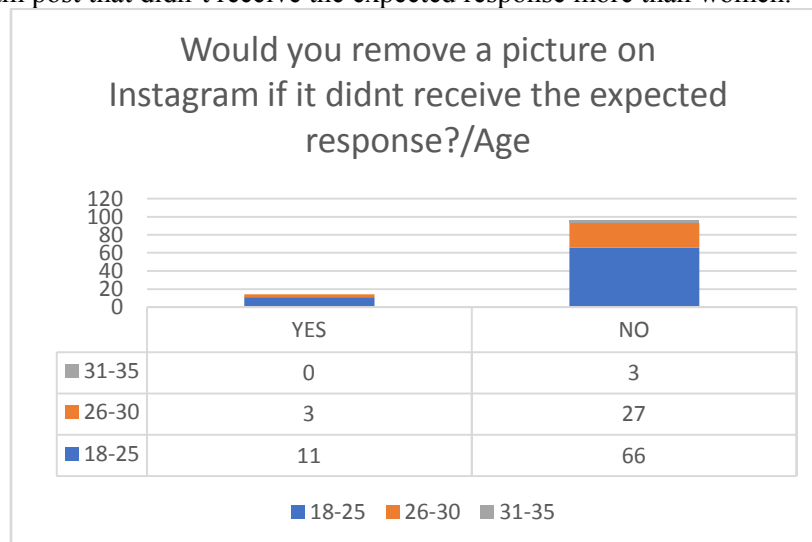

Would you remove a picture on Instagram if it didnt receive the expected response?/Age

	YES	NO
31-35	0	3
26-30	3	27
18-25	11	66

Fig8.2: Removing a post from Instagram/Age

The above table shows that respondents between 31-35 years old (110%)won't remove a post on Instagram if it didn't receive the expected response. 66 of respondents (94%) between 18-25 years old won't remove the post from their Instagram account, while 11 of them (16%) are willing to do so. In addition, 27 of respondents (99%) between 26-30 years old are not willing to remove an Instagram post that didn't receive the expected response, while 3 of them (11%) are willing to do so. These findings show that respondents between 18-25 years old are most likely to remove an Instagram post if it didn't receive the expected response than the other age categories.
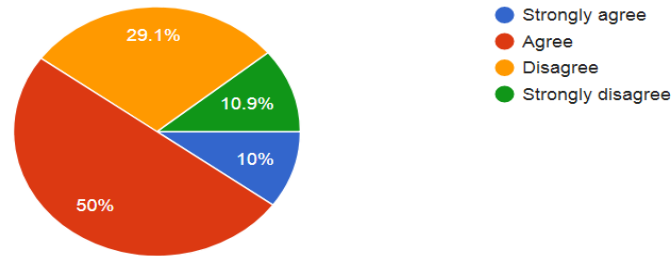
Fig9: Attention I get from Instagram

This pie chart shows that, out of 110 subjects who use Instagram, nearly 50% agreed that the attention they get from posting on Instagram makes them feel good while 10% of subjects strongly agreed. In contrast, 29.1% of the subjects disagreed, while 10.9% of subjects strongly disagreed. Therefore, the majority of the subjects agreed that the attention they get from Instagram makes them feel good.

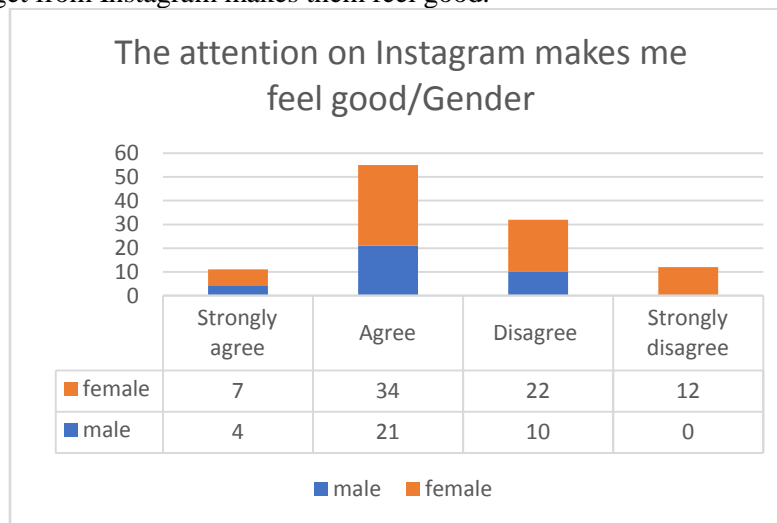|	Strongly agree	Agree	Disagree	Strongly disagree
female	7	34	22	12
male	4	21	10	0

Fig9.1: Attention I get from Instagram/Gender

The majority of subjects, 34 female respondents (50%) and 21 male respondents (66%) agree that the attention they get from Instagram makes them feel good, while 22 female respondents (32%) and 10 male respondents (31%) opposes this statement. In addition, 7 female respondents (10%) and 4 male respondents (13%) strongly agree with this statement. Only 12 female respondents (18%) strongly disagreed with this statement. It may be inferred from the above finding that man are more interested in the attention they get from Instagram post than women.
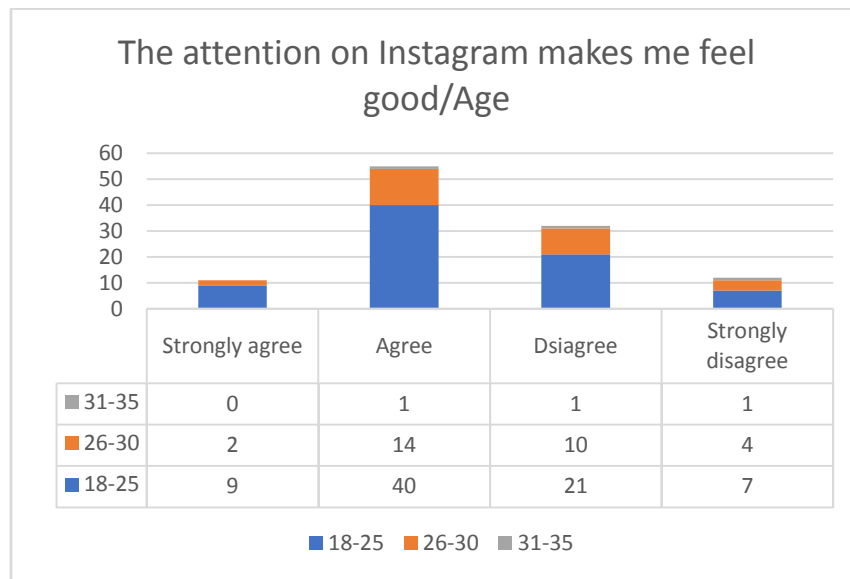
Fig9.2: Attention I get from Instagram/Age

40 of the respondents (57%) between 18-25 agrees that the attention they get from Instagram makes them feel good, while 14 of the respondents (51%) between 26-30 agrees with the statement and 1 respondent (37%) between 31-35 years old also agree.

