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**WATCHING WHAT OTHERS ARE DOING: INSTAGRAM AND SELF-
PERCEPTION**

Aafiya Bint-e-Nasir¹, Nusrat Azeema², Dr. Syed Awais Hassan Gillani³ & Dr Sadia Anwar Pasha⁴

^{1,2} M.Phil Scholar, Mass Communication Department Allama Iqbal Open University,
Islamabad Pakistan

³Assistant Professor, Department of Media Studies, The Islamia University of Bahawalpur,
Pakistan

⁴Assistant Professor, Department of Mass Communication, Allama Iqbal Open University
Islamabad Pakistan

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Abstract

Instagram has been emerged as fast-growing social media platform. It is getting popular in terms of usage among the social media users in Pakistan. Users post edited and manipulated photos on Instagram to look perfectly beautiful. This application also supports editing features. This photo sharing application is transforming the perceptions of perfection and happiness. It has become a platform for self-disclosure and impression building among its users. Most of the users of Instagram are young with enthusiasm to capture “Insta-Perfect” photos and impressing others. The study has been supported by uses and gratification, theory of social comparison, and self-perception theory of communication. Quantitative analysis and SEM modelling through AMOS has been used to conclude the results. Response to beauty ideals, comparing self with others, celebrity worship, selfie feedback investment and pseudo self-presentation were the constructs of the study. The following study support that most of the users visit Instagram several times a day

and investigate the life of others through their photos. They are involved in comparison of self with others that affects their perception about self. Users idealize others and consider them not good enough. As a result of this comparison of self with others on Instagram, they become interested and involved in beauty and weight loss related things. They do so in order to look like others posing them as celebrities on Instagram.

I. Introduction

Instagram is a relatively new social media platform with more than 300 million users and 80 million photos shared, daily (Apodaca, 2017). Instagram also introduced a blog that started in September 2015. It was introduced when the users of the application reach to 400 million. Most of the users of the application were not the resident of USA and there were more than 80 million images shared on the daily basis. Those 75% users outside the US were a great motivation. An estimate of 2016 was that 2.5 trillion photos recorded being shared or stored on Instagram. Among the huge number of photos shared on this app, 90%, a notable majority, was captured directly from the smartphone (Manovich, 2016). There were 6,786,000 active users of Instagram in Pakistan in February 2021. Most of them (44.9%) are 18 to 24 years old (Napoleoncat, 2021).

Young people prefer using it for its being free entertainment source, simple use and opportunity to engage in socialization (Newberry, 2018). They can watch what other people are doing and make comparisons with them. This has been found by social media insights of year 2018 and 2019 that university students have been using Instagram to manage their social life, build a reputation among the community and create an image of themselves.

The university students have been addicted to the use of Instagram (Isada & Isada, 2019). They not only discuss the photos but also want to adapt the lifestyle of those getting popular. This popularity is being judged by the number of likes and comments they get on their photos (Tiggemann, Hayden, Brown & Veldhuis, 2018).

Tiggemann et. al. (2018) also confirmed comparison of self with others leads to the dissatisfaction towards own life. Eventually the users start lying with the help of their edited photos. Those images are not at all realistic and upload just for the sake of getting social appreciation and likes on Instagram (Dumas, Maxwell-Smith, Davis, & Giulietti, 2017). The effect on the self-perception of the young user is the major concern of this study. The age group of university students in Pakistan is 18 - 24 years and they make the largest segment of users of Instagram (Napoleoncat, 2021).

Social Interaction

The social media platform Instagram is the photos and videos sharing platform that is most used by young people. It also allows the users to capture and edit photos (Hu, Manikonda, & Kambhampati, 2014). It is becoming popular among adolescents and young boys and girls as the largest age group using Instagram is 18 to 29 years with more female users (Greenwood, et al., 2016).

They like to share their activities and lifestyles with their friends on Instagram. It not only reflects the individuals' life but also the social trends. The active Instagram users adopt from each other and make a trend that is shared globally. The social trends are reflected through hashtags. Hashtags are the textual description of the images with a # with it. It was specifically used to retrieve the image later (Giannoulakis, & Tsapatsoulis, 2016). Instagram users use this feature of Instagram that was added in January 2011 (Baranovic, 2013) to give a description of their photos. This appearance focused media has created thin ideals leading to body

dissatisfaction and eating disorders especially among women (Cohen, Newton-John, & Slater, 2018).

