

Social Media and Depression: EMU Students' Use of Instagram

Chiwetara Lotanna Jideonwo

Submitted to the
Institute of Graduate Studies and Research
in partial fulfillment of the requirements for the degree of

Master of Arts
in
Communication and Media Studies

Eastern Mediterranean University
January 2019
Gazimağusa, North Cyprus

Approval of the Institute of Graduate Studies and Research

Assoc. Prof. Dr. Ali Hakan Ulusoy
Acting Director

I certify that this thesis satisfies all the requirements as a thesis for the degree of Master of Arts in Communication and Media Studies.

Assoc. Prof. Dr. Agah Gümüő
Dean, Faculty of Communication and
Media Studies

We certify that we have read this thesis and that in our opinion it is fully adequate in scope and quality as a thesis for the degree of Master of Arts in Communication and Media Studies.

Assoc. Prof. Dr. Bahire Özad
Supervisor

Examining Committee

1. Assoc. Prof. Dr. Bahire Özad

2. Asst. Prof. Dr. Yetin Arslan

3. Asst. Prof. Dr. Bahar Taőeli

ABSTRACT

Extensive use of SNS among positive feelings, may lead to negative feelings such as sadness, jealousy and self-comparison which are taken in this study as depression. Research has shown that spending a good part of the day active on social networking platforms regularly can precipitate feelings of sadness, insecurity, and misery leading to virtual intimidation, inferiority complex, and mediocrity coupled with sleeplessness and feelings of dejection. This research seeks to elaborate on the motives behind an individual's Instagram interaction; in other words, university students in particular and the benefits they derive from the platform.

The study adopts a quantitative methodology in order to answer its research questions. The study randomly samples 372 students of the Eastern Mediterranean University (EMU) in North Cyprus for the 2018/2019 academic session. In-house questionnaires were distributed to the students and were analyzed with using the Statistical Package for Social Sciences.

Findings in this study indicated that EMU students obviously derive various forms of satisfaction from their use of Instagram. Findings in this study was also able to show that students get depressed when they get bullied by their online friends, or when they see their friends and other users living a comfortable life based on their Instagram posts. Furthermore, findings also show that social media use may facilitate EMU students who are Instagram users to feel depressed when their followers do not like their pictures, when they do not receive attractive comments about their pictures, or when their followers do not comment on their posts at all.

Keywords: social media, Instagram, depression, tertiary student, cyberbullying

ÖZ

Sosyal Networkün yaygın kullanımı olumlu hisler yanında bu çalışmada depresyon olarak alınan üzüntü, kıskançlık, kendini karşılaştırma gibi negatif duygulara da yol açabilir. Araştırmalar düzenli olarak günün büyük bir bölümünü sosyal ağlarda aktif olarak harcamanın, üzüntü, güvensizlik ve mahrumiyet duygular üretip sanal yıldırma, aşağılık kompleksi ve sefaletin uykusuzluk ve yeis duygularına yol açtığını göstermektedir.

Bu araştırma bireysel Instagram etkileşiminin arkasındaki motivlerini başka bir deyişle, özellikle üniversite öğrencilerinin ve bu platformdan elde ettikleri faydaları saptamayı hedeflemektedir.

Bu çalışma araştırma sorularını yanıtlamak için başvurmuştur. Kuzey Kıbrıs'ta 2018-2019 Güz Döneminde Doğu Akdeniz Üniversitesinde, rastgele örneklem ile seçilmiş 372 öğrenci ile gerçekleştirilmiştir. Hazırlanan anketler öğrencilere dağıtılmış ve SPSS programı kullanılarak analiz edilmiştir.

Çalışmanın bulguları DAÜ öğrencilerinin Instagram kullanımından belirli tatmin elde ettiklerini göstermektedir. Çalışmanın bulguları, aynı zamanda çevrimiçi arkadaşları tarafından zorbalığa uğradıklarında veya arkadaşlarını ve diğer Instagram kullanıcılarını Instagram gönderilerine dayanan rahat yaşamlarını gözlemlediklerinde depresyano girdiklerini göstermektedir. Dahası, bulgular Instagram kullanan DAÜ öğrencilerinin takipçileri Instagram resimlerini beğenmediklerinde veya resimleri ile ilgili çekici yorum almadıklarında, ya da hiç yorum almadıklarında depresyano girdiklerini göstermektedir.

Anahtar Kelimeler: sosyal medya, Instagram, depresyon, üniversite öğrencileri, siber zorbalık

DEDICATION

To My Lord and Savior, Jesus Christ.

ACKNOWLEDGMENT

All, honor, glory, praise, adoration and worship go to the Almighty GOD for HIS Grace that has enabled me to complete this work successfully.

I lack words to express the type of encouragement I received from my thesis supervisor and teacher, Prof. Bahire Efe Ozad, in the course of this work. You have been exceedingly kind, considerate, thoughtful, motivational, and inspirational. Your care, compassion and positive scholarly investments you have made in my life will remain indelible in my mind for all times. Please accept my deepest gratitude.

To our able Dean, Prof. Dr. Agah Gümüş I say thank you for having laid foundation and being there to see me through my desired intellectual accomplishment.

I cannot forget to extend my gratitude to the Vice Dean Prof. Dr. Metin Ersoy for being very understanding and compassionate in spite of my various challenges. Please accept my heartfelt appreciation.

Very special thanks go to my beloved father and my brothers for their rock-solid support throughout my Master's program.

.

TABLE OF CONTENTS

ABSTRACT.....	iii
ÖZ	v
DEDICATION	vii
ACKNOWLEDGMENT	viii
LIST OF TABLES	xi
1 INTRODUCTION	1
1.1 Background of the Study.....	1
1.2 Motivation for the Study	3
1.3 Aims of the Study	4
1.4 Research Questions	4
1.5 Significance of the Study	5
1.6 Limitations of the Study.....	5
1.7 Definition of Key Terms	6
2 LITERATURE REVIEW	8
2.1 Milestone Studies on Social Media.....	8
2.2 Use of Instagram	18
2.3 The Concept of Depression.....	21
2.3.1 Social Media use and Depression.....	24
2.4 Instagram as a Facilitator of Depression.....	25
2.4.1 Anxiety as a Cause of Depression	31
2.4.2 Cyberbullying as a Cause of Depression.....	34
2.4.3 Low Self-Esteem as a Cause of Depression	36
2.4.4 Body Dissatisfaction as a Cause of Depression.....	37

2.4.5	Insomnia as a Cause of Depression	40
2.4.6	Feeling of Being Left-Out as a Cause of Depression	42
2.5	Theoretical Framework	43
2.5.1	Uses and Gratification Theory	43
3	RESEARCH METHODOLOGY	46
3.1	Research Methodology	46
3.2	Research Design.....	47
3.3	Data Collection Instrument	48
3.4	Population and Sampling	48
3.5	Data Collection and Analysis.....	49
3.6	Research Procedures	50
3.7	Reliability and Validity	50
4	ANALYSIS AND FINDINGS	52
4.1	Demographic Characteristics of Respondents	52
4.2	Descriptive Analysis of Questionnaire Items Related to Use of SNS	57
4.3	Means and Attitudes of Respondents.....	75
4.4	Inferential Statistics.....	78
5	CONCLUSION	89
5.1	Summary of the Study.....	89
5.2	Conclusions Drawn from the Study	89
5.3	Recommendations for Further Research.....	92
	REFERENCES	93
	APPENDICES	108
	Appendix A: Questionnaire	109
	Appendix B: Ethical Review Approval	114

LIST OF TABLES

Table 1: Research progress and time of completion	50
Table 2: Age of respondents	52
Table 3: Gender of respondents	53
Table 4: Educational status	53
Table 5: Faculty of respondents	54
Table 6: Year of study.....	55
Table 7: Marital status	55
Table 8: Do you have an Instagram account?.....	56
Table 9: How often do you use Instagram?	56
Table 10: How long do you spend on Instagram in a day?.....	57
Table 11: I use Instagram for social interaction.....	57
Table 12: I use Instagram for information seeking	58
Table 13: I use Instagram to pass time.....	58
Table 14: I use Instagram for entertainment	59
Table 15: I use Instagram for relaxation	60
Table 16: I use Instagram for communication	60
Table 17: I use Instagram for convenience	61
Table 18: I get depressed from the use of Instagram when my followers do not like my pictures.....	61
Table 19: I get depressed from the use of Instagram when my followers do not comment on my posts	62
Table 20: I get depressed from the use of Instagram when my friends receive more feedbacks than me.....	63

Table 21: I get depressed from the use of Instagram when my friends have more followers than me.....	63
Table 22: I get depressed from the use of Instagram when I get bullied by unknown users	64
Table 23: I get depressed from the use of Instagram when I see other users have more followers than I do	65
Table 24: I get depressed from the use of Instagram when I see my friends are enjoying their lives based on their pictures and posts.....	65
Table 25: I get depressed from the use of Instagram when I see my friends are more successful than I am based on their pictures and posts	66
Table 26: I get depressed from the use of Instagram when I am bullied by my friends	67
Table 27: I get depressed from the use of Instagram when I see users with more attractive physical attributes.....	67
Table 28: I get depressed from the use of Instagram when I see people with more financial stability.....	68
Table 29: I get depressed from the use of Instagram when I do not get attention	69
Table 30: I get depressed from the use of Instagram when I feel unattended to by my social media friends	69
Table 31: I get depressed from the use of Instagram when I am uncertain about my friends' reaction on my posts.....	70
Table 32: I get depressed from the use of Instagram when I do not receive attractive comments about my pictures	71
Table 33: I get depressed from the use of Instagram when my contents are not valued	71

Table 34: I get depressed from the use of Instagram when my self-worth is questioned through the posts I view	72
Table 35: I get depressed from the use of Instagram when my friends do not view my posts	73
Table 36: I get depressed from the use of Instagram when I do not receive follow backs from those I follow.....	73
Table 37: I get depressed from the use of Instagram when people do not respond to my direct messages in time	74
Table 38: I get depressed from the use of Instagram when people do not respond to my direct messages at all	75
Table 39: Means and attitudes for satisfaction EMU students derive from the use of Instagram.....	76
Table 40: Means and attitudes for Instagram in enhancing depression	76
Table 41: ANOVA presenting the variance among respondents' frequency of Instagram use and depression among EMU students	78
Table 42: Chi square measuring statistical relationship between males and females who get depressed due to Instagram use.....	83
Table 43: Correlation analysis measuring the use of Instagram and enhancing depression among EMU student	87

Chapter 1

INTRODUCTION

The result of extensive social media (SM) use has been the concern of numerous studies. This chapter provides background information into this research. The present study seeks to look at the relationship between extensive SM use and depression. In this Chapter I provided motivation, clear definition to the main variables as well as give in depth discussion for clear understanding of this research.

1.1 Background of the Study

Social media has rapidly become a vital part of everyone's daily activities and has continued to make significant impact in their lives (Ma, Zhang, & Ding, 2018). Research shows that a majority of these patrons happen to be domiciled within the younger generation. Social media platforms create a conducive environment that makes it possible for its users to share and air out their opinions, preferences, emotions and experiences (Dokuz & Celik, 2017). This global sensation has gotten the attention of the intellectual community.

Many reviews have been published along these lines. Modern day academicians are still trying to comprehend how this virtual interaction influence individuals in all ramifications (Benson, Saridakis, & Tennakoon, 2015). For instance, current research that looked into the habit-forming character of social media have deduced that individuals who exhibit more obsessive compulsive behavior (OCB) towards social

media are equally liable to indulge in other abusive habit forming activities (Hormes, Kearns & Timko, 2014).

Feelings of inadequacy and ineptitude otherwise known as depression has been associated with social media in several examinations. The bulk of these investigations have established a cogent link between the two concepts (Hur & Gupta, 2013). Nonetheless cognizance be taken of the fact that majority of the inquiry conducted has been centered on Facebook. This poses a major constraint for prior investigations seeing that they did not incorporate other social media platforms.

The use of social media platforms has risen significantly with over 90% of the younger generation making it a routine in their everyday lives (Duggan & Smith 2013). Recent studies have proven that there is a convincing correlation regarding the use of social media and one's mental health. However, this study sets out to contribute to literature because it answers the question of how making use of social media networks and particularly Instagram, affects the mental health of individuals.

The World Health Organization noted that, the wave of depression has hit about 350 million people in recent times. They further enlisted this 'disease' as one of the most destructive on the planet. According to the American Psychiatry Association, depression is a widespread, critical illness that impacts negatively on how one feels, thinks and behaves. Depression, which is often downplayed, is a mood dysfunction that leads to prolonged loss of interest and sadness. Social media use among the younger people has risen greatly. These users are only one click away from Social Network Systems (SNS) on their computers and Internet accessible mobile phones at

all times, allowing them to readily share content (Seghouani, Jipmo, & Quercin, 2018). Social networking sites rank high as a cause of depression in recent times.

As it has been mentioned above, this research will focus on investigating the association that exists between social media and depression with our focal point being Instagram use. These social media platforms have been rather indispensable in the lives of youngsters, statistics revealing that about 92% are now part and parcel of this online community (Duggan and Smith, 2013). Reports and statistics are becoming more glaring on the proposition that social media indulgence impacts every sphere of our humanity.

In view of everything aforementioned the primary objective of this inquiry basically throws more light on this association that exists amid social media activities and depression, this will be achieved by gathering useful information on the subject matter that will question and ascertain that social media activities can precipitate depressive symptoms.

1.2 Motivation for the Study

The main motivation of this study is drawn from the ubiquity of social media and online forms of interaction over the years, how this phenomenon has gained massive global acceptance and inclusion in every facet of human endeavor and the influence and relevance it has enjoyed over the years. Another major incentive is the dearth of research using Instagram as focus. To this end this study, I will try to bridge this repository gap by making Instagram the focal point of this discourse.

Instagram has slowly become one of the significant social media platforms by the university students. This is as a result of the ease of access to online services today and

the need expressed by individuals to share most of their living moments with the rest of this Internet community. This research will study the implications of this indulgence, minor or major on the well-being of these youngsters, underlining the motive behind this interactivity.

1.3 Aims of the Study

This study is conducted in fall 2018, in EMU, Famagusta, North Cyprus. The aims of this research are to discover;

1. What benefits or satisfaction EMU students derive from the use of Instagram;
2. Whether the use of Instagram will enhance depression among EMU students;
3. Whether there is a statistically substantial difference between male and female Instagram users who are affected by depression; and
4. Whether frequency of Instagram use will enhance depression among EMU students.

1.4 Research Questions

In order to advance the aims of this study, the subsequent research questions would structure a basis for this study and also provide clear understanding to the phenomenon being studied. As such, I postulate the following research questions;

RQ1: What satisfaction do EMU students derive from the use of Instagram?

RQ2: Will use of Instagram will enhance depression among EMU students?

RQ3: Is there a statistically substantial difference between male and female Instagram users who are affected by depression?

RQ4: Is there a statistically substantial difference in the frequency of Instagram use as to enhancing depression among EMU students?

1.5 Significance of the Study

The use of social media has been ascribed to a variance of positive and negative effects. One of the most popular and significant is its ability to provide information and communication; however, the platforms have been ascribed for promoting fake life and fake news. Relevant knowledge relative to the association between social media activities and depressive conditions have been amassed over the years by inquirers, research institutes, and scholars amongst others. Although most of the information regarding the subject have been bordered on mainly Facebook and Twitter activates, not much light has been shed on the impact of other interactive online platforms such as Instagram and its image-oriented form of interactivity. This research will study and elaborate on the motive behind an individual's Instagram interaction, university students in particular, the benefits they derive from these virtual interactive activities (including Facebook and other social media outlets) and the impact of excessive activity on their general wellbeing

1.6 Limitations of the Study

Conducting research in general has its advantages and disadvantages as well as its major limitations, which may prevent the research from achieving its full potentials. This study is obviously not excluded from such limitations, as such, the following serve as limitations to this study. They include;

Time: One of the major limitations in this 2018 fall study is time. Due to deadlines and other academic works, was highly limited. In addition, because of the intensity of the research as well as the thoroughness, I had to shelve off so many other activities and works in order to meet deadlines.

Place: The study was primarily carried out among the student of EMU. This was also a limitation to the study, as the researcher would have wanted to expand the horizon of the study by sampling more students in other universities.

Platform: The study is primarily based on Instagram; this is because many researches focus generally on social media, as such I intend to fill the gap in the of Instagram research. These possess a great limitation to the study, as the study is primarily limited to Instagram.

Funding: Funding was one of the major limitations in this study, this is because the research is a self-funded project, and as such the process of getting certain aspects of the work done posed a major limitation to the study.

1.7 Definition of Key Terms

Social Media: Social media platforms are information and communication platforms that are used to establish maintain and enhance communication among the various users.

Depression: Depression is an emotional state where the affected person feels down, unconfident, uncomfortable and low about himself or herself. This may be due to what the person is exposed to or other financial, physical or psychological situations.

Instagram: Instagram is a social media platform that is picture based. The platform allows users to generate content themselves and thrives on pictures created by users. It also involves videos, graphics and texts.

Uses and Gratification Theory: Uses and Gratifications Theory is conceptualized as the motivation and pleasure social media users desire and eventually derive mostly when they use social media.

Chapter 2

LITERATURE REVIEW

In this chapter, I reviewed relevant literature on the use of social media, Instagram, the concept of depression, social media and depression. The literature review gives an in-depth insight into the main theme of the research while providing an explicit understanding of the concepts. I also reviewed literature on the Uses and Gratifications Theory.

2.1 Milestone Studies on Social Media

Social media is described as any web platform and application (mobile or web) that allows customers (users) to generate, design and share content. Social media also allow users to join in ‘social networking’ either for personal or business interest, most of the time, more of the former than the latter (O’Keeffe, Clarke Pearson, & Council on Communications and Media, 2011). The concept of social media/networking is definitely one for the books. This novel web supported stunner has revolutionized interpersonal communication and interactions in our daily lives so much, that a good number of individuals see it as indispensable in carrying out their day-to-day affairs.

