

THE IMPACT OF INSTAGRAM ON NIGERIAN YOUTHS

BY

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Declaration

I hereby certify that this material, which I now submit for assessment on the programme of study leading to the award of the MA in Journalism &Media communication, is my own; based on my personal study and/or research, and that I have acknowledged all material and sources used in its preparation. I also certify that I have not copied in part or whole or otherwise plagiarised the work of anyone else, including other students.

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Abstract

Social media has become an important facet of Nigerian society. As we spend significant amounts of time using it, social media has penetrated the patterns of communication among Nigerian youth. Instagram is regarded as an image based machine. It has gained prominence among the youth. However, amidst the frequent usage of Instagram, literature remains disjointed regarding the impact of Instagram as a platform.

The Literature Review discussed the various conceptual clarifications in the aspect of social media, Instagram, well-being, self-esteem, Nigeria youth and the accompanying theories of the main variables of the study. Instagram is widely used among youths compared with other media, reasons for such was disclosed during the course of elaborating more on the theory of the study.

Qualitative and quantitative survey method was adopted for the dissertation due to the correlation of the methods in line with the purpose of the study. The major attribute of both research methods are in its ability in providing complex textual descriptions of how people perceive a given research phenomenon from human perspectives, which is relevant to the study.

This dissertation investigates the various ways Instagram has been able to affect the self-esteem and well-being of Nigerian Youths from users' perspective with a self-administered online questionnaire. The second source of research is in the form of interview with two influencers of Instagram platforms to gather relevant information from experts' perspective.

The finding shows that the effect of Instagram on the youth well-being and self-esteem can be linked directly to the level of exposure and dependence on the platform. It was found that Instagram has become prevalent among social media users due to its features. Throughout the research, the impact of Instagram on Youths self-esteem and well-being is considered.

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CHAPTER ONE: INTRODUCTION

1.1 Overview of Topic

Social Media Platforms

The internet has revolutionized the world into a global village. The amount of information on the internet is phenomenal. The youth nowadays, tend to adopt the internet as a source of carrying out all their daily activities because of its easy access features (Ward, 2002, p. 3).

Kluver (2002, p. 139) noted that “The new media which comprises of various social media platform provide an almost unlimited amount of information that can be tremendously useful when it is appropriately sorted and filtered”

The drastic changes and high level of dependence on mobile devices and technology has been influenced due to the introduction of various applications such as the social media platform. Interestingly, the Internet provides opportunity for the use of social media for communication either on a computer or computer-related devices such as mobile devices (Daluba and Maxwell, 2013, p. 536).

According to Kim, he noted that:

Young people, especially youths no longer depend on the old means but rather they are now prone to the popular new media. Many young adults now get information as they occur through the internet on their phones. The use of internet and subsequently social media has become widely recognised by people of all ages and geographical dispensations.

(Kim, 2010, p. 5)

Social media is where users can set up a profile of themselves, create formal connections to people they know, communicate, and share preferences and interests, examples are Facebook, Myspace, LinkedIn, YouTube, Instagram and others. This has become a vital part of their lives as they are more concerned with their social media friends, videos on YouTube, posts on Instagram and other communication platforms than the formal modes of communication (Singh et al., 2017, p. 22).

“Today, youths are defining users of social media. Social media made available the platform for youth to build social networks or social relations among people”(Singh et al., 2017, p. 23). Alabi (2015, p. 4) buttressed that social media have changed all activities across all human levels and groups, for example governments make use of the platform in relating national issues faster to the populace, business owners have also inculcated the usage of social media to boost their public relation tactics, marketers are unlimited in terms of showcasing their products for easy purchase and reach.

The introduction of Instagram in 2010 into the society brought about a new chapter in the evolution of social media (Salomon, 2013, p. 410). Instagram’s platform allows people to convert their pictures into enhanced images, which are then shared on the Instagram application as well as other social media platforms such as Twitter, Flickr, Facebook, Tumblr (Stec, 2015, p. 2). Instagram users are encouraged to enhance their selected photo/video, using what is classified as filters.

Other Instagram users usually referred to as followers, are able to like and comment on the shared posts. Followers are allowed to peek into the lives of those they follow and vice versa. According to Hawi&Samaha (2010, p. 45), Instagram has attracted more than 400 million monthly active users and 80 million shared photos with 3.5 billion likes daily.

1.2 Nigeria’s Changing Social Media Landscape

“Currently in Nigeria, there are roughly 6.7 million active Instagram users which makes Instagram the 2nd most used social media platform after Facebook” (NapoleonCat, 2020).Not only are more people utilizing Instagram on a daily basis, they spend an ever increasing amount of time engaged with it. An average young user engages with Instagram as a leisure activity, but an addicted user sees it as a way of life.

As reported by Pew Research Centre, 45% of addicted internet teenagers claim to use the social media platforms almost constantly. On a daily basis, the average user spends more time engaging on Facebook and Instagram when compared to time spent on other leisure activities according to the Bureau of Labour Statistics, excluding television viewing (Stewart, 2016, p. 11).

People engage in different activities on the Internet; some users may develop an addiction to specific platforms they engage in, an example being Instagram addiction. The signs that a

user is becoming an addicted user include neglect of personal life, mood modifying experiences, mental preoccupation, escapism, tolerance and concealing addictive behaviour, all of which appear to be present in some excessive users of social media network sites (Kuss and Griffiths, 2011, p. 65).

Sheldon and Bryant (2016, p. 43) revealed that Instagram users are less interested in connecting with followers, they place more emphasis on personal identity and self-promotion, including knowledge gathering about other users, surveillance, documentation of memories and self-promotion. The Sheldon and Bryant study established that surveillance/knowledge about others was the strongest motivation for Instagram usage.

Social media in general magnifies the impact of social comparison which in turn magnifies the effect on users' well-being. Users spend less time on social network updating/posting content with the vast majority of their social media time allocated to looking at other user's profiles and photos. Repeated use of social media for surveillance purposes results in constant social comparisons (Corcoran et al., 2011, p. 135).

Since social media has evolved into a more accessible online platform in Nigeria and has become integrated into people's everyday lives, studying the effect it has on youths is an important aspect to examine. Many studies have shown that social media use causes individuals to develop negative social comparison with their followers and friends, which leads to negative effects on self-report (Vogel et al., 2015; De Vries & Kühne, 2015; Vogel et al., 2014).

Recent studies have also established that social media is a good predictor of, eating disorder symptoms, body dissatisfaction and life satisfaction in teenage girls (Ferguso et al., 2014, p. 201). Other studies have shown that increased feelings of envy are evidently related to decreased feelings of self-esteem and well-being amongst women who use social media platforms (Cretti, 2015, p. 23).

A new study showed that social media users are becoming increasingly more depressed not only by social comparison but by comparing themselves to their own profile (Flores, 2014, p. 75). In other words, if a person's reality does not correspond to the digital illusion they post on their profiles, one may feel as though they are not living up to the best version of themselves.

Nigeria is a religious country with 90% of its population divided between Christians and Muslims while the remaining 10% are traditional practitioners. The culture and way of life of Nigerians is totally different from that of the western culture due to influence of religion on the larger population. The introduction of the internet and the social media platforms provides a common ground for interaction of different cultures, exposing Nigerian youths to new ways of life and cultures that are different from what they were familiar with. As users of social media platforms continue to grow across the country, the majority of the population of the youth is seeing a life heavily influenced by social media.

There have only been a few studies testing the impact of Instagram on users' outcomes. In Nigeria, study of this nature is very scarce or non-existent. This research study will examine the impact of Instagram on self-esteem and well-being of Nigerian youth.

1.3 Roadmap of Dissertation Structure

This study is structured in various chapters, beginning with the introduction of the topic, summary, research aims and objectives, and expected results in Chapter One. Chapter Two consists of conceptual framework of basic concepts ranging from social media, Instagram, self-esteem and well-being and relationship between the media and Nigerian youth. The theories adopted include uses and gratification theory, technological determinant theory, dependency theory and social comparison theory. The method used for this research is a mixed method of quantitative and qualitative survey research using both survey questionnaire and interviews for the collection of data. The significance of using a mixed method and the use of both survey questionnaire and interviews is detailed in Chapter Three as well as the designed instrument in line with the Rosenberg Self-Esteem Scale and Instagram Intensity Scale as a guide. Chapter Four presents and analyses the results, including transcription of interviews that were conducted for this dissertation. The final chapter, Chapter Five concludes the study and arguments raised from the research findings. It also includes points to consider and recommendations for future studies.

1.4 Research Aims and Objectives

The aim of this research dissertation is to explore the impact of Instagram on self-esteem and well-being of Nigeria youths. The purpose is to investigate the reason behind Instagram having a massive effect on the youth in particular. In order to address the research problem effectively, the following questions were asked;

- What is the effect of Instagram use on self-esteem and well-being of Nigerian youths?
- How does the volume of Instagram usage affect user's self-esteem and well-being?
- What factors are responsible for increased or lowered self-esteem and well-being of an Instagram user?

CHAPTER 2: LITERATURE REVIEW

2.1 Introduction

The role of literature review in a study is fundamental, according to Osuala (1993, p. 112) a comprehensive literature review helps in developing a thorough understanding of the issue and provides a better insight for the research scholar. This chapter presents the review of relevant conceptual and theoretical frameworks. Below are the relevant literature and scholarly works that focuses the topic and defines the basic concepts of this study. They are; the conceptual review of social media, Instagram, the concept of self-esteem and well-being, existing relationship between social media and Nigerian youths and the theoretical framework that addresses the main focus of the study.

2.2 Social Media: a Conceptual Clarification

Social media, also known as “new media” is simply a collection of various media platforms like Facebook, Twitter, WhatsApp, Instagram etc, which help to connect people with mutual interest for the purpose of sharing information and awareness about the latest events around the globe. In supporting the notion, Kent (2010, p. 645) asserts that the term “Social Media” is a broad concept that contains interactive media channels, which allow a two-way communication and feedback. Social media is an electronic based mediated technology that facilitates the transfer of data. According to Daluba & Maxwell (2013, p. 537), social media helps to effect communication between people in different demographic groups. The features of interactivity, virtual, instant delivery, file transfer and feedback are similar between the various media platforms.

Awake buttresses that;

Social media has become hugely popular. Similarly, it took 38 years for radio to reach 50 million users, 13 years for television to attract the same number and 4 years for the Internet to do so, but it took Facebook 12 months to gain 200 million users.

(Awake, 2011, p. 11)

However, it is important to note that the introduction of social media can be traced to the advent of mobile phones and data enabling devices in the year 2004 to 2006. Today, mobile

devices have appeared in every aspect of daily life, further strengthened by innovations in the technological domain. These innovations have enabled social media to deliver a range of services, creating a massive influence on the activities of the upcoming youth. This influence has extended to affect their self-esteem and well-being, especially in Nigeria.

Valkenburg & Piotrowski (2017, p. 219), submitted that the power attached to the use of Smart phones over the globe has created a form of addiction to various content of a mobile phone. Social media has drawn the full attention of youths thereby gaining more patronage and importance in the world. Some researchers have based their review on the positive contribution of social media in the life of the youth. However, looking at the effect of this media on self-esteem and well-being of youths is also very important.

Nigeria's population is estimated at 181.2 million according to the United Nations (2017) while Statista, a German-based leading statistics company estimated Nigeria, as of 2016 to have a total of 69.1 million internet users with the age distribution of 15-64 years constituting 53.17% of the total population. With this figure, Statista concluded that the internet users are between the age of 15-64 and nearly all use the internet because of social media platforms. Binns (2014, p. 80), pointed out that the pattern and structure of online social media platforms shows the existing relationship between user's behaviours and attitudinal changes. It is important to look into other areas possibly influenced by the use of Instagram and other social media platforms, most especially the area of self-esteem and well-being of young Nigerian adults.

2.3 Social Media: An Overview of Instagram

Instagram is one of the social media platforms where users have the opportunity to share visual information through pictures or videos, other users referred to as followers are urged to respond with shares, comments, likes in the process of communicating with one another (Chante et al., 2014, p. 1). Instagram is regarded as a new social media platform that has influenced the youth greatly in the area of pictures and video uploads among friends (Hochman & Schwartz, 2012, p. 4). The study of Lup et al., (2015, p. 250), revealed that the principle of bias is positive in every Instagram post, due to the nature of user's uploads, they posit that unlike other social media platforms the aspect of editing has created a perfect cultural brand amongst the users.

Highlighting the importance of the image system, Scott (2015, p. 25) noted that the image does the talking when it comes to the platform. Hence, there must be a sense of clarity, creativity, and relevance when uploading pictures of any kind. Picture and video goes a long way to affect the mind-set and mind of an individual faster than any other mechanism or methods.

Instagram is an ‘image machine’ that harnesses the continuous and habitual use of mobile devices to scroll, tap and glance at a never-ending flow of images...These images being circulated on Instagram are indirectly promotional in character.

(Carah & Shaul, 2016, pp. 70-72)

Despite the Instagram application being launched in 2010, the level of development it has experienced cannot be quantified. Instagram accounted for 100 million users with a total of four billion photos uploaded as of 2013 (Abbott et al., 2013, p. 5). These figures have received a massive increase from that period to date. Instagram usage cannot be underestimated due to its undying reach among the younger generation and lots of societies’ groups’ forum. The findings of Salomon (2013, p. 410) estimated that the total number of Instagram users on a daily basis is around 75 million and an estimate of 16 billion photos being uploaded and shared. The Salomon findings also reported that more of the younger generation uses Instagram more than Facebook media platforms (Salomon, 2013, p. 409) and this usage is attributed to the massive drive and huge desire of the younger generation in taking pictures and showcasing of material things (Abbott et al., 2013, p. 4).