Self-Promotion

There are different motives behind the observed incline and interest of sharing photos on Instagram. According to Ting (2014) self-presentation and self-expression were significant and prominent motives for Instagram use. Lee, Lee, Moon and Sung (2015) studied and found social interaction and self-presentation as the most common motives for the use of Instagram. Tarakci and Yenicikti (2016) found that most important motives behind using this photo sharing mobile application are getting informed, sharing and social escape. Huang and Su (2018) found that people use Instagram for diversion, interaction and looking into others' life. The most recent studies about the motive behind use of Instagram supported that the young generation is using it for self-promotion and engaging the viewers with the ideal presentation of self (Baker, Ferszt & Breines, 2019).

Self-presentation and promotion on Instagram can be defined as the way to create and maintain an impression of self on others. It creates a distinction between the actual or authentic self (the real-self), what someone wants to be (the ideal-self) and the image presented with the aspects that are not real (false self) (Michikyan, Dennis, & Subrahmanyam, 2014).

The use of Instagram for posting photos related to self-promotion and self-presentation has redefined the beauty ideals and standards. The users hence try to showcase the self with the help of photos and descriptions to inspire others as it is the way to inspire others and create impression (Ivcevic & Ambady, 2012).

Young users open the application several times a day and keep checking the profiles of others to find what they are doing in their lives and how they have been. At the same time, they are involved in the comparison of self with the others especially in terms of physical appearance that most commonly effect their body image and lead to bad feeling towards their appearance (Kim & Chock, 2015). It is the considerable thing in the era as it is transforming the lifestyles of people in order to achieve the bodies as ideas presented on Instagram. People in social circle have been observed talking about the Instagram celebrities called social media celebrities (Marshall, 2010), who present themselves as ideals.

Body Image and Ideals

The ideal body image for girls is having a round and ideal figure with big eyes, clear and bright skin, thick eye lashes, fuller lips, chin line, visible collar bone and shoulders, and thin body. The ideal body image for boys is a muscular body with apparent veins on arms, visible collar bone, biceps, abs, rolled up sleeves, 6-feet height, and a stylish beard and hairstyle.

Both have to achieve the desired figure through their diet and gym workout. The users will only be satisfied with self if they also have an ideal body like the social media celebrities. Followers also like to know about the ways they have achieved such beauty and fitness.

The realization of the thin ideals on Instagram is a notable agenda where the image-focused world is mostly edited and manipulated but it leads to comparison in real life body image (Bair et al., 2012). Internet users are hence more concerned about how they look when they compare their self with others.

Lifestyle on Instagram

Active users of Instagram share photos to create an impression of their lifestyle (Wallace & Jun, 2019). Young users post photos of their visit to restaurants and food they had there; visiting cinema, gym, birthday celebrations, hangouts with friends and their workplace.

This paper explores the attitude of the users towards beauty trends and social media celebrities and effects of Instagram on university students' self-perception after comparing self with others

It is significant to study the impact of social media applications on young girls' and boys' perception about self, as physical appearance of the social media celebrities on Instagram is influencing users. The influence of social media on people's self-perceptions of their physical appearance remains a significant public health concern in Western society (Woodley, 2018). It has been observed by the researchers that social media including Instagram is having a negative impact on the health of the users resulting in eating disorders (Johnson & Wardle, 2005), depression (Neumark-Sztainer, et. al. 2006) and obesity (Tiggemann & Slater, 2006).

The effects of #fitspiration and #thinspiration Instagram photos on the users were serious enough that a movement started globally with a hashtag #bodypositive to inspire others for celebrating their buildup (Kelly & Daneshjoo, 2019). The purpose of the movement was to bring a change in the perceptions of audience and make them love themselves. There were so many people around the world who posted their photos to inspire people to own their bodies and stay happy; but the effects of the ideals are still there.

II. Literature Review

According to the records of Statista (2019) the number of monthly users at Instagram reached to one billion across the world. Another study reported by Omnicore (2019) that Instagram now has daily 500 million users. Instagram is now among the social media platforms showing fastest growth and is among the most popular among university students as more than 59% users active on Instagram consists of 18 years old to 29 years old that is the typical age of university going (Omnicore, 2019). The addition of Instagram takes most of the time of the users and they put more efforts to stay online than in any other domain of life (Andreassen, 2015).

Motives for Using Instagram

There are different motives behind the observed incline and interest of sharing photos on Instagram. According to Ting (2014) self-presentation and self-expression were significant and prominent motives for Instagram use. Lee, Lee, Moon and Sung (2015) found social interaction and self-presentation; Tarakci and Yenicikti (2016) found sharing and social escape; Huang and Su (2018) found diversion, interaction and looking into others' life. The most recent studies supported its use for self-promotion (Sheldon & Newman, 2019) and engaging the viewers with the ideal presentation of self (Baker, Ferszt & Breines, 2019).