In contrast, 21 of the respondents (30%) between 18-25 years old disagree with the statement, while 14 of the respondents (51%) between 26-30 years old disagree with the statement and 1 respondent (37%) between 31-35 years old also disagree.

In addition, 9 of the respondents (13%) between 18-25 years old strongly agree with the statement, while 2 of the respondents (7%) between 26-30 years old strongly agree. 7 of the respondents (10%) between 18-25 years old strongly disagree with the statement, 4 of the respondents (15%) between 26-30 years old strongly disagree while only 1 of the respondents (37%) between 31-35 strongly disagree. These findings shows that respondents between 18-25 years old agree that the attention they get form Instagram make them feel good more than the other age categories.
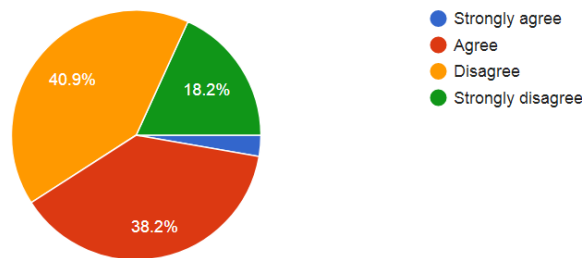

Fig10: Gaining followers and self-esteem

This figure shows that 40.9% of the total respondents disagreed that when they gain followers, they feel an increase in their self-esteem, while 18.2% strongly disagreed. In contrast, 38.2% of the respondents agreed on the statement, while only 2.7% strongly agreed. Therefore, the majority of the subjects disagree that gaining followers increase their self-esteem.
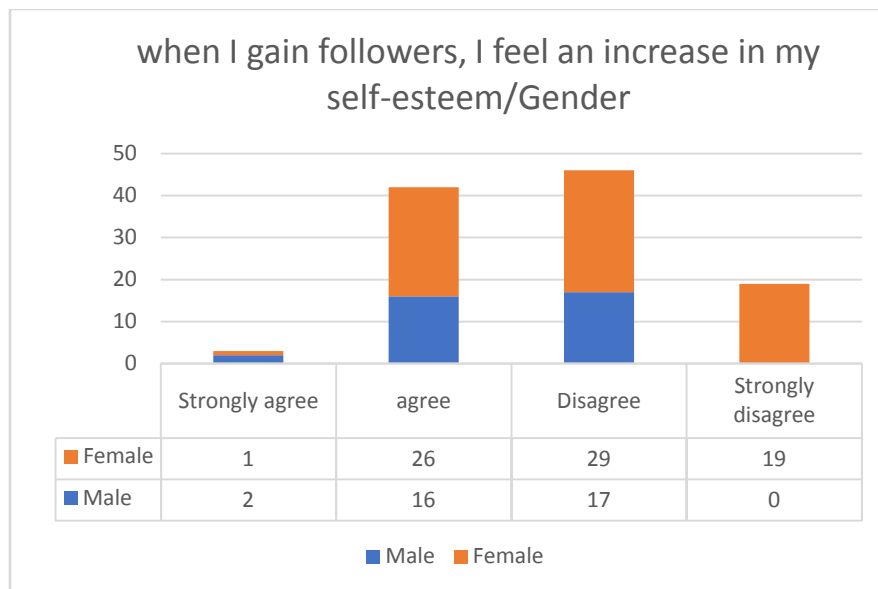
when I gain followers, I feel an increase in my self-esteem/Gender

	Strongly agree	agree	Disagree	Strongly disagree
Female	1	26	29	19
Male	2	16	17	0

Fig10.1: Gaining followers and self-esteem/Gender

29 of the female respondents (42%) and 17 of the male respondents (53%)disagree that gaining followers increases their self-esteem while 26 of female respondents (38%) and 16 of male respondents(50%) indicate that they agree with the statement. In addition, 19 of female respondents (28%) strongly disagree with the statement while only 1 female respondent (1%) strongly agree. Only 2 of male respondent (6%) strongly agree with this statement. According to these findings, men are more likely to agree that gaining followers increase their self-esteem than women.

When I gain followers, i feel an increase in my self esteem/Age

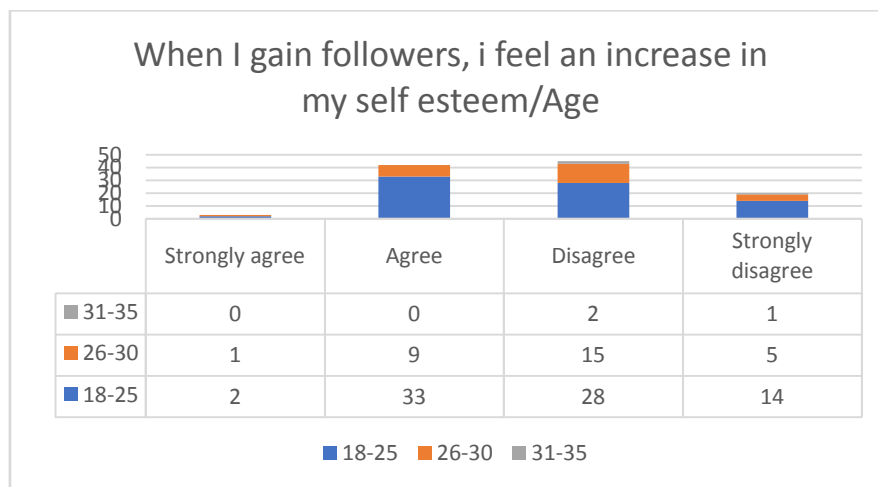|	Strongly agree	Agree	Disagree	Strongly disagree
31-35	0	0	2	1
26-30	1	9	15	5
18-25	2	33	28	14

Fig10.2: Gaining followers and self-esteem/Age

Fig 10.2 shows that 28 of respondents (40%) between 18-25 years old disagree that when gaining followers, they feel an increase with their self-esteem. 15 of the respondents (55%) between 26-30 years old disagree with the statement while 2 of the respondents (73%) between 31-35 years old disagree with the statement. 14 of the respondents (20%) between 18-25 years old strongly disagree with the statement, 5 of respondents (18%) between 26-30 years old strongly disagree, while 1 of respondents (37%) between 31-35 years old strongly disagree.

In addition, 33 of respondents (47%) between 18-25 years old agree with the statement and 9 respondents (33%) between 26-30 years old agree with the statement. Only 2 of the respondents (3%) between 18-25 years old and 1 respondent (4%) between 26-30 years old strongly agree with the statement. These findings proves that respondents between 18-25 years old are less likely to disagree that gaining followers increase their self-esteem than the other age categories.