Bakhshi et al., noted that;

Communication patterns have been enhanced by the uniqueness of Instagram, the usage of words to communicate is now limited since sharing of images has made communication with other users (friends and family especially) more idealistic and effective.

(Bakhshi et al., 2013, p. 2).

Speaking to the advantages, Abbott et al., (2013, p. 5) stated that Instagram has further developed many businesses in the aspect of communicating company's identities and high

levels of prominence in the online world. Instagram has created a channel whereby every individuals or groups can have the same access to upload pictures and perform various exercises similar to other social media platforms thereby facilitating the speed in information delivery (Chante et al., 2014, p. 4).

Many organisations and establishments including the government, private companies, small scale businesses, investors, churches etc., have adopted the usage of social media services into their businesses in order to reach as many people as possible, as well as, have a fast means of communication with their intended target audience. Instagram plays a massive role in all sectors of the economy including the educational sector (Salomon, 2013, p. 410).

2.4 The Concept of Self-Esteem

Self-esteem is a major part of the individual psychological setup (Marsh, 1990, p. 89) and the individual self-judgement (Biolcati, 2017, p. 70). Looking at the wide range of various studies being conducted, there are several findings by different scholars on the subject. One such finding is that among the known genders, the female user tends to have lower self-esteem than male users (Bleidorn et al., 2016, p. 396). The concept of self-esteem is very broad in nature and changes in the field of communication which makes the understanding of the concept very delicate in nature, most especially in terms of having first-hand knowledge on some complex components like how individuals perceive themselves and their environment on a daily basis (Bleidorn et al., 2016, p. 398).

According to studies and other research, self-esteem is seen as “an individual’s overall positive evaluation of the self” (Cast & Burke, 2002, p. 1042). “An individual's self-esteem is grouped into two major parts which include; the nature or way people feel towards themselves and their verdict about their self-worth” (Liu et al., 2016, p. 610). The comparison of low and high self-esteem is quite simple and logical, having a positive view about oneself will definitely help in shaping high self-esteem while in the case of having a low self-esteem there tends to be undecided or bad views about one’s self-worth.

Self-esteem has a strong relation to happiness (Abbott et al., 2013, p. 2). When self-esteem is on the increase, people are willing to be more vocal in groups and may have an indirect effect on any subject being discussed. Those with high self-esteem have strong group favouritism that can lead to an increase in discrimination, whereas low self-esteem contributes to externalizing behaviour (Carah & Shaul, 2016).

From careful and in-depth studies of various research studies, it is crystal clear that self-esteem is a true picture of individual identity and how users see themselves (Carah & Shaul, 2016). With this being established, the principle of relating to one self has since moved through numerous studies and fields pointing out that self-esteem deal more with a few concepts like self-presentation and body satisfaction. These concepts are familiar among the users of Instagram and also have an impact on their wellness and esteem.

With regard to body satisfaction, previous studies have been able to establish the existence of a close relationship between self-esteem and image satisfaction among the young adults (Neighbors & Sobal, 2007, p. 429). Instagram is a major carrier of pictures and images compared to other social media platforms and many users agree to gain gratification from Instagram activities. Biolcati (2019) in his study noted that numerous findings revealed that selfies have a great impact on the level of self-esteem among the young adults possibly due to the presence of self-presentation on social media. Biolcati's study, which focused mainly on women, posits that the increase in self-esteem is proportional to the frequency of selfie posting. Biolcati concluded that self-presentation is linked with individual self-esteem and low self-esteemed youth tend to hide themselves from shame, resulting to social withdrawal.

In the words of Nadkarni & Hofmann (2012, p. 244), self-presentation is the sole reason why young people make use of social media platforms. Scholars have been able to come up with two factors or models that relate to the usage of social media. While the first model focuses on belonging trends of people, the second model focuses on the need for self-presentation. In the world system there is a rising need of belonging, every person wants to belong and be a part of the technological age, build connections and maintain distance communications. "The need for self-presentation is central to social media development because it is the architect that helps direct the sense of acceptance of the users" (Kramer & Winter, 2008, p. 109).Gonzales & Hancock (2011, p. 81), in their study argued that exposure to information on ones timeline directly affects levels of self-esteem, particularly when users are given the power to edit their own information. Hence, users intend to create a nice positive presentation of their life by showcasing their image in the best way possible due to the availability of such application tools and editing symbols being installed (Kramer & Winter, 2008, p. 108).

Looking at various concepts studied in this study, Rutledge, Gillmor, & Gillen discovered that;

Body satisfaction has more numerous studies being conducted than self-presentation on social media platforms. Body satisfaction is categorically being referred to as satisfaction that an individual derives from their physical appearance.

(Rutledge et al., 2013, p. 253).

Nevertheless, much literature has noted and addressed the symbolic relationship between social media and self-esteem looking at various sectors and angles, but the fact remains that most investigators and scholars have a second thought or view about this relationship in terms of its positivity or negativity (Kramer & Winter, 2008, p. 109). Kramer & Winter's (2008) study did not solidify collaboration on the manner at which users present themselves on social media platforms and their levels of self-esteem. Another investigation carried out by McLean et al., (2015), shows that scholars were able to point out some correlation between social media users and the level of their self-esteem. This intertwined debate is clearly still unravelled, which is why the main purpose of the study is to examine the impact of Instagram on Nigeria youth as it relates to their self-esteem and wellness.

2.5 The Concept of Well-Being

Health can be defined as the act of maintaining a complete physical well-being. In a bid to review the various definition being given by scholars, Huber et al., (2011, p. 235) proposed a definition of health as “the ability to adapt and to self-manage”, which involves the ability of individuals to adjust themselves to the situation that is key to their health”. Huber et al., (2011) recognized the subjective element of health but the definition of health and well-being will be different from person to person depending on their angle of discussion and demand. The concept of well-being is situated outside the medical model of health and varies greatly among individuals in relation to the various factors that might contribute to it. Therefore, the process of taking medical decisions and measures about a person well-being cannot be ascertained or determined.

The well-being of a person is tied to happiness and life satisfaction, which can be derived from various means or medium. Well-being is a pictorial example of an individual reflections and emotions. The absence of these reflections and emotions in an individual's life can bring about a great deal of damage and hinder wellness. Numerous studies have seen well-being to be subjective in nature. Verduyn et al., (2017, p. 274) in his definition described subjective

well-being as; “The process by which every individual or person measures their lives. For the study, well-being is seen as the overall life satisfaction, linked with active social media usage and life satisfaction” (Verduyn et al., 2017, p. 280). Above all, well-being deals with the health status of an individual and other related aspect of existence in relation to longevity. In a study conducted by Nabi et al., (2013), they disclosed that social media users have direct link with social support. This relationship leads to the loss of stress, which further leads to lower levels of physical illness and enhances subjective well-being. To further buttress their point, they posit that the larger the social media friends being gathered, the higher the level of their well-being (Nabi et al., 2013, p. 726).

Instagram is regarded as the social media network for mental health and well-being. Deliberating on the concept of depression, literature reviews from other studies have been able to establish a significant link between social media and mental health or wellness. In the case of lack of wellness, depression is more likely to step in. According to O’Keefe & Clarke-Pearson (2011, p. 802), depression can be linked to the time being spent by youths on social media sites. Research has proven that the absence of social media in the activities of an individual can lead to a higher level of life satisfaction and happiness (Tromholt, 2016, p. 662).

Existing literatures on social media have been able to disclose some similarities between the usage patterns and user outcomes. Verduyn et al., (2015, p. 485) disclosed that the level of well-being changes in relation to the usage patterns. These changes can have a negative impact on the user well-being. From this assertions, the relationship between Instagram usage and user outcome must be examined as it affects general well-being of people.

2.6 Social Media and the Nigerian Youth

The advent of the internet has made the world a global village, strengthened by the advancement of communication systems of which social media plays a massive part. Kaplan & Haenlein (2010, p. 59) share the same opinion with McLuhan (1964, p. 32), they acknowledge the fact that social media has opened a great channel in strengthening the world and turning it into a global village. They listed social media to include Twitter, Blogs, Facebook, Instagram, Skype etc., believing that the usage of these platforms will help the youth to reason and have an undated plan of conducting their day to day activities.

The publication of Alhabash & Ma noted that;

Instagram users are mostly youths between the age of 18-29 years. Social media has attracted a lot of attention due to the fact that nearly all of the users are youths. This has led to scholars and researchers raising many issues surrounding social media and what it tends to produce.

(Alhabash & Ma, 2017, p. 2)

The research conducted focused more on the benefit, thereby ignoring the effect of social media on self-esteem and general well-being of their users. The study conducted by Ahaotu & Amadi (2014), showed that almost all of the youths being included in the study make use of social media not only for social purposes but research, business purposes, communication with others etc., with the most used media being regarded as Facebook and others falling in line. Goffman (1959, P. 10) assume that “when an individual appears before others he will have many motives for trying to control the impression they receive of the situation”.

Self-expression and identity formation is one of the reasons for the close relationship between social media and the youth. Youths are being given the privilege to design their background profile on any social media account with their personal pictures, uploads of their favourite video, quotes, photos and other media files. Most youth make use of Instagram, Facebook and others as a means to disclose personal information or fake identities (Manago et al., 2008).

These features and usage patterns amongst other attributes of social media have strengthened the relationship between social media and Nigerian youth (Manago et al., 2008). The study carried out by Ajewole et al., (2012), revealed that a majority of the respondents spend an exclusive amount of their time on social media sites in place of other leisure activities. The lost time goes a long way in affecting their productivity negatively. Another study conducted by Ezeah et al., in 2013, disclosed that social media is mostly being used for entertainment, films, etc., to expose hidden things and discuss matters pertaining to self and their immediate environment (Ezeah et al., 2013). In Idankwo’s (2011) research, he concluded that Nigerian undergraduates spend over two to three hours on their social media accounts through their mobile phones. “Social media present both opportunities and risks in which any data can be harvested by the users depending on what they do with their social media account” (Jain et al., 2012, p. 37). Debates and questions have emerged in submission about the patterns of

social media usage and the youths. Scholars from other fields argued that various social media platform help in providing better social interaction opportunities that further enhance the mental and social development of youths; who might be introverted to develop more confidence (Buffardi & Campbell, 2008, p. 1303).

In contrast, it can be argued that social media is affecting the livelihood and proper development of the youth by diverting their attention and focus from things or activities that are helpful and of great relevance to their social development. Social media is exposing the youth of today to depression and other anti-social behaviour such as aggression (Buffardi & Campbell, 2008, p. 1304). It is shown that from both the positive and negative aspect of social media on the youth, the level of influence of social media on the youth's development is no longer hidden.

In the study carried out by Boyd (2000), he noted that there are many reasons why Nigerian youths make use of social media. The most popular reason is to stay in touch with current friends to further strengthen their friendships and increase their well-being (Valkenburg & Peter, 2009, p. 81). Bell (2010, p. 6) noted that connection with families and friends on social media have become a normal part of healthy development. Lenhart & Madden (2007) said that for every youth and young person, the act of sending messages and constant communication through social media i.e. Facebook, Instagram, Twitter are as good as placing a phone call or engaging in face to face communication.

Most youths post messages on social media on a daily basis either directly on their pages, an update of their profiles, sharing of documents, pictures or video, likes and dislikes of others' posts and/or writing on others' walls (Lenhart & Madden, 2007). The act of wall postings and private chat on social media is the common form of public and private communication which is similar to public speaking and private letters (Lenhart & Madden, 2007). Apart from connecting with local friends and families, youths enjoy using social media as a means of contacting long distance friends and business associates. According to Ellison et al., (2007, p. 5), they stated that 75 % of the youths in Nigeria make use of social media to relate and keep constant communication with their long-time friends either from their secondary and primary school days, higher school or their formal residential locations. "Most youth adopted the usage of social media simply for the purpose of connecting with long distance relatives and other important people in their lives" (Dahl, 2004, p. 12). From the various discussion above, it is very important to examine the various element that are been affected by social media on

the youth, hence the study will look into the numerous factors that are responsible for increased or lowered self-esteem and well-being of an Instagram user.

2.7 Theoretical Framework

For the purpose of the study, the theory selected includes, uses and gratification theory, technological determinant theory, dependency theory and social comparison theory.

2.7.1 Uses and Gratification Theory

This theory was first introduced in 1959 by Elihu Katz who was concerned with the way people used the media rather than the effect the media had on people. Katz' theory sought to provide answers to "what do people do with the media" (Severin & Tankard 1992, p. 270).

Proponents of the theory are of the view that people do not expose themselves to media messages for the sake of doing so (Ndimele & Innocent, 2006, p. 77). According to Kartz (1974, p. 11), the theory was generated to fill the existing gap between media expectations and its audience needs. Every person has needs or desires that are satisfied when they are exposed to media and non-media sources (Dominick, 1990). The needs satisfied by the mass media are called gratifications. The users expect so much from the media on a daily basis, they selectively expose themselves to the social media content thereby choosing those media messages that will serve the function of satisfying their needs (Rosengren & Kaare, 1985, p. 115).