Instagram Feedback and Self-Perception

Instagram can also be a platform for a positive expression and help the community with the inspiration and positivity but photos on Instagram are more likely to affect negatively on the body image of the viewers especially women and their self-esteem (Kelly & Daneshjoo, 2019). The images with "fitspiration" (fitness and inspiration) hashtag have men and women even thinner than models. The ideal images of body shape were represented overwhelmingly that shape is not easy to achieve (Tiggemann & Zaccardo, 2018).

It has been established formerly that idealized images of models have negative body image effect and also caused disordered eating (Wick & Harriger, 2018). Posting selfies (photos taken by self) is a common practice and strategy on social media and women in practice feel less assured, worried and decreased confidence in their physical build-up (Mills, Musto, Williams & Tiggemann, 2018). The more likes and appreciating comments the users get on their selfies, the more the users are satisfied with their appearance; and it brings high self-esteem and increase self-worth (Chang & Jerry, 2019).

Instagram is the medium bringing attention towards appearance and focusing on beauty ideal; and the pressure comes from celebrities and peers (Cohen, Irwin, Newton-John & Slater, 2017). Instagram users are engaged in social comparison with the “peers’ lives” where everyone post personal photos for appraisal and the feedback defines “self-worth”. Instagram has a role in building understanding about self (Bay, 2015).

Instagram is the platform to offer the space for uploading and posting photos of self, for self-expression motive. This self-expression motive satisfies the sharing instinct of the individuals (Andalibi, Ozturk, & Forte, 2017).

Social Comparison and Self-Perception

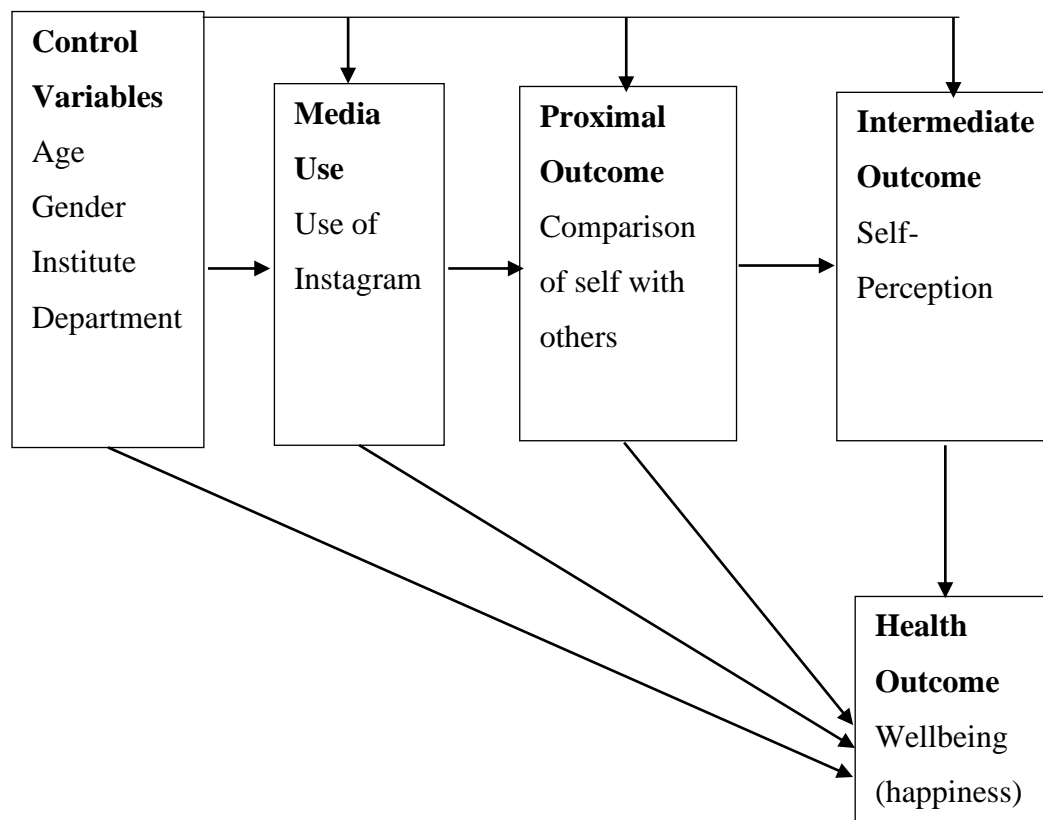
Human beings have always been curious about the standards that bring happiness and satisfaction in their lives (Musarrat, Masood, Rashid, Mazahir, 2017). There has been positive relationship found between social media integrated communication and “self-esteem” and “life satisfaction” of the individuals (Valkenburg, Peter, & Schouten, 2006).