11. Evaluate this statement: "When I lose followers/friends, I feel a decrease in my self-esteem."
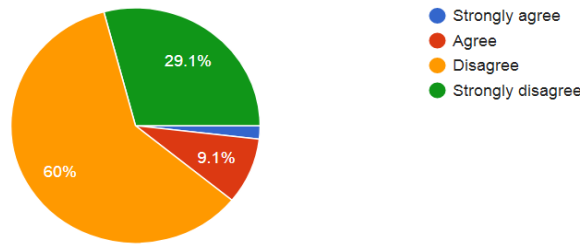
110 responses

Fig11: Loosing followers and self-esteem

Although there are a few, 9.1% of the respondents agreed that when they lose followers, they feel a decrease in their self-esteem, and only 1.8% strongly agreed. 60% indicated their disapproval of this statement, while 29.1% strongly disagreed. Therefore, the majority of respondents disagree with the statement.

When I loose followers, I feel a decrease in my self-esteem/Gender

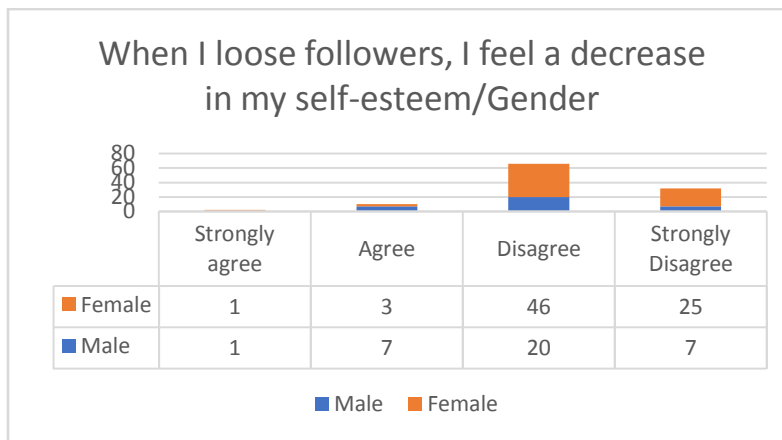|	Strongly agree	Agree	Disagree	Strongly Disagree
Female	1	3	46	25
Male	1	7	20	7

■ Male ■ Female

Fig11.1: Loosing followers and self-esteem/Gender

A high percentage of respondents, 20 male respondents (63%) and 46 female respondents (67%) disagree with the statement that when they lose followers, they feel a decrease in their self-esteem. In addition, 7 male respondents (22%) and 25 female respondents (37%) strongly disagree with this statement. Only 7 male respondents (22%) and 3 female respondents (4%) agree with the statement, while 1 female respondent (1%) and 1 male respondent (3%) strongly agree with this statement. As we can see, female are more likely to disagree with this statement than men.
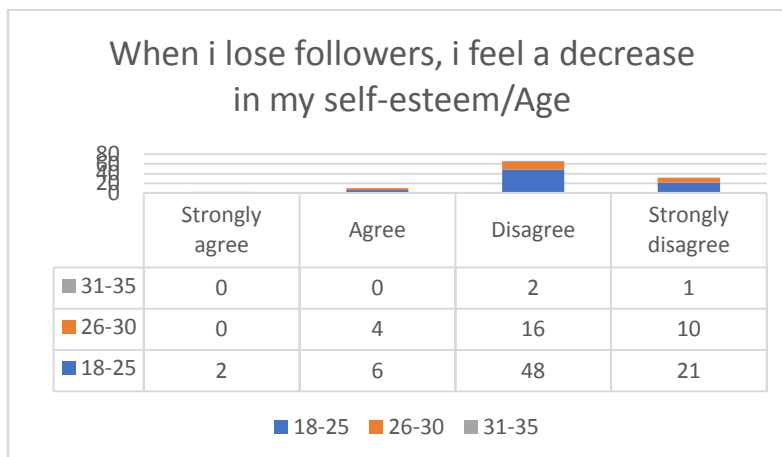

When i lose followers, i feel a decrease in my self-esteem/Age

	Strongly agree	Agree	Disagree	Strongly disagree
31-35	0	0	2	1
26-30	0	4	16	10
18-25	2	6	48	21

■ 18-25 ■ 26-30 ■ 31-35

Fig11.2: Loosing followers and self-esteem/Age

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The majority of subjects disagree that loosing followers might affect their level of self-esteem with 48 respondents (69%) between 18-25, 16 respondents (59%) between 26-30 years old and 2 respondent (73%) between 31-35 years old. In addition, 21 respondents (30%) between 18-25 years old strongly disagree with the statement, while 10 of the respondent (37%) between 26-30 years old disagree with the statement and 1 of the respondent (37%) between 31-35 years old strongly disagree.

6 of the respondents between 18-25 years old (9%) agree with the statement while 4 of the respondent (15%) between 26-30 years old also agree with the statement. Only 2 of the respondent (3%) between 18-25 years old strongly agree with the statement. The findings above show that respondents between 26-30 years old are most likely to agree with this statement.
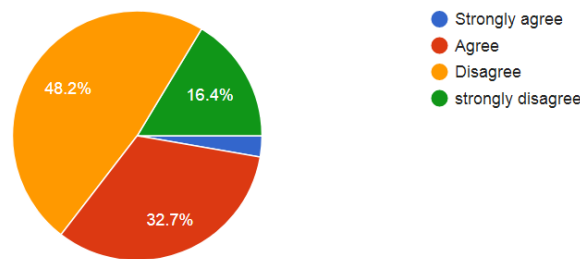

Fig12: Importance of being well-liked on Instagram

The above figure shows that the majority of subjects 48.2%disagree that it is important to be well liked on Instagram while 16.4% strongly disagreed. On the other side, 32.7% of the respondents indicated that they it is important to be well liked on Instagram while 2.7% said it is of strong importance.
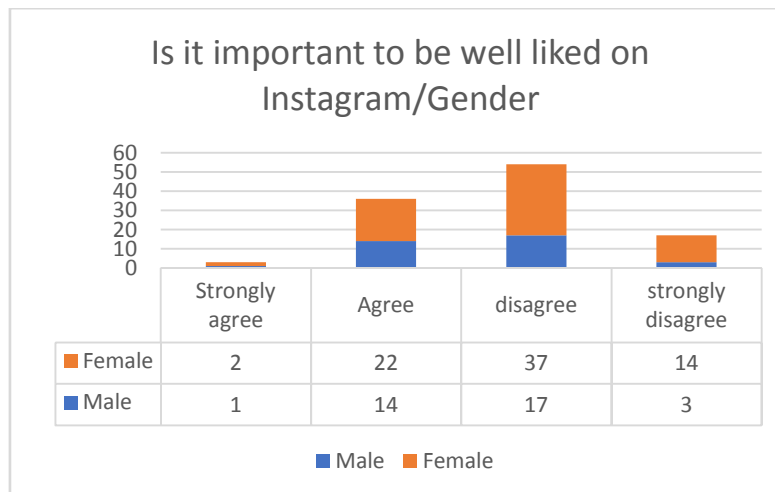