Under the theory, media consumers who have different reasons for using the media also have freedom of choice in the selection of their media channels and how it will be used (Blumler & Katz, 1974). Mcquail et al., (1972 cited in Aina, 2003, p. 45) suggested categories of gratification to include diversion and personal connection. Daramola (2003, p. 62), posits that the uses and gratification theory is focused on how people use social media to satisfy their desires. The theory is based on the assumption that the audience is pro-active and seeks the media that satisfies their needs, hence the person selects what they want to be exposed to. The theory focuses on what the people do with the media and gains embedded in exposing themselves to the media. "The media consumers have a free will to decide how they will use the media and how it will affect them"(Daramola, 2003, p. 62).The impact of the media on users reflects on their general lifestyle thereby affecting their attitudes, behaviours, and perception of life. The theory asserted that users rely on social media to fulfil pre-existing

needs and added that they are active and goal-directed (Aina, 2003, p. 45). Moreover, the new media has increased users' pursuit of uses and gratification as a result of new technology which has increased the number of choices especially with the availability of mobile devices and gadgets.

2.7.2 Theory of Technological Determinism

The theory of Technological Determinism founded by Marshall McLuhan (1962, p. 100) states that “media technology shapes how individuals in a society think, feel, act, and how the society operates as it moves from one technological age to another (i.e. from tribal to literate, print and electronic and digital)” Theorists posit that people tend to use and communicate with the available technology at any time. It is proposed that, as the new system of technology devices are developed; the cultural background of the people tends to go through a change along with their ways of living. “With every new system of media technology, society will change and adapt to that technology” (McLuhan, 1962, p. 186). The theory is relevant to the current investigation because, the drift of media audience from the traditional media of mass communication to the new media era is determined by the development of the internet. The media users are no longer passive receivers but active creators of media content. There is no doubt, that young people in the exploration of the new media of communication get their information, share ideas and meet needs they are not deliberately searching for.

2.7.3 Dependency Theory

Dependency Theory was propounded by Sandra Ball-Rokeach and Melvin DeFleur in 1976. Dependency Theory is among the first theory to ever take the audience as an important part in the process of communication. The theory is a continuation of Uses and Gratification theory that proposes a relationship between the people and media platforms.

There is a connection between social media, its users and the social communities at large (Louisa et al., 2013). The users make use of social media to get more details and information about their surroundings compared to the former mode of communication (reality or face to face interaction). The continuous use of the media will create a level of dependency between its users, further sustaining the relationship between both parties.

Nevertheless, it is vital to note that the Dependency Theory focuses on fulfilling the needs of the users in order to increase the level of media consumption (dependence). While other

theories stopped at defining user's needs as drivers for media consumption, Dependency Theory further suggests that as long as there is an increase in the level of dependency on social media, it will remain relevant, thereby increasing its level of influence and effect on users.

Littlejohn & Foss (2008, p. 302), predict that: "Audiences depend on media information to meet certain needs and achieve certain goals. It is believed that individuals do not depend on all media equally." But when there is a second option, the level of dependence on social media tends to decrease.

2.7.4 Social Comparison Theory

Social Comparison Theory coined in 1954 by psychologist Leon Festinger, focuses on the idea that people have an innate drive to evaluate their own social and personal worth based on how they measure up against their peers. One of the key ways people make key judgments about themselves is through social comparison, or analysing themselves in relation to others (Kendra, 2020). Social comparison can be a medium for downward or upward social comparison. The upward comparison takes place when individuals compare themselves with those whom they believe are better-off or superior, this upward comparison can either drive people to improve their current status or it can stir up negative feeling of self-worthlessness.

Downward social comparison can be a medium for self-enhancement as people compare themselves to others who are worse off or inferior, this type of comparison makes people feel better about their abilities and themselves in general. Social comparison plays a vital role in the judgments that people make about themselves, and the way that people behave. It influences behaviour by altering user's confidence, attitude, motivation, self-belief with a result of disfavour from the process.

Motivational consideration is the sole factor behind the reason why people compare themselves to others. Festinger's (1954) noted that the people have the desire to know one another and there is a need to maintain a stable and accurate self-view. From Festinger's point of view, users rely on objective standards for an evaluation, which are not always available thereby falling back on social comparisons with others (Taylor et al., 1996).

Corcoran et al., (2011, p. 134) noted that "Social comparison is a remarkably ubiquitous process which influences how people think about themselves, how they feel, what they are

motivated to do, and how they behave” Social comparison consequences range across all core arenas of human psychological functioning. “Not only do social comparisons influence cognition, affect, motivation, and behaviour, they are also shaped by cognitive, affective and motivational factors” (Corcoran et al., 2011, p. 135).

To date, these different influences on social comparison processes have been mostly studied in relative isolation (Buunk & Mussweiler, 2001, p. 468). This theory is in line with the major components of this dissertation, examining the level of users’ social comparison and effect on a user’s outcome will be beneficial to this research project.

2.8 Conclusion

This Literature Review has discussed the various conceptual clarifications in the aspect of social media, Instagram, well-being, self-esteem, Nigeria youth and the accompanying theories of the main variables of the study. Nevertheless, there are still some disagreements about the impact of Instagram on the well-being and self-esteem of youths due to lack of sufficient reviews of studies by scholars in that regard.

Instagram is widely used among youths compared with other media, reasons for such was disclosed during the course of elaborating more on the theory of the study.

Throughout this chapter, the various authors have been discussed, compared, contrasted and helped in the formation of my research questions, which are:

- What is the effect of Instagram use on self-esteem and well-being of Nigerian youths?
- How does the volume of Instagram usage affect user’s self-esteem and well-being?
- What factors are responsible for increased or lowered self-esteem and well-being of an Instagram user?

In conclusion, the research intends to understand and establish how and if the usage of Instagram has an effect on the self-esteem and well-being of Nigerian youths.

CHAPTER 3: METHODOLOGY

3.1 Introduction

This chapter looks into the research design, strategy and methodology that will be utilized in defining the impact of Instagram on Nigerian youth. It discusses in detail the study's population, sample size and the techniques, research instruments and data analysis method. This chapter then considers the ethical considerations and limitations of the study.

3.2 Research Design

A mixed method of qualitative and quantitative survey methods was used for the study. The researcher made use of descriptive survey method through questionnaires and interviews for the collection of information required to produce findings that will fully address the research questions of the study. Berger (2000, p. 187), asserted that surveying is a research method used by researchers to get data about certain groups of people who are representative of a population. Wimmer & Dominick (2000, p. 161) noted that surveys are mostly used due to its effect in decision making in organizations, groups, and routines of several institutional bodies. "Research method is basically a preconceived notion of what information the investigator needs to generate to complete the study. Why it is needed? How is it secured? And how to be defined in relation to the research problems" (Nassar et al., 2008, p. 56).

The researcher is interested in getting a full and credible assessment of the population through the use of surveys. Survey methods provide best answers to questions relating to the mind-set, planning, attitude, beliefs, and taste (Berger, 2000, p. 147). While speaking on the advantages of the survey method, Saunders et al., (2016) noted that it is less expensive and very useful in obtaining current information. Independent variables are not easily manipulated in any way unlike other research methods (Smith, 1983). "In terms of disadvantages, obtaining information can be quite stressful with regard to the administration process and writing an approved research question can be quite difficult" (Goundar, 2012, p. 23).

3.3 Rationale and Research Questions

The main purpose for adopting the use of qualitative and quantitative survey method is dependent on the correlation of the methods in line with the purpose of the study. The major attribute of both research methods are in its ability in providing complex textual descriptions of how people perceive a given research phenomenon from human perspectives, which is relevant to the study (Wimmer & Dominick, 2000, p. 160).“Survey research focuses on people, the vital facts of people and their beliefs, opinions, attitudes, motivations and behavior to achieve the purpose of eliciting opinion and perception of people” (Osuala, 2005, p. 254). One of the reasons for using this method is to figure out the impact of Instagram on the self-esteem and well-being of Nigerian youths which can only be achieved through the collection of data from Instagram users and influencers.

In the process of breaking down the main focus of the study to smaller units, three major research questions were developed; the first research question proposed is;

Research Question 1: *What is the effect of Instagram use on self- esteem and well-being of Nigerian youths?*

Social media can be viewed as a community that provides a platform for users to interact and create a sense of belonging. The building of connections and bonds can be accentuated by the intensity of use of the platform (Ellison et al., 2007; Verduyn et al., 2017). In the findings of Santa & Dicky (2019), they stated that previous studies on Instagram usage have established that it is the intensity of use, not usage patterns that influence self-esteem and other outcomes. Furthermore, most of the results showed that high-intensity use of Instagram produces higher levels of self-esteem as compared to passive users of the platform. These studies clearly suggest that the intensity of use is a vital factor to put into consideration when examining the user’s outcome. Thus, the second research question will examine:

Research Question 2: *How does the volume of Instagram usage affect user’s self-esteem and well-being?*

A conclusion will be drawn based on the responses of the participants in the quantitative survey research (Lodico et al., 2010). Analysis of the data from the Likert-scale survey will only show either the positive or negative effects of Instagram on user self-esteem outcomes but will not show the factors responsible for those effects. A separate standard survey

attached with an in-depth interview will be utilized to reveal the factors responsible for increasing or decreasing self-esteem and other user outcomes. The third research question will examine;

Research Question 3: *What factors are responsible for increased or lowered self-esteem and well being of an Instagram user?*

3.4 Population of the study

“A population refers to all cases or individuals that fit a certain specification, possessing the major characteristics or knowledge of the phenomenon” (Ohaja, 2003, p. 75). The target population of the study include youths from selected churches in Calabar state, Nigeria. The redeemed Christian Church of God (RCCG) under Calabar province (Calabar Family Zone 29) was used for the study. Three Parishes were used namely; Jesus Sanctuary, the House of David and Living Stone Parish. There are over 100 youths in each parish that can participate in the survey with over 90% of the population above 18 years of age and from a variety of cultural backgrounds that fit the study criteria.

According to the statistics provided by NapoleonCat, there were nearly seven million Nigerians using Instagram in the month of April 2020. This figure accounted for 3.2% of the country’s entire population. The statistics also showed that the majority of the users were men, which constituted 59.3% while women accounted for the remaining 40.7%. Another important figure obtained from the statistics, which is instrumental to this research is the classification of the age group of the users; the statistics categorized people aged between 25 and 34 as the highest Instagram users.

The target population for this study consists of Nigerian males (number = 59, 59%) and females (number = 41, 41%) between the ages 18 and 34, who are resident in Nigeria and are users of the picture-sharing platform otherwise known as Instagram. The data provided by the NapoleonCat statistics reveal that those in these age brackets are the highest users of Instagram and will be suitable for survey purposes.

3.5 Sampling techniques and size

Convenience sampling using a simple random technique without replacement was used to recruit survey participants. In other words, IP address settings were configured during the use of Survey Monkey to ensure that a respondent does not participate in the filling of the questionnaire more than once. Simple random sampling gives an equal chance to all respondents and produces an expected number of responses required. This technique will further help to reduce errors in the sampling process (Babbie, 2010, p. 92), since the study will be conducted through the use of the internet. The research work relied on the use of an interview to buttress the findings gathered from the questionnaires. Purposive sampling was used to recruit participants for the interview, according to Wimmer & Dominick (2011, p. 94) purposive samples are applied in studies when the researcher makes the selection of respondents that are users of a particular medium. It can also be seen as a subjective means whereby self-judgment from the view point of the researcher can be applied.

According to Ajayi & Bello, they noted that;

Sampling is the statistical process of selecting a subset (called a “sample”) of a population of interest for purposes of making observations and statistical inferences about that population. The sample size is dependent on the nature of the population and the purpose of the study.

(Ajayi & Bello, 2000, p. 20)

The use of surveys distributed through the online Survey Monkey was done. The free feature can collect up to 100 anonymous responses in a month. Hence, the sample size include 100 respondents from questionnaires. The most convenient option would have been to use undergraduate students in Nigerian universities but the closedown of schools due to the COVID-19 pandemic made that option unavailable, which is the main reason for adopting the above stated procedure.

3.6 Instrumentation and Operationalization of Constructs

3.6.1 Quantitative vs. Qualitative

One of the major features of both methods is the dependent factor of quantitative and qualitative research on numeric or non-numeric data. Quantitative research data being

collected are analysed in numeric forms using the popular SPSS, Excel, SAC etc. (Saunders et al., 2007, p. 407). When dealing with self-perception in a research, quantitative research is often used in testing the hypothesis of the study (Yousefi et al., 2018). The research can be done using the interview method or survey questionnaires for collecting the needed information for the intended population in respect to their views and self-gratification of a particular project in question. “In simpler terms, quantitative research involves collecting and analyzing numbers to get information through the use of questionnaires or interviews” (Saunders et al., 2007, p. 411).

Qualitative research on the other hand, focuses on capturing what people say or do and also understanding their point of view on a subject matter (Burns, 2000, p. 11). This method focuses on finding an answer to the question of “why” in any research. It can be designed from a range of short list of responses to open-ended questions in any techniques (in-depth interviews, internet, Tele-communications etc) (Saunders et al. 2007, p. 470). The method is very flexible, according to Blumberg et al., (2008, p. 193) it is very quick and effective in the collection of unforeseeable information compared to quantitative research.

3.6.2 Mixed Approach

The mixed method adopted for the study, helps in creating a complete and effective utilization of all collected data compared to the use of a single method in any research (Nutting et al., 2009). Till date, combinations of Quantitative and Qualitative data have been used in various researches for either validating findings or to explore quantitative findings (Caracelli & Greene 1993, p. 196). Some use qualitative data to augment a quantitative study outcome while others set up a survey instrument to support the findings gathered by both research method for in depth analysis (Homer et al., 2008). Qualitative method through the aid of an interview and quantitative through the adoption questionnaire is viewed as the best approach towards achieving the objectives of the study.