Instagram users change self-perception after viewing photos of others. Users visiting Instagram frequently have negative self-perception in regard of academics, behavior, appearance and overall worth (Bay, 2015). The analysis of appearance related posts and selfies concluded that feedback is important element to impact the wellbeing and satisfaction about self-appearance (Chang & Jerry, 2019). This social comparison activity has no good effects on the emotions of the users (De Vries, Möller, Wieringa, Eigenraam, & Hamelink, 2017).

Theoretical Framework

Self-Perception Theory of Communication

The self-perception theory of communication describes that how messages or communication help in understanding of “social reality”. Self-perception theory of human behavior defines that people perceive them in the same way they observe others’ behavior (Bem, 1967). It further elaborates that people have choices including TV, radio, social media, books and magazines and they select any of the messages or media. The building of perception starts at the stage of “selection” of communication medium. People only pay attention to selective parts of the environment on the basis of their interests and expectation. They only exposed to those who are alike them. For example, people like to follow selective people on. The “selective exposure” to messages is also dependent on the emotional state of the individuals (Oliver, 2003). They select what is most suitable according to their mood. After selecting the messages or medium to consume, they perceive the world in a way it is relevant to their life. Communication throughout influences this perception process and development of self-concept (“who we are, how we interact, how we see others”) after relating self with others.



Methodology

The following study about the effects of Instagram on the university students' self-perception deals with how users perceive them after using Instagram.

Quantitative research design has been adopted and the perception of male and female users has been compared. The opinion of the selected users about perceptions about self was collected through survey, supported by a questionnaire. The sample has been withdrawn from 18 years to 29 years old university students of Lahore who use Instagram.

The sample has been withdrawn using multistage sampling. At first stage, the sample of universities has been withdrawn. At the first stage of sampling for the study is the selection of universities. A sample of four universities has been drawn from the universities of Lahore, naming The University of the Punjab, University of Central Punjab, Government College University, and Forman Christian College. The sample of universities has been drawn randomly and two out of four universities are public sector and other two are private sector universities.

At second stage, the departments have been chosen using stratified sampling. The four selected departments from each university are Department of Mass Communication, Department of Education, Department of Psychology and Department of Computer Science. At third stage, students have been chosen again using stratified sampling, dividing the students into two strata; male and female. A total of 320 respondents were selected for study.

The questionnaire consists of 20 items, divided into four sections including Demographics, Social Interaction, Self-Promotion and Wellbeing. The reliability of the tool has been statistically tested.

The following themes have been studied under the major construct:

- Response to Beauty Ideals (adopted by Baker, Ferszt and Breines, 2019)
- Comparing Self with Others (adopted by Baker, Ferszt and Breines, 2019)
- Celebrity Worship (adopted by Brown and Tiggemann, 2016)
- Selfie Feedback Investment (adopted by Butkowski, Dixon, and Weeks, 2019)
- Pseudo Self Presentation

Variables

Response to Beauty Ideals

Witnessing the ideals about beauty among male and female users and trying to achieve those beauty ideals for self is the response to beauty ideals (Baker, Ferszt & Breines, 2019). Instagram has created such beauty ideals for young girls and boys that include thin and toned body, bigger eyes, fuller lips, long lashes, apparent collar bones and sleek nose for girls; and muscular body, good height, perfect beard, toned body and veined arms.

First, the users have to respond if they have witnessed social media and Instagram celebrities posting beautified images for creating beauty ideals, if they have seen users other than mainstream and social media celebrities promoting those beauty ideals, if they are following those people who are the promoters of beauty ideals, if they attend and discuss the beauty ideals with their friends to give importance to them and if they would love to look like those celebrities and want to achieve beauty ideals.

The response towards beauty ideals on Instagram can be that these ideals are attainable with a little or more effort, these ideals are only appreciated for the celebrities and not for common people, these ideals are actually edited and idealized, these ideals are specifically beautified and manipulated that are not attainable in real life or these beauty ideals can be inspiration for all the users to be perfectly beautiful and look like them.

Users watch the beauty idealized photos of other users who post them after editing to look perfect. Images are cropped and edited to confirm the beauty ideals with an aim to get appreciation by the viewers in form of likes and comments. Such users posting idealized images also like to be followed and copied for their appearance (Baker, Ferszt & Breines, 2019).