Fig12.1: Importance of being well-liked on Instagram/Gender

This figure shows, that 37 of female respondents (54%) and 17 of male respondents (53%) disagree that it is importnt to be well liked on Instagram. In addition, 14 of female respondents (20%) strongly disagree with the statement while only 3 male respondent (9%) strongly disagree. In contrast, 22 female respondents (32%) and 14 male respondents (44%) agree with the statement. Only 1 male respondent (3%) and 2 female respondents (3%) strongly agree with the statement. The findings of this figure shows that men are more likely concerned with the importance of being well like on Instagram than women.
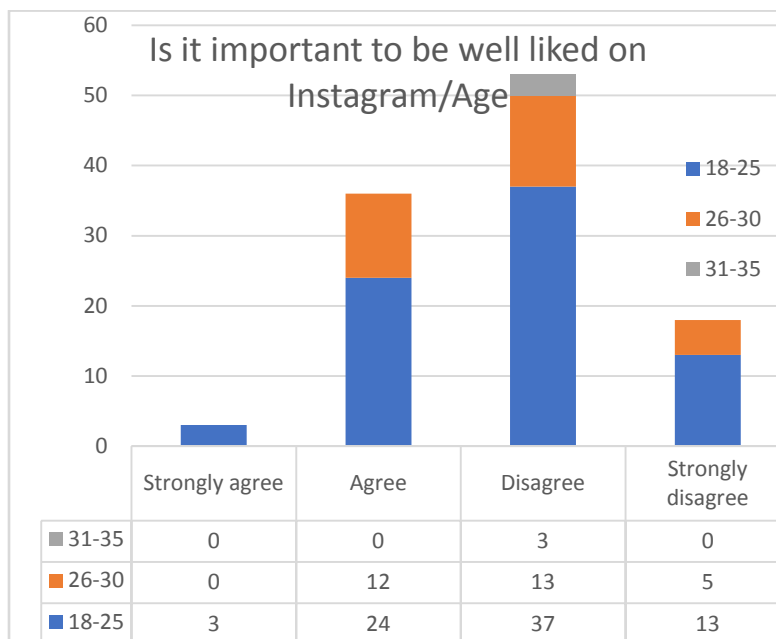
Fig12.2: Importance of being well-liked on Instagram/Age

As can be seen from Fig12.2, the majority of the respondents stated that they disagree that it is important to be well likes on Instagram, with 37 respondent (53%) between 18-25 years old, 13 respondent (48%) between 26-30 years old, and 3 respondent (110%) between 31-35 years old. In addition, 13 respondents (19%) between 18-25 years old strongly disagree with the statement, while 5 respondent between 26-30 years old(18%) strongly disagree. In contrast, 24 respondent (34%) between 18-25 years old agree with the statement, 12 respondent (44%) between 26-30 years old also agree with the statement. Only 3 respondnet (4%) between 18-25 years old strongly agree with this statement. The findings of this figure shows that respondent between 26-30 years old are most likely to agree with this statement.
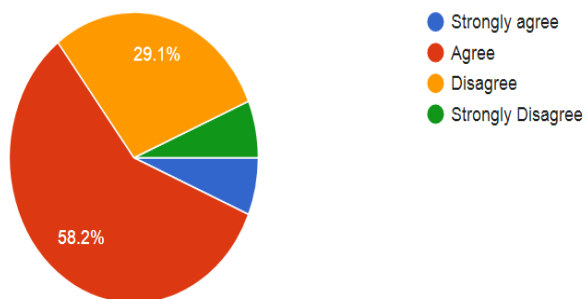

Fig13: Monitoring Instagram photo

The majority of respondents, 58.2% showed that they monitor how many likes they will receive on each post while only 29.1% disagreed with the statement. Interestingly, 6.4% of subjects indicated that they strongly disagree with the statement while also 6.4% of the respondents strongly agree with it.
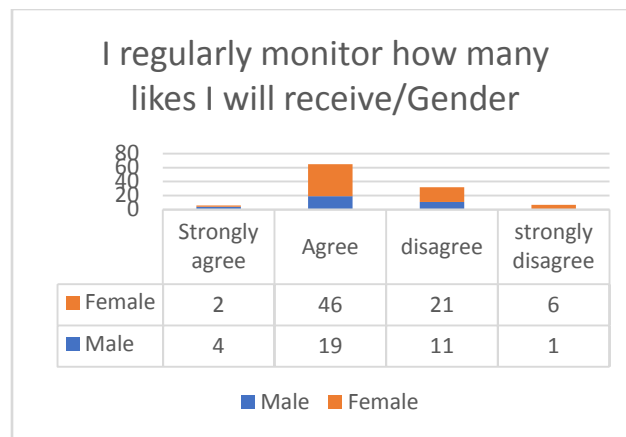
Fig13.1: Monitoring Instagram photo/Gender

The above figure shows that, 46 female respondents (67%) and 19 male respondent (60%) agree that they monitor how many likes they will receive afetr posting a photo on instagram. In addition, 4 male respondents (13%) and 2 female respondents (3%) strngly agree with the statement. In contrast, 21 female respondents (31%) and 11 male respondents (35%) disagree with the statement. Furthermore, 6 female resepondents (9%) and 1 male respondent (3%) strongly disagree with the statement. The findings of this figure shows that men agree that monitor how many likes they will receivemore than women.
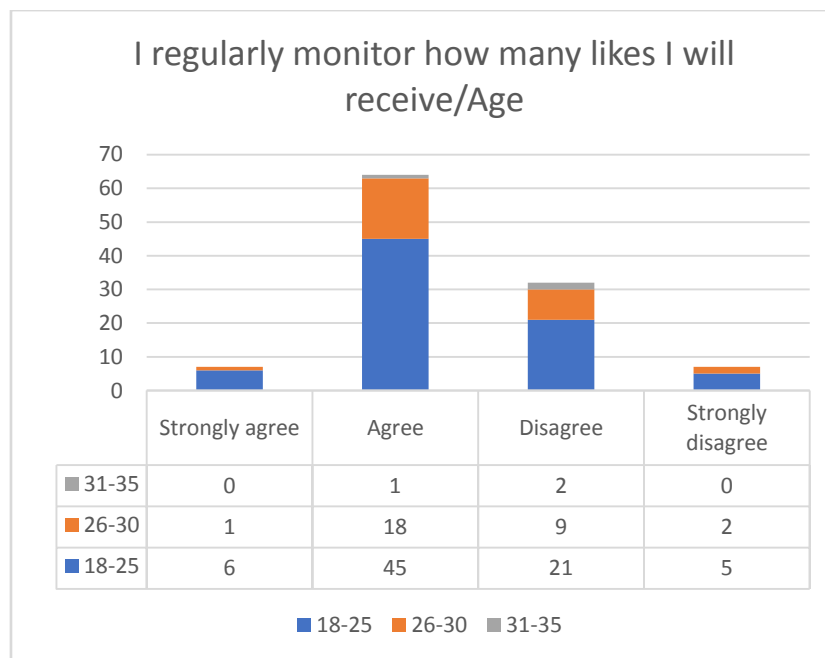