The variables in this analysis are; the amount of time spent on Instagram (intensity of use), self-esteem, and well-being. Other variables not taken into account are; marital status, religion, and culture. This method was chosen because it is inexpensive and a straight forward method. The instruments used include; questionnaires and interviews, which are the main methods to gather data.

3.7 Questionnaire

Questionnaire is a tool for collecting survey data, mostly used when dealing with a large population and non-quantified information. It involves the process of designing a set of questions and further administering it to the targeted audience as identified in the nucleus of the study. According to Berger (2000, p. 196) survey questions can be seen as an act, especially when it is well written and composed. For this purpose, the questionnaire questions will be designed in similarity with the Rosenberg and Instagram intensity scale (as provided in appendix A and B).

Analytical Likert-scales will be used for scaling responses in the survey. Likert-scale was developed by Likert (1932) in response to the difficulty in measuring character and personality traits. “The difficulty in measuring lies in the procedure for transferring these qualities into a quantitative measure for data analysis purposes” (Boone & Boone, 2012, p. 1). The procedure developed can measure attitudinal scales by using a series of questions with response alternatives: strongly agree (1), agree (2), disagree (3), and strongly disagree (4). The data analysis was based on the composite scores of responses from the questions, combined to create an attitudinal measurement scale.

The advantages of using the Likert-scale in quantitative analysis is that they are the most common method for survey collection and are easily understood. Many social scientists rely on these scales because the responses are easily quantifiable and measurable with some mathematical analysis (Lobsy & Wetmore, 2012).

Tsang noted that;

The Likert-scale makes question-answering easier for respondents since it does not force the respondents to take a stand by providing a concrete yes or no answer on a particular topic, but allows them to respond how much they agree or disagree with a particular question.

(Tsang, 2012, p. 125)

The respondents are also provided with the option of responding neutrally to questions they cannot accommodate. Denscombe (2006, p. 246) contends that:

The potential advantages of using the Internet for the delivery of questionnaires have been documented fairly comprehensively (e.g., Dillman, 2000). Relative to their paper-based equivalents, web-based questionnaires are inexpensive and fast and can cover wide geographical areas. They are, therefore, an attractive proposition for researchers.

Rosenberg Self-Esteem Scale (Appendix H).

The Rosenberg Self-Esteem Scale is the most used self-report instrument by researchers and scholars from various sectors for evaluating individual self-esteem, which is one of the major variables of this study (Rosenberg, 1965, p. 1). The investigation and research is carried out using the item response theory to find out overall self-worth or self-acceptance of individuals. The scale in questions goes a long way in helping to measure the positive and negative attachment or feeling about oneself. Rosenberg self-esteem scale is agreed to be uni-dimensional, having ten items being developed and all items are to be answered using the four point scale format, which is from strongly agree to strongly disagree.

Research has shown that the Rosenberg Self-Esteem Scale was developed by sociologist Morris Rosenberg in 1965 and is widely used in psychology and other medical fields (Marsh et al, 2010). It uses a scale of 0-30, where a score of less than 15 indicates low self-esteem. The Likert-scale test comes with half of the questions positively worded, and the other half negatively worded. Several versions of the test have been tested to ascertain its validity and reliability in many settings and, on average are confirmed to be an effective scale (Tinakon & Nahathai, 2012). Examples of statements within this scale include: “I feel that I am a person of worth”. “All in all I am inclined that I am a failure”.

Instagram Intensity Scale (Appendix B).

Instagram intensity scale was originally designed to gauge the frequency and intensity of Facebook use. The scale adapted from a study by Ellison et al., (2017) utilizes a Likert-scale attitudinal questionnaire to measure the level to which users are emotionally connected to Instagram as well as the frequency and intensity of usage. Examples of statements within this scale include: “Instagram is part of my everyday activity”. “I feel out of touch when I haven’t logged onto Instagram for a while”

The intensity scale contains eight items, which have being measured to include two self-reported assessments of Instagram behaviour and how it further affected their well-being and general activities. It has been constructed to examine the respondent's everyday social exercises and the level at which they are connected to social media, operationally Instagram platform.

Questionnaire Instrument (Appendix G)

The questionnaire for the study was designed to gauge the frequency and effect of Instagram on the general well-being and self-esteem of youths. The questionnaire contains 10 items which was coined from the Instagram intensity scale and Rosenberg Self-Esteem Scale. "The questionnaire is an instrument that is designed to gather information that will be subjected to further analysis" (Babbie, 2010, p. 21). The item in question goes a long way in measuring the level of attachment and its diverse effect on the youths. All items were answered using the four point scale format, which is from strongly agree to strongly disagree. Information gathered is presented using graphs containing response percentage.

3.8 Interview

Interviewing is another widely used method for gathering data (Jones, 1985). It involves the setting up of a conversation with questions used to extract useful information. It could be done via telephone, internet or face-to-face. For the purpose of this study, recording of the interview were made available along with all useful quotations. Virtual or audio interview with the aid of Zoom, Skype and telephone call was utilized due to COVID-19 restrictions of movement and location of interviewees. The names of the influencers to be interviewed include; Destiny Osueke, a celebrity hair extension marketer and beauty influencer with Instagram handle @Destinyosueke and @Xclusivehairbydee. The second interviewee is a renowned Nigerian makeup artist by name Jane Ogwu, Founder of Flawlessfacesby Jane with Instagram handle @Flawlessfacesbyjane.

The advantage of the interview exercise is that it gives in-depth answers and information that might not be disclosed in other research methods (Peneff, 1988). Interviews will further assist in giving room for valuable information, and an immediately high response rate. Deliberating on the disadvantages of interviewing, it is seen that responses can be bias in nature from the part of the influencers or users of Instagram, also interviews must be done with a lot of skills and approved methods. Unlike other methods, interview can be time consuming ranging from

conducting it, recording, listening and re-listening, writing up and analyzing the data before drawing conclusions. To achieve substantial information from an interview, it must be carried out by an experienced and trained interviewer in order to avoid having responses influenced by the interviewer unknowingly due to the lack of interviewing skills (Bradburn et al., 1979). An individual interview was used for this study, individual interviews unlike the group interview help to provide detailed information about the participant and subject.

In a situation whereby the discussion is sensitive in nature, the respondent will be free to disclose some hidden or personal experiences relating to the topic being reviewed of which he/she might not feel comfortable to disclose in a group setting.

(Bradburn et al., 1979, p. 121)

For the research dissertation, telephone and web interviews were used. Telephone interviews can be easily done with less cost especially when the respondents are not accessible (Wimmer & Dominick 2000, p. 163). Although, the telephone method might not be a suitable method for data collection but it can be used in a situation where face to face communication is not possible due to distance or when the respondent is a busy type for example practitioners, top members in the society. Web Interviews have improved over the years due to advancement in technology and introduction of various social media platforms and applications. The internet has provided several options for interviews through emails, Zoom, WhatsApp, or Skype etc., making the method of interview easy and simple (Tejumaiye, 2003, p. 32).

According to (Converse & Schuman, 1974), interviews can be grouped into two major categories; a structured and unstructured interview. “Structured interviewing can be seen as a situation whereby an interviewer conducted an interview using pre-established questions, with responses being recorded” (Converse & Schuman, 1974, p. 112). Also, the interviewer is given the authority to decide the tune of the interview and a well prepared script is being followed in a right and straight forward manner. Unstructured interviewing provides a lot of space than other types of interviewing processes, given its qualitative nature (Lofland, 1971). Looking at the traditional setting of an unstructured interview, it can be classified as an open ended ethnographic (In-depth) interview. While conducting an interview, it is very important for the interviewer to play a neutral role i.e. not injecting one's ideas and thinking to the discussion. There must also be a good communication atmosphere but directive and

impersonal in nature (Converse & Schuman, 1974, p. 113). These processes are required to achieve an ideal interview but still, interviews can be exposed to some mistakes due to interviewee behavior, the types of questions being asked and the level of experience of the interviewer (Bradburn, Sudman & Associates, 1979; Frey, 1989; Peneff, 1988).

3.9 Data Analysis

The data collection phase is crucial in both the qualitative and quantitative analysis process since the analysis of the research was determined by data collected (Saunders et al., 2016, p. 468). The researcher administered the consent form and the survey scales to participants in the survey. All participants were within the specified age of 18 to 34 years and users of Instagram. The participants are advised to take ample time to self-reflect at the end of the survey and can make changes if they feel there had been a change in the way they feel about themselves. To ensure that all collected data is valid, the data was put through a cleaning and screening process. The process was done as follows; the survey participants completely and correctly filled in all the requested information without any missing value on any of the instruments. Any form found to have any missing value and does not comply with inclusion criteria (18 years and older, can read and understand English, and an Instagram user) will not be taken into account. After data collection, all data were analysed.

For the interview, the data generated was audio recorded and transcribed by the researcher. Interpretation of collected data followed a well-structured approach to avoid any bias or misunderstanding from the interview. Answers from the interviewees were compared and contracted to address the research questions. The main purpose of this data analysis is to identify, organize and analyse a pattern of answers and this pattern helped the researcher derive a conclusion.

3.10 Coding system

A qualitative researcher is tasked with developing a coding system to establish parameters for the unit of analysis. "Coding is not what happens before analysis, but comes to constitute an important part of the analysis" (Maxwell 1996, p. 11). Coding helps in providing a guide and direction in the process of analysing the findings of the study. Codes are themes that constitute the major discussion of the interviewees in relation to the research objectives (Maxwell, 1996). A total of four codes are being drafted for the study. Code 1 posits that Interviewees are likely to speak on the effect of Instagram on their well-being and self-

esteem. They are more likely to address the benefit of Instagram to the growth of their business (Code 2) and also identify the basis factor behind increased or lowered self-esteem and well-being of an Instagram user (Code 3). Lastly, they will probably reveal the various ways they have contributed in helping youth's self-esteem and well-being through the usage of Instagram (code 4). This was described in details in chapter 4 results and analysis.

3.11 Threats to Validity/ Limitations of the research

For this research, convenience sampling is used as there would be no way to contact and survey every user of Instagram in Nigeria. Owing to the inherent challenge of honesty with the use of self-administered surveys, the researcher expects that the participants will be truthful with their responses to questions on the survey. However, there is a concern that participants would provide false information to portray themselves in a positive light. To avoid this from happening, the researcher emphasize on the consent form that all identifying information of the participant will be kept confidential as they are not required to put their names on the survey.

There is also a threat of religiosity since the pool of respondents is from the church. There is a concern that respondents might provide answers that reflect their religious inclination. We are presuming that the religious beliefs of respondents will not impact their thoughts and feelings while providing answers to the survey questionnaires. The interviewer might not be able to properly assess the behavior and body language of the interviewee when the interview is done through telephone or web. This is a communication gap and can give room to loss of information during the interviewing process.

3.12 Ethical Procedure

There are no sensitive questions on the survey questionnaires. However, all participants are consenting adults and willing to participate in the survey with a clearly defined option of leaving the survey without giving prior notice. The first page of the questionnaire on Survey Monkey will contain the consent notice and participants will be required to acknowledge the terms of consent before answering the designed questions. Information of the project supervisor and the researcher will also be made available on the consent form in case any participant feels the need for debrief or to discuss other issues with the survey questions. Participants, interested in getting more information about the outcome of the study can also make use of the contact information. The exclusion of participant's names from the survey

would make it impossible to identify who gave which answers and the anonymous nature of the survey will allow participants to be more relaxed in giving honest answers that reflect their true thoughts and feelings.

Interviewees are adult social media influencers with a large number of Instagram followers. Consent forms will be given to both interviewees, they will be made aware of their authority to stop the interview at any time and can abruptly withdraw from the interview without giving any reason for their decision. The right to privacy will be given and all information gathered will be used only for the study purposes.

3.13 Summary

The purpose of this quantitative and qualitative, descriptive research is to examine the effect of Instagram use on self-esteem and well-being of Nigerian youth by looking at variables of intensity of usage. It goes further to detect what factors (if any) are responsible for altering self-esteem and well-being. This research is conducted on Nigerian youths within age 18 to 34 by utilizing a scale similar to Rosenberg self-esteem scale and Instagram intensity scale for the survey questionnaire questions. Qualitative information is collected by interviewing two Instagram Influencers in Nigeria to help establish the cause of low self-esteem and well-being associated with the use of Instagram. In this chapter, the research rationale and questions proposed, the methodology explaining sampling procedure, recruitment procedure, data collection procedure and instrumentation and operationaliation of the constructs were explained. Also, the data analysis plan and coding system, ethical procedure and possible threats to research validity was discussed.

CHAPTER 4: RESEARCH FINDINGS AND ANALYSIS

4.1 Overview

This chapter discusses the results of the quantitative and qualitative data analyses. The research questions of this dissertation include;

- What is the effect of Instagram use on self-esteem and well-being of Nigerian youths?
- How does the volume of Instagram usage affect users' self-esteem and well-being?
- What factors are responsible for increased or lowered self-esteem and well-being of an Instagram user?

The research methods used for the collection of information includes:

- Questionnaires: a total of one hundred respondents took part in the online survey conducted with a well-designed questionnaire. The questionnaire was coined from the Instagram Intensity Scale and Rosenberg Self-Esteem Scale. The findings are presented in bar charts and pie-charts along with details of the findings. The survey instrument can be found in the Appendix G of the dissertation.
- Interviews: for the interview, two interviewees participated and the interview session was done with the aid of a recording application for taking notes of all information. The interview questions can be found in Appendix E of the dissertation.