There’s really nothing that can’t be accomplished with these online media platforms, from checking daily news updates to sharing textual and image content, setting up a business venture online and carrying out massive publicity and awareness programs (e.g., Facebook; Kaplan and Haenlein, 2010). The generic compound word online media or social media is given to any web platform or application software that has capabilities as stated above and more.

A few of such platforms are Facebook, Twitter, Instagram, Snapchat, Viber, Skype, and the list goes on and on. In such a short space of time, these platforms have grown from a few users to dominating internet traffic entirely, having as much as a billion active accounts and more people signing up and opening new accounts daily.

Based on the statistics put forth by the Pew Research Center (Duggan & Smith, 2013), it is clear and has been concluded that most of the traffic via the internet on a daily basis can be attributed to these online platforms with over 70% of active adult users on the internet are on one or more of these platforms. Even more staggering statistics state that about 90% of adolescents and most teenagers operate a highly active online media presence, operating multiple accounts on multiple platforms on a daily basis (Perrin, 2015).

The way the online media and social networking have infiltrated and become part and parcel of our daily routine activities has brought about the need to explain and be conscious of the influential impression that our online media activity has on our cerebral acclimatization.

Social media isn't just an outlet for creating and exchanging content, individuals build and live social media lives on these spaces, connecting and maintaining old relationships as well as fostering new ones that encourage their regular social media presence (Moreno and Whitehill, 2014). The process from start to finish involved in building this virtual life coupled with augmented backing and approval from other users and friends gives individuals feeling of warmth and an overall boost in self-esteem levels.

All the same, these platforms are diverse and densely populated communities with various personalities and there is always the tendency, based on what we feed our eyes and assessment or criticism from peers to be fascinated thereby involving oneself in unhealthy correlations, breeding feelings of insecurity and self-depreciation (Nesi and Prinstein, 2015).

The attachment individuals have to these online media platforms is simply due to its addictive and enthralling nature. It can be likened to going down a rabbit hole more or less; once you're in, you keep going deeper and deeper fueled by one's own curiosity and can either be a major source of depression or a means of escape and relief from the same issues being caused by the same platform. All this as a result of an amplified need to know and man's voracious appetite for self-gratification and acknowledgment (Moreno and Whitehill, 2014).

Facebook is easily the most foremost social media platform at the moment, from little beginnings to revolutionary social interaction and communication, paving the way for this new era social networking, it has definitely super exceeded all expectations. With its inception in the early 2000's, the online media platform didn't start-up with such a global vision but was originally designed to be an interactive platform exclusively for the Harvard junior community (Peu Research, 2018).

Due to the massive buzz and positive feedbacks the web application received, they branched out to other universities, launching the platform in major institutions in the US and Canada, at this time there was an age restriction on joining the virtual community. In the year 2007, the restriction on age became more lenient, allowing

teenagers to join the bandwagon and not too long after the platform attained global heights.

Features on this platform include but are not limited to the generation and exchange of content (text, still images, live updates, videos, live location and so much more including content geared toward digital advertising and public awareness). From statistics gathered at the end of 2014, the social media giant could boast of almost a billion accounts being operated on a daily basis (Facebook Information, 2014). According to the statistics gathered by the Pew Research Center, about 90% of adult online media activity involves Facebook (Duggan et al., 2015).

Recent states tell us about how addictive and embedded in our daily routine Facebook has become with the younger generation impulsively coming online as soon as the day breaks (Noyes, 2015). Even more shocking are the statistics per minute; about 500 posted comments, nearly 300,000 live updates, and 136,000 images uploads. (Noyes, 2015). No other social media platform comes close, since its inception, Facebook has continuously blazed the trail well ahead if classified with other social media platforms. Another online platform similar to Zuckerberg's creation but unique and enthralling in its own way is Twitter. Brought into existence by Jack Dorsey and a few other major stakeholders in 2006, Twitter has grown exponentially to accommodate well over 200 million operational profiles monthly and half a billion posts and uploads daily (Twitter, 2015). A post on Twitter is also known as a Tweet is the same as a posting content on Facebook although textual content on Twitter cannot be more a certain number of letters.

Once signed into Twitter, one can accomplish about the same thing on Facebook with Twitter with slight disparities here and there. Twitter is also based on textual or image

composition and is basically a content management system like every other social networking platform. Compositions of various categories can be shared through this platform. Demographics compiled by the Pew Research Center for this social media platform shows that about 40% of adults on the Internet (18-29 years) have active presence on this platform.

In comparison with the conventional forms of mass communication and transmission, virtual online communities have attained unimaginable heights as a result of the massive growth, expanding reach and influence of the ubiquitous World Wide Web (Bargh & McKenna, 2004). Owing to this maximization of global interaction, analysts are asking questions, trying to examine the effect and level of influence this internet tool wields over the typical user.

There is no facet of life that social media cannot be intertwined or associated with, for instance, the activity on these virtual spaces can be tied to scholastic performance and milestones, misunderstandings and disagreements with ones folk's, intimacy/love life, the perception of one's own body (Meier & Gray, 2014), and emotional health (Hur & Gupta, 2013).

Information available suggests a rather unhealthy link amid online activity and scholastic performance and milestones. Using online activity on Facebook, for instance, there have been forecasts of poor performance of students in school due to lack of moderation (Junco, 2012). Junco (2011) discovered that the more time students in college invest in social networking and interaction (uploading and sharing content) the more their grades plummeted.

Research conducted by Rosen, Carrier, and Cheever (2013) on all classes of students from primary to tertiary institutions proves that students seize the slightest opportunity to divert their attention from any curricula activity to these online networking platforms, hence eating into the time that should be used for more productive assignments. This is too common among university students who use social media as an escape outlet from academic tasks and challenges.

Those however who didn't fall prey to these addictive vices seemed to excel and perform way better than their counterparts who couldn't apply moderation to their online media presence (Rosen et al., 2013a).

Family members and relatives have always had their reservations about this Internet phenomenon, especially family members of the older generation that are yet to wrap their heads around the concept. Parents from my country Nigeria, for instance, are usually stuck in their ways and epitomize the expression "you can't teach an old dog new tricks". They express their utmost disapproval and dissatisfaction when their children seem to more tech-savvy than they are, and even more discomfort when they have to ask for help with anything tech related, with the justification that they are the parents so they 'ought' to be more knowledgeable.

Having this at the back of their mind, any attempt to point them in the right direction, telling them what to do and what not, results in a misunderstanding between parent and child, where the older party insinuates the younger is being arrogant and disrespectful which is clearly not the case (Mesch, 2006). The parents tend to feel like their ego has been bruised because the tutor is being tutored, leaving them wallowing in this well of misunderstanding and believing that they have lost their grip on their

kids, simply due to this dearth of information on their part. Since the emergence of social media platforms, parents have always lodged complaints and voiced out their concern over their children's inability to exercise some level of restraint and moderation with regards to their online media activity.

Parents also complain about how their kids withhold information regarding their online presence from them, leaving them in the dark and devoid of information beneficial to them (Yardi & Bruckman, 2011). Conflict can also arise because quality time meant to spend as a family engaging in small talk and physical interaction is rather spent on a virtual space, warranting a strong disapproval by parents (Lee & Gae, 2007).

Other information, however, suggests that rather than being a source of rancor, online media presence, and technological awareness does better than harm for the family. For instance, when folks employ Internet tools in order to get across to their children in another country through video calls, hence fostering the parent-child relationship and creating an avenue for monitoring the child's activities and decisions (Williams & Merten, 2011).

Establishing the fact that qualities, habits, and creed that constitute one's character is closely linked with online media presence and activity is a subject of high interest which analysts are looking closely into in order to conclusively ascertain the level of influence wielded by these virtual spaces on the average individual's lifestyle habits. Individuals that choose Facebook over other platforms and are active, seemingly have a good impression of themselves and are more cordial in their social interactions, having confidence in their vibrant online profile, thereby reflecting in their natural disposition (Hughes, Rowe, Batey, & Lee, 2012).

According to Ryan and Xenos (2011), in an Australian case study referring to Facebook end-users as being seemingly more outspoken, confident and self-absorbed but the actual realities are underlying insecurities being covered and hidden behind this extroverted front. Furthermore, those using Facebook and other social media platforms as a front have been seen to spend an enormous amount of their time online, getting hooked on to social media networks.

Studies have proved that extremely irritable and egotistic people who have an underlying personality disorder also devote a great deal of time on social media as an escape outlet, living fake lives and uploading misleading content. Interpersonal dealings or relationships are virtually inevitable and as time goes on, these cordials, on the surface relationships evolve into more emotional and intimate interaction culminating in romance and exclusivity.

The online media being a virtual rendezvous point for users plays a major role in the evolution from mere friendly interactions to intimate ties and nuptial bliss. Individuals have turned to online media platforms to explore their sexuality, if and when ready to settle down, find their significant other and similar matters of the heart. However, this aspect of online media influence on human relationships is yet to be explored fully, current research in this area by Fox & Warber (2013) analyzed the phrase “Facebook Official”, coined from the Facebook feature that shows whether one is involved in any romance or not on one’s profile page.

Strongly associating this term with younger, vibrant users of the platform and their craze over publicly declaring their relationship status on Facebook adding that those that had a significant other felt safer and more exclusive about their romantic relations

only when declared publicly on the virtual community platform, hence the term “Facebook Official”. The examiners realized that the presence or absence of this public declaration can create some trouble in paradise for a couple.

However, this term excited the women more than it did the men, who still felt and believed that this virtual tag wasn’t a guarantee that both parties will remain faithful in the relationship (Fox & Warber, 2013). An additional inquiry has been carried out in a bid to fathom this covalent bond existing between activity on Facebook and psychological well-being. Muscanell, Guadagno, Rice, and Murphy (2013) carried out investigations in order to put a pin on it. As part of the inquiry, they brought a few people together instructing them to paint a mental picture where their significant others’ social media platform profile was either set to private or public. They were also asked to assume a hypothetical situation where there were many, little or no images of them as a couple on their companion’s profile timeline. From this investigation, they inferred that assuming one’s companion’s social media account is private and an absence of pictures of them together precipitated unhealthier and hard feelings in the women as opposed to the men (Muscanell et al., 2013). Thus, it can be summarized that, these online virtual platforms have a similar influence on intimate interactions as on one’s regular cordial interactions.

Activities on these virtual communities are accessory to one’s perception of the aesthetics of one’s own body. Tiggeman and Slater (2013) discovered that one's activity on these virtual platforms tends to influence an individual's personal decision to add or lose some weight, explore options of skin toning or tinting and even inspire drastic changes in one's meal plan, especially in women.

Furthermore, based on statistics, online media activity was firmly associated with one's over consciousness of the appearance/physical outlook over the general use of the web (Tiggeman & Slater, 2013). Also, research indicates that online presence involving more of picture taking, viewing, searching for picture image related actions and preferences take a huge toll on a person's feelings about their body, and further influence any positive or negative decisions taken to affect one's physical appearance (Meier & Gray, 2014).

Researchers have examined and analyzed a majority of associations that exist between social media communities and various aspects of a person's life. However, the association that exists which summarizes all other associations, looked into and further analyzed more frequently than others is the inevitable influential link that exists amid these social platforms and the very core of human cognition-emotions.

Prior to the inception of social networking and interaction, most investigators already concluded that the internet and everything that accompanied the emergence of the jet age all had an adverse impact on emotional and mental wellbeing. Research dating back over a century describes the World Wide Web as a force that has done more harm than good for humanity (Kraut, Patterson, Lundmark, Kiesler, Mukopadhyay, & Scherlis, 1998). To fully establish these facts an experiment was conducted over a period of two years, where examiners closely observed 169 individuals in 73 families. Research indicates that the more time spent on the web equals to less time one has to interact with loved ones and family which eventually results to a gradual disconnect from those around you, heightening feelings of despondency and inadequacy (Kraut et al., 1998). This extensive report seeks to throw more light on the World Wide Web and the application of scientific methods or solving.

Taking a research instance where the behaviors of 12 to 15-year-olds were monitored, revealed that online interaction and communication were closely related to addictive an uncontrollable cyberspace presence and a plethora of negative emotions a while after. Furthermore, reports state that another major source of despair and low spirits are clearly linked with cyberspace presence and excessive gaming (Romer, Bagdasarov, & More, 2013).

Modern research on this subject matter has gone the extra mile to investigate the ways in which people utilize and process various kinds of information (text and image) and how it affects one's emotional and mental disposition.

2.2 Use of Instagram

Instagram was established on the 6th of October, 2010. This platform has come to stay in the world of virtual interaction, digital marketing, and communication. Managing a patronage of 300 million active accounts in a month, with several millions of images uploaded daily, belittling Twitter's significantly (Dredge, 2014; Instagram Information, 2014). Veering away from the 'status quo', Instagram has successfully carved out a niche for itself in daily living as a result of the peculiarity and functionality of the platform. Instagram provides the platform for pictorial interaction solely unlike Facebook and Twitter. End users are only able to upload images and the likes followed by a short inscription describing the image/video or purely a public message, tagging IG as solely an impression-based space. Live updates on this software option are usually in the form of pictures or videos from friends and followers. Statistics show that about 55% of adults using the Internet make use of this picture based online platform (Duggan et al., 2015). In addition, inquest based on publicity and advertising shows that a high percentage of clientele and traffic are women (Smith, 2013).

These two names, relatively new, have gone from newbies and underdogs to cement their place in the cyberspace market. Although they've enjoyed widespread acceptance and publicity in a short space of time, barely a handful has considered it worthwhile to carry out investigations relative to their operations and derivatives.

Centering on Snapchat however, Utz et al., (2015) sought to weigh Snapchat and Facebook against each other, analyzing one's online activity and the mental correlative consequence on enviousness in an intimate relationship. Bringing into cognizance the fact that earlier investigation relative to Facebook has been done on the subject. The outcome of this inquiry proposed that the former was majorly patronized by those seeking sexual gratification or an intimate relationship while Facebook was an avenue for reaching out and reconnecting with old pals and loved ones.

Inquiry on whether a link can be established between either IG or Snapchat and emotional instability has not been undertaken yet. However, I will borrow a few notes from other documentation that have looked into related areas. Research done by Tiggeman and Miller (2010) shows that individual's that show their physical outlook online and do a lot of journal digesting have a higher tendency to express discontentment over their body size or figure and obsess over toning down, fitness and exercise.

In a similar vein Bair, Kelly, Serdar, and Mazzeo (2012) sought to establish a link between the general obsession over posting pictures online, frustration with one's physique, feeding habits and associated deficiencies and the proposed stereotype among adolescent ladies that being slim, trim and having little or no body fat is the ideal. Conclusive reports showed that mass media and online activity related to bodily

contentment and satisfaction usually precipitate feeding related illnesses.

The global “slim girl” stereotype is the main factor facilitating picture prioritized content and activity online, leading to frustration and discontentment with one’s physique (Bair et al., 2012). These social networking frameworks (IG and Snapchat) were built to mainly center on visual content. Taking a few notes from other inquiry exercises, a link can be established between activity on this picture prioritized media and its role in precipitating emotional instability (despondency).

Considering investigations by Meier and Grey (2014), they studied the underlying relationship amid body perception and young ladies’ actions and preferences on virtual platforms. Outcomes of this investigation show an inverse relationship between disclosure of physical outlook and body size discontentment, the urge to embark on dieting and self-consciousness/awareness. Simply put the more time invested into uploading, sharing and viewing picture content on these spaces, the more adverse effects it poses for the user (Meier & Gray, 2014).

Seeing that actions and preferences on this online framework culminated in adverse consequences (feeding related illnesses), it is only logical to presume that similar activities on these picture-oriented platforms will also result in various adverse consequences such as melancholia. In a nutshell, from a general standpoint, it is said that regular actions carried out forms habits and habitual actions are a major determinant in character formation which invariably molds one’s identity and attitude.

The same can be said about the decisions and choices one makes in relation to how it shapes one’s conduct and abiding principles. The same theory is applicable to a user’s

online activity; the more time invested in online indulgences, the greater the probability or tendency for one to come down with psychological issues bordering on melancholia, as opposed to decreased activity.

2.3 The Concept of Depression

In this thesis, depression is used to describe feelings of unrest, downheartedness, dispiritedness, cheerlessness and is also characterized by heightened negative emotions of anger, pain or resentment with either lack or low levels of any form of positive emotion. Sapolsky (2004) reveals that this psychological mode is a result of being on opposite ends of the emotional spectrum, which are the top and bottom of the spectrum, signifying healthy and unhealthy psychological states (Sapolsky, 2004). An association between the feelings of cheerlessness and various mental earmarks like sadness, anxiety, and despair has been established.

They further proposed that these negative emotions go a long way to affect the body and cerebral activities (Sydenham, Beardwood, & Rimes, 2017). Contemporary research shows that the slightest changes in certain aspects of an individual's regular schedule can have a negative effect on their psychological wellbeing thereby precipitating a negative shift in the emotional spectrum.

For quite some time now, learned interested parties have conducted extensive experiments bordering on the causes and effect of this plethora of unhealthy emotions and the association with online media activity.

Lin et al. (2016) discovered that these social platforms exerted a strong negative influence on the emotional state of about 1800 mature American citizens. The research shows that the more emotionally unhealthy they became, the more attached and

addicted they were to these virtual communities. Hoare, Milton, Foster, and Allender (2017) concluded in an experiment involving about 3000 Australian young adults that an inverse relationship exists between their online presence and emotional stability. Scherr and Brunet (2017) also pointed out that those on these internet communities with feelings of despondency have a tendency to indulge in more social networking as an escape outlet or distraction from pondering over and addressing their pending personal issues.