Fig13.2: Monitoring Instagram photo/Age

Table 13.2 shows that 45 of respondents (64%) between 18-25 years old, 18 respondents (66%) between 26-30 years old and 1 respondent (37%) between 31-35 years old agree that they monitor how many likes they will receive after they post a photo on Instagram. In addition, 6 respondents (9%) between 18-25 years old and 1 respondent (4%) between 26-30 years old stronly agree with the statement. In contrast, 21 respondents (30%) between 18-25 years old, 9 respondents (33%) between 26-30 years old and 2 respondent (73%) between 31-35 years old disagree with the statement. Only 5 respondents (7%) between 18-25 years old and 2 respondents (7%) between 26-30 years old strongly disagree with the statement. It may be inferred from the above finding that respondent between 18-25 years old are most likely to monitor the likes they will receive on their Instagram post more than the other age categories.

14. Evaluate this statement: "I feel that I am satisfied with myself and my life."
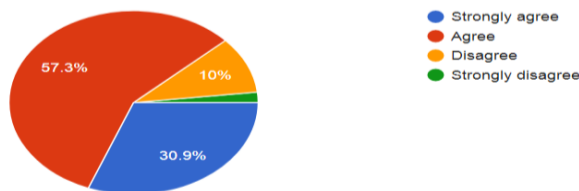
110 responses

Fig14: Life and person satisfaction

As can be seen from Fig14, of the 110 subjects who use Instagram, 57.3% agree that they feel satisfied with themselves and their life while 30.9% strongly agreed with it. In contrast, 10% disagreed with the statement, while 1.8% strongly disagreed. Therefore, the majority of the respondents are satisfied with their life.
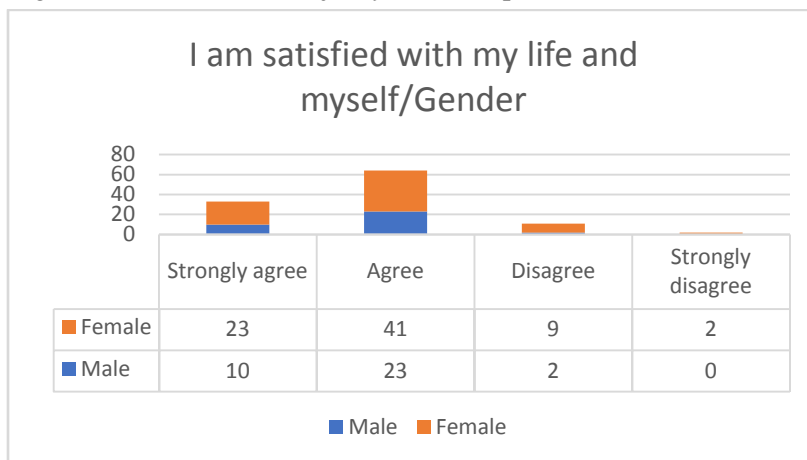

I am satisfied with my life and myself/Gender	Strongly agree	Agree	Disagree	Strongly disagree
Female	23	41	9	2
Male	10	23	2	0

Fig14.1: Life and person satisfaction/Gender

The above figure shows that 41 female respondents (60%) and 23 male respondent (72%) agree that they are satisfied with their life and themselves. In addition, 23 female respondent (34%) and 10 male respondent (31%) strongly agree with this statement. In contrast, 9 female respondent (13%) and 2 male respondent (6%) disagree with this statement. Only 2 female respondents (3%) strongly disagree with this statement. As we can see, the findings of this figure show that men are more satisfied with their life and themselves than women.

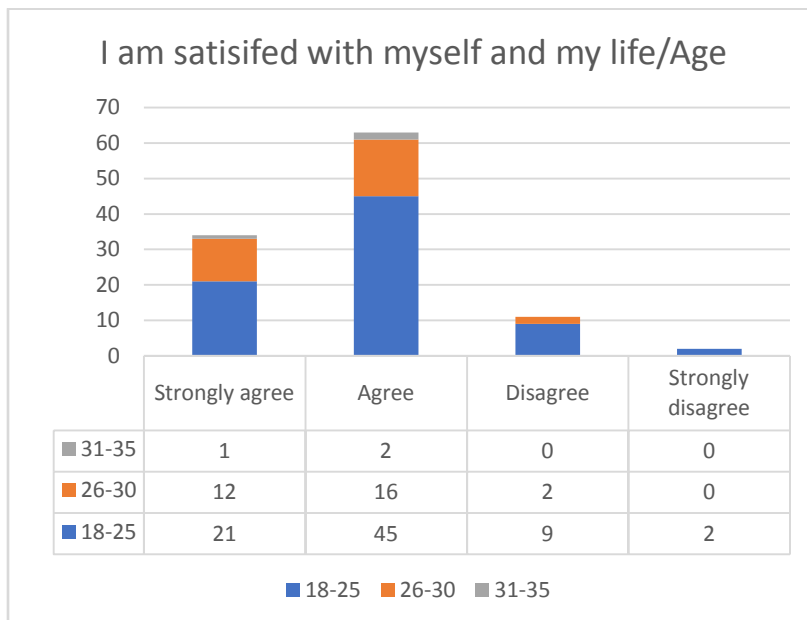| I am satisfied with myself and my life/Age	Strongly agree	Agree	Disagree	Strongly disagree
31-35	1	2	0	0
26-30	12	16	2	0
18-25	21	45	9	2