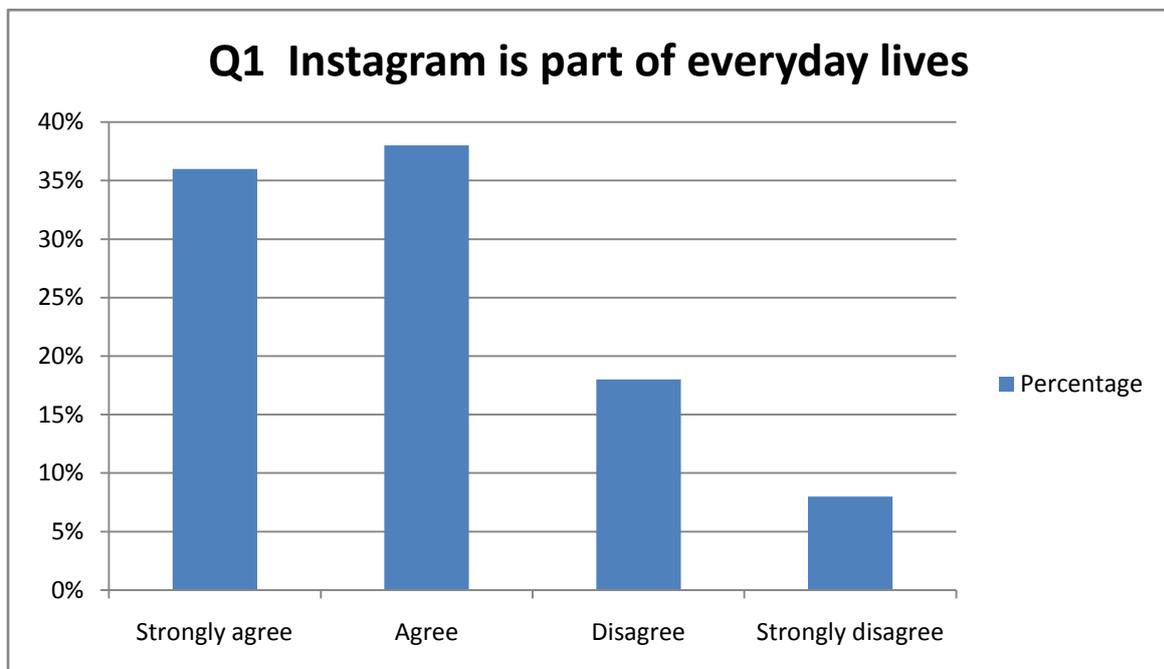
The coding system for the alignment of the findings is classified under four codes as mentioned in Chapter Three. Responses will be analysed using three out of the four codes being designed namely; the effect of Instagram on users' well-being and self-esteem, the benefits of Instagram on youths and the basic factors behind increased or lowered self-esteem and well-being of an Instagram user.

4.2 Quantitative Data Presentation

An online survey was designed on Survey Monkey for the purpose of this research. The method of distribution was explained in detail in Chapter Three. Closed ended questions were created for this questionnaire with the aid of Likert-scales response modes. The questionnaire contains 10 items which were coined from the Instagram intensity scale and Rosenberg Self-Esteem Scale. Tsang (2012, p. 125) noted that Likert-scales method makes collection of responses easier while Berger (2000, p. 197) stated that closed ended questions helps in making the analysis of data easier and simpler.

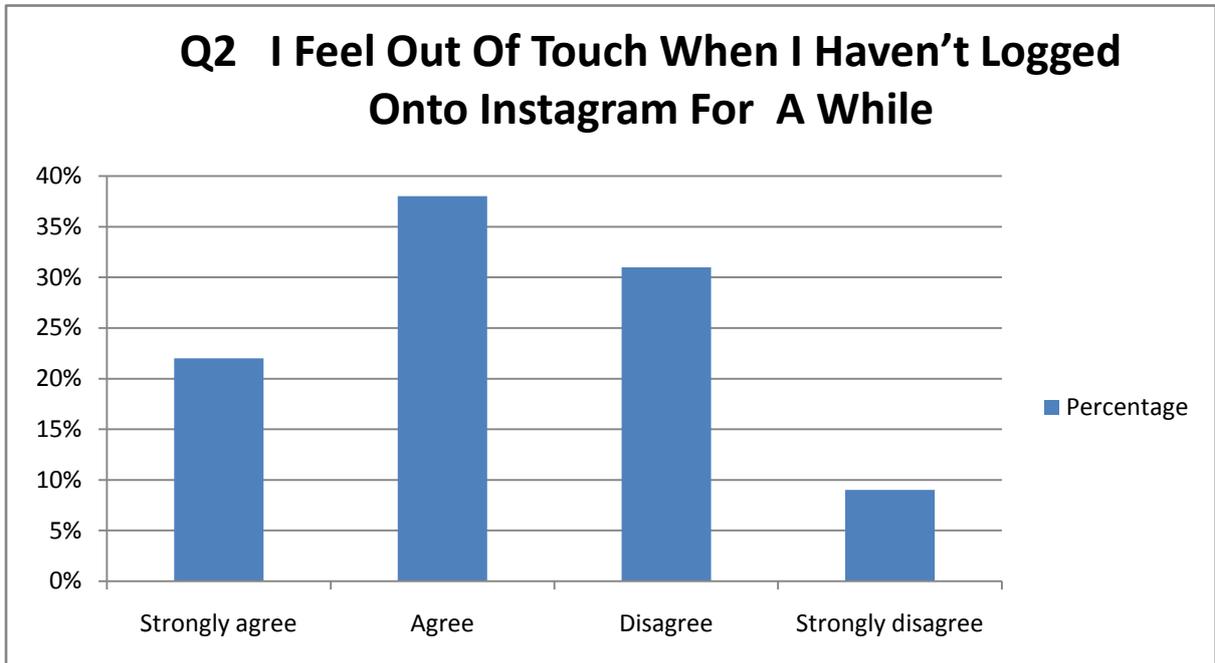
Section A

Figure 1



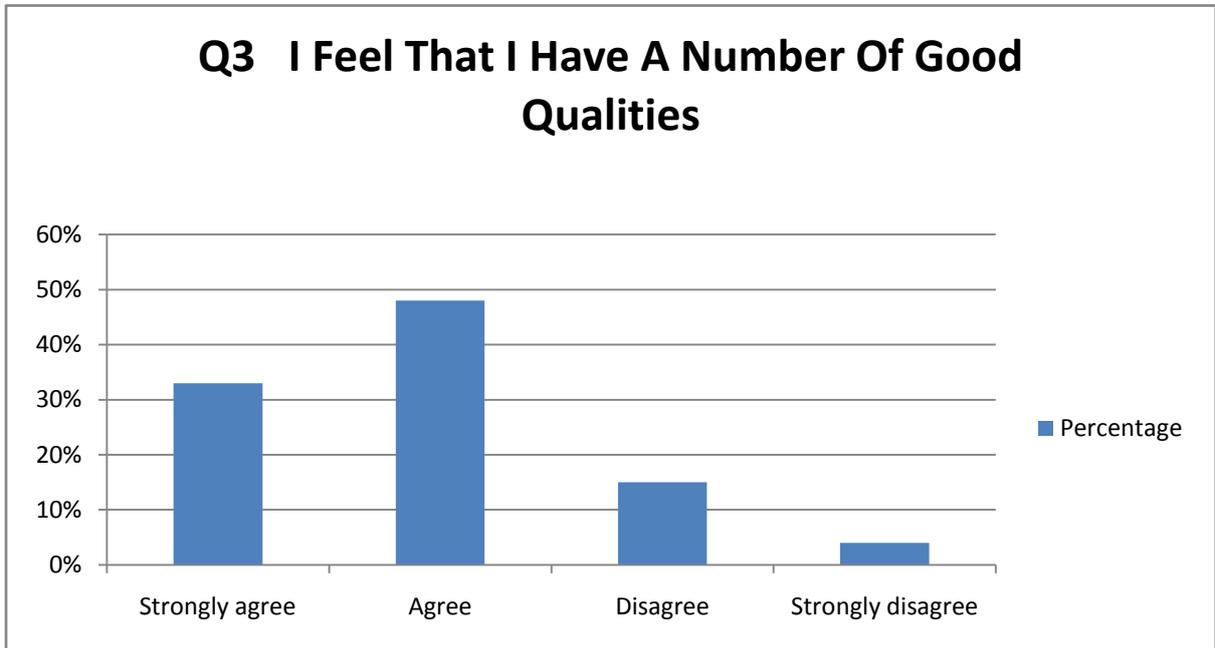
This question was designed in order to find out if the respondent uses Instagram on a daily basis. It was also designed to quantify the volume of usage. More than a third or (38%) of the respondents agree that Instagram is part of their everyday activities. Also over a third, 36% of the respondents strongly agree to the statement, while 18% of the respondents disagree and the other 8% of respondents strongly disagree that Instagram is part of their everyday activities.

Figure 2



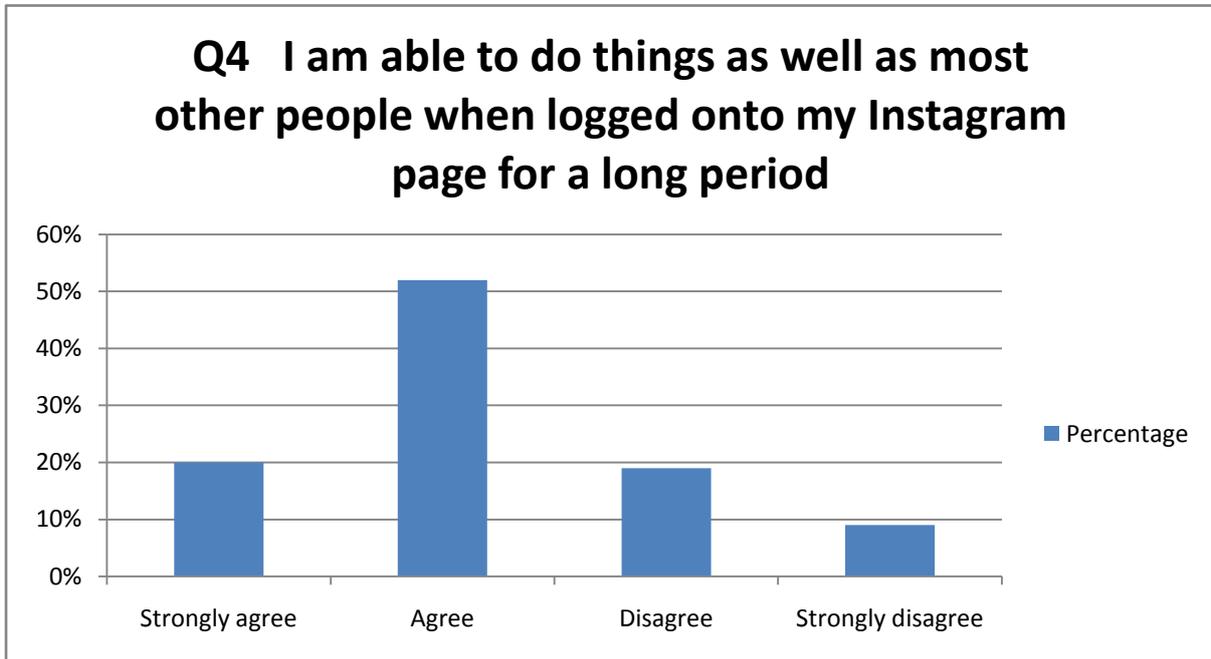
This question was put in place to find out the mood of users when unable to log onto Instagram for a while and to provide insight into addressing the research question one of this study, “What is the effect of Instagram use on self-esteem and well-being of Nigerian youths?” The above figure reveals that a majority (38%) of the respondents agree that they do feel out of touch when they havenot logged onto Instagram for a while, 22% respondents strongly agree with that statement while 31% of the respondents disagree and 9% of respondents also strongly disagree with to the statement “I feel out of touch when I haven’t logged onto Instagram for a while”.