Research carried out by monitoring a number of adolescents pointed out that individual's experiencing psychological disturbances caused by these social platforms, sheepishly resort back to the same media as a form of panacea. Varghese and Pistole (2017) illustrated that those who were subject to online intimidation and criticism wound up experiencing a dip in self-esteem and rise in cheerlessness as observed with about 350 tertiary institution scholars in the US. Hussain, Griffiths, and Sheffield (2017) pointed out from an examination of 640 individuals that spending too much time on their mobile devices gave rise to different dismal signs and heightened emotional instability.

Learned fellows claim that the predominance of these negative emotions in one's behavioral pattern can end up not just affecting the mind but can equally precipitate physical illnesses, taking a toll on the body as a whole. Therefore, despondency and cheerlessness leave one prone to not just mentally but also bodily discomfort and can have adverse effects on one's social interaction (Scherr & Brunet, 2017).

A lot of contemporary research proposes negative psychological side effects associated with overindulgence on social platforms. In a similar vein, this

overindulgence can have an overwhelming backlash on users leading to a pullback from social media in form of a hiatus or in extreme cases exiting the platform completely. Eventually, this lethargic situation has the tendency to precipitate feelings of despondency and severe negative emotion in the long run.

Research has shown that spending a good part of the day active on social networking platforms regularly can precipitate feelings of sadness, insecurity, and misery leading to virtual intimidation, inferiority complex, and mediocrity coupled with sleeplessness and feelings of dejection. It has been established that there is a correlation between the use of social media platforms and depression.

Several postulates by various theorists have been put forth out to explain this more or less negative synergy between online media activity/social networking and the feelings of despondency and dejection. One of the several theories put forth by Schoenwolf (1990) points out that the emotional framework of every human is made up of a spectrum of emotions that consists of two extreme ends; being merry or happy which is positive and being gloomy, sad or depressed which is negative. Whichever ends on this spectrum that is active determines what attitude we reflect those around us. During interactions between one or two persons, one or more persons can sense emotion and sentiments within themselves and by means of interaction transmit these feelings whether positive or negative one to another.

Another theory (e.g. Kramer, Guillory, & Hancock, 2014) proposes that transmission of emotions doesn't necessarily have to happen only when the people interacting are physically present amongst each other. The interaction between one or more persons must not necessarily be face to face, communication and interaction can be done

remotely with the persons in question have hardly met physically. For this reason, it can be established that these feelings of dejection and misery can be transmitted to individuals from excessive online media activity based on their timeline preferences and interests.

In the same vein, Festinger (1954) came up with another theory to buttress the one above. He proposes that it is in human nature for people to put themselves on a scale and weigh/size up themselves against certain general criteria. In a situation where these assessment criteria don't exist, they will resort to checking and balancing themselves against one's contemporaries. This hardly ends well, especially when the person being used as a reference for comparison is seemingly better placed at that point in time. The realization of this fact(s) may result in one experiencing feelings of inadequacy, discontent, and uncertainty about their own lives.

Hence excessive online media activity and presence forces one to constantly subconsciously weigh and size up themselves with others resulting in lowered self-esteem, allowing depression to creep in because they feel somehow that their lives don't measure up to that of their peers.

2.3.1 Social Media use and Depression

The concept of social networking and online communication is one of the major breakthroughs of the jet age, making interpersonal communication and keeping in touch with loved ones and acquaintances seamless and easier, with its downsides, however (O'Keeffe et al., 2011). In conjunction with all the various ways and avenues through which depression sips into the lives of individual's, these online virtual platforms equally have a lot to answer for in this regard.

However, studies on the subject disclose that there is a very thin line between healthy, moderate use of social media for regular benign activities and unhealthy, excessive use, resulting in dire psychological effects. Propositions from those who have looked into this phenomenon infer that there is an absolute, sturdy tie between an individual's online activity, presence and a deplorable psychological state.

Another school of thought dismisses the idea that such a link is obtainable. A good point to remember on the other hand is the fact that the social media world has had so many entrants in form of software applications springing up daily and these research and conclusions have been centered on only one virtual platform, using it as a yardstick to generalize opinions about the rest, making all prior research rather one-sided; Facebook.

2.4 Instagram as a Facilitator of Depression

Research initiated by the Royal Society for Public Health (RSPH) and Yang Health Movement (YHM) conclusively reports that out of the virtual interactive cyberspaces available, image-oriented Instagram poses the highest risk associated with its negative implications on the psychological well-being of adolescents (Younger People, 2017).

Although the image-oriented tech giant earned some credits for being instrumental in an assertion of one's own personality and character formation, on the other hand, it has been linked with a lot of negative physical and psychological conditions and phenomena like apprehension, despondency, intimidation or harassment and fear of regret.

Analysis conducted involving 5 virtual networking platforms ranks Google's YouTube as the healthiest and safest, having the highest number of positive feedbacks from

analysts, with Twitter coming right behind the video-sharing application with equally high positive feedback. Coming in third place is none other than Mark Zuckerberg's flagship networking service, then Snapchat, Evan Spiegel's multimedia messaging application and IG at the bottom of the list with the least positive reviews on the subject.

Since its inception in the year 2010, IG has experienced an explosion in the online community. Starting out on its own as an independent company but was later acquired as a subsidiary of its older contemporary, Facebook, IG currently has a public of almost a billion users. Flagrant statistics show that young adults between the ages of (16-24) years constitute the majority of the traffic on these online networking platforms, with the middle-aged and senior citizens constituting the minority (Alhabash et al., 2017).

Concluded prior analysis proposes that adolescents who invest more than 10% of their daily hours interacting in social media expose themselves to higher risks of emotional and mental discomfort. Looking at updates, stories and content from friends and others having fun, on vacation or enjoying each other's company precipitates feelings of uneasiness and regret in adolescent minds arising from the fact that one is out of touch with one's peers.

Development of such negative emotions usually leads one into subconsciously weighing and comparing oneself with others, concluding that the quality of their own life is deplorable or incommensurate in comparison with others. Updates and uploaded content usually tend to create an impractical, false impression and are often misleading causing the viewer to develop negative emotional and psychological aberrations. It is

for these reasons that the image-oriented virtual platform, trailed behind other tech giants having the least positive remarks.

Recent research has also proven that the use of the virtual platforms can be a bad influence on the female folk relating to how they perceive and appreciate their outward appearance and its role in precipitating negative psychological conditions. Female patrons of IG believe that posting a plain, natural picture of oneself would be seemingly bland, unattractive and won't be well appreciated; hence they feel the need to make adjustments and "refine" images of themselves before uploading to the cyberspace.

Young people are usually members of more than one online community which heightens the risk of coming under spells of despondency and apprehension. This is due to exposure to content from various platforms, increasing the time they spend dwelling on and digesting all they have seen, putting them in a condition where they feel exempted from seemingly worthwhile activities and social interactions.

Analyzing and identifying the implications of online interactivity on adolescents cannot be overemphasized because whatever they pick up during this stage will be critical and form a lasting impression instrumental to their character and identity formation.

In line with the research subject tagged #StateOfMind, online interactivity is characterized by its time-consuming nature and has been recited to be extremely more habit-forming than tobacco and other intoxicants. It is for this reason that indulgence

in the virtual community is perpetually associated with a higher quota of negative psychological tendencies and sleeplessness.

An inquiry was conducted by the Royal Health Society for Public Health and the Young Health Movement, (2017) involving adolescents who were required to classify prominent virtual platforms in terms of how they affected cerebral fitness and wellness concerns. The popular video-sharing application, YouTube came out on top in their analysis, with Twitter just behind the video-sharing application, then Facebook, Snapchat and Instagram in that order. The inquiry also disclosed that a few of them were struggling with their own episodes of emotional trauma precipitated by their online interactivity. Below is a list of the 14 psychological problems that formed the basis of the investigation these adolescents were involved with;

- Knowledge, sensitivity and compassion towards an individual's wellbeing issue(s) and journey.
- Availability of sound medical knowledge.
- Reassurance and moral support system.
- Apprehension
- Despondency
- Withdrawal or isolation from friends, family, and the general public.
- How long and how well one sleeps
- How one chooses to convey personal preferences, perceptions, and emotions.
- The perception of recognition of one's characteristics as a particular individual.
- An individual's understanding and impression of the aesthetics or sexual attractiveness of their own body.
- Physical connections and friendships with others.

- Practices directed toward the creation or enhancement of society among individuals with a common interest.
- The use of force or coercion to intimidate or aggressively dominate others.
- Fear of regret for not taking part in a particular activity with others or the feeling of being exempted from participating in the social interaction.

Shirley Cramer CEO of RSPH to BBC (2018) stated that, "it is striking but not unusual that the two major virtual platforms are at the bottom of the list, denoting the severity of their negative impact on the mind. These communities have unparalleled ability to precipitate sensations of imperfection and apprehension in adolescents".

Day by day, as time goes on the malignant implications of excessive online interaction and cyber activity. Even as we constantly renew our minds and put up mental walls to ward off negative emotions and thoughts, support systems and preventive measure need to be installed to act as a sort of restraint and also present a healthier alternative to online presence and interactivity for the salvation of adolescent minds and emotional prosperity.

During a questioning and evaluation session involving the American Marketing Association, Mauricio Delgado, an associate psychology professor in Rutgers University explains that there is an intricate interplay between the human nervous system and the body in relation to the excitement and anticipation one experiences during interactions on virtual platform especially with regards to notifications or pop-ups from these platforms when one receives replies in a conversation, live updates and media uploads from other users. It goes without saying that this excitement makes

these platforms irresistible and rather addictive precipitating the need to be online constantly and stay connected.

In light of this negative global impact, some reputable concerned bodies and organizations have come up with tools and techniques to avoid and curb this adverse cyber impact. Their first proposition is to implore these tech giants to install a counter that will notify users when they have exceeded the recommended threshold of healthy online indulgence.

Secondly, they propose that these virtual platforms keep a close eye on the uploads and activity of adolescents who are probably under spells of one psychological ailment or the other. Finally, they suggest these tech organizations make pictures and visuals that have been digitally adjusted for attention, prescribing it as data of interest.

The words of a well-known online content creator did justice to the subject; “The world we live in today has experienced a drastic paradigm shift from what we formerly or originally knew as the norm. In the society we live in today outward appearance, beauty and cunningness take center stage in the general scheme of things over honesty, merit, and intellectual brilliance. We’ve reached a new low in our humanity where majority prefer all that glitters but isn’t gold. Replacing what we perceive to be real with a manipulated, seemingly modified pseudo-alternative, leaving a trail of battered personalities and bleeding self-worth.

Today numerous public figures we tag as movers and shakers have painted pictures of a more appealing and less bleak version of their lives, dying silently and painfully, compelled to live up to unnecessary steep standards subconsciously set for them by

their audience. Their lives are glamorous and interesting so social media would not be the same without them. They give their audience what they need, an escape from their own lives and real problems, fixated on fantasizing and daydreaming on what their lives could have been like if conditions were different. In the end, it's simply a really good show, nothing short of a sham, far from the corridors of reality".

It is natural and humane for individuals and contemporaries to size-up, match-up or compares themselves with one another. It requires a great deal of mental transformation, conditioning, focus, and discipline to refrain from such mundane activities.

Once the app is open and one begins to go through their timeline, looking at numerous flawless images of people, animals, places or things living their best lives or in the best possible condition, everything looking extremely crisp and clean. One can't help but compare these visuals to the reality of things in their personal lives, dwelling on these thoughts, one slowly slips into a dark mental space where all they can do is criticize, question and look down on them for not having it as good as what they are seeing in other people's lives.

The build-up from having a glimpse of the image to developing these negative perceptions happens so rapidly and intensively, leading to a complete shutdown of one's confidence even after leaving the platform or dropping the phone entirely.

2.4.1 Anxiety as a Cause of Depression

Anxiety can be seen as distress or uneasiness of mind often characterized by an unpleasant state of psychological or mental turmoil, usually accompanied by nervous behavior and caused by fear of danger or misfortune (Freeman & DiTomasso, 2002;

Stein & Sareen, 2015). Conventional research related to this phenomenon states that individuals under the spell of anxiety go through episodes of excessive overthinking and apprehensive behaviors like frantic, restless countenance, generally pessimistic perspective and opinions and drawing widely absurd conclusions.

Researchers who have looked into this area of interest all agree that those suffering from anxiety perceive their condition to be unsettling, persistent and inevitable (Freeman & DiTomasso, 2002). In the same vein, this same set of people are very likely to accept the fact that they don't possess the mental or physical capacity to focus on and carry any serious work (Madan, Mrug, & Wright, 2014).

In line with analytics from the American Psychiatric Association (2000) when under the spell of anxiety, there is a tendency for individuals to present an array of excuses for their ineptitude or inadequacy such as tiredness, illness and so on. A lot of research done on this subject has conclusively shown various precursors and consequences of this feeling of uncertainty and apprehensiveness of which are mental or logical decline, misuse/overdose of prescribed or illegal medication, psychological instability, fatigue, agony and in severe cases self-destructive tendencies and motives.

Over the years, researchers began looking into the predominance of this negative emotion with respect to online networking communities and its members. Overindulgence in online networking activities is seen to be a good way to ward off, detract and draw away the mind's attention from any existing form of emotional restlessness.

Primack et al. (2017) revealed that individuals have the tendency to indulge in more

than one virtual space as a distraction, in order not to dwell on their psychological problems. This has been proven to be a major avenue that individuals employ in getting rid of unhealthy negative emotions. Furthermore, Vannucci, Flannery, and Ohannessian (2017) further revealed that those under the spell of anxiety use this networking platforms as a means of keeping these feelings at bay, for instance, the excitement or feeling of fulfillment that comes with getting a lot of positive feedback for content posted etc.

Prior research and investigation on this subject have shown that young adults that indulge in a lot of activity on these virtual platforms are bound to come under severe spells of apprehension and despondency (Banjanin, Banjanin, Dimitrijevic, & Pantic, 2015; Farahani et al., 2011; Pantic et al., 2012). On these grounds, it can be confidently envisaged that online networking will result in triggering higher levels of restlessness and cheerlessness according to this current research.

Additionally, because these online networking platforms vary in functionality and preference with other web-powered applications, in the sense that there is no pause or break in the exchange or sharing of information between users, whether online or offline. Therefore, there is this innate urge owing to our natural curiosity to constantly and continuously interact with other users as often as possible (Thomé et al., 2010).

This mostly affects adolescents especially when they are unable to perform, these interactive actions for one reason or another causing them to feel extremely restless and out of place due to their disconnection (Skierkowski & Wood, 2012). For this reason, the concept of psychological stake and online networking activity cannot be dissociated from each other because the level of attachment a user has towards these

platforms has its consequent effects on mental wellbeing.

2.4.2 Cyberbullying as a Cause of Depression

The Merriam Webster dictionary defines cyberbullying as the electronic posting of harsh and spiteful messages about and to a person which is normally done incognito. The rampancy of mobile devices in this jet age and ease of access to online services has taken the concept of harassment and intimidation to a whole a new space. These actions can now be carried out remotely on these virtual networking platforms, hence the term “online intimidation, harassment or humiliation”. This phenomenon can be described as the use of technology to harass, threaten, embarrass or target another person negatively either by mobile or online communication.

It has become a progressively ubiquitous phenomenon especially among young adults (Bayraktar et al., 2015, p. 3193). These acts can be perpetrated through either SMS, instant messages, webmails, online forum or gaming platforms (Moreno, 2014, p. 1). The attributes of these online phenomena are the same as the everyday physical intimidation, consisting of literal, tangible and associative styles of intimidation or harassment, where both the virtual and physical type of harassment always denotes a predator-prey relationship.

The online and conventional approach of intimidation is usually intertwined and really cannot be dissociated from each other because one usually leads to the other and conversely (Kessel Schneider, O'Donnell, Stueve, & Coulter, 2012, p. 171). In line with recent research done by Kesel Schneider, about 60% of those who were subject to online intimidation and embarrassment equally faced these threats physically and about 40% of those who suffered from conventional intimidation methods were likewise faced with the same fate online. (2012, p. 173).

However there are discrepancies between conventional intimidation methods and its internet-inspired alternative, such as the predator in the case of online intimidation can remain nameless and invisible to the prey unlike face to face altercations, the prey can be reached out to at any time of the day courtesy of mobile communication appliances, unlike conventional methods of humiliation and intimidation the prey cannot hide from the predator on these virtual platforms and interaction between the two parties can basically be accessed by virtually anybody on these platforms (Moreno, 2014, p. 1; Bayraktar et al., 2015, p. 3193-3194).

Research has shown that these acts of public humiliation and intimidation are usually directed towards individuals who have experienced ostracization from their clique of friends, thereby developing an inferiority complex and other personality defects (Bayraktar et al., 2015, p. 3207). The predators themselves seen as the perpetrators of this crude acts are usually arrogant and bossy in their dealings depicting a superiority complex (Bayraktar et al., 2015, p. 3194). Furthermore, these online oppressors are seen to possess a high level of technical prowess (Bayraktar et al., 2015, p. 3193).

This phenomenon of online oppression and humiliation is invariably a major cause of melancholia and self-destructive tendencies. Statistics following an inquiry is done in 22 secondary schools in a prominent representative part of the US was aggregated and results compiled show that about 35% of pupils showed indications of melancholia relating to online intimidation and at the same time another 30% equally showed the same indications but this related to physical oppression (Kessel Schneider et al., 2012, p. 174).

However, according to the same results, the leading cause of melancholia in the

academic environment was a combination of both physical oppression and online humiliation experienced by 50% of pupils (Kessel Schneider et al., 2012, p. 174). Results show that female students experienced this phenomenon more (about 20%) in comparison with male contemporaries (about 15%) (Kessel Schneider et al., 2012, p. 173).