Comparing Self with Others

Instagram users compare themselves with others (Baker, Ferszt & Breines, 2019) in a number of ways including likes, comments, beauty and skin tone, body shape, features, makeup skills and dressing.

Users view others' photos and judge the state of their life in terms of how much happy they are in their lives. Happiness can be interpreted by the positive captions, expressions in selfie, impressing quotes as captions, showing a perfect lifestyle means beauty, wealth and good family. Users compare their life with others after looking at their photos, either they feel happy or bad about their body and lifestyle or they don't care about the ideals and happiness posed in the images. It affects their emotions and makes them either happy or unhappy about their life.

Celebrity Worship

It is about how much importance the users give to celebrities. The level of celebrity worship is about how they feel about those celebrities they follow and like (Brown & Tiggemann, 2016).

After comparison of self with Instagram celebrities, users can feel like they are common people, they are better than them in beauty and style, they are self-obsessed and grab attention of others, they are inspiration to talk and get lifestyle tips, they are source of inspiration, tips and ideas for better life and they might know interesting stuff for living a perfect life.

Selfie Feedback Investment

It refers to the likes and comments on the selfies and if they matter for the users. Selfie feedback investment means if the number of likes or negative or positive comments on photos affect the way to assess self (Butkowski, Dixon & Weeks, 2019). It is the degree to which Instagram users value feedback on their photos. It has been observed that pictures with perfect body shape and beauty get more positive comments and likes on their photos. Other users watching those comments and likes assume their worth is related to the remarks and feedback they get on their pictures.

Users might agree that they are concerned about how many likes and comments they have on their post after comparing them with others or the disagree that it doesn't matter if they are getting any response from other rather, they are happy about their life regardless of anything, even after watching others getting response and love from others.

Pseudo Self Presentation

Pseudo Self Presentation is the presentation of self after using editing apps, filters and effects. Users also post their cropped photos and selfies for the perfect pseudo appearance. The idea of being an Instagrammer is being a celebrity with perfect photos.

Users might support this pseudo prestaton; the response towards pseudo presentation can be that Instagrammers use filters and photo editing apps for self-presentation; they also use such apps and they have installed editing apps to use them for making photos perfect before posting them, they find it common that photos are cropped and photoshoped to appear perfect, they sometimes manipulate their photos with filters and effects to look like the celebrities because it is trendy or they never use such techniques and supports natural appearance for what it is.

Analysis and Interpretations

The response rate of the study was 93% with 303 returns of questionnaire, 146 (48.2%) female and 157 (51.8%) males. The major segment of Instagram users from the university students of Lahore belongs to the age group 21-23 years that makes 118 (38.9%), 109 (36%) participants belong to the age group 18-20 years, 26 (8.6%) participants belong to the age group 24-26 years and 50 (16.5%) participants belong to the age group 27-29 years.

Response to Beauty Ideals

Most of the participants (37%) have come across people promoting beauty ideals very often on Instagram. The common beauty ideals found among female users include thin body, bigger eyes, fuller lips, long lashes, apparent collar bones, and sleek nose. The ideals for men are

muscular body, good height, perfect beard, toned body, and veined arms, as projected on Instagram. A significant number of the participants (52.8%) 'often' give attention to them while some of them (14.2%) 'always' give attention. Majority of respondents 'often' think about the beauty ideals can be attained if they put some effort while some of them find that beauty ideals are only considered for celebrities as they are ideal. The analysis of the question that if the users feel any pressure to look like beautiful women or muscular men found that 28 (9.2%) never, 12 (4.0%) rarely, 49 (47.9%) sometimes, 145 (47.9%) often, and 69 (22.8%) always feel a pressure from beauty ideals.

Comparing Self with Others

Instagram users compare their body shape, skin tone, features, makeup and styling skills, dresses, and likes and comments with others. Analyzing if the users feel like comparing their body shape with others on Instagram, it is found that it is almost never true for 25 (8.3%), usually not true for 11 (3.6%), occasionally true for 76 (25.1%), usually true for 144 (47.5%), and almost always true for 47 (15.5%). The users feel like comparing their skin tone as it is almost never true for 22 (7.3%), usually not true for 21 (6.9%), occasionally true for 68 (22.4%), usually true for 152 (50.2%), and almost always true for 40 (13.2%). Comparing their features with others has reported as almost never true for 18 (5.9%), usually not true for 26 (8.6%), occasionally true for 75 (24.8%), usually true for 135 (44.6%), and almost always true for 49 (16.2%) participants.