Figure 3



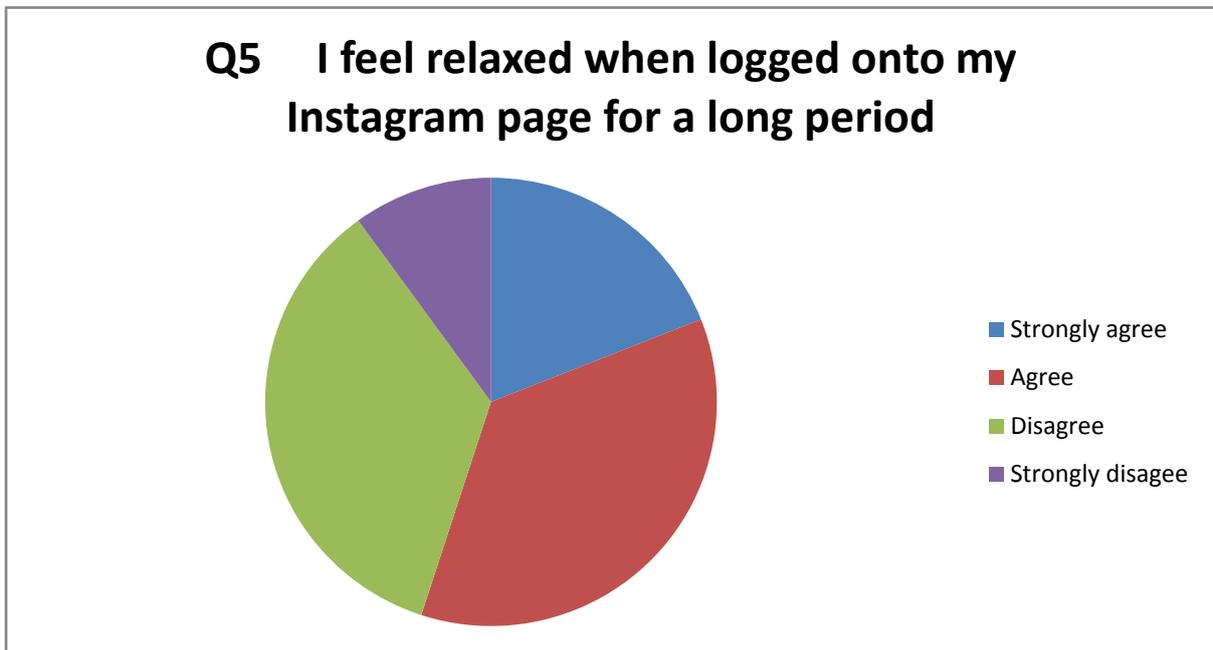
This question was designed to find out the adverse effect of Instagram on users' well-being and also provide more information on the research question one of the study, "What is the effect of Instagram use on self-esteem and well-being of Nigerian youths?" The figure above shows that most (48%) of the respondents agree that they have a number of good qualities with 33% respondents strongly agreeing to that statement. 15% of the respondents and 4% respondents disagree and strongly disagree respectively to that statement.

Figure 4



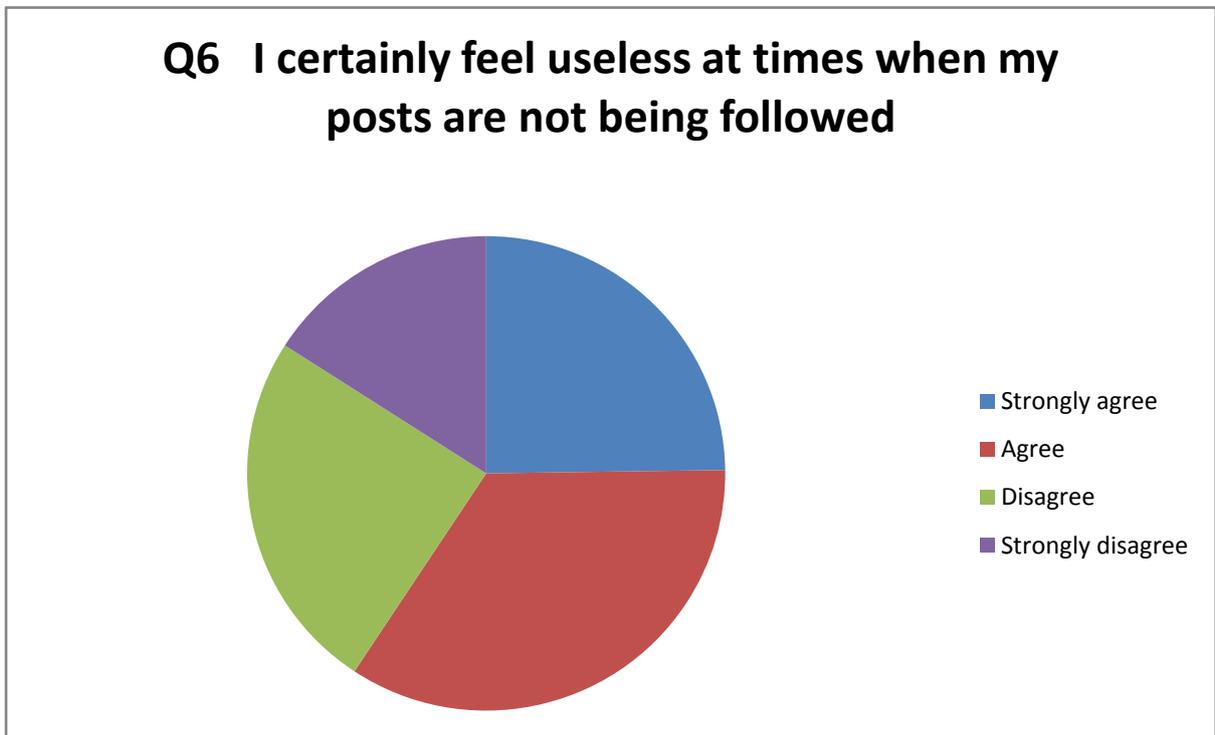
This question was devised to look at the productivities of Instagram users while providing answers to the research question two of the study, “How does the volume of Instagram usage affect user’s self-esteem and well-being?” The figure shows that more than half, (52%) of the respondents agree that they are able to do things as well as most other people when logged onto their Instagram page for a long period, with 20% respondents strongly agreeing to that statement. 19% of the respondents disagree and 9% respondents also strongly disagree to the statement.

Figure 5



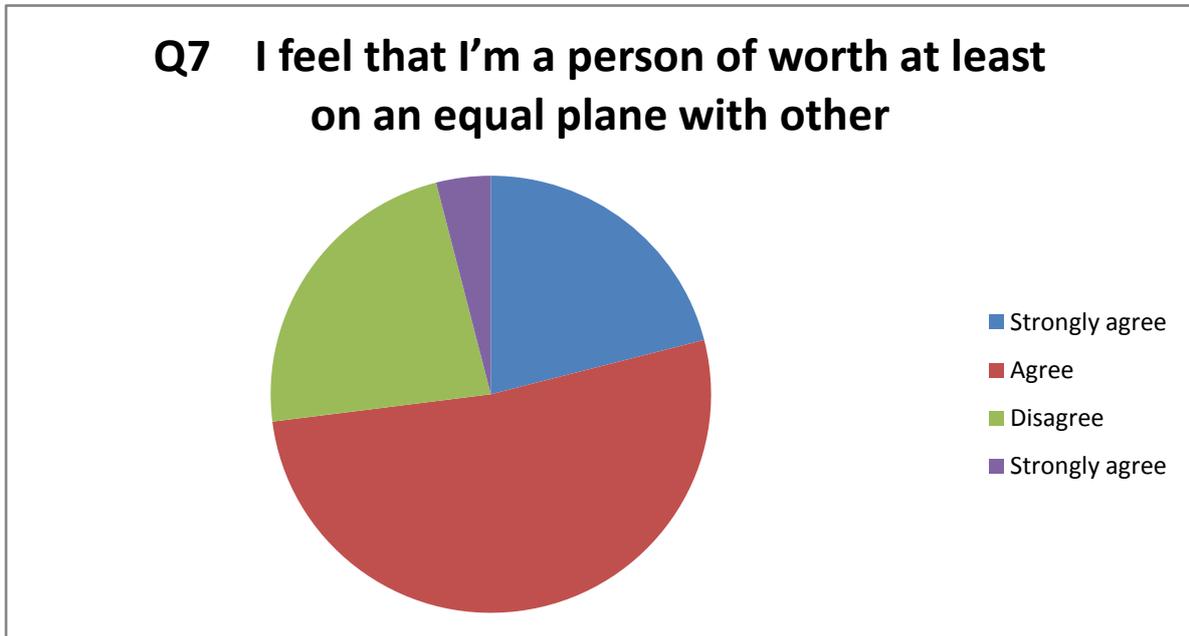
This question was designed to further address the impact of Instagram on the self-esteem of its users and provide answer to the research question two of the study, “How does the volume of Instagram usage affect user’s self-esteem and well-being?” The figure above shows that 19% of the respondents strongly agree that they do feel relaxed when logged onto their Instagram page for a long period with 10% strongly disagreeing with that statement. While 35% of respondents disagree with the statement, over a third or 36% of the respondents agree that they do feel relaxed when logged onto their Instagram page for a long period.

Figure 6



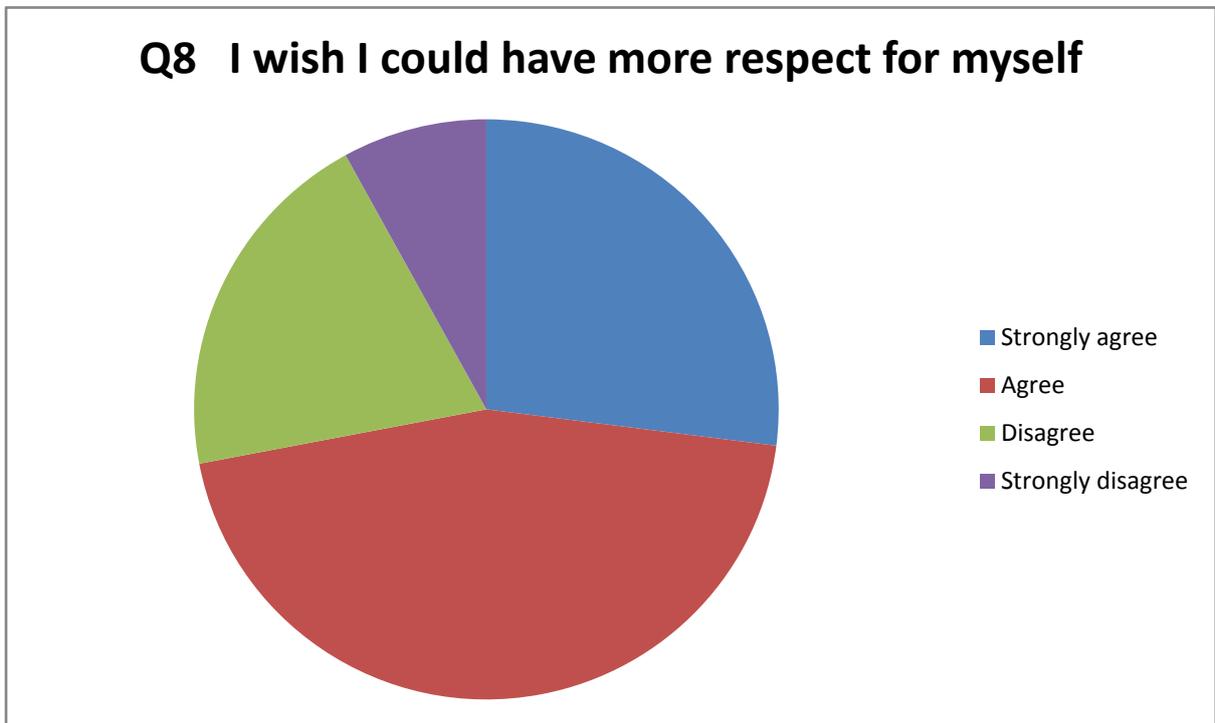
This question was set to reflect on the various ways in which users of Instagram are being affected when their posts and pages are not followed and liked. Also, it looks at answering research question three of the study, “What factors are responsible for increased or lowered self-esteem and well-being of an Instagram user?” The findings of the study revealed that majority (39%) of the respondents say that they certainly feel useless at times when posts are not being followed, with 28% of respondents strongly agree with the statement. 28% respondents disagree that they certainly will feel useless at times when their posts are not being followed while 18% respondents strongly disagree to that statement.

Figure 7



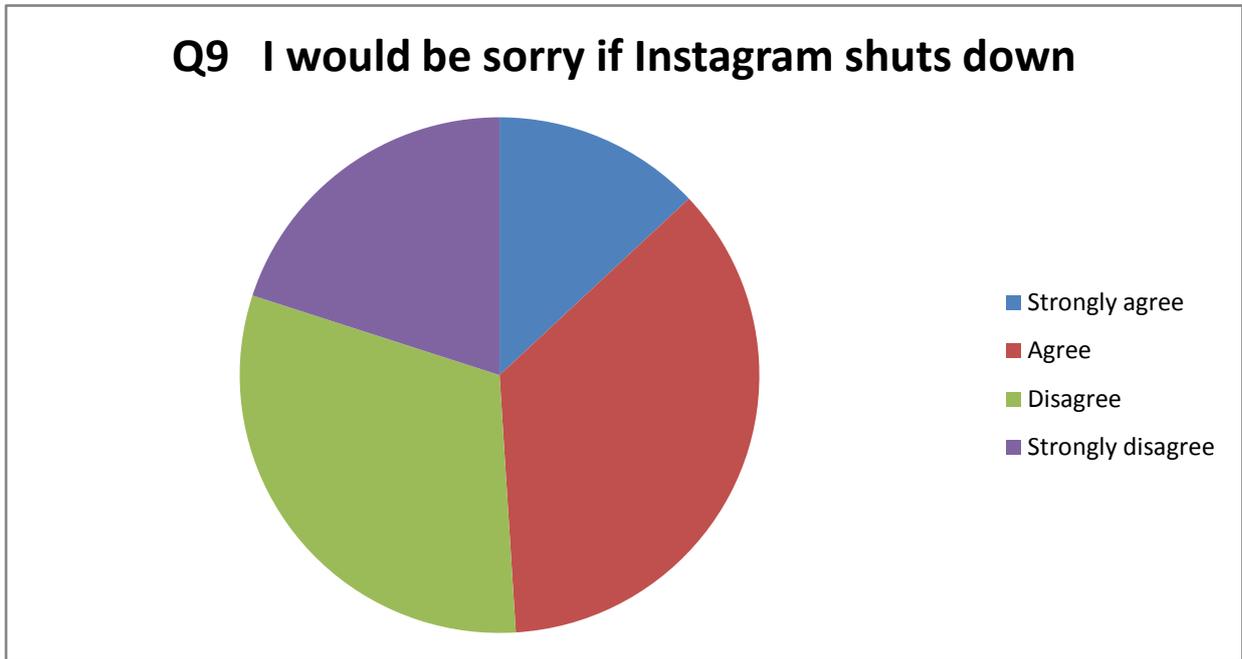
The question was devised to figure out how an individual feels when logged onto the Instagram platform. The figure shows that 21% respondents strongly agree they feel that they are a person of worth, or at least on an equal plane with others, while most (52%) of the respondents agree with the statement. 23% respondents disagree and 4% strongly disagree that they are a person of worth, or at least on an equal plane with others.