Additionally, cases of self-murder tendencies recorded that were precipitated by online harassment summed up to about 9.4% while cases precipitated by physical altercations summed up to about 5% (Kessel Schneider et al., 2012, p. 174). In consonance with prior melancholia statistics, those who experienced both forms of humiliation and intimidation are under a more severe spell of self-destructive tendencies (Kessel Schneider et al., 2012, p. 174).

2.4.3 Low Self-Esteem as a Cause of Depression

Excessive online activity has been stated to be an antecedent of a reduced sense of personal value. The developmental phases involving the transition from teenage years to full adulthood are seen to be trying and formative times in the lifecycle of any individual, because during these phases one is more liable to come under spells of reduced personal value and inferiority complex (Orth et al., 2015), thereby triggering a condition of emotional restlessness and melancholia (McLaughlin & King, 2015.).

Earlier research has drawn attention to the affinity existing amidst online networking activities and an increase or decrease in personal value or worth. Individuals often experience ascending and descending levels of personal worth as a result of criticism or reaction associated with the content they shared on these platforms (Valkenburg, Peter, & Schouten, 2006), although people tend to feel good about themselves and experience a boost in personal value when looking at their own timeline on these

virtual platforms (Gonzales & Hancock, 2011). However excessive Facebook activity can be seen to have a negative effect on one's personal worth because there is a superfluity of content, they are more likely to be put on a scale and criticized by other users (Vogel, Rose, Roberts, & Eckles, 2014). Young adults are usually the most interested in these reactions associated with a content shared, therefore they are more likely to be hit with personal worth issues due to the importance they place on this interaction.

2.4.4 Body Dissatisfaction as a Cause of Depression

How one views themselves in a mirror or one's perception of the sexual attractiveness of their own body defines the emotional, impelling and distinguishable elements to consider associated with one's outward appearance (Cash et al., 2002). Discontentment and unhappiness over one's outward appearance or physical features are very rife among the female folk. Research statistics propose that almost 90% of ladies struggle with this satisfaction dearth associated with how they look (Pruis and Janowsky, 2010).

Clearly, this negative feeling is seen as the order of the day and accepted to be the norm due to the commonness of this issue amongst the female folk (Ricciardelli et al., 2007). Most of the female folk usually pay attention to these major concerns; the "slim girl" stereotype, unease and apprehension over adding weight and the mindset that one's physical looks go a long way to shape and decide who or what the person becomes (Levine and Smolak, 2006).

For some time now, a majority of female folk seem to be more bothered about how they look and big they tend to get when pregnant (Skouteris, 2011). Contrary to when being with child was a thing of pride (Feig and Naylor, 1998), there's a lot of general fuss over the subject now in relation to a female's outward appearance during this time

(Orbach and Rubin, 2014). Most females are usually plagued with worrying about their physical appearance after childbirth, doubting the possibility that they can shed all the baby fat (Watson et al., 2015).

The period when a woman is gravid is often characterized by a variety of anatomical changes, some of which are visible and glaring while others are not. One of these prominent features is a clear increase in body size followed by other physical changes. This sort of rapid increase in size and alteration of physical features does not usually occur outside pregnancy. Even though a majority of female folk accept this fact, helping them to feel better about themselves (Goodwin et al., 2000; Duncombe et al., 2008), most females, however, don't allow themselves go but take conscious steps that help curtail excessive increase in size during gravidness (Skouteris, 2015).

During pregnancy, most women seem to be less cheerful because they usually feel there's not much, they can do to improve their looks (Warren and Brewis, 2004), coupled with other minor ailments that accompany gravidness (Kamysheva et al., 2008). All this culminated in a state of emotional discomfort for the woman. This cheerless emotion is further fueled by dwelling on criticism concerning one's physical appearance or messy feeding habits (Conrad et al., 2003).

How women perceive their outward appearance to be in times of gravidness plays a major role in ensuring the good health of mother and child. A negative perception during this period predisposes an expectant mother to psychological issues.

Gravid women that don't feel good about their body during this time tend to take drastic steps and usually indulge in bad practices like harmful abstinence from food,

trying to shed fat by any means and poor feeding habits (Conti et al., 1998), making both the mother and child susceptible to varying degrees of harmful consequences (Olafsdottir et al., 2006).

On the other hand, the wrong perception can also give rise to a *lasses-fair* attitude, causing the expectant mother to let go of herself completely, thereby exposing the child to possible harm (Olson, 2008). Women who don't feed their infants adequately are seen to have underlying issues related to their body image (Brown et al., 2015).

A lot of people may never feel good about how they look largely due to public content available and how they portray the ideal physical outlook (Grabe et al., 2008; Andrew et al., 2015). People fail to realize that these unrealistic stereotypes put forward by the mass media are rather steep heights that rarely anyone can attain.

Most of this pressure on young ladies and expectant mothers are caused by celebrities and public figures, as they would go to any length to ensure perfection in their physical appearance, either by refurbishing original images prior to public viewing or undergoing medical procedures (Smolak and Murnen, 2007). Under the auspices of the mass media, this stereotypical illustration of the ideal physical outlook for the female folk has become viral information. Over the years, there has been an increase in awareness and opinions on the ideal physical outlook and how an expectant mother should look (Orbach and Rubin, 2014).

Most of the attention is placed on public personalities admiring and applauding them for looking equally appealing at the time of gravidness and their speedy transformation back to normal after delivery. Hypothetical illustrations of very good-looking

expectant mothers are not hard to come by, notwithstanding, an attempt to tone the body during gravidness is a herculean task (Mills et al., 2013). Mothers who struggled but were able to check themselves and keep their figures intact before, during and after gravidness are usually applauded and enjoy their fair share of the limelight (Kris- Janus et al., 2014).

2.4.5 Insomnia as a Cause of Depression

Ample supporting investigation and research have established the existence of a covalent bond between web surfing and sleeplessness. Only a few investigations have been conducted on online networking platforms over the subject of sleeplessness. Excessive time spent on the net invariably leads to a cut down on sleeping time; higher tendencies of sleeping and waking up late, inability to sleep soundly and higher level of fatigue during active hours.

Focusing on the influence of online networking sites, Espinoza (2011) assessed about 270 budding adults and discovered that about two-fifths of them could attest to consequent sleeplessness being associated with their interactive cyber activities. In spite of this documentation focusing on this association isn't conclusive, but researchers speculate that more online indulgence will precipitate equally more severe spells of sleeplessness, agreeing with the standpoint earlier established on regular web browsing.

This earlier established standpoint and documentation on regular web browsing will come in very handy especially when narrowing down on indulgence in online networking platforms in particular, while statistics reveal that more than half of the hours expended on web browsing are allocated to online networking activities (Thompson & Loughheed, 2012).

Still, contrary to the way conventional web and mobile applications are set up, virtual networking platforms are wired different, in that the whole idea behind the creation of the platform is interactivity, sharing content and exchanging information. To this end, notifications and updates from these platforms can have an individual riveted to a screen for long periods.

This uncommon attribute of these platforms has the following implications on bedtime patterns. First off, when these notifications and updates come in at odd hours, it is very likely to upset one's slumber land state, either to mute those notifications or respond to them, this reasoning is statistically backed up, as almost 90% of youths fall asleep daily leaving mobile devices holstered, handheld or just lying on the bed as well hand (Lenhart, Ling, Campbell, & Purcell, 2010). 25% of young adults complain of intrusion from SMS alerts while sleeping (Van den Bulck, 2003). Networking platform updates will equally cause this same sort of perturbation.

Furthermore, the continuous influx of updates and notifications put individuals under compulsion to never take their eyes off their screen and to also make sure their phone batteries have a healthy percentage. This compulsory indulgence gives rise to apprehension in users when they are offline, because they feel they are no longer in the loop (Thomé, Dellve, Harenstam, & Hagberg, 2010).

Virtual platform users have reported feelings of apprehension associated with an inability to log on their online media interfaces due to one reason or another and equally felt compelled to always attend to text related notifications and updates in order to prevent feelings of reluctance and contempt (Skierkowski & Wood, 2012; Thomée et al., 2010).

Consequently, individuals are likely to experience spells of apprehension as a result of curiosity over unread notifications and updates. For these reasons and more, it is not far-fetched to assumedly establish an association between online interactivity and sleeplessness.

According to prior research conclusions bordering on regular web browsing, it can be surmised that increased online interactivity will always be linked to conditions of sleeplessness. In the same vein, a similar predicament will equally befall those who have developed a sentimental attachment to those virtual spaces.

2.4.6 Feeling of Being Left-Out as a Cause of Depression

This feeling of being left out or fear of regret is an extensive psychological state of restlessness resulting from the awareness that others are probably engaging in a fun-filled and fulfilling activities. It is a condition of social anxiety which is typified by an urge to remain in the loop and stay connected with what others are doing (Fox and Moreland, 2015). This phobia is characterized by a condition of uneasiness arising from the fact that one is either not in the know or is not in touch with some social events, experiences, and relations.

Since the emergence of the internet, the traditional form of face to face communication has been shifted to online communications. (Lăzăroiu, 2013). Smartphones and mobile devices allow one to stay in constant contact with their social and professional peers. This in turn has led to the obsessive checking for status updates and messages, for phobia of missing an opportunity.

2.5 Theoretical Framework

This section of the research provides a conceptual discussion of the theory being used in the research, which is the uses and gratifications theory. The UGT is one of the most sought-after theory when studying social media platforms and the gratifications they seek when using the platform.

2.5.1 Uses and Gratification Theory

Uses and Gratification Theory was established in the traditional mass communication research. It was founded on how a particular media is sought and selected in order to provide their needs (Katz, Blumler & Gurevitch, 1974). Such research, especially those by Blumber and Katz (1974), have transformed the focus of research from traditional approaches evaluating "What media does to individuals?" to newer approached assessing "What individuals do to media?" (Palmgreen, Wenner, & Rosengren, 1985). The studies of Blumler and Katz (1974) are considered to be an advancement in mass communication research however they can be named as the forefathers of the Uses and Gratifications Theory. According to this theory, most people use communication or the media to satisfy their desires. This is often begotten from social and psychological states and conditions. In other words, they communicate based on their current needs (Rubin & Rubin, 1992).

In the world we live in today, nothing is taken for granted, everything is probed and scrutinized. As devices become more intelligent, human beings are equally wizing up. From time immemorial the question has always been "what has media done to people? Are we slaves to this phenomenon or? How has the media affected individuals? The Uses and Gratification Theory introduces a twist to this inquiry and proposes that media users and patrons have equal stake in whatever predicament they

find themselves in as a result of their association with the media, they are not entirely innocent.

This theory asks a more relevant question: what do individuals do with these systems of information exchange? How do they interact on these platforms? What is the motive behind this interaction and so on? This puts the user in the driver's seat and shift blame from these mass media platforms for a minute. This theory simply put explains that social media is just like every consumer product out there meaning that users are consumers of this product (Puri & Pugliese, 2012). Therefore, they definitely derive some sort of utility from this product(s), let us note that this utility derived is peculiar to every single user and every user knows what they are looking for and the social media community or other media outlets have more than enough variety to match consumer needs (Stannard & Sanders, 2015).

In relation to the topic being dissected, it is a known fact that social media indulgence cuts across all categories of individuals, most likely more prominent among the younger generation (mainly students), each user with their respective reasons and motivations for being online. A lot of people use these virtual platforms for various personal reasons such as cyber bullying or even to defraud a fellow user. All these activities culminate in a resultant satisfaction for the individual perpetrating these acts. All this proving once again that these platform(s) really does assure a user of some sort of satisfaction. This utility derived is an integral media component that goes a long way to determine consumers' choices and preferences (Dimmic, Kline, & Stafford, 2000, p. 230).

This theory gives us a way of knowing why people use some particular social media platforms, why they are more active on some than others, which platforms seem to satisfy more needs than others. The theory equally explains that users will always go for the most beneficial alternative in terms of choice of platform (Petric, Petrovic, & Vehovar, 2011). It assumes that audience members are not passive consumers of media. Rather the audience has the power over their media consumption and assumes an active role in defining and amalgamating this into their lives. Although there's been some criticism of this postulate (Mir, 2017; Ramirez Jr, Dimmick, Feaster, & Lin, 2008), it still remains extremely relevant in this high tech dispensation because it offers practical explanations to the plethora of issues surrounding media consumption and the likes.

Uses and Gratifications Theory is traditionally related to the positive feelings ones derives from using social media platforms whereas this work suggests that the overindulgence in the use of social media can precipitate negative feelings. There have been no studies up to now on SNS and depression in EMU.

Chapter 3

RESEARCH METHODOLOGY

In this section of this research, I provide a clear and detailed explanation to how the research is being carried out as well as the method and how data is analyzed. The chapter consists of explanation on the research methodology, research design, process of data collection, the instrument of data collection, the research procedure as well as the process of validity and reliability.

3.1 Research Methodology

The research methodology in this research is quantitative in nature. Quantitative research deals with the gathering data and conducting mathematical analysis, which will, in turn, facilitate objective results as well as a generally acceptable result (Watson, 2014). Researchers have used quantitative studies as a means of measuring various forms of phenomenon, ideologies and issues that need to be inquired and objectively answered.

With large samples, quantitative research has proven to be more reliable and thereby facilitating generalization and acceptability of results (Norris, Ross, & Schoonen, 2018). In quantitative research, data are systematically and methodologically collected, as they must follow the generally accepted forms and patterns of the collection. These collection processes thereby aid appropriateness and facilitates organizational structure of the research and its results (McLiesh, Rasmussen, & Schultz, 2018).

Quantitative data may either be collected through the paper pencil mode or the online pattern which has proven to be a reliable, fast and mode of collecting a large and wide data from respondents regardless of their location, time, however, internet accessibility is very important and essential (Samii, 2016). The study used quantitative methodology in other to make generalization and applicable findings. For instance, 372 respondents were sampled and data analyzed, these findings have opened more insights and further research areas.

3.2 Research Design

This research is based on a quantitative investigation into how Instagram affects university students with a case study of EMU students. As a result of the design of the research, questionnaires were distributed among Turkish and International students of EMU who speak, read and write the English Language.

The ultimate goal of the design was to ensure that with the aid of the questionnaire, respondents understand and have a clear understanding of the research and the questions there in the questionnaire. Questionnaires have also proven to be a reliable form of data collection and can facilitate generalization of results when there have met a required number of respondents.

With the variance in respondents in this study, the study may be said to carry high weight based on the variety of students who are from different background and have a different understanding in the use of Instagram and as well experienced depression at various stages.

3.3 Data Collection Instrument

An in-house questionnaire was developed as the instrument of my data collection. The questionnaire consisted of 3 basic categories and is as follows.

Category 1: This is the demographics related to the respondents. In this segment of the questionnaires, questions bothering on general and basic information about the respondents were asked. The questions ranged from respondents' age, gender, marital status, and others. Other questions, which are control variables were also asked in the demographic session. They include the frequency of use of social media and specifically Instagram and the level of depression in which the respondent has suffered.

Category 2: This section of the questionnaire focused on questions that were significantly testing the form of satisfaction the respondents receive from the use of the Instagram platform. The questions in this segment ranged from question 10-16.

Category 3: This part of the questionnaire comprises 5 points Likert scale questions measured based on the influence of Instagram in facilitating depression among the various users of the platform. The questions in this segment ranged from question 17-37.

3.4 Population and Sampling

This study is a case study of the students of the Eastern Mediterranean University, a top university based in the Turkish Republic of Northern Cyprus. EMU has 12 faculties and over 50 academic programs. The university has students studying at various levels,

which include Undergraduate, Masters' and Ph.D. programs. EMU is internally recognized with students from over 106 countries across the world.

EMU is recognized as one of the top 600-800 universities in the world (Times Higher Education, 2019). This recognition has further boosted the status of the university and made it a CenterPoint for research, teaching, and learning.

The study was conducted in the Fall Semester of 2018/2019 academic session. As at the time of carrying out the research, the approximate number of students registered in the university were about 13,764. I, therefore, used the total number of students registered in the Eastern Mediterranean University as population. However, using the sample size calculator, the sample size of this study is therefore 372. The sample of the study was randomly chosen among EMU students.

3.5 Data Collection and Analysis

The process of data collection in this study is through simple random sampling. The simple random sampling facilitated an easy, simple, and transparent process of data collection. Based on the nature of the research, which was carried out in the Fall Semester of 2018/19 academic session questionnaires were randomly distributed to three hundred and seventy-seven students of EMU.

With the aid of friends and colleagues, all of the questionnaires were retrieved and properly filled. All the questions were coded and then entered into the Statistical Package for Social Sciences SPSS. The SPSS software helped ensure easy and accurate analysis of the questionnaire which facilitated the answering of the research questions.

3.6 Research Procedures

The process of carrying out this research took place between May 2018 and December 2018. As shown in table 3.2, the process involved a systematic execution of the entire research work, which was carefully supervised. The procedures were carefully and systematically followed and these helped in achieving ultimate success.

Table 1: Research progress and time of completion

Research Stage	Chapter 2	Chapter 1	Chapter 3 Pilot Study and Questionnaire Distribution	Chapter 4	Chapter 5	Conclusion and Preliminary
Period	June – Sept.	May	Sept. - Oct.	Nov.	Nov.	Dec./Jan.

3.7 Reliability and Validity

Reliability and validity of the research instrument is the process where we verifying the quality, standard and providing a professional evaluation of research instrument (Golafshani, 2003). Reliability and validity help ensure a thorough and in-depth research, which in turn provides a solid and reliable research work (Foa, Riggs, Dancu, & Rothbaum, 1993). Reliability and validity tests became quite prominent after the arrival of the positivist era. This is because the positivist era brought about a period where scholars and researchers alike depended on mathematical calculations in their

various studies (van Saane, Sluiter, Verbeek, & Frings-Dresen, 2003). This had great influence on the works that were carried out from this era.