Participants also feel like comparing makeup and styling with others and it is almost never true for 24 (7.9%), usually not true for 30 (9.9%), occasionally true for 70 (23.1%), usually true for 115 (38.0%), and almost always true for 64 (21.1%). They feel like comparing dress with others shows that it is almost never true for 15 (5.0%), usually not true 30 (9.9%), occasionally true for 68 (22.4%), usually true for 122 (40.3%), and almost always true for 68 (22.4%). They feel like comparing their likes and comments as 25 (8.3%) find it almost never true, 33 (10.9%) usually not true, 74 (24.4%) occasionally true, 117 (38.6%) usually true, and 54 (38.6%) almost always true.

The most of users (35.6%) get stressed after comparing them with others, it bothers to many (18.2%) and many of them (24.4%) often think about it. They also get stressed (39.9%) about their bodies and it bothers them as well.

Celebrity Worship

Most of the participants agreed that they think Instagram celebrities as better than them in terms of style and body and they know interesting hacks for perfect lifestyle; as 18 (5.9%) strongly agreed, 25 (8.3%) disagreed, 74 (24.4%) were neutral, 134 (44.2%) agreed, and 52 (17.2%) strongly agreed. While, some users think that Instagram celebrities are just like them but self-obsessed and want attention. as 5 (1.7%) strongly disagreed, 8 (5.9%) disagreed, 55 (18.25) were natural, 144 (47.5%) agreed and 81 (26.7%) strongly agreed.

Selfie Feedback Investment

The majority of the respondents agreed that they are concerned about getting likes and positive comments on their Instagram photos with 17 (5.6%) strongly disagreed, 22 (7.3%) disagreed, 64 (21.1%) were neutral, 129 (42.6%) agreed, and 71 (42.6%) strongly agreed. Asking if they only like to be appreciated for how they look in picture shows that 12 (4.0%) strongly disagreed, 24 (7.9%) disagreed, 53 (17.5%) were neutral, 141 (46.5%) agreed, and 73 (24.1%)

strongly agreed to the statement. Concluding the majority only like to be appreciated for how they look in picture shows.

Pseudo Self Presentation

The majority of the respondents (45.9%) have ‘often’ found cropped and photoshopped photos for pseudo self-presentation. The study further finds that 15 (5.0%) participants never use filters and manipulate their pictures to make my skin and features look perfect because it is trendy, 25 (8.3%) rarely use, 62 (20.5%) use sometimes, 127 (41.9%) often use and 74 (24.4%) always use filters and editing to their photos for pseudo self-presentation.

Table 1: Correlation between Attention towards Beauty Ideals and Feel Pressure

		Feel pressure	Give pressure	Attainable
Pearson Correlation	feel pressure	1.000	.690	.479
	give attention	.690	1.000	.499
	attainable	.479	.499	1.000
Sig. (1-tailed)	feel pressure	.	.000	.000
	give attention	.000	.	.000
	attainable	.000	.000	.

Note: Correlation is significant at the level 0.05

The correlation table shows that attention towards beauty ideals is positively correlated with feeling pressure. It is evident that the giving attention to beauty ideals on Instagram and considering the beauty ideals attainable pressurize the users to look like them ($p < 0.05$). The significance (1-tailed) shows that values are significant at 0.05 level as $p = 0.000$ for all the correlations.

Table 2: Correlation coefficients between Attention towards Beauty Ideals and Feel Pressure

Model	Unstandardized Coefficients		Standardized coefficients	t	Sig.
	B	Std. Error	Beta		
(Constant)	.206	.135		1.525	.010
Response: give attention	.667	.052	.601	12.747	.000
Response: attainable	.207	.055	.179	3.795	.000

a. Dependent Variable: Response towards beauty ideals: feel pressure

The value of correlation coefficient is at 0.010 significance level that means attention towards beauty ideals makes the users feel pressure to look like them.

Statistical Inferences

Structural Equation Modeling (SEM) has been used for the analysis and interpretation of the data using AMOS. SEM is the combination of factor analysis and regression that outputs the regression estimates and p-value. Each unstandardized regression coefficient represents the amount of change in the dependent variable for each unit change in the variable predicting it. Chi-square value for each model analysis is used to interpret and find if the specific model was a good fit and if the hypothesis has been accepted or not. The unstandardized and standardized estimates have been calculated and presented in the tables. Hu and Bentler (1999) described a good SEM model should have Comparative Fit Index (CFI)≥0.96, Standardized Root Mean Square Residual (SRMR)≤0.10, and Root Mean Square Error of Approximation (RMSEA)≤0.06. AMOS graphics has been used to make models.