Fig14.2: Life and person satisfaction/Age

The findgins of this figure shows that 45 respondents (64%) between 18-25 years old, 16 respondent (59%) between 26-30 years old and 2 respondents (73%) between 31-35 years old agree that they are satisfied with their life and themselves. In addition, 21 respondents (30%) between 18-25 years old, 12 respodents (44%) between 26-30 years old and 1 respondent (37%) between 31-35 years old strongly agree with this statement. In contrast, 9 respondents (13%) between 18-25 years old disagree with this statement and 2 respondent (7%) between 26-30 years old also disagree. Only 2 respondents (3%) bewteen 18-25 years old strongly disagree with the statement. The findigns of this figure shows that respondents between 18-25 years old are less satisfied with themselves and their life than the other age categories.
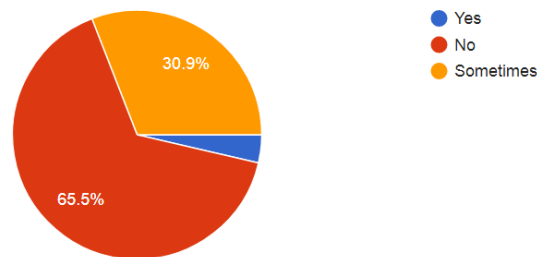

Fig15: Feeling Jealous and posting on Instagram

This pie chart shows that of the total sample size, only 3.7% feel jealous of what people/friends post on Instagram, while 65.5% don't feel that way. 30.9% of the respondents sometimes feel jealous from others post. Therefore, the majority of respondents don't feel jealous from what other post on Instagram.
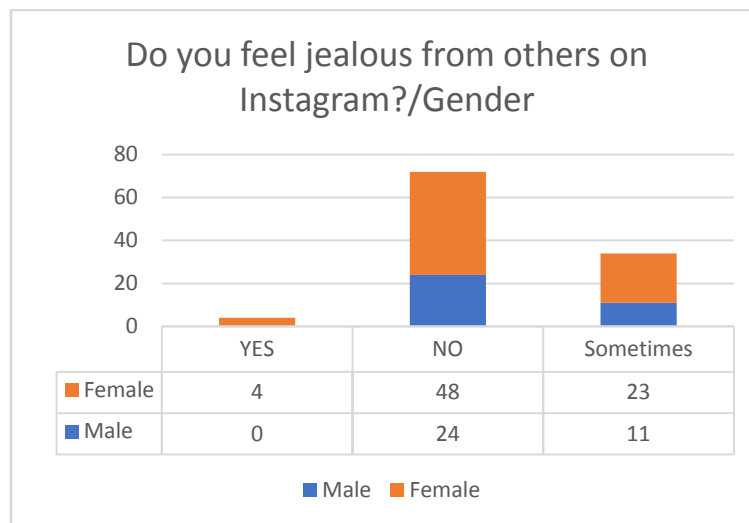

Fig15.1: Feeling Jealous from others on Instagram/Gender

Fig15.1 shows the feeling of jealous/envious from what others post on Instagram considering gender factor. 48 of female respondents (70%) stated that they are not jealous from what others post on social media while 24 of male respondents (75%) stated that they are also not jealous from what others post on Instagram. In addition, 23 of female respondents (34%) sometimes feel jealous from what others post on Instagram, while 11 of male respondents (36%) sometimes feel jealous. Only 4 of female respondents (6%) stated that they feel jealous from what other post on Instagram. This figure shows that women percentage of jealousy from what other post on Instagram is higher than men.
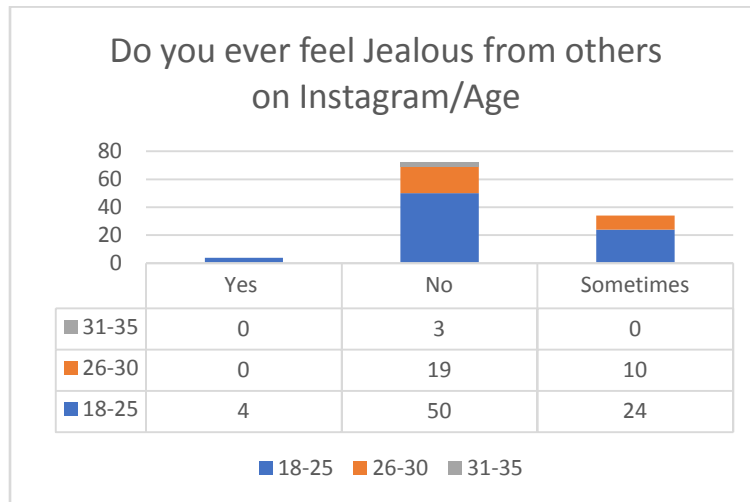
Fig15.2: Feeling Jealous and posting on Instagram

As can be seen from fig15.2, only respondents between 18-25 years old feel jealous from what others post on Instagram. 50 of the respondents (71%) between 18-25 years old, stated that they don't feel jealous from others, 19 respondents (70%) between 26-30 stated that they also don't feel jealous, while all the respondents (110%) between 31-35 stated that they don't feel jealous from what others post on Instagram. Furthermore, 24 of the respondents (34%) between 18-25 years old sometimes feel jealous from what other post on Instagram while 10 of the respondents (37%) between 26-30 years old sometimes feel jealous. The result of this figure shows that, respondents between 18-25 years old feel jealous and envious from what others post on Instagram more than the other age categories.
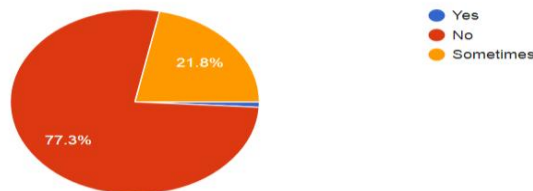
Fig16: Comparing life to others

The responses to this question as reflected in fig 16 reveals that, out of the total of 110 subjects, the majority of the subjects 77.3% indicated that they don't compare their life to the lives of the people/friends they follow based on what they post on Instagram. 21.8% of the respondents sometimes compare their lives to others, while only 0.9% compares their lives to others.
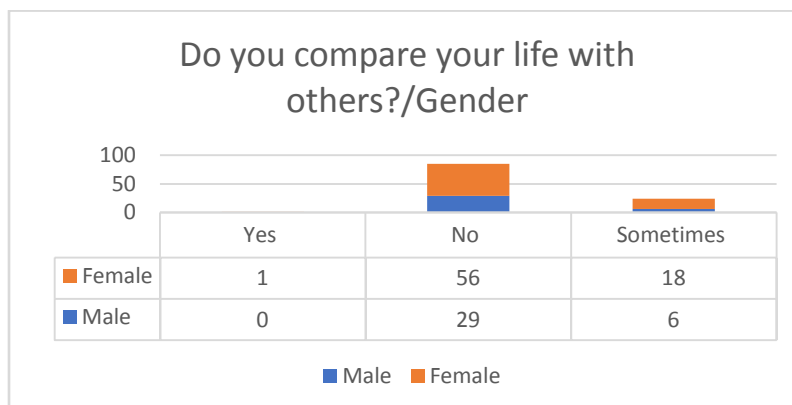