Validity in the research process seeks to find out if the main objectives of the research are truly and clearly met (Golafshani, 2003). In finding out the validity of a research instrument, the ultimate goal is to understand if the study and the instrument will elicit truthful responses and results from the respondents. As such, the process of validating becomes highly significant and essential. A pilot study was conducted among 50 graduate students in EMU; results indicate a reliability of .82. This is very high reliability.

As such, a reliability and validity exercise was carried out in this study. About three experts in quantitative research were consulted including the research supervisor. These experts helped look through the questionnaires carefully and provide valuable contributions to the process. The researchers made corrections and suggested changes at relevant places, which had a significant impact on the final quality of the work.

After the entire process, a pilot study was carried out on the study on 50 random students of EMU who are either studying Master's or Ph.D. programs. After the entire process, I measured the scale and a Cronbach Alpha of .91 was gotten. However, after the total collection, I also conducted a reliability test on the total number of questionnaires collected and a total Cronbach Alpha of .89 was obtained.

Chapter 4

ANALYSIS AND FINDINGS

This chapter gives the analysis of the data collected for the study. The chapter has the results of the demographic characteristics of the participants where basic analysis of the respondents is presented. Also included is the descriptive analysis of the data, the means and attitudes as well as inferential statistics which help to provide answers to the research questions

4.1 Demographic Characteristics of Respondents

This section of the chapter consists of the information on age group, gender, educational background, faculty distribution, and frequency of Instagram use as well as other relevant questions, which helps provide independent variables for the study.

The first question asked was related to the age of the respondents. The findings are as follows:

Table 2: Age of respondents

	Frequency	Percent	Valid Percent	Cumulative Percent
18-23	149	40.1	40.1	40.1
24-29	190	51.1	51.1	91.1
30-35	33	8.9	8.9	100.0
Total	372	100.0	100.0	

Table 2 displays the age of the respondents in the study. Findings indicate that those that fall within ages 18-23 are n = 149, representing 40.1%, 24-29 are n = 190, representing 51.1% while respondent within 30-30 are n = 33, representing 8.9%. Most of the university students are within ages 18-23 therefore, it can be stated that majority of the population in this research are young adult who are university students.

Table 3: Gender of respondents

	Frequency	Percent	Valid Percent	Cumulative Percent
Female	179	48.1	48.1	48.1
Valid Male	193	51.9	51.9	100.0
Total	372	100.0	100.0	

Table 3 displays the gender distribution of the respondents in the study. Findings indicate the study comprises of n = 179 females, representing 48.1% and n = 193 males, representing 51.9%.

Table 4: Educational status

	Frequency	Percent	Valid Percent	Cumulative Percent
Undergraduate	245	65.9	65.9	65.9
Valid Masters	99	26.6	26.6	92.5
Ph.D.	28	7.5	7.5	100.0
Total	372	100.0	100.0	

The educational background of the respondents are displayed in Table 4 Results indicate that majority of the respondent's n = 254 representing 65.9% are

Undergraduates. Masters students comprises of $n = 99$ representing 26.6%, while those who are Ph.D. students are $n = 28$ representing 7.5%.

Table 5: Faculty of respondents

	Frequency	Percent	Valid Percent	Cumulative Percent
Architecture	13	3.5	3.5	3.5
Arts & Sciences	35	9.4	9.4	12.9
Business & Economics	67	18.0	18.0	30.9
Communication	54	14.5	14.5	45.4
Education	20	5.4	5.4	50.8
Valid Engineering	65	17.5	17.5	68.3
Health Sciences	21	5.6	5.6	73.9
Medicine	27	7.3	7.3	81.2
Pharmacy	42	11.3	11.3	92.5
Tourism	28	7.5	7.5	100.0
Total	372	100.0	100.0	

Table 5 displays the faculty distribution of the respondents in the study. Findings indicate that those in the Faculty of Architecture are $n = 13$, representing 3.5%, Arts & Sciences $n = 35$, representing 9.4%, respondent in Faculty of Business & Economics are $n = 67$, representing 18.0%, and Communication and Media Studies $n = 54$, representing 14.5%. Others are Faculty of Education $n = 20$, representing 5.4%, Faculty of Engineering $n = 65$, representing 17.5%, Faculty of Health Sciences $n = 21$, representing 5.6%, Faculty of Medicine $n = 27$, representing 7.3%, Faculty of

Pharmacy n = 42, representing 11.3%, and Faculty of Tourism n = 28, representing 7.5%.

Table 6: Year of study

	Frequency	Percent	Valid Percent	Cumulative Percent
Year 2	67	18.0	18.0	18.0
Year 3	147	39.5	39.5	57.5
Year 4	158	42.5	42.5	100.0
Total	372	100.0	100.0	

Table 6 displays the current year of study of the respondents Findings indicate that students in their sophomore year are n = 67, representing 18.0%, junior year are n = 147, representing 39.5% while respondent in their senior year are n = 158, representing 42.5%.

Table 7: Marital status

	Frequency	Percent	Valid Percent	Cumulative Percent
Single	255	68.5	68.5	68.5
In a Relationship	110	29.6	29.6	98.1
Married	7	1.9	1.9	100.0
Total	372	100.0	100.0	

Marital status of the respondents is displayed in Table 7 Results indicate that majority of the respondents n = 255 representing 68.5% are single, n = 110 representing 29.6% are in a relationship, while those who are married are n = 7 representing 1.9%.

Table 8: Do you have an Instagram account?

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 1	372	100.0	100.0	100.0

Findings in Table 8 indicate that all respondents n = 372 representing (100%) have Instagram accounts.

Table 9: How often do you use Instagram?

	Frequency	Percent	Valid Percent	Cumulative Percent
Very Often	95	25.5	25.5	25.5
Often	217	58.3	58.3	83.9
Sometimes	46	12.4	12.4	96.2
Valid Not too well	14	3.8	3.8	100.0
Total	372	100.0	100.0	

Table 9 displays the frequency of Instagram use among respondents as follows very often (n = 95; 25.5%), often (n = 217; 58.3%), sometimes (n = 46; 12.4%), not too well (n = 14; 3.8%).

Table 10: How long do you spend on Instagram in a day?

	Frequency	Percent	Valid Percent	Cumulative Percent
5-7hrs	292	78.5	78.5	78.5
8-10hrs	52	14.0	14.0	92.5
11hrs and above	28	7.5	7.5	100.0
Total	372	100.0	100.0	

The following is the breakdown of the extent to which respondents use Instagram 5-7hrs ($n = 292$; 78.5%), 8-10hrs ($n = 52$; 14.0%) and 1hrs and above ($n = 28$; 7.5%).

4.2 Descriptive Analysis of Questionnaire Items Related to Use of SNS

Items in this section are used to weigh the apparent motivations behind following, liking and commenting on social media platforms. The results are shown in the tables below.

Table 11: I use Instagram for social interaction

	Frequency	Percent	Valid Percent	Cumulative Percent
Rarely	26	7.0	7.0	7.0
Sometimes	49	13.2	13.2	20.2
Often	187	50.3	50.3	70.4
Always	110	29.6	29.6	100.0
Total	372	100.0	100.0	

While responding to the question as displayed in Table 11, $n = 26$ representing 7.0% say they rarely “use Instagram for social interaction”, $n = 49$ representing 13.2%

sometimes use, n = 187 representing 50.3% often use, while n = 110 representing 29.6% always use.

Table 12: I use Instagram for information seeking

	Frequency	Percent	Valid Percent	Cumulative Percent
Rarely	21	5.6	5.6	5.6
Sometimes	41	11.0	11.0	16.7
Valid Often	152	40.9	40.9	57.5
Always	158	42.5	42.5	100.0
Total	372	100.0	100.0	

While responding to the question as displayed in Table 12, n = 21 representing 5.6% say they rarely “use Instagram for information seeking”, n = 41 representing 11.0% sometimes use, n = 152 representing 40.9% often use, while n = 158 representing 42.5% always use.

Table 13: I use Instagram to pass time

	Frequency	Percent	Valid Percent	Cumulative Percent
Sometimes	26	7.0	7.0	7.0
Valid Often	203	54.6	54.6	61.6
Always	143	38.4	38.4	100.0
Total	372	100.0	100.0	

While responding to the question as displayed in Table 13, n = 26 representing 7.0% say they rarely “use Instagram to pass time”, n = 203 representing 54.6% often use, while n = 143 representing 38.4% always use.

Table 14: I use Instagram for entertainment

	Frequency	Percent	Valid Percent	Cumulative Percent
Rarely	7	1.9	1.9	1.9
Sometimes	13	3.5	3.5	5.4
Valid Often	167	44.9	44.9	50.3
Always	185	49.7	49.7	100.0
Total	372	100.0	100.0	

While responding to the question as displayed in Table 14, n = 7 representing 1.9% say they rarely “use Instagram for entertainment”, n = 13 representing 3.5% sometimes use, n = 167 representing 44.9% often use, while n = 185 representing 49.7% always use.

Table 15: I use Instagram for relaxation

	Frequency	Percent	Valid Percent	Cumulative Percent
Rarely	14	3.8	3.8	3.8
Sometimes	31	8.3	8.3	12.1
Valid Often	185	49.7	49.7	61.8
Always	142	38.2	38.2	100.0
Total	372	100.0	100.0	

While responding to the question as displayed in Table 15, n = 14 representing 3.8% say they rarely “use Instagram for relaxation”, n = 31 representing 8.3% sometimes use, n = 185 representing 49.7% often use, while n = 142 representing 38.2% always use.

Table 16: I use Instagram for communication

	Frequency	Percent	Valid Percent	Cumulative Percent
Rarely	41	11.0	11.0	11.0
Sometimes	94	25.3	25.3	36.3
Valid Often	134	36.0	36.0	72.3
Always	103	27.7	27.7	100.0
Total	372	100.0	100.0	

While responding to the question as displayed in Table 16, n = 41 representing 11.0% say they rarely “use Instagram for communication”, n = 94 representing 25.3%

sometimes use, n = 134 representing 36.0% often use, while n = 103 representing 27.7% always use.

Table 17: I use Instagram for convenience

	Frequency	Percent	Valid Percent	Cumulative Percent
Rarely	34	9.1	9.1	9.1
Sometimes	60	16.1	16.1	25.3
Valid Often	204	54.8	54.8	80.1
Always	74	19.9	19.9	100.0
Total	372	100.0	100.0	

While responding to the question as displayed in Table 17 n = 34 representing 9.1% say they rarely “use Instagram for convenience”, n = 60 representing 16.1% sometimes use, n = 204 representing 54.8% often use, while n = 74 representing 19.9% always use.

Table 18: I get depressed from the use of Instagram when my followers do not like my pictures

	Frequency	Percent	Valid Percent	Cumulative Percent
Disagree	119	32.0	32.0	32.0
Undecided	34	9.1	9.1	41.1
Valid Agree	123	33.1	33.1	74.2
Strongly Agree	96	25.8	25.8	100.0
Total	372	100.0	100.0	

Table 18 is the descriptive statistics of EMU students who get depressed from the use of Instagram when their followers do not like their pictures. Responses indicate that $n = 119$ respondents representing 32.0% Disagree, $n = 34$ students representing 9.1% are Undecided, $n = 123$ students representing 33.1% Agree, while $n = 96$ respondents representing 25.8%, Strongly Agree with the statement.

Table 19: I get depressed from the use of Instagram when my followers do not comment on my posts

	Frequency	Percent	Valid Percent	Cumulative Percent
Disagree	114	30.6	30.6	30.6
Undecided	31	8.3	8.3	39.0
Valid Agree	138	37.1	37.1	76.1
Strongly Agree	89	23.9	23.9	100.0
Total	372	100.0	100.0	

Findings in Table 19 reveal that $n = 89$ respondents representing 30.6% Strongly Agree that they get depressed from the use of Instagram when their followers do not comment on their posts. Also $n = 138$ representing 37.1% Agree with the question, $n = 31$ representing 8.3% are Undecided while $n = 114$ representing 30.6% Disagree with the statement.

Table 20: I get depressed from the use of Instagram when my friends receive more feedbacks than me

	Frequency	Percent	Valid Percent	Cumulative Percent
Disagree	108	29.0	29.0	29.0
Undecided	40	10.8	10.8	39.8
Valid Agree	149	40.1	40.1	79.8
Strongly Agree	75	20.2	20.2	100.0
Total	372	100.0	100.0	

Table 20 is the descriptive statistics of EMU students who get depressed from the use of Instagram when their friends receive more feedback than they do. Responses indicate that $n = 108$ respondents representing 29.0% Disagree, $n = 40$ students representing 10.8% are Undecided, $n = 149$ students representing 40.1% Agree, while $n = 75$ respondents representing 20.2% Strongly Agree with the statement.

Table 21: I get depressed from the use of Instagram when my friends have more followers than me

	Frequency	Percent	Valid Percent	Cumulative Percent
Disagree	122	32.8	32.8	32.8
Undecided	40	10.8	10.8	43.5
Valid Agree	128	34.4	34.4	78.0
Strongly Agree	82	22.0	22.0	100.0
Total	372	100.0	100.0	

Findings in Table 21 reveal that $n = 82$ respondents representing 22.0% Strongly Agree that they get depressed from the use of Instagram when their friends have more followers than they do. Also $n = 128$ representing 34.4% Agree with the statement, $n = 40$ representing 10.8% are Undecided while $n = 122$ representing 32.8% Disagree with the statement.

Table 22: I get depressed from the use of Instagram when I get bullied by unknown users

	Frequency	Percent	Valid Percent	Cumulative Percent
Disagree	80	21.5	21.5	21.5
Undecided	62	16.7	16.7	38.2
Valid Agree	147	39.5	39.5	77.7
Strongly Agree	83	22.3	22.3	100.0
Total	372	100.0	100.0	

Table 22 is the descriptive statistics of EMU students who get depressed from the use of Instagram when unknown users bully them. Responses indicate that $n = 80$ respondents representing 21.5% Disagree, $n = 62$ students representing 16.7% are Undecided, $n = 147$ students representing 39.5% Agree, while $n = 83$ respondents representing 22.3% Strongly Agree to the with the statement.

Table 23: I get depressed from the use of Instagram when I see other users have more followers than I do

	Frequency	Percent	Valid Percent	Cumulative Percent
Disagree	109	29.3	29.3	29.3
Undecided	43	11.6	11.6	40.9
Valid Agree	145	39.0	39.0	79.8
Strongly Agree	75	20.2	20.2	100.0
Total	372	100.0	100.0	

Findings in Table 23 reveal that n = 75 respondents representing 20.2% Strongly Agree that they get depressed from the use of Instagram when I see other users have more followers than I am. Also n = 145 representing 39.0% Agree with the statement, n = 43 representing 11.6% are undecided while n = 109 representing 29.3% Disagree.

Table 24: I get depressed from the use of Instagram when I see my friends are enjoying their lives based on their pictures and posts

	Frequency	Percent	Valid Percent	Cumulative Percent
Disagree	96	25.8	25.8	25.8
Undecided	50	13.4	13.4	39.2
Valid Agree	151	40.6	40.6	79.8
Strongly Agree	75	20.2	20.2	100.0
Total	372	100.0	100.0	

Table 24 is the descriptive statistics of EMU students who get depressed from the use of Instagram when I see my friends are enjoying their lives based on their pictures and posts. Responses indicate that $n = 96$ respondents representing 25.8% Disagree, $n = 50$ students representing 13.4% are Undecided, $n = 151$ students representing 40.6% Agree, while $n = 75$ respondents representing 20.2% Strongly Agree with the statement.

Table 25: I get depressed from the use of Instagram when I see my friends are more successful than I am based on their pictures and posts

	Frequency	Percent	Valid Percent	Cumulative Percent
Disagree	102	27.4	27.4	27.4
Undecided	54	14.5	14.5	41.9
Valid Agree	134	36.0	36.0	78.0
Strongly Agree	82	22.0	22.0	100.0
Total	372	100.0	100.0	

Findings in Table 25 reveal that $n = 82$ respondents representing 27.4% Strongly Agree that they get depressed from the use of Instagram from the use of Instagram when they see their friends are more successful than they are based on their pictures and posts. Also $n = 54$ representing 14.5% Agree with the statement, $n = 134$ representing 36.0% are Undecided while $n = 82$ representing 22.0% Disagree.

Table 26: I get depressed from the use of Instagram when I am bullied by my friends

	Frequency	Percent	Valid Percent	Cumulative Percent
Disagree	102	27.4	27.4	27.4
Undecided	48	12.9	12.9	40.3
Valid Agree	153	41.1	41.1	81.5
Strongly Agree	69	18.5	18.5	100.0
Total	372	100.0	100.0	

Table 26 is the descriptive statistics of EMU students who get depressed from the use of Instagram when their followers do not like their pictures. Responses indicate that $n = 102$ respondents representing 27.4% Disagree, $n = 48$ students representing 12.9% are Undecided, $n = 153$ students representing 41.1% Agree, while $n = 69$ respondents representing 18.5% Strongly Agree with the statement.

Table 27: I get depressed from the use of Instagram when I see users with more attractive physical attributes

	Frequency	Percent	Valid Percent	Cumulative Percent
Disagree	129	34.7	34.7	34.7
Undecided	54	14.5	14.5	49.2
Valid Agree	127	34.1	34.1	83.3
Strongly Agree	62	16.7	16.7	100.0
Total	372	100.0	100.0	

Findings in Table 27 reveal that $n = 62$ respondents representing 16.7% Strongly Agree that they get depressed from the use of Instagram when they see users with more attractive physical attributes. Also $n = 54$ representing 14.5% Agree to the question, $n = 127$ representing 34.1% are Undecided while $n = 62$ representing 16.7% Disagree with the statement.