Figure 11: Model for users give attention to beauty trends and Instagram celebrities, and feel pressure from them



Table 2: Regression Estimates for users give attention to beauty trends and Instagram celebrities, and feel pressure from them

Instagram users give attention to beauty trends and Instagram celebrities, and feel pressure from them				
	Estimate	S.E.	C.R.	P
Feel pressure <... Attention towards beauty ideals	-0.437	0.054	8.027	***
Feel pressure <... Considering celebrities as ideal	0.017	0.055	0.319	0.750
Standardized Regression				
Feel pressure <... Attention towards beauty ideals	0.455			
Feel pressure <... Considering celebrities as ideal	0.018			

Note:

Chi-square = 0.000
 ***=0.00

The value of chi-square test of absolute fit is 0.000 that is significant at the level of 0.05. Further it shows that unstandardized value for regression estimate (CFI=1.000, SRMR=0.10, RMSEA=0.000) associated with null hypothesis is -0.437 for attention towards beauty ideals as

independent variable and feel pressure as dependent variable; and 0.017 for considering celebrities as ideals as independent variable and feel pressure as dependent variable. While standardized estimates are 0.455 and 0.018 respectively. The regression weights estimates show positive relationship between giving attention to beauty ideals on Instagram and considering celebrities as ideals and feeling pressure from them and explains that model fits for the data well. CR values shows the standard error. So, it is accepted that Instagram users give attention to beauty trends and Instagram celebrities and feel pressure from them as p-value for the analysis are 0.0 ($p \leq 0.05$). S.E is the measurement of standardized error and C.R. is the critical ratio.

Figure 2: Model for more interested in self-promotion more pseudo self-presentation on Instagram

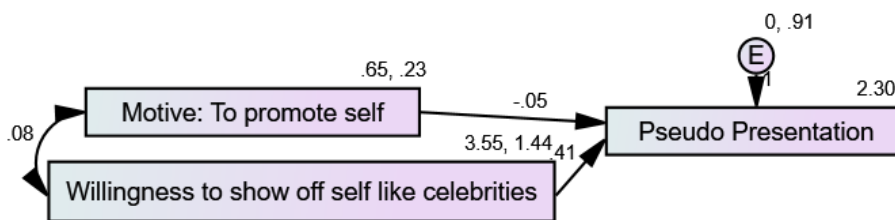


Table 3: Regression Estimates for More interested in self-promotion more pseudo self-presentation on Instagram

	More interested in self-promotion more pseudo self-presentation on Instagram			
	Estimate	S.E.	C.R.	P
Pseudo Presentation <... Motive of self-promotion	-0.045	0.116	-0.391	0.696
Pseudo Presentation <... Willingness to show off	0.409	0.046	8.873	***
Standardized Regression				
Pseudo Presentation <... Motive of self-promotion	-0.020			
Pseudo Presentation <... Willingness to show off	0.458			

Note:

Chi-square = 0.000

***=0.00

The value of chi-square test of absolute fit is 0.000 that is significant at the level of 0.05. Further it shows that unstandardized value for regression estimate (CFI=1.000, SRMR=0.00, RMSEA=0.000) associated with null hypothesis is -0.045 for motive of self-promotion as independent variable and pseudo presentation as dependent variable; and 0.409 for willingness to show off as independent variable and pseudo presentation as dependent variable. While standardized estimates are -0.020 and 0.458 respectively. The regression weights estimates show positive relationship between willingness to show off and pseudo self-presentation and explains that model fits satisfactorily for the data. CR values shows the standard error. The hypothesis has been supported with the willingness to show off with 0.000 ($p \leq 0.05$) and it is accepted that users

more interested in self-promotion means more pseudo self-presentation on Instagram. The null hypothesis for hypothesis-1 has been rejected. S.E is the measurement of standardized error and C.R. is the critical ratio.

Table 4: Independent t-test for Assumption that female Instagram users are more dissatisfied than male users

	Female Instagram users are more dissatisfied than male users			
	N	Mean	SD	Sig (2 tailed)
Female	146	3.83	0.985	0.605
Male	157	3.77	0.967	

Note:

Chi-square = 0.000

***=0.00

The independent sample t-test for comparing means of the variable has found that there is very less difference between the satisfaction level of female and male users as the mean for female is 3.83 and for male is 3.77. The p-value is 0.605 that is not significant at 0.05 and it can be concluded that the hypothesis has not been supported. The hypothesis that female Instagram users are more dissatisfied than male users has been rejected and the null hypothesis has been accepted. It is concluded that there is no difference of effects between male and female Instagram uses and both get almost equally dissatisfied about self after using it.