Fig16.1: Comparing life to others/Gender

The responses to this question as reflected in Fig16.1 reveals that, only 1 female respondent (1%) stated that she compared herself and her life to others on Instagram. 56 of female respondents (82%) stated that they didn't compare themselves and their life to others on Instagram, while 29 of male respondents (91%) stated that they also don't compare themselves and their life to what other post on Instagram. In addition, 18 of female respondents (26%) sometimes compare their life and themselves to others, while only 6 of male respondents (19%) compare their life and themselves to others on Instagram. The results of this table show that female are more willing to compare themselves and their lives to male respondents.
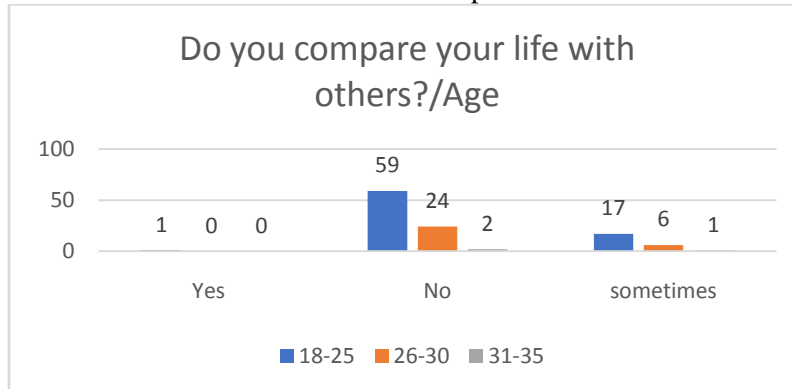

Fig16.2: Comparing life to others/Age

Fig 16.2 shows the relation between comparing life to others according to age factor. Only 1 participant (1%) between 18-25 years old, compare his life to others on Instagram. 59 of respondent (84%) between 18-25 years old stated that they don't compare themselves to others on Instagram, 24 of respondents (88%) between 26-30 don't compare their life to others, while only 2 (73%) of the respondents between 31-35 years old don't compare their life to others on Instagram. Furthermore, 17 of respondents (24%) between 18-25 years old sometimes compare their life to others on Instagram, 6 of respondents (22%) between 26-30 years old sometimes compare their lifes to others, while only 1 of the respondents (37%) between 31-35 sometimes compare his life to others on Instagram. The results in the table are a clear indication that the age 18-25 years old is willing to compare his life to others on Instagram more than the other age groups.
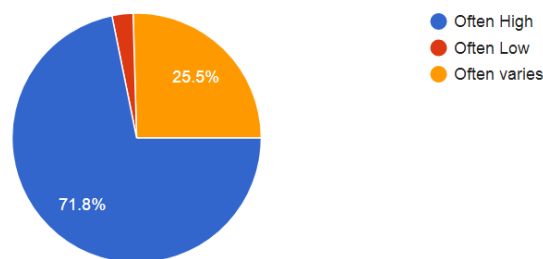

Fig17: Level of self-esteem

This pie chart shows that the majority of subjects 71.8% describe their level of self-esteem as often high while 25.5% of subjects describe it as it often varies. Only 2.7% of the subjects describe it as often low.
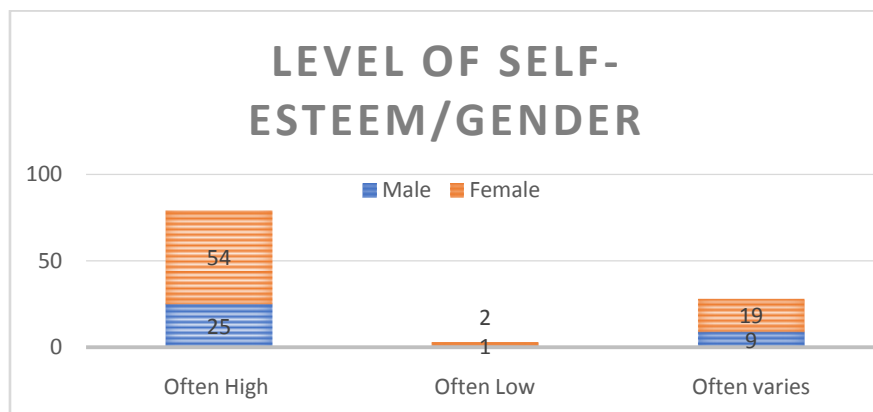
Fig17.1: Level of self-esteem/Gender

The figure 17 shows that, 54 of female respondents (79%) have often high self-esteem while 25 of male respondents (79%) have often high self-esteem. 19 of female respondents (28%) have a self-esteem that often varies, while 9 of male respondents (28%) have a self-esteem that often varies. In addition, two of female respondents have often low self-esteem (3%), while 1 of male respondents (3%) has often low self-esteem.
This figure shows that the level of self-esteem is the same for women and men.
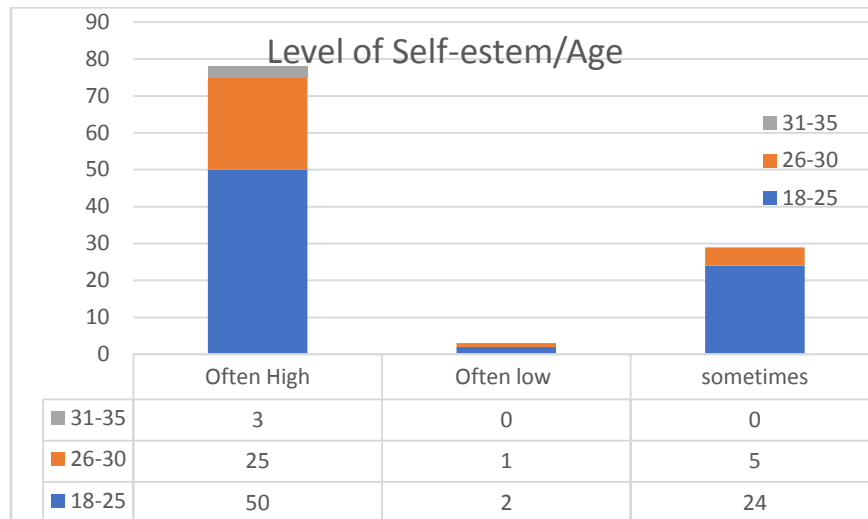

	Often High	Often low	sometimes
■ 31-35	3	0	0
■ 26-30	25	1	5
■ 18-25	50	2	24

Fig17.2: Level of self-esteem/Age

As can be seen from Fig17.2, 50 of respondents (71%) between 18-25 years old, 25 respondents (92%) between 26-30 years old and 3 respondents (110%) between 31-35years old have often high self-esteem. In addition, 24 respondents (34%) between 18-25 years old and 5 respondents (18%) between 26-30 years old have a self-esteem that sometimes varies. Only 2 respondents (3%) between 18-25 years old and 1 respondent (4%) between 26-30 years old have low self-esteem. The findings of this table shows that respondents between 18-25 years old have self-esteem lower than the other age categories.