Table 28: I get depressed from the use of Instagram when I see people with more financial stability

	Frequency	Percent	Valid Percent	Cumulative Percent
Disagree	115	30.9	30.9	30.9
Undecided	40	10.8	10.8	41.7
Valid Agree	144	38.7	38.7	80.4
Strongly Agree	73	19.6	19.6	100.0
Total	372	100.0	100.0	

Table 28 is the descriptive statistics of EMU students who get depressed from the use of Instagram when they see people with more financial stability. Responses indicate that $n = 115$ respondents representing 30.9% Disagree, $n = 40$ students representing 10.8% are Undecided, $n = 144$ students representing 38.7% Agree, while $n = 73$ respondents representing 19.6% Strongly Agree with the statement.

Table 29: I get depressed from the use of Instagram when I do not get attention

	Frequency	Percent	Valid Percent	Cumulative Percent
Disagree	90	24.2	24.2	24.2
Undecided	46	12.4	12.4	36.6
Valid Agree	140	37.6	37.6	74.2
Strongly Agree	96	25.8	25.8	100.0
Total	372	100.0	100.0	

Findings in Table 29 reveal that n = 96 respondents representing 25.8% Strongly Agree that they get depressed from the use of Instagram when I do not get attention. Also n = 140 representing 37.6% Agree with the statement, n = 46 representing 12.4% are Undecided while n = 90 representing 24.2% Disagree.

Table 30: I get depressed from the use of Instagram when I feel unattended to by my social media friends

	Frequency	Percent	Valid Percent	Cumulative Percent
Disagree	89	23.9	23.9	23.9
Undecided	59	15.9	15.9	39.8
Valid Agree	128	34.4	34.4	74.2
Strongly Agree	96	25.8	25.8	100.0
Total	372	100.0	100.0	

Table 30 is the descriptive statistics of EMU students who get depressed from the use of Instagram when I feel unattended to by my social media friends. Responses indicate

that $n = 89$ respondents representing 23.9% Disagree, $n = 59$ students representing 15.9% are Undecided, $n = 128$ students representing 34.4% Agree, while $n = 96$ respondents representing 25.8% Strongly Agree with the statement.

Table 31: I get depressed from the use of Instagram when I am uncertain about my friends' reaction on my posts

	Frequency	Percent	Valid Percent	Cumulative Percent
Disagree	115	30.9	30.9	30.9
Undecided	39	10.5	10.5	41.4
Valid Agree	122	32.8	32.8	74.2
Strongly Agree	96	25.8	25.8	100.0
Total	372	100.0	100.0	

Findings in Table 31 reveal that $n = 96$ respondents representing 30.9% Strongly Agree that they get depressed from the use of Instagram when their followers do not comment on their posts. Also $n = 39$ representing 10.5% Agree with the statement, $n = 122$ representing 32.8% are Undecided while $n = 96$ representing 25.8% Disagree.

Table 32: I get depressed from the use of Instagram when I do not receive attractive comments about my pictures

	Frequency	Percent	Valid Percent	Cumulative Percent
Disagree	108	29.0	29.0	29.0
Undecided	47	12.6	12.6	41.7
Valid Agree	107	28.8	28.8	70.4
Strongly Agree	110	29.6	29.6	100.0
Total	372	100.0	100.0	

Table 32 is the descriptive statistics of EMU students who get depressed from the use of Instagram when I do not receive attractive comments about my pictures. Responses indicate that $n = 108$ respondents representing 29.0% Disagree, $n = 47$ students representing 12.6% are Undecided, $n = 107$ students representing 28.8% Agree, while $n = 110$ respondents representing 29.6% Strongly Agree with the statement.

Table 33: I get depressed from the use of Instagram when my contents are not valued

	Frequency	Percent	Valid Percent	Cumulative Percent
Disagree	74	19.9	19.9	19.9
Undecided	48	12.9	12.9	32.8
Valid Agree	154	41.4	41.4	74.2
Strongly Agree	96	25.8	25.8	100.0
Total	372	100.0	100.0	

Findings in Table 33 reveal that $n = 96$ respondents representing 25.8% Strongly Agree that they get depressed from the use of Instagram when my contents are not valued. Also $n = 154$ representing 41.4% Agree with the statement, $n = 48$ representing 12.9% are Undecided while $n = 74$ representing 19.9% Disagree.

Table 34: I get depressed from the use of Instagram when my self-worth is questioned through the posts I view

	Frequency	Percent	Valid Percent	Cumulative Percent
Disagree	108	29.0	29.0	29.0
Undecided	58	15.6	15.6	44.6
Valid Agree	130	34.9	34.9	79.6
Strongly Agree	76	20.4	20.4	100.0
Total	372	100.0	100.0	

Table 34 is the descriptive statistics of EMU students who get depressed from the use of Instagram when their self-worth is questioned through the posts they view. Responses indicate that $n = 108$ respondents representing 29.0% Disagree, $n = 58$ students representing 15.6% are Undecided, $n = 130$ students representing 34.9% Agree, while $n = 76$ respondents representing 20.4% Strongly Agree with the statement.

Table 35: I get depressed from the use of Instagram when my friends do not view my posts

	Frequency	Percent	Valid Percent	Cumulative Percent
Disagree	95	25.5	25.5	25.5
Undecided	51	13.7	13.7	39.2
Valid Agree	143	38.4	38.4	77.7
Strongly Agree	83	22.3	22.3	100.0
Total	372	100.0	100.0	

Findings in Table 35 reveal that n = 83 respondents representing 22.3% Strongly Agree that they get depressed from the use of Instagram when my users do not view my posts. Also n = 51 representing 13.7% Agree with the statement, n = 143 representing 38.4% are Undecided while n = 83 representing 22.3% Disagree.

Table 36: I get depressed from the use of Instagram when I do not receive follow backs from those I follow

	Frequency	Percent	Valid Percent	Cumulative Percent
Disagree	108	29.0	29.0	29.0
Undecided	45	12.1	12.1	41.1
Valid Agree	149	40.1	40.1	81.2
Strongly Agree	70	18.8	18.8	100.0
Total	372	100.0	100.0	

Table 36 is the descriptive statistics of EMU students who get depressed from the use of Instagram when they do not receive follow backs from those they follow. Responses

indicate that $n = 108$ respondents representing 29.0% Disagree, $n = 45$ students representing 12.1% are Undecided, $n = 149$ students representing 40.1% Agree, while $n = 70$ respondents representing 18.8% Strongly Agree with the statement.

Table 37: I get depressed from the use of Instagram when people do not respond to my direct messages in time

	Frequency	Percent	Valid Percent	Cumulative Percent
Disagree	108	29.0	29.0	29.0
Undecided	28	7.5	7.5	36.6
Valid Agree	166	44.6	44.6	81.2
Strongly Agree	70	18.8	18.8	100.0
Total	372	100.0	100.0	

Findings in Table 37 reveal that $n = 70$ respondents representing 18.8% Strongly Agree that they get depressed from the use of Instagram when people do not respond to my direct messages in time. Also $n = 166$ representing 44.6% Agree with the statement, $n = 28$ representing 7.5% are undecided while $n = 108$ representing 29.0% Disagree.

Table 38: I get depressed from the use of Instagram when people do not respond to my direct messages at all

	Frequency	Percent	Valid Percent	Cumulative Percent
Disagree	87	23.4	23.4	23.4
Undecided	42	11.3	11.3	34.7
Valid Agree	153	41.1	41.1	75.8
Strongly Agree	90	24.2	24.2	100.0
Total	372	100.0	100.0	

Table 38 is the descriptive statistics of EMU students who get depressed from the use of Instagram when people do not respond to my direct messages at all. Responses indicate that $n = 90$ respondents representing 24.2% Disagree, $n = 153$ students representing 41.1% are Undecided, $n = 42$ students representing 11.3% Agree, while $n = 87$ respondents representing 23.4% Strongly Agree with the statement.

4.3 Means and Attitudes of Respondents

The means and corresponding attitudes of the respondents were measured in order to provide a clear understanding to how respondents answered the questions. This will also help in providing a clearer outlook to the main research variables. Balci's (2004) measurement cut points are used. They include; 1 = Strongly Agree, (1-1.79 SA) 2 = Agree, (1.80-2.59 A) 3 = Undecided, (2.60-3.39 U) 4 = Disagree (3.40-4.19 D) and 5 = Strongly Disagree (4.20-5 SD).

Table 39: Means and attitudes for satisfaction EMU students derive from the use of Instagram

Item	Mean	Attitude
Social interaction	1.08	SA
Information seeking	1.12	SA
Pass time	1.19	SA
For entertainment	1.12	SA
For relaxation	1.11	SA
For communication	1.11	SA
For convenience	1.18	SA

Table 39 displays the means and corresponding attitudes of the respondents regarding their use of social media. Findings indicate that respondents Strongly Agree to all of the items measured. This indicate that they see social media, most especially Instagram for various gratification functions such as social interaction, information seeking, pass time, entertainment, relaxation, communication, and for convenience.

Table 40: Means and attitudes for Instagram in enhancing depression

Item	Mean	Attitude
When my followers do not like my pictures	2.19	A
When my followers do not comment on my posts	2.16	A
When my friends receive more feedbacks than me	2.11	A
When my friends have more followers than me	2.16	A
When I get bullied by unknown users	2.05	A
When I see other users have more followers than I am	2.12	A

When I see my friends are enjoying their lives based on their pictures and posts	2.08	A
When I see my friends are more successful than I am based on their pictures and posts	2.12	A
When I am bullied by my friends	2.09	A
When I see users with more attractive physical attributes	2.12	A
When I see people with more financial stability	2.19	A
When I do not get attention	2.12	A
When I feel unattended to by my social media friends	2.11	A
When I am uncertain about my friends' reaction on my posts	2.11	A
When I do not receive attractive comments about my pictures	2.18	A
When my contents are not valued	2.19	A
When my self-worth is questioned through the posts I view	“.05	A
When my users do not view my posts	2.11	A
When I do not receive follow backs from those I follow	2.09	A
When people do not respond to my direct messages in time	2.10	A
When people do not respond to my direct messages at all	2.10	A

Table 40 presents the means and attitudes presentation for Instagram use in enhancing depression. Findings reveal that Instagram use is a significant factor for enhancing depression among the youth especially students of Eastern Mediterranean University. For instance, respondents Agree that they may likely get depressed when they do not receive attractive comments about their pictures on Instagram.

4.4 Inferential Statistics

Inferential statistics are conducted to measure the statistical significant difference in age and frequency of Instagram use by respondents with regards to how they facilitate depression among EMU students. As such, ANOVA and Chi Square are used to carry out the findings, thereby answering the research questions.

Table 41: ANOVA presenting the variance among respondents' frequency of Instagram use and depression among EMU students

	<i>Sum Squares</i>	<i>df</i>	<i>Mean Square</i>	<i>F</i>	<i>Sig.</i>
When my followers do not like my pictures	5.677	3	1.892	1.347	.259
	517.055	368	1.405		
	522.731	371			
When my followers do not comment on my posts	19.306	3	6.435	4.944	.002
	479.005	368	1.302		
	498.312	371			
When my friends receive more feedbacks than me	11.332	3	3.777	3.106	.027
	447.600	368	1.216		
	458.933	371			
When my friends have more followers than me	42.110	3	14.037	11.274	.000
	458.201	368	1.245		
	500.312	371			
When I get bullied by unknown users	34.955	3	11.652	11.340	.000

	378.107	368	1.027		
	413.062	371			
When I see other users have more followers than I am	39.842	3	13.281	11.604	.000
	421.158	368	1.144		
	461.000	371			
When I see my friends are enjoying their lives based on their pictures and posts	19.296	3	6.432	5.707	.001
	414.734	368	1.127		
	434.030	371			
When I see my friends are more successful than I am based on their pictures and posts	32.274	3	10.758	9.240	.000
	428.458	368	1.164		
	460.731	371			
When I am bullied by my friends	19.594	3	6.531	5.786	.001
	415.382	368	1.129		
	434.976	371			
When I see users with more attractive physical attributes	23.172	3	7.724	6.448	.000
	440.817	368	1.198		
	463.989	371			
When I see people with more financial stability	16.512	3	5.504	4.479	.004
	452.163	368	1.229		
	468.675	371			
When I do not get attention	2.634	3	.878	.712	.545
	453.936	368	1.234		
	456.570	371			
When I feel unattended to by my social media friends	2.459	3	.820	.663	.575
	455.097	368	1.237		
	457.556	371			
When I am uncertain about my friends' reaction on my posts	18.738	3	6.246	4.636	.003
	495.808	368	1.347		
	514.546	371			
	12.417	3	4.139	2.965	.032
	513.656	368	1.396		

When I do not receive attractive comments about my pictures	526.073	371			
When my contents are not valued	9.264	3	3.088	2.814	.039
	403.854	368	1.097		
	413.118	371			
When my self-worth is questioned through the posts I view	4.637	3	1.546	1.247	.292
	455.976	368	1.239		
	460.613	371			
When my users do not view my posts	9.281	3	3.094	2.602	.052
	437.611	368	1.189		
	446.892	371			
When I do not receive follow backs from those I follow	10.451	3	3.484	2.924	.034
	438.482	368	1.192		
	448.933	371			
When people do not respond to my direct messages in time	10.168	3	3.389	2.845	.038
	438.444	368	1.191		
	448.613	371			
When people do not respond to my direct messages at all	2.509	3	.836	.708	.548
	434.814	368	1.182		
	437.323	371			

Table 41 presents ANOVA findings about the variance among respondents' frequency of Instagram use and depression among EMU students. Out of the items measured, only twelve (12) items were statistically significant. Findings reveal that in "I get depressed when my followers do not comment on my posts on Instagram" $F(3, 368) = 4.94, p = .00$. 11 hours and above ($M = 4.00, SD = .00$) and 8-10 hours ($M = 3.91, SD = 1.15$) were more statistically significant than did 5-7 hours ($M = 3.58, SD = 1.12$) and 2-4 hours ($M = 3.22, SD = 1.27$). There was also a statistical substantial difference in "I get depressed when my friends have more followers than me on Instagram" $F(3,$

368) = 11.27, $p = .00$. Findings reveal that 8-10 hours ($M = 4.30$, $SD = .73$) and 11 hours and above ($M = 3.00$, $SD = 1.34$) were more statistically significant than did 5-7 hours ($M = 3.41$, $SD = 1.07$) and 2-4 hours ($M = 3.21$, $SD = 1.33$).

Also, "I get depressed when I get bullied by unknown users on Instagram" $F(3, 368) = 11.34$, $p = .00$. 11 hours and above ($M = 4.00$, $SD = .00$) and 8-10 hours ($M = 4.30$, $SD = .73$) were more statistically significant than did 5-7 hours ($M = 3.61$, $SD = 1.06$) and 2-4 hours ($M = 3.27$, $SD = 1.20$). There was also a statistical substantial difference in "I get depressed when I see other users have more followers than I am on Instagram" $F(3, 368) = 5.71$, $p = .00$. Findings reveal that 8-10 hours ($M = 4.22$, $SD = .81$) and 11 hours and above ($M = 4.00$, $SD = .00$) were more statistically significant than did 5-7 hours ($M = 3.47$, $SD = 1.06$) and 2-4 hours ($M = 3.14$, $SD = 1.25$).

In addition, "I get depressed when I see other users have more followers than I am on Instagram" $F(3, 368) = 5.71$, $p = .00$. 8-10 hours ($M = 4.07$, $SD = 1.08$) and 11 hours and above ($M = 4.00$, $SD = .00$) were more statistically substantial than did 2-4 hours ($M = 3.56$, $SD = 1.13$) and 5-7 hours ($M = 3.41$, $SD = 1.06$). There was also a statistical significant difference in "I get depressed when I see my friends are enjoying their lives based on their pictures and posts on Instagram" $F(3, 368) = 9.24$, $p = .00$. Findings reveal that 8-10 hours ($M = 4.15$, $SD = 1.03$) and 11 hours and above ($M = 4.00$, $SD = .00$) were more statistically significant than did 2-4 hours ($M = 3.64$, $SD = 1.04$) and 5-7 hours ($M = 3.31$, $SD = 1.34$).

Findings also indicate that, "I get depressed when I see my friends are more successful than I am based on their pictures and posts on Instagram" $F(3, 368) = 5.79$, $p = .00$. 11 hours and above ($M = 4.00$, $SD = .00$) and 8-10 hours ($M = 4.00$, $SD = 1.12$) were more

statistically significant than did 5-7 hours ($M = 3.47, SD = 1.07$) and 2-4 hours ($M = 3.28, SD = 1.20$). There was also a statistical substantial difference in “I get depressed when I am bullied by my friends on Instagram” $F(3, 368) = 6.45, p = .00$. Findings reveal that 8-10 hours ($M = 3.85, SD = 1.30$) and 11 hours and above ($M = 3.50, SD = 1.52$) were more statistically significant than did 5-7 hours ($M = 3.35, SD = 1.12$) and 2-4 hours ($M = 3.00, SD = 1.01$).

Also, “I get depressed when I see users with more attractive physical attributes on Instagram” $F(3, 368) = 4.48, p = .00$. 11 hours and above ($M = 4.00, SD = .00$) and 8-10 hours ($M = 3.93, SD = 1.34$) were more statistically significant than did 5-7 hours ($M = 3.38, SD = 1.14$) and 2-4 hours ($M = 3.37, SD = .99$). There was also a statistical significant difference in “I get depressed when I see my friends are enjoying their lives based on their pictures and posts on Instagram” $F(3, 368) = 4.64, p = .00$. Findings reveal that 11 hours and above ($M = 4.00, SD = .00$) and 8-10 hours ($M = 3.85, SD = 1.30$) were more statistically significant than did 2-4 hours ($M = 3.59, SD = 1.19$) and 5-7 hours ($M = 3.20, SD = 1.09$).