Figure 8



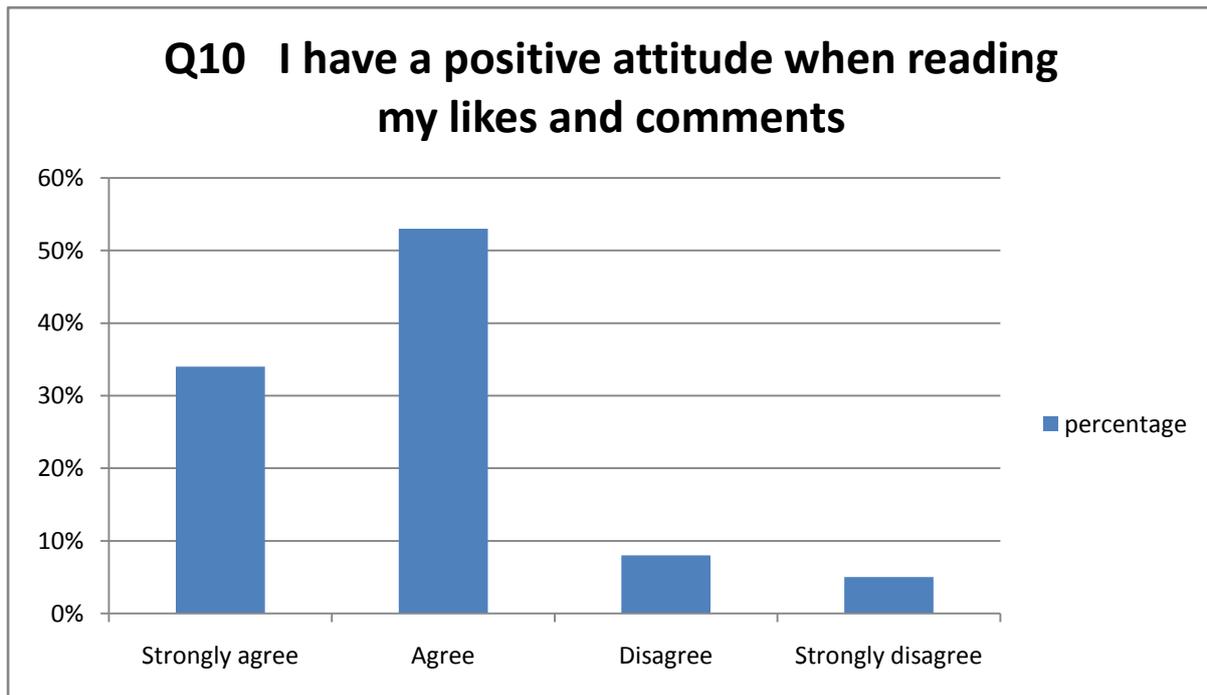
This question was devised to examine the effect of Instagram on the self-esteem of its users. The findings from the figure shows that 27% of respondents strongly agree that they wish they could have more respect for themselves while the majority (45%) of respondents agree with that statement. 20% of the respondents disagree and 8% respondents strongly disagree that they wish they could have more respect for themselves.

Figure 9



The question is designed to find out the level of existing attachment between Instagram and its users. The findings from the figure above reveals that 13% respondents strongly agree that they would be sorry if Instagram shut down while a majority (36%) of them agree with that statement. 31% of respondents disagree and 20% strongly disagree that they would be sorry if Instagram shut down.

Figure 10



This question focuses on the attitudinal changes of Instagram users as it pertains to their likes and comments. The findings from the figure shows that the majority, or over half (53%) of the respondents agrees that they have a positive attitude when reading their likes and comments. 34% strongly disagree, 8% respondents disagree while 5% respondents strongly disagree with that statement.

4.3 Qualitative Data presentation

The main objective of this research method was to identify the impact of Instagram on the self-esteem and well-being of Nigerian youth and to obtain the views and opinions of some influencers of the social platform. In order to gain an insight into the Influencers' perspectives in this research, the researcher conducted interviews with two major influencers. The questions were chosen in order to provide a clear understanding of the established research questions of the study. This study seeks to bridge the gap in the literature and to challenge established views. The results of the data were analysed in relation to the objectives of this thesis in the previous chapters. An interview session with two Instagram influencers was conducted by the researcher. The names of the influencers interviewed include; Destiny Osueke, a celebrity hair extension marketer and beauty influencer with the Instagram handle @Destinyosueke and @Xclusivehairbydee. The second interviewee is a renowned Nigerian makeup artist by name Jane Ogwu, Founder of Flawlessfacesby Jane with Instagram handle

@Flawlessfacesbyjane. Presenting these questions and answers directly shows the views and understanding of the influencers in respect to these questions.

4.3.1 Interview One

The first interview is conducted with Destiny Osueke, a celebrity hair extension marketer and beauty influencer with Instagram handle @Destinyosueke and @Xclusivehairbydee.

Do you think Instagram affects men and women differently? In what way?

“From my experiences, men and women are being affected differently on Instagram and other social platforms. We can take a look at the communication aspect of social media among its users. The men are more likely to adopt the usage of a commanding language and more of formal speech than women which is a lot different in terms of communicating messages. In the areas of responses, men are likely to respond in a negative manner during communication process while the women are used to positive words during interaction.

During my interaction with women on Instagram, I figured out that women can be more emotional at time when communicating with other parties, women are being attached to the use of emotional words like happy, love, friends, dear among others which cannot be compared with the men. Instagram affect both genders differently, while the men are focus on football and politics, the female are focus on relationship and top discussion in the entertainment industry. To some extent it is possible to find out the gender of social media users based on what they post and how they write on their timeline. Expressions like “OMG” are used by the females while the men are used to the usage of “YEAP” meaning Yes.

Most times when chatting with female followers, I discovered that they are very conversant with usage of punctuation marks and the use of more hesitant words and symbols during interactions. The men on the other hand, are more familiar with the use of harsh words and offensive languages when online without caution. I will just say that the men occasionally, use Instagram to vent their aggression unlike the women”.

In your experience, do men or women engage with you more?

“Yes, both men and women are more active on Instagram but in different ways. While the women love being the originator of messages, the male prefer to be in the comment section. What I am trying to point out is that, the women engage more in communication as I have

stated while answering the previous question. Women tend to come directly and they are good at engaging in communication and continuous interaction while the men only discuss and chat you up when there is an urgent or pressing issue to be attended to besides the normal ulterior motive of men that we all know about”.

Do you think the majority of people use filters on their photos or a minority?

“To me, everyone uses filters on their photos at one point or the other on any social media platform. But in the case of Instagram, to some extent it is necessary to make use of filters in order to have a good presentation of oneself, substances or items in question. The standard that has being set by others must be achieved in order to increase the level of one self-esteem and well-being. On a lighter note, self-esteem to me is all about respect and having a good sense of belonging in the outer world which has now being shifted to the social media. So the question of whether the majority of people use filters on their photos or a minority is not a point of debate because to me every individual, men or women, children or young adults, among others make use of filters on their photos”.

Do you think Instagram can be beneficial to people’s self-esteem and general well-being?

“Instagram has being beneficial to the people self-esteem and well-being in so many ways. Speaking to that I will say that the usage of image based network platform is preferable to the other text based social platform which is a major drive behind the usage of Instagram. Without doubt, the introduction of social media is adding to the era of youth social stress but if we can accept the fact that Instagram is here to stay, we will see that Instagram has given room to a lot of opportunities and new dimension for the passage of information and presentation of ideas. People self-esteem has being improved upon due to what Instagram has to offer in the area of self-presentation which is the main reason why youth make use of Instagram. The ability to access and edit one page on Instagram is a major benefit of Instagram on the level of self-esteem and well-being of its users. The people tend to showcase whatever is of interest to them without any limitation”.

Is there anything that you and your fellow influencers do to help your followers' self-esteem?

“Well, I know that we have lot of followers who are likely to be influenced by our various posts. We try our possible best in uploading encouraging messages via images from time to time and also showcasing things that will surely make our followers comments and share to others. In carrying out that exercise, there tends to be an increase in the self-esteem of the users and reduction in depression and loneliness.

We discovered that poor health challenges pose a major threat to the self-esteem of the people. We expect that functional health encourages self-esteem and also helps in bringing out behaviors that encourages self-esteem. Health problems can create a major stress which will lower the self-esteem of the people. So we try all possible ways in addressing such issues from time to time”.

Is there anything that you and your fellow influencers do to help your followers' well-being?

“The well-being is being affected by different factor namely self-esteem which is the way we feel about ourselves; also the feeling of being loved and accepted goes a long way in affecting the well-being of followers. What I personally do is to create a genuine feeling of togetherness and love towards my followers through uploads of appreciation message(images), short video clips and other avenues or means in order to be of help”.

4.3.2 Interview Two

The second interview was conducted with a renowned Nigerian makeup artist by name Jane Ogwu, Founder of Flawlessfacesby Jane with Instagram handle @Flawlessfacesbyjane.

Do you think Instagram affects men and women differently? In what way?

“Without any doubt, there is a huge difference in the way Instagram affect both men and women which can be tied to their difference in tastes and gratifications. From a bit of research during the course on starting up my business enterprise, I had to carry out some feasibility studies on the nature of my target audience and what they are likely to be engaged in on a day to day basis. After the findings gathered, I realized that the men make use of Instagram to gather vital information and less of connecting with friends while the women are

more concern with keeping active communication and connecting with various categories of people associated with them.

Instagram plays a massive role in enabling the passage of information to loved ones which can be tied to the female users while the men are political in nature. Various topics being displayed on Instagram platform are being followed differently by both genders. I will say that we women are more focus on social topics unlike the male who are focus on abstract topics. So you can see that the manner and ways Instagram affect the men are quite different from the women”.

In your experience, do men or women engage with you more?

“From my years of experience, the women are regarded as the most active users of Instagram due to their numerous needs and desires. The level of engagement on Instagram is mostly among the women and a little bit with the men, all depending on the motive behind the discussion or the current happenings at that particular time”.

Do you think the majority of people use filters on their photos or a minority?

“Of course, 90 percent of users on Instagram make use of filters on their photos. You will be shock to know that the posting of beautiful picture has a connection with user’s self-esteem and how they see themselves in the real world. Well-being is all about having a good mental and physical health. The mental aspect deals with self-presentation and adoration at times. The best platform to showcase one’s confidence and potential in today’s world is through social media of which Instagram happen to be the leading figure in that hierarchy.

Well, I will say that the usage of filters on pictures or images is widely used by the majority of people on Instagram due to the high level of online marketing and competition among others. Filters are linked with self-presentation and deal a lot with the self-esteem of users. When the presentation is right, the esteem of users goes higher. The main purpose of the application of filter is to present a better version of a particular item or personality which gives a kind of “kick” to the users or we can say a kind of self-satisfaction”.

Do you think Instagram can be beneficial to people’s self-esteem and general well-being?

“Looking at it, if the usage of Instagram can cause negative effect on the youth then it has its own benefits on the self-esteem and well-being of the youth. We can say that 45 percent of the youth in Nigeria make use of Instagram and each time they view their profiles, automatically they tend to experience a boost in self-esteem afterwards. The usage of this platform which enables the upload of images and image stories revealing their likes and dislikes goes long way in generating a mental picture about how users’ best see themselves which can be likened to how you picture yourself when standing in front of a mirror before an important outing.

The people feel loved and supported when being followed, I tell you this, you get more joy and satisfaction from various comments on your social media posts than contacting close friends, it is one thing texting friends, it’s another when a wide range of people are commenting on your post and trying to communicate with you. That is a different feeling and goes a long way in helping the self-esteem of such individual.

I have seen some benefits of Instagram on self-esteem and well-being. Isolated youths can discover a society filled with people, images and videos to feed their eyes with. Such people can easily come off such isolation mood when communicating with their online friends and society”.

Is there anything that you and your fellow influencers do to help your followers’ self-esteem?

“Before answering that, I will say that some factors behind having a lower or higher self-esteem are seen to be poor health status, lack of comments and likes, lack of communication with friends among others. We try as much as possible in finding a solution to all these either directly or indirectly, I mean either by advocacy of the general public or by going straight to the individual or group concerned. I have taken this to be my responsibilities to my followers”.

Is there anything that you and your fellow influencers do to help your followers' well-being?

“Well, we do conduct a give back campaign occasionally whereby we upload pictures of NGO outings, motivational quotes and a lovable message showing how much we love our followers. I have come to understand that the principle of love plays a big role in determining the well-being of users. Some factor that intertwined with this fact includes; confidence, unhappiness, breakage in family ties, abuses among others”.

4.4 Quantitative and Qualitative Data Analysis

The analysis of the study is drawn from the quantitative and qualitative data presentation of the study and will be analyzed using the designed coding system along with answering the various research questions of the study.

4.4.1 The effect of Instagram on youth's well-being and self-esteem

The adverse effect of Instagram on the youth well-being and self-esteem can be pinned to the level of exposure and dependence on the platform. The findings generated so far have been able to provide answers to research question one of the study, “What is the effect of Instagram use on self-esteem and well-being of Nigerian youths?” Speaking to the effect of Instagram, Figure 1 revealed that 74% of youth make use of Instagram in carrying out their everyday activities which is also in correlation with the claim by Mackson et al., (2019, p. 2) that Instagram has become prevalent among social media users with over one billion active users according to research conducted as of June 2018. Also, the findings of Solomon (2013, p. 410) revealed an estimate of 75 million users on Instagram on a daily basis.

The first interviewee Osueke stated that men and women are being affected differently on Instagram and also among other social platforms. She said that:

We can take a look at the communication aspect of social media among its users. The men are more likely to adopt the usage of a commanding language and more of formal speech than women which is a lot different in terms of communicating messages.

Osueke's words are in support of Kent (2010, p. 645) who noted that social media especially Instagram contains various modes of communication which is broadly enforced in different

ways depending on the senders of the message thereby allowing a two way communication and feedback.

The findings have shown that Instagram affect the communication pattern of the youth which is a major element that facilitates other factors in tandem with increasing the self-esteem and well-being. Osueke noted that “Men are likely to respond in a negative manner during communication process while the women are used to positive words during interaction”. The second interviewee, Jane Ogwu noted that effect of Instagram on their well-being and self-esteem is associated with how the Instagram has being able to affect them. Ogwu stated that “Instagram plays a massive role in enabling the passage of information to loved ones which can be tied to the female users while the men are political in nature”.

The findings from Figure 2 shows that majority (60%) of the youths agree that they feel out of touch when they haven’t logged onto Instagram for a while. This result supports the claim made by Biolcati (2019, p. 71) that Instagram helps in giving its users a sense of belonging possibly due to the presence of self-presentation. Therefore it could be argued that Instagram affects the self-esteem and well-being of youths due to its prevalence. However, effects can be linked to the various activities they engaged in while logged onto the social platform, as Ogwu pointed out that “men used Instagram to gather vital information and less of connecting with friends while the women are more concerned with keeping active communication and connecting with various categories of people associated with them”.

Figure 3 revealed that most (81%) of the youth agrees that they feel that they have a number of good qualities when on Instagram. This result is in agreement with the findings of Gonzales and Hancock (2011, p. 81), who disclosed the level of self-esteem on Instagram users tends to increase, creating a change in their self-examination and perception which is connected to the ability in accessing numerous tools for perfecting the outlook of their timeline. In collation with the findings in Figure 2, this implies that the majority of Instagram users’ self-esteem and well-being is being affected when logged into Instagram for a long time.

4.4.2 The Benefit of Instagram on Nigeria youth

From the analysis above, we noted that the duration at which we logged onto Instagram affects the general well-being of the youth. Youths of today are gradually drifting to the

image based networks such as Instagram due to its potential. Osueke noted that the benefits of Instagram can be viewed from different aspects, she said:

Without doubt, the introduction of social media is adding to the era of youth social stress but if we can accept that fact that Instagram is here to stay, we will see that Instagram has given room to a lot of opportunities and new dimensions for the passage of information and presentation of ideas.

Figure 4, while answering research question two of the study; “How does the volume of Instagram usage affect user’s self-esteem and well-being?” It was revealed that most (72%) of the youths agree that they are able to do things, as well as most other people when logged onto their Instagram page for a long period. This implies that the usage of Instagram for a long period of time does not have a negative effect on the productivity of its users. This result goes in line with the study conducted by Ahaotu & Amadi (2014, p. 81), in which it was noted that youths are able to do a lot of activities on social media platform along with others ranging from research purposes, business, communication or for social purpose. Osueke stated that: “The ability to access and edit one page on Instagram is a major benefit of Instagram on the level of self-esteem and well-being of its users. The people tend to showcase whatever is of interest to them without any limitation”.

The finding from the Figure 10 shows that a majority (87%) of the respondents agree that they have a positive attitude when reading their likes and comments. Biolcati (2019, p. 72) in his study, stated that pictures and images which are major Instagram tools have a great impact on the level of self-esteem among the youth due to self-presentation. This implies further that likes and comments have a lot to do with the attitude of Instagram users.

Ogwu, noted that if Instagram can cause negative effects on the youth then it is also beneficial to the self-esteem and well-being of the youth, she stated that; “45 percent of the youth in Nigeria make use of Instagram and each time they view their profiles, automatically they tend to experience a boost in self-esteem afterwards”. Ellison et al., (2007, p. 5) and Verduyn et al., (2017, p. 281) agrees with the observation of Ogwu in her responses, they stated that the usage of Instagram and any other social media platform leads to a great enhancement in social capital and a sense of belonging thereby boosting the self-esteem and well-being of the youth.

Ogwu stated that:

The usage of this platform which enables the upload of images and image stories revealing their likes and dislikes goes long ways in generating a mental picture about how users' best see themselves which can be likened to how you picture yourself when standing in front of a mirror before an important outing.

Figure 5 of the findings shows that most (55%) of the youth agree that they do feel relaxed when logged onto their Instagram page for a long period. This implies that the self-esteem and well-being of Instagram users is pinned on the length of time spent on the platform. This result supports the claim by Lenhart and Madden (2007, p. 9) that most youths, find comfort when communicating with families and friends through constant posting of messages and pictures on social media.

Speaking to the benefits of using filters, Osueke disclosed that every individual makes use of filters while posting their pictures, she stated that:

To some extent it is necessary to make use of filters in order to have a good presentation of oneself, substances or items in question. The standard that has being set by others must be achieved in order to increase the level of one self-esteem and well-being.

Ogwu supported the statement of Osueke by further noting that:

Well-being is all about having a good mental and physical health. The mental aspect deals with self-presentation and adoration at times. The best platform to showcase one's confidence and potential in today's world is through the social media of which Instagram happens to be the leading figure in that hierarchy.

Both assertion goes in line with the findings of Neighbors and Sobal (2007, p. 429), when they state that there is a close relationship between self-esteem and image satisfaction among the young adults.

Also, Figure 7 shows that majority of (73%) of the youths feel that they are a person of worth or at least on an equal plane with others. This implies that users of Instagram feel they are on an equal plane with others which is in agreement with the findings of Jain et al., (2012, p. 37) stating that social media helps in presenting opportunities to all depending on what it is being used for by the users. Ajewole et al., (2012, p. 4) sharing a similar opinion with the findings

of the study, noted that most of the youths are active users of social media sites and do engage in numerous activities along with many others on the platform.

4.4.3 Basic Factors behind Increased or Lowered Self-Esteem and Well-Being of an Instagram User

The question of Figure 6 looks at answering research question three of the study, “What factors are responsible for increased or lowered self-esteem and well-being of an Instagram user?” The findings of the study revealed that the majority (67%) of the youths say that they certainly feel useless at times when posts are not being followed. In credence to this finding, Verduyn et al. (2015, p. 485) disclosed that the well-being of the youth on various social media platforms is associated with intimate relationships and togetherness with others on the platform. Goffman (1959, P. 10) assume that “when an individual appears before others he will have many motives for trying to control the impression they receive of the situation”.

Osueke in his responses stated that poor health challenges pose a major threat to the self esteem of the people. “We expect that functional health encourages self-esteem and also helps in bringing out behaviours that encourages self-esteem. Health problems can create a major stress which will lower self-esteem of the people”. Osueke further noted that “well-being is being affected by different factors namely self-esteem which is the way we feel about ourselves”. She said that “the feeling of being loved and accepted goes a long way in affecting the well-being of followers”. Kendra (2020, p. 19) articulated that people make some key decisions about themselves through social comparison which turns out to affect their self-esteem and well-being, especially when it is negative in nature.

Ogwu noted that some major factor behind having a lower or higher self-esteem is seen to be poor health status, lack of comments and likes, lack of communication with friends among others while well-being is caused by lack of confidence, unhappiness, breakage in family ties, abuses among others.

Speaking on the contribution of influencers toward improving the self-esteem and well-being on youth, Ogwu revealed that they try as much as possible in finding a solution to all these factors listed either directly or indirectly. “We do conduct a give back campaign occasionally whereby we upload pictures of NGO outings, motivational quotes and lovable messages showing how much we love our followers”. Osueke added that they do upload encouraging messages via images from time and time and also showcasing things that will surely make

followers comments and share to others. “What I personally do is to create a genuine feeling of togetherness and love towards my followers through uploads of appreciation images message, short video clips and others avenues”. The majority (72%) of youths from Figure 8 agree that they wish they could have more respect for themselves. Nadkarni and Hofmann (2012, p. 244) stated that the main reason for the usage of Instagram among the youth is linked to the aspect of self-presentation and respect being gotten from the platform and among their friends. This shows that most of the Instagram users feel they could have more respect for themselves thereby increasing their self-esteem.

The question is designed to find out the level of existing attachment between Instagram and its users. The findings from the figure above reveals that 13% respondents strongly agree that they would be sorry if Instagram shut down while majority (36%) of them agree with that statement. 31% of respondents disagree and 20% strongly disagree that they would be sorry if Instagram shut down.

Finally, the level of attachment between Instagram and its users cannot be decided. The data from Figure 9 shows that 49% of the youths agree that they would be sorry if Instagram shut down while 51% disagreed. The reason for such an assertion can be correlated to the finding made by Manago et al., (2008, p. 5) noting that there is a strong bond between social media and the youth. This implies half of the youths are likely to migrate to alternative social media platforms in case of any negative incident pertaining to Instagram. Littlejohn and Foss (2008, p. 302) supported that finding of the study, noting that users do not depend totally on a particular media when there is a second option, leading to the decrease in the level of dependence.

4.5 Conclusion

This chapter has been able to present the findings gathered from the two instruments adopted for the study. The questionnaire was administered to 100 respondents while the interview was conducted with two interviewees. Information gathered from the questionnaires was presented in graphs and the interview data was transcribed. The findings of both survey instruments were analysed using three coding themes namely; the effect of Instagram on youth’s well-being and self-esteem, the benefit of Instagram on the youth and basic factor behind increased or lowered self-esteem and well-being of an Instagram user.

The main research question of this dissertation includes;

- What is the effect of Instagram use on self-esteem and well-being of Nigerian youths?
- How does the volume of Instagram usage affect user's self-esteem and well-being?
- What factors are responsible for increased or lowered self-esteem and well-being of an Instagram user?

While answering research question one of the study, it shows that the effect of Instagram on the youth well-being and self-esteem can be linked directly to the level of exposure and dependence on the platform. The data revealed that the users of Instagram are being affected in the area of their interaction and communication with their immediate environment, also the effect of Instagram can be linked to the various activities users engage with while logged onto the social platform. The main reason for the use of Instagram among the youth is connected with the aspect of self-presentation and respect being gotten from the platform and among their friends. This shows that most of the Instagram users feel they could have more respect for themselves thereby increasing their self-esteem.

In answering the research question two, it was also revealed that, youths of today are gradually drifting towards the image based networks such as Instagram due to its potentials. The findings imply that the use of Instagram for a long period of time does not have an adverse effect on the productivity of its users. Also, likes and comments have a lot to do with the attitude of Instagram users. The majority of the youths agree that they do feel relaxed when logged onto their Instagram page for a long period. This implies that the self-esteem and well-being of Instagram users is equated with the length of time spent on the platform.

Finally, in addressing research question three, the findings revealed that some of the factors behind increased or lowered self-esteem and well-being of an Instagram user includes the shortage of followers, poor health status and lack of comments, communication with friends, unhappiness, and confidence level among others. Instagram has helped in uplifting the self-esteem and well-being of its users through the removal of access to the numbers of likes and dislikes. Hence, the findings gathered have being able to address the above stated research questions of the study.

CHAPTER 5: CONCLUSION

5.1 Overview

The final chapter of this research study will summarise the findings and conclusions from the literature review and the research findings from chapter four. There will also be a discussion about recommendations for future research.

To restate my research questions;

- What is the effect of Instagram use on the self-esteem and well-being of Nigerian youths?
- How does the volume of Instagram usage affect user's self-esteem and well-being?
- What factors are responsible for increased or lowered self-esteem and well-being of an Instagram user?

5.2 Points of Note in the Literature Review

Kent (2010, p. 645) asserts that the term "Social Media" is a broad concept that contains interactive media channels, which allows a two-way communication and feedback. Social media is an electronic based mediated technology that facilitates the transfer of data. According to Daluba and Maxwell (2013, p. 537), social media helps to effect communication between people in different demographic groups. The features of interactivity, virtuality, instant delivery, file transfer and feedback are similar between the various media platforms.

Salomon (2013, p. 410) acknowledges that Instagram has become an important social media platform for many organisations and establishments including the government, private companies, small scale businesses, investors, churches etc. Mackson et al., (2019, p. 2) supported that the users have now adopted the usage of Instagram services into their businesses in order to reach as many people as possible, as well as, have a fast means of communication with their intended target audience, with Instagram playing a massive role in all sectors of the economy.

With regards to the Impact of Instagram on Users Self-esteem, the concept of self-esteem is seen as a major part of the individual psychological setup (Marsh, 1990, p. 89) and the individual self-judgement (Biolcati, 2017, p. 70). Carah and Shaul (