Chapter 5

Conclusion

5.1 Summary of the Findings

The purpose of this study was to explore the usage of social networking sites such as Instagram and its relation to self-esteem among Lebanese young adults. Specifically, this study wanted to discover the difference between usage of Instagram and its relation to self-esteem according to gender and age factors. The first hypothesis for the current study was that more frequent Instagram use would affect self-esteem negatively. After analyzing the data, there didn't appear to be a significant relation between time spent on Instagram and self-esteem levels. The results indicated that among Lebanese young adults, frequent Instagram use does not affect self-esteem negatively since the majority of respondents stated that they have high self-esteem.

In contrast, past research explained in chapter 2 indicated that the frequent use of social media has a direct effect on self-esteem due to social comparison and overexposure. However, the result of this study differed from the past studies. Thus, in the case of hypothesis one, there was no direct effect of more frequent Instagram use on low level of self-esteem.

The second hypothesis suggested that Lebanese females spend more time on Instagram than males. After reviewing the data, this hypothesis was supported. Lebanese women spend more time on Instagram per day which means that they are affected by its implications. Data showed that women upload photos more frequently and update their Instagram story more than men. In addition, women tend to spend time editing their pictures on Instagram more than men. Furthermore, data showed that women monitor how many likes they will receive more than men. In addition, women compare themselves and their life and feel more jealous from what others post on Instagram than men.

Research discussed in Chapter 2, indicated that females spend more time on social media than males, and they tend to spend more time in viewing other's profile, posting pictures and so on. In addition, social comparison theory discussed in chapter 2 also showed that women compare themselves to other which may lower their self-esteem. Thus, the results of this study are consistent with past research that indicated than women spend more time on social media than men and are affected negatively by its usage.

After reviewing the data for the third hypothesis, that young adults aged 18-25 years old are the most user of Instagram, results showed that this age category spend more time on Instagram, upload more pictures on their profile, update their Instagram story, spend time in editing their pictures before posting it, care about the attention they get from Instagram post, monitor how many likes they will receive and consider that it is important to be well liked on Instagram more than the other age categories. In addition, results indicated that young adults between 18-25 years old are more likely to compare themselves and their life and feel jealous from what others post on Instagram more than the other age categories. The study also showed that respondents between 18-25 years old were less satisfied in their life than the other age categories. This also shows that young adults between 18-25 years old are more at risk of low self-esteem.

5.2 Recommendations

We can lose sight of reality if we don't pay attention to our social media usage. The popularity of social media makes it a potential influential force. The findings discussed above opened up important discussion on how social media, especially Instagram may affect our level of self-esteem in life. Awareness campaigns must be conducted to educate people about the risk of excessive use of social media. First, awareness campaign must teach people to limit their social media usage to 2 hours maximum per day. Second, people must appreciate their life and try not to compare themselves their life to others. Third, people should try to look at social media images in neutral way and vocalizing them from a factual point of view. Fourth, people should inflow bloggers who are great looking, rich and popular and follow people from their same social class who might actually make them feel good. Finally, they must be reminded that the moments in between the photos determine what someone life is really about, so it is not all about money and appearance.

5.3 Limitations of the Study

This research was conducted in Lebanon. The sample size has also been limited to 100 participants due to time constraints. This research is narrow in scope and can be subject to many limitations.

The first limitation of this study is the integrity and the honesty of the participants, who were not observed. They were given the questionnaire to fill on their phone. The second limitation of this study is that it focused only on Lebanese young adults and the research cannot be generalized. The third limitation of this study is that not all social networking sites were included in the research. Only Instagram was used as a representative of all social media sites.

5.4 For Future Studies

Future studies should be conducted on this topic, in order to focus on all social networking sites other than Instagram. The future research of this topic should also include a large sample size compared to the one used in this study.

Acknowledgements

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Appendix A

Questionnaire

This survey is designed for Lebanese young adults between 18-35 years old and should take less than 10 minutes to complete. Please take your time to answer all the questions honestly. All answers are 100% anonymous.
Thank you for your time.

1.   What is your gender?
o   Male
o   Female
2.   What is your age?
o   18-25
o   25-30
o   30-35
3.   What is your main purpose of using Instagram? (Select all that apply)
o   Personal networking reasons
o   Business networking reasons
o   To connect with people
o   To connect with celebrities
4.   On average, how many hours do you spend on Instagram per day?
o   Less than one hour
o   1-2 hours
o   3-4 hours
o   5-6 hours
o   More than 6 hours a day
5.   On average, how often do you upload a photo on your Instagram account?
o   Daily
o   Every few days

o   Every few weeks
o   Every few months
o   Only few times per year
6.   On average, how often do you update your Instagram story?
o   Every few minutes
o   Every one hour
o   From 1-2 hours
o   From 3-4 hours
o   More than 4 hours per day
7.   How much time (in minutes) do you spend on editing a picture before posting it onsocial media?
o   1-5 minutes
o   6-10 minutes
o   11-15 minutes
o   More than 15 minutes
8.   Would you remove a post from your Instagram account if it didn't receive the response you wanted? (ex: amount of likes or comments)
o   Yes
o   No
9.   Evaluate this statement: "The attention I get from posting on Instagram makes me feel good."
o   Strongly agree
o   Agree
o   Disagree
o   Strongly disagree
10.   Evaluate this statement: "When I gain followers/friends, I feel an increase in my self-esteem."
o   Strongly agree
o   Agree
o   Disagree
o   Strongly disagree
11.   Evaluate this statement: "When I lose followers/friends, I feel a decrease in my self-esteem."
o   Strongly agree
o   Agree
o   Disagree
o   Strongly disagree
12.   Evaluate this statement: "It is important to be well liked on Instagram."
o   Strongly agree
o   Agree
o   Disagree
o   Strongly disagree
13.   Evaluate this statement: "After I post a photo on Instagram, I tend to regularly monitor how many likes I will receive."
o   Strongly agree
o   Agree
o   Disagree
o   Strongly disagree
14.   Do you ever feel jealous/envious of what people/friends you follow post on Instagram? (ex: travel vacation, clothes, cars, houses, relationship updates)
o   Yes
o   Sometimes
o   No
15.   Do you ever compare your life to the lives of your people/friends you follow based on what they post on Instagram?
o   Yes
o   Sometimes

o   No
16.   Evaluate this statement: "I feel that I am satisfied with myself and my life."
o   Strongly agree
o   Agree
o   Disagree
o   Strongly disagree
17.   How would you describe your level of self-esteem?
o   Often high
o   Often low
o   Often varies

APPENDIX B
LIST OF RESPONDENTS EMAIL

QUESTIONS	RESPONSES	110

Who has responded?

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