Also, “I get depressed when I do not receive follow backs from those I follow on Instagram” $F(3, 368) = 2.92, p = .03$. 11 hours and above ($M = 4.00, SD = .00$) and 5-7 hours ($M = 3.58, SD = 1.12$) were more statistically significant than did 8-10 hours ($M = 3.30, SD = 1.33$) and 2-4 hours ($M = 3.29, SD = .97$). There was also a statistical significant difference in “I get depressed when people do not respond to my direct messages in time on Instagram” $F(3, 368) = 2.85, p = .04$. Findings reveal that 11 hours and above ($M = 4.00, SD = .00$) and 8-10 hours ($M = 3.54, SD = 1.22$) were more statistically significant than did 5-7 hours ($M = 3.61, SD = 1.12$) and 2-4 hours ($M =$

3.28, $SD = 1.04$). Generally, findings reveal that the higher the frequency of Instagram use, the more the possibility of recording depression.

Table 42: Chi square measuring statistical relationship between males and females who get depressed due to Instagram use

	<i>F</i>	<i>Sig</i>	<i>t</i>	<i>df</i>	<i>p</i>
When my followers do not like my pictures	4.071	.044	3.012	337	.003
			3.024	322.365	.003
When my followers do not comment on my posts	15.656	.000	-.375	337	.708
			-.369	293.515	.713
When my friends receive more feedbacks than me	.042	.838	-1.567	337	.118
			-1.570	320.742	.117
When my friends have more followers than me	5.576	.019	-1.940	337	.053
			-1.923	306.615	.055
When I get bullied by unknown users	19.993	.000	3.666	337	.000
			3.733	334.182	.000
When I see other users have more followers than I do	2.912	.089	-.483	337	.629
			-.488	328.279	.626
When I see my friends are enjoying their lives based on their pictures and posts	1.058	.304	-.704	337	.482
			-.709	325.563	.479
	12.878	.000	-1.550	337	.122

When I see my friends are more successful than I am based on their pictures and posts			-1.583	335.366	.114
When I am bullied by my friends	59.222	.000	4.438	337	.000
			4.596	336.083	.000
When I see users with more attractive physical attributes	2.919	.088	-.261	337	.794
			-.263	327.848	.793
When I see people with more financial stability	15.689	.000	.558	337	.577
			.568	333.855	.571
When I do not get attention	10.504	.001	2.429	337	.016
			2.467	332.378	.014
When I feel unattended to by my social media friends	12.744	.000	2.056	337	.041
			2.086	331.962	.038
When I am uncertain about my friends' reaction on my posts	.413	.521	.748	337	.455
			.748	319.223	.455
When I do not receive attractive comments about my pictures	.316	.575	1.456	337	.146
			1.459	320.219	.146
When my contents are not valued	36.947	.000	4.150	337	.000
			4.267	336.974	.000
	7.963	.005	2.573	337	.011

When my self-worth is questioned through the posts I view			2.604	330.016	.010
When my users do not view my posts	.150	.699	-.086	337	.932
			-.086	320.696	.932
When I do not receive follow backs from those I follow	.314	.575	.657	337	.511
			.654	312.246	.513
When people do not respond to my direct messages in time	.684	.409	1.594	337	.112
			1.593	317.629	.112
When people do not respond to my direct messages at all	27.332	.000	3.021	337	.003
			3.091	336.096	.002

Table 42 displays Chi Square measuring statistical relationship between male and female students who get depressed due to Instagram use out of the 21 items measured; report of 6 items indicates that there is a statistical substantial relationship between male and female students who get depressed due to Instagram use.

Result shows that “I get depressed when my followers do not like my pictures on Instagram” differs between female ($M = 3.74$, $SD = 1.17$) and male ($M = 3.35$, $SD = 1.20$) at the .05 level of significance $t(372) = 3.01$, $p = .01$ while “I get depressed when I get bullied by unknown users on Instagram” differs between female ($M = 3.89$, SD

= .96) and male ($M = 3.46$, $SD = 1.12$) at the .05 level of significance $t(372) = 3.67$, $p = .00$.

Also, “I get depressed when I am bullied by my friends on Instagram” differs between female ($M = 3.78$, $SD = .91$) and male ($M = 2.59$, $SD = 1.02$) at the .05 level of significance $t(372) = 4.44$, $p = .00$, while “I get depressed when I do not get attention on Instagram” differs between female ($M = 3.83$, $SD = 1.04$) and male ($M = 3.53$, $SD = 1.19$) at the .05 level of significance $t(372) = 2.42$, $p = .02$.

Others are, “I get depressed when my contents are not valued on Instagram” differs between female ($M = 4.01$, $SD = .91$) and male ($M = 3.54$, $SD = 1.15$) at the .05 level of significance $t(372) = 4.15$, $p = .00$, while “I get depressed when people do not respond to my direct messages at all on Instagram” differs between female ($M = 3.87$, $SD = .97$) and male ($M = 3.51$, $SD = 1.18$) at the .05 level of significance $t(372) = 3.02$, $p = .01$.

In summary, findings indicate that female students are usually more depressed than their male colleagues due to posts, actions and reactions on Instagram.

Table 43: Correlation analysis measuring the use of Instagram and enhancing depression among EMU student

	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22
1	1																					
2	.438**	1																				
3	.533**	.754**	1																			
4	.157**	.658**	.749**	1																		
5	.154**	.570**	.656**	.893**	1																	
6	.211**	.633**	.669**	.639**	.051	1																
7	.239**	.772**	.726**	.799**	.831**	.654**	1															
8	.244**	.603**	.580**	.649**	.617**	.535**	.732**	1														
9	.243**	.495**	.425**	.614**	.582**	.065	.625**	.814**	1													
10	.167**	.706**	.570**	.571**	.479**	.671**	.673**	.688**	.579**	1												
11	.160**	.584**	.603**	.675**	.617**	.524**	.696**	.786**	.698**	.666**	1											
12	.197**	.491**	.372**	.535**	.446**	.426**	.550**	.675**	.781**	.525**	.758**	1										
13	.838**	.044	.687**	.692**	.530**	.637**	.735**	.651**	.529**	.765**	.658**	.575**	1									
14	.538**	.821**	.650**	.717**	.028	.636**	.728**	.630**	.556**	.806**	.647**	.586**	.942**	1								
15	.142**	.795**	.594**	.582**	.511**	.599**	.709**	.487**	.448**	.757**	.601**	.538**	.806**	.873**	1							
16	.608**	.726**	.070	.583**	.419**	.566**	.637**	.505**	.448**	.650**	.620**	.552**	.854**	.838**	.782**	1						
17	.521**	.776**	.068	.536**	.408**	.527**	.644**	.548**	.490**	.719**	.580**	.548**	.866**	.854**	.778**	.823**	1					
18	.485**	.679**	.026	.471**	.341**	.582**	.536**	.396**	.404**	.707**	.584**	.532**	.728**	.769**	.824**	.749**	.790**	1				
19	.540**	.603**	.094	.466**	.309**	.598**	.533**	.513**	.534**	.677**	.582**	.545**	.772**	.774**	.764**	.771**	.783**	.791**	1			
20	.608**	.687**	.018	.476**	.345**	.489**	.586**	.476**	.452**	.616**	.617**	.560**	.778**	.774**	.774**	.840**	.791**	.779**	.859**	1		
21	.562**	.658**	.072	.543**	.351**	.618**	.583**	.503**	.439**	.655**	.691**	.619**	.822**	.806**	.749**	.872**	.818**	.854**	.836**	.873**	1	
22	.485**	.699**	.044	.526**	.369**	.619**	.599**	.481**	.417**	.626**	.649**	.606**	.792**	.765**	.720**	.824**	.826**	.815**	.750**	.831**	.937**	1

Note $p < .05$

Table 43 shows the correlation analysis results. As seen, 1 = Social Media Use; 2 = When my followers do not like my pictures; 3 = When my followers do not comment on my posts 4 = When my friends receive more feedbacks than me; 5 = When my friends have more followers than me; 6 = When I get bullied by unknown users; 7 = When I see other users have more followers than I am; 8 = When I see my friends are enjoying their lives based on their pictures and posts; 9 = When I see my friends are more successful than I am based on their pictures and posts; 10 = When I am bullied by my friends and 11 = When I see users with more attractive physical attributes.

Others include 12 = When I see people with more financial stability; 13 = When I do not get attention; 14 = When I feel unattended to by my social media friends; 15 = When I am uncertain about my friends' reaction on my posts; 16 = When I do not receive attractive comments about my pictures; 17 = When my contents are not valued; 18 = When my self-worth is questioned through the posts I view; 19 = When my users do not view my posts; 20 = When I do not receive follow backs from those I follow; 21 = When people do not respond to my direct messages in time; 22 = When people do not respond to my direct messages at all.

Findings in the correlation analysis conducted in finding out if Instagram use enhances depression among EMU students shows all items correlate with the use of Instagram. As such, it is clear that Instagram use is a major cause of depression among EMU students.

Chapter 5

CONCLUSION

This section of the research is made up of the summary, conclusion of findings as well as suggestion for further research. The summary of the study provides a recap of how the what, how and how of the study, the study draw conclusion form the findings and analysis of the study while recommendations for further studies are given.

5.1 Summary of the Study

This research is a quantitative investigation into the analysis of the relationship between social media and depression; using Instagram as the case study among EMU students. A total number of 372 students of the Eastern Mediterranean University were randomly sampled in the research. The research also used Statistical Package for Social Science SPSS in analysing the data. Conclusions from the findings are discussed. These conclusions help in answering the research questions appropriately, thereby providing an interesting conclusion to this study

5.2 Conclusions Drawn from the Study

This section of this research seeks to provide answers to research questions that the study sought to investigate. With the aid of the analysis, answers to the research questions are provided therein.

RQ1: What satisfaction do EMU students derive from the use of Instagram? Findings in this study indicated that EMU students obviously derive various forms of satisfaction from their use of Instagram. However, these satisfactions vary from

person. Findings indicate that students use Instagram for social interactions, information seeking, to pass time, entertainment, relaxation, communication, and for convenience. For example, students are able to use Instagram to connect with their families and friends and as well access latest information from across the globe through various news Instagram handles. Instagram also serve as a form of escaping, as such, students use the platform to ease and relief stress in times of need.

RQ2: Will use of Instagram will enhance depression among EMU students? Findings indicate that Instagram contributes to the high level of depression experienced among students. Findings show that students get somehow depressed when they post on Instagram and their posts do not get enough likes by their online friends. Also they get depressed when their friends receive more feedbacks online then they do or when their friends have more Instagram followers then them. Findings in this study was also able to show that students get depressed when they get bullied by their online friends, or when they see their friends and other users living a comfortable life based on their Instagram posts.

According to the findings in this research, students get depressed when they get bullied or intimidated by their Instagram friends, or when they see other users with mire physical attributes than themselves. This sometimes makes them feel low, on loose self-confidence based on what they consume online.

The study has further found out that quite a number of students who use Instagram ultimately seek attention from other Instagram users, as such; they feel depressed when they do not get this attention from other users online. This research was also able to find out that students feel depressed when their Instagram friends do not pay attention

to them through chatting and comments on their posts, as such, they become un-happy. Sometimes they are also depressed due to being uncertain about the reactions of their friends online.

RQ3: Is there a statistically significant relationship between male and female Instagram users who are affected by depression? This study has been able to make a number of interesting findings, for example the study found out that social media use has a significant relationship with certain acts of depression on Instagram. As such, findings indicate that social media use may facilitate EMU students who are Instagram users to feel depressed when their followers do not like their pictures, when they do not receive attractive comments about their pictures, or when their followers do not comment on their posts.

Social media use also aggravate depression when users do not view their posts, when they see people with more financial stability, when their self-worth is questioned through the posts they view, and when they do not receive follow backs from those they follow.

RQ4: Is there a statistically significant difference in the frequency of Instagram use as to enhancing depression among EMU students? In summary, this research was able to find out that the higher the use of Instagram, the higher the chances of being depressed. For example, findings revealed that Instagram users who are on the platform for more hours in a day are most likely going to get depressed when their followers do not comment on their posts as well as get depressed when their friends have more followers than they do on Instagram to those who use the Social Networking Platform less.

Findings from this research indicates that the overindulgence in the use of Instagram can result to negative feelings.

5.3 Recommendations for Further Research

Ultimately, this study has been able to make a number of interesting and significant findings, which will make way for future studies. Future research may investigate how Instagram contribute to certain posts individuals make online as well as how individuals cope when they feel depressed via online posts. Also, future research may conduct a qualitative study on the experience of Instagram users and how they cope with depression due to SNS use.

REFERENCES

- Alfano, C. A., Zakem, A. H., Costa, N. M., Taylor, L. K., & Weems, C. F. (2009). Sleep problems and their relation to cognitive factors, anxiety, and depressive symptoms in children and adolescents. *Depression and Anxiety*, 26(6), 503-512.
- Bair, C. E., Kelly, N. R., Serdar, K. L., & Mazzeo, S. E. (2012). Does the Internet function like magazines? An exploration of image-focused media, eating pathology, and body dissatisfaction. *Eating Behaviors*, 13(4), 398-401.
- Banjanin, N., Banjanin, N., Dimitrijevic, I., & Pantic, I. (2015). Relationship between internet use and depression: focus on physiological mood oscillations, social networking and online addictive behavior. *Computers in Human Behavior*, 43, 308-312.
- Bargh, J. A., & McKenna, K. Y. (2004). The Internet and social life. *Annu. Review of Psychology*, 55, 573-590.
- Bashir, H., & Bhat, S. A. (2017). Effects of social media on mental health: A review. *International Journal of Indian Psychology*, 4(3), 125-13.
- Bayraktar, F., Machackova, H., Dedkova, L., Cerna, A., & Ševčíková, A. (2015). Cyberbullying: The discriminant factors among cyberbullies, cybervictims, and cyberbully-victims in a Czech adolescent sample. *Journal of Interpersonal Violence*, 30(18), 3192-3216.

- Beck, A. T., & Greenberg, R. L. (1988). Cognitive therapy of panic disorders. *Review of Psychiatry*, 7, 571-583.
- Beck, A. T., Emery, G., & Greenberg, R. L. (1985). Anxiety disorders and phobias: A cognitive approach. Basic, New York.
- Bianchi, R., Schonfeld, I. S., & Laurent, E. (2015). Burnout–depression overlap: A review. *Clinical Psychology Review*, 36, 28-41.
- Błachnio, A., Przepiórka, A., & Pantic, I. (2015). Internet use, Facebook intrusion, and depression: results of a cross-sectional study. *European Psychiatry*, 30(6), 681-684.
- Cash, T. F., & Fleming, E. C. (2002). The impact of body image experiences: development of the body image quality of life inventory. *International Journal of Eating Disorders*, 31(4), 455-460.
- Davila, J., Hershenberg, R., Feinstein, B. A., Gorman, K., Bhatia, V., & Starr, L. R. (2012). Frequency and quality of social networking among young adults: Associations with depressive symptoms, rumination, and corumination. *Psychology of Popular Media Culture*, 1(2), 72.
- Dhir, A., Yossatorn, Y., Kaur, P., & Chen, S. (2018). Online social media fatigue and psychological wellbeing—A study of compulsive use, fear of missing out, fatigue, anxiety and depression. *International Journal of Information Management*, 40, 141-152.

- Dredge, R., Gleeson, J., & De la Piedad Garcia, X. (2014). Cyberbullying in social networking sites: An adolescent victim's perspective. *Computers in human behavior*, 36, 13-20.
- Duggan, M., & Smith, A. (2013). Cell internet use 2013. *Washington, DC: Pew Research Center*.
- Duncombe, D., Wertheim, E. H., Skouteris, H., Paxton, S. J., & Kelly, L. (2008). How well do women adapt to changes in their body size and shape across the course of pregnancy? *Journal of Health Psychology*, 13(4), 503-515.
- Feig, D. S., & Naylor, C. D. (1998). Eating for two: are guidelines for weight gain during pregnancy too liberal?. *The Lancet*, 351(9108), 1054-1055.
- Festinger, L. (1954). A theory of social comparison processes. *Human Relations*, 7(2), 117-140.
- Foa, E. B., Riggs, D. S., Dancu, C. V., & Rothbaum, B. O. (1993). The North American spine society lumbar spine outcome assessment Instrument: reliability and validity tests. *Journal of Traumatic Stress*, 6(4), 459-473.
- Fox, J., & Moreland, J. J. (2015). The dark side of social networking sites: An exploration of the relational and psychological stressors associated with Facebook use and affordances. *Computers in Human Behavior*, 45, 168-176.

- Fox, J., & Warber, K. M. (2013). Romantic relationship development in the age of Facebook: An exploratory study of emerging adults' perceptions, motives, and behaviors. *Cyberpsychology, Behavior, and Social Networking*, 16(1), 3-7.
- Freeman, A., & DiTomasso, R. A. (2002). Cognitive concepts of anxiety. *Textbook of Anxiety Disorders*. Washington DC, American Psychiatric Publishing Inc, 71-79.
- Garmy, P., Nyberg, P., & Jakobsson, U. (2012). Sleep and television and computer habits of Swedish school-age children. *The Journal of School Nursing*, 28(6), 469-476.
- Golafshani, N. (2003). Understanding Reliability and Validity in Qualitative Research. *The Qualitative Report*, 8(4), 597-606.
- Gonzales, A. L., & Hancock, J. T. (2011). Mirror, mirror on my Facebook wall: Effects of exposure to Facebook on self-esteem. *Cyberpsychology, Behavior, and Social Networking*, 14(1-2), 79-83.
- Ha, J. H., Chin, B., Park, D. H., Ryu, S. H., & Yu, J. (2008). Characteristics of excessive cellular phone use in Korean adolescents. *CyberPsychology & Behavior*, 11(6), 783-784.
- Hicks, S., & Brown, A. (2016). Higher Facebook use predicts greater body image dissatisfaction during pregnancy: the role of self-comparison. *Midwifery*, 40, 132-140.