Results

The study was taken into consideration due to the serious concerns of the global society towards the media influence on self-perception of the users (Johnson & Wardle, 2005). People want to become fit and thin as they celebrities posing them on Instagram (Tiggemann & Zaccardo, 2018).

The present study confirms the findings of Napoleoncat (2020) survey with more male participants than female as 48.2% were female and 51.2% were male. The average age of the participants was 21 years as mean value shows 2.06 and the coding (label) for 2 was "21-23". It can be concluded that Instagram is most famous among the participants of 21-23 years in Pakistan. It is mostly used by 18 to 24 years old globally (Smith & Anderson, 2018).

The results demonstrate that most of the participants have seen people promoting beauty ideals on Instagram. The familiarity with the beauty trends was significant for thin body, perfect beard, good height, apparent collar bones, bigger eyes, toned body, good height, long lashes, sleek nose and veined arms; the most to the least. Hence it was supported that Instagram interaction is creating ideals about the body (Tiggemanna, et. al., 2018)

The findings summarize that most of the participants often give attention to the beauty ideals. The beauty ideals grab the attention of the users mostly and they think about them quite often. The majority of the participants also think that beauty ideals are attainable and can be achieved with a little effort. The participants also hold the opinion that the beauty ideals are only for celebrities and almost impossible to achieve (Ahadzadeh, Pahlevan & Ong, 2017).

When the participants come across the ideals of being beautiful such as being thin and beautiful woman or muscular man, they feel pressure from them. Most of the participants feel like comparing self with others. It was usually true for them that they compare their body shape, skin tone, features, makeup and styling, dress and likes and comments with others on Instagram. The comparison of self with others makes the students less satisfied about them (Fardouly & Holland, 2018). They are concerned for how others appear on Instagram and what feedback they are getting on their photos and they also compare their own photos and likes and comments on those photos. The comparison of appearance and life with others lead to bad feelings about self (Kim & Chock, 2015).

There are Instagram celebrities who are the promoters of beauty trends (Marshall, 2010). The users consider them as ideals and think that they are better than them in terms of style and body as 44.2% agreed to it. Around half of the users do not consider them ideal but the other half of the users consider them as ideal. Both opinions prevail among the users of Instagram as half of them consider celebrities as ideals and another half does not rather, they consider them as common people but self-obsessed who want attention.

Users also think that individuals are only acceptable in society if they look like celebrities. There is a certain way to look beautiful that is the way celebrities look. The study also verifies that users are not happy after using Instagram and perceive them as less. They start thinking that are not good as others after comparing them with others on Instagram. Users also feel low in self-esteem when they compare themselves with others on Instagram. The statistical analysis confirms that there was no difference between the self-perception of male and female students about them.

The study also found that users of Instagram perceived them in the similar way they saw others on Instagram as stated by the self-perception theory of communication (Bem, 1967). The comparison of self with others effected the self-perception of the users as they perceived them not as good as others after making comparison on Instagram as narrated by social comparison theory (Patrick, Neighbors, &Knee, 2004). It is transforming their approach and lifestyle and they want to achieve ideal bodies (Marshall, 2010). If they do not have ideal bodies, they tend to show their faces, capture posed photos and edit the photos before posting them on Instagram (Hum, et. al., 2011).

Conclusion

The study on the effects of Instagram on the self-perception of university students was aimed at finding that how the university students as users of Instagram perceive them after using Instagram and comparing them with others on Instagram. The survey method was adopted for finding the perception and satisfaction of the users. The findings can be summarized that Instagram users compare themselves with others and they feel bad about themselves and their lives for not being as good as others. Instagram content related to beauty ideals make the users unhappy about themselves. Some of the users consider Instagram celebrities as ideals and some of them think they are just like common people. They start taking interest in beauty and weight loss products that can make them look like celebrities. Weight loss related photos are not much inspirational, but photos of workout are inspiring. The major conclusion is that people are dissatisfied towards self and their life after comparing them with others on Instagram.

SEM in AMOS supported that user given attention to the ideals presented on Instagram and feel pressure from them. It further elaborated that, users compare them with others on Instagram and perceive them in the light of comparison with what others look on Instagram.

Recommendations

It is recommended for the future researchers to find the perception of actual self and social self after comparison Instagram. It will be based on the dimensions of self, and it will find the constructs for actual self, ideal self, social self, and ideal social self.

Another dimension for the future research can be finding the role of Instagram in comparison with the other social media applications.

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