- Hoare, E., Milton, K., Foster, C., & Allender, S. (2017). Depression, psychological distress and Internet use among community-based Australian adolescents: a cross-sectional study. *BMC public health*, 17(1), 365.
- Hughes, D. J., Rowe, M., Batey, M., & Lee, A. (2012). A tale of two sites: Twitter vs. Facebook and the personality predictors of social media usage. *Computers in Human Behavior*, 28(2), 561-569.
- Hussain, Z., Griffiths, M. D., & Sheffield, D. (2017). An investigation into problematic smartphone use: The role of narcissism, anxiety, and personality factors. *Journal of behavioral addictions*, 6(3), 378-386.
- Junco, R. (2012). Too much face and not enough books: The relationship between multiple indices of Facebook use and academic performance. *Computers in human behavior*, 28(1), 187-198.
- Kamysheva, E., Skouteris, H., Wertheim, E. H., Paxton, S. J., & Milgrom, J. (2008). Examination of a multi-factorial model of body-related experiences during pregnancy: The relationships among physical symptoms, sleep quality, depression, self-esteem, and negative body attitudes. *Body image*, 5(2), 152-163.
- Kaplan, A. M., & Haenlein, M. (2010). Users of the world, unite! The challenges and opportunities of Social Media. *Business Horizons*, 53(1), 59-68.

- Karapanos, E., Teixeira, P., & Gouveia, R. (2016). Need fulfillment and experiences on social media: A case on Facebook and WhatsApp. *Computers in Human Behavior, 55*, 888-897.
- Kramer, A. D., Guillory, J. E., & Hancock, J. T. (2014). Experimental evidence of massive-scale emotional contagion through social networks. *Proceedings of the National Academy of Sciences, 201320040*.
- Kraut, R., Patterson, M., Lundmark, V., Kiesler, S., Mukophadhyay, T., & Scherlis, W. (1998). Internet paradox: A social technology that reduces social involvement and psychological well-being? *American Psychologist, 53*(9), 1017.
- Kross, E., Verduyn, P., Demiralp, E., Park, J., Lee, D. S., Lin, N., & Ybarra, O. (2013). Facebook use predicts declines in subjective well-being in young adults. *PLoS one, 8*(8), e69841.
- L Hur, J., & Gupta, M. (2013). Growing up in the web of social networking: Adolescent development and social media. *Adolescent Psychiatry, 3*(3), 233-244.
- Lenhart, A., Ling, R., Campbell, S., & Purcell, K. (2010). Teens and mobile phones: Text messaging explodes as teens embrace it as the centerpiece of their communication strategies with friends. *Pew Internet & American Life Project*.

- Lenhart, A., Smith, A., Anderson, M., Duggan, M., & Perrin, A. (2015). Teens, technology and friendships.
- Lepp, A., Barkley, J. E., & Karpinski, A. C. (2014). The relationship between cell phone use, academic performance, anxiety, and satisfaction with life in college students. *Computers in Human Behavior*, 31, 343-350.
- Levine, M. P., & Smolak, L. (2006). The prevention of eating problems and eating disorders: Theory, research, and practice. *Psychology press*.
- Madan, A., Mrug, S., & Wright, R. A. (2014). The effects of media violence on anxiety in late adolescence. *Journal of youth and adolescence*, 43(1), 116-126.
- Mainiero, L. A., & Jones, K. J. (2013). Workplace romance 2.0: Developing a communication ethics model to address potential sexual harassment from inappropriate social media contacts between coworkers. *Journal of Business Ethics*, 114(2), 367-379.
- Martijn, C., Sheeran, P., Wesseldijk, L. W., Merrick, H., Webb, T. L., Roefs, A., & Jansen, A. (2013). Evaluative conditioning makes slim models less desirable as standards for comparison and increases body satisfaction. *Health Psychology*, 32(4), 433.
- McLiesh, P., Rasmussen, P., & Schultz, T. (2018). Quantitative Research in Orthopaedic and Trauma Nursing. *International Journal of Orthopaedic and Trauma Nursing*, 30, 39-43.

- Mehdizadeh, S. (2010). Self-presentation 2.0: Narcissism and self-esteem on Facebook. *Cyberpsychology, behavior, and social networking*, 13(4), 357-364.
- Meier, E. P., & Gray, J. (2014). Facebook photo activity associated with body image disturbance in adolescent girls. *Cyberpsychology, Behavior, and Social Networking*, 17(4), 199-206.
- Mesch, G. S. (2006). Family relations and the Internet: Exploring a family boundaries approach. *The Journal of Family Communication*, 6(2), 119-138.
- Moreno, M. A., & Whitehill, J. M. (2014). Influence of social media on alcohol use in adolescents and young adults. *Alcohol research: Current Reviews*, 36(1), 9.
- Moreno, M. A., Jelenchick, L. A., & Christakis, D. A. (2013). Problematic internet use among older adolescents: A conceptual framework. *Computers in Human Behavior*, 29(4), 1879-1887.
- Muscanell, N. L., Guadagno, R. E., Rice, L., & Murphy, S. (2013). Don't it make my brown eyes green? An analysis of Facebook use and romantic jealousy. *Cyberpsychology, Behavior, and Social Networking*, 16(4), 237-242.
- Nesi, J., & Prinstein, M. J. (2015). Using social media for social comparison and feedback-seeking: gender and popularity moderate associations with depressive symptoms. *Journal of abnormal child psychology*, 43(8), 1427-1438.

- Norris, J. M., Ross, S. J., & Schoonen, R. (2018). Improving Second Language Quantitative Research. *Language Learning*, 1-8.
- Oberst, U., Wegmann, E., Stodt, B., Brand, M., & Chamarro, A. (2017). Negative consequences from heavy social networking in adolescents: The mediating role of fear of missing out. *Journal of Adolescence*, 55, 51-60.
- O'Keeffe, G. S., & Clarke-Pearson, K. (2011). Clinical report—the impact of social media on children, adolescents, and families. *Pediatrics*, peds-2011.
- Orbach, S., & Rubin, H. (2014). TWO FOR THE PRICE OF ONE The impact of body image during pregnancy and after birth. *Department for Culture, Media and Sport and Government Equalities Office*, London.
- Perrin, A. (2015). Social media usage. *Pew research center*, 52-68.
- Primack, B. A., Shensa, A., Escobar-Viera, C. G., Barrett, E. L., Sidani, J. E., Colditz, J. B., & James, A. E. (2017). Use of multiple social media platforms and symptoms of depression and anxiety: A nationally-representative study among US young adults. *Computers in Human Behavior*, 69, 1-9.
- Pruis, T. A., & Janowsky, J. S. (2010). Assessment of body image in younger and older women. *The Journal of General Psychology: Experimental, Psychological, and Comparative Psychology*, 137(3), 225-238.

- Ricciardelli, L. A., McCabe, M. P., Williams, R. J., & Thompson, J. K. (2007). The role of ethnicity and culture in body image and disordered eating among males. *Clinical psychology review, 27*(5), 582-606.
- Richardson, A., Ganz, O., Stalgaitis, C., Abrams, D., & Vallone, D. (2013). Noncombustible tobacco product advertising: how companies are selling the new face of tobacco. *Nicotine & Tobacco Research, 16*(5), 606-614.
- Romer, D., Bagdasarov, Z., & More, E. (2013). Older versus newer media and the well-being of United States youth: results from a national longitudinal panel. *Journal of Adolescent Health, 52*(5), 613-619.
- Rosen, L. D., Whaling, K., Carrier, L. M., Cheever, N. A., & Rokkum, J. (2013). The media and technology usage and attitudes scale: An empirical investigation. *Computers in human behavior, 29*(6), 2501-251.
- Ryan, T., & Xenos, S. (2011). Who uses Facebook? An investigation into the relationship between the Big Five, shyness, narcissism, loneliness, and Facebook usage. *Computers in human behavior, 27*(5), 1658-1664.
- Samii, C. (2016). Causal Empiricism in Quantitative Research. *78*(3), 941-955.
- Sapolsky, R. M. (2004). Social status and health in humans and other animals. *Annu. Rev. Anthropol., 33*, 393-418.

- Scherr, S., & Brunet, A. (2017). Differential influences of depression and personality traits on the use of Facebook. *Social Media+ Society*, 3(1), 2056305117698495.
- Schneider, S. K., O'donnell, L., Stueve, A., & Coulter, R. W. (2012). Cyberbullying, school bullying, and psychological distress: A regional census of high school students. *American journal of public health*, 102(1), 171-177.
- Schulz, J. L. (2015). Social media use and depression in emerging adults: the moderating effect of parental support (Doctoral dissertation, University of Delaware)
- Shochat, T., Flint-Bretler, O., & Tzischinsky, O. (2010). Sleep patterns, electronic media exposure and daytime sleep-related behaviors among Israeli adolescents. *Acta Paediatrica*, 99(9), 1396-1400.
- Simoncic, T. E., Kuhlman, K. R., Vargas, I., Houchins, S., & Lopez-Duran, N. L. (2014). Facebook use and depressive symptomatology: Investigating the role of neuroticism and extraversion in youth. *Computers in Human Behavior*, 40, 1-5.
- Skierkowski, D., & Wood, R. M. (2012). To text or not to text? The importance of text messaging among college-aged youth. *Computers in Human Behavior*, 28(2), 744-756.

- Skierkowski, D., & Wood, R. M. (2012). To text or not to text? The importance of text messaging among college-aged youth. *Computers in Human Behavior*, 28(2), 744-756.
- Skouteris, H. (2011). Body image issues in obstetrics and gynecology.
- Sriwilai, K., & Charoensukmongkol, P. (2016). Face it, don't Facebook it: impacts of social media addiction on mindfulness, coping strategies and the consequence on emotional exhaustion. *Stress and Health*, 32(4), 427-434.
- Stein, M. B., & Sareen, J. (2015). Generalized anxiety disorder. *New England Journal of Medicine*, 373(21), 2059-2068.
- Sydenham, M., Beardwood, J., & Rimes, K. A. (2017). Beliefs about emotions, depression, anxiety and fatigue: A mediational analysis. *Behavioral and cognitive psychotherapy*, 45(1), 73-78.
- Thomé, S., Dellve, L., Härenstam, A., & Hagberg, M. (2010). Perceived connections between information and communication technology use and mental symptoms among young adults-a qualitative study. *BMC Public Health*, 10(1), 66.
- Thomé, S., Dellve, L., Härenstam, A., & Hagberg, M. (2010). Perceived connections between information and communication technology use and mental symptoms among young adults-a qualitative study. *BMC Public Health*, 10(1), 66.

- Thompson, S. H., & Loughheed, E. (2012). Frazzled by Facebook? An exploratory study of gender differences in social network communication among undergraduate men and women. *College Student Journal*, 46(1).
- Valkenburg, P. M., Peter, J., & Schouten, A. P. (2006). Friend networking sites and their relationship to adolescents' well-being and social self-esteem. *CyberPsychology & Behavior*, 9(5), 584-590.
- Van den Bulck, J. (2004). Television viewing, computer game playing, and Internet use and self-reported time to bed and time out of bed in secondary-school children. *Sleep*, 27(1), 101-104.
- Van den Eijnden, R. J., Meerkerk, G. J., Vermulst, A. A., Spijkerman, R., & Engels, R. C. (2008). Online communication, compulsive Internet use, and psychosocial well-being among adolescents: a longitudinal study. *Developmental psychology*, 44(3), 655.
- van Saane, N., Sluiter, J. K., Verbeek, J., & Frings-Dresen, M. (2003). Reliability and Validity of Instruments Measuring Job Satisfaction—A Systematic Review. *Occupational Medicine*, 53, 191–200.
- Vannucci, A., Flannery, K. M., & Ohannessian, C. M. (2017). Social media use and anxiety in emerging adults. *Journal of affective disorders*, 207, 163-166.

- Varghese, M. E., & Pistole, M. C. (2017). College Student Cyberbullying: Self-Esteem, Depression, Loneliness, and Attachment. *Journal of College Counseling, 20*(1), 7-21.
- Vogel, E. A., Rose, J. P., Roberts, L. R., & Eckles, K. (2014). Social comparison, social media, and self-esteem. *Psychology of Popular Media Culture, 3*(4), 206.
- Warren, S., & Brewis, J. (2004). Matter over mind? Examining the experience of pregnancy. *Sociology, 38*(2), 219-236.
- Watson, R. (2014). Quantitative research. *Nursing Standard, 29*(31), 44-51.
- Wegmann, E., Stodt, B., & Brand, M. (2015). Addictive use of social networking sites can be explained by the interaction of Internet use expectancies, Internet literacy, and psychopathological symptoms. *Journal of behavioral addictions, 4*(3), 155-162.
- Williams, A. L., & Merten, M. J. (2011). iFamily: Internet and social media technology in the family context. *Family and Consumer Sciences Research Journal, 40*(2), 150-170.
- Wilson, K., Fornasier, S., & White, K. M. (2010). Psychological predictors of young adults' use of social networking sites. *Cyberpsychology, behavior, and social networking, 13*(2), 173-177.

Woods, H. C., & Scott, H. (2016). # Sleepyteens: social media use in adolescence is associated with poor sleep quality, anxiety, depression and low self-esteem. *Journal of Adolescence*, 51, 41-49.

Yardi, S., & Bruckman, A. (2011, May). Social and technical challenges in parenting teens' social media use. In Proceedings of the SIGCHI Conference on Human Factors in Computing Systems (pp. 3237-3246). ACM.

APPENDICES

Appendix A: Questionnaire

Dear Respondent,

Thank you for accepting to participate in this very important research. This survey is titled “An Analysis of the Relationship between Social Media and Depression; Using Instagram as the Case Study among EMU Students”.

Thank you sincerely for your help

SECTION A

Kindly Circle (O) only one of the numbers that corresponds with your answer in each of the questions

1. Age (a.) 18-23 (b.) 24-29 (c.) 30-35
2. Gender (a.) Female (b.) Male
3. Educational Background (a.) Undergraduate (b.) Masters (c.) Ph.D.
4. Faculty (a.) Architecture (b.) Arts & Sciences (c.) Business & Economics
(d.) Communication and Media Studies (e.) Education (f.) Engineering (g.)
Health Sciences (h.) Law (i.) Medicine (j.) Pharmacy (k.) Tourism
5. Year (a.) 1 Year (b.) 2 Years (c.) 3 Years (d.) 4 Years (e.) 5
Years
6. Marital Status (a.) Single (b.) In A Relationship (c.) Married (d.)
Divorced
7. Do you have an Instagram account? (a) Yes (b) No
8. How long do you spend on Instagram in a day? (a.) 2-4hrs (b.) 5-7hrs (c.)
8-10hrs (d.) 11hrs and above

SECTION B

Please tick the answer that corresponds with your agreement to the following statement. Where: 1=Strongly Agree, 2=Agree, 3=Undecided, 4=Disagree, &

5=Strongly Disagree.

Satisfaction EMU students derive from the use of Instagram

	I use Instagram to:	Strongly Agree	Agree	Undecided	Disagree	Strongly Disagree
10	Social interaction					
11	Information seeking					
12	Pass time					
13	For entertainment					
14	For relaxation					
15	For communication					
16	For convenience					

Please tick the answer that corresponds with your agreement to the following statement, where 1=Strongly Agree, 2=Agree, 3=Undecided, 4=Disagree, & 5=Strongly Disagree.

Instagram in Enhancing Depression

	I get depressed from the use of Instagram	Strongly Agree	Agree	Undecided	Disagree	Strongly Disagree
17	When my followers do not like my pictures					
18	When my followers do not comment on my posts					
19	When my friends receive more feedbacks than me					
20	When my friends have more followers than me					
21	When I get bullied by unknown users					
22	When I see other users have more followers than I do					
23	When I see my friends are enjoying their lives based on their pictures and posts					
24	When I see my friends are more successful than I am based on their pictures and posts					
25	When I am bullied by my friends					

26	When I see users with more attractive physical attributes					
27	When I see people with more financial stability					
28	When I do not get attention					
29	When I feel unattended to by my social media friends					
30	When I am uncertain about my friends' reaction on my posts					
31	When I do not receive attractive comments about my pictures					
32	When my contents are not valued					
33	When my self-worth is questioned through the posts I view					
34	When my friends do not view my posts					
35	When I do not receive follow backs from those I follow					
36	When people do not respond to my direct messages in time					

37	When people do not respond to my direct messages at all					
----	--	--	--	--	--	--

Appendix B: Ethical Review Approval



**Doğu Akdeniz
Üniversitesi**
"Erdem, Bilgi, Gelişim"

**Eastern
Mediterranean
University**

"Virtue, Knowledge, Advancement"

99628, Gazimagusa, KUZEY KIBRIS /
Famagusta, North Cyprus,
via Mersin-10 TURKEY
Tel: (+90) 392 630 1995
Faks/Fax: (+90) 392 630 2919
E-mail: bayek@emu.edu.tr

Etik Kurulu / Ethics Committee

Reference No: ETK00-2018-0280
Subject: Application for Ethics.

31.10.2018

RE: Chiwetara Jideonwo
Faculty of Communication

To Whom It May Concern:

(Meeting number **2018/60-29**), EMU's Scientific Research and Publication Ethics Committee (BAYEK) has granted, Chiwetara Jideonwo, from the Faculty of Communication to pursue with her MA. thesis work "*An Analysis Of The Relationship Between Social Media and Depression; Using Instagram As The Case Study Among Emu Students*", under the supervision of Assoc. Prof. Dr. Bahire Özad. This decision has been taken by the majority of votes.

Regards,


Assoc. Prof. Dr. Şükrü Tüzmen
Director of Ethics Committee

ŞT/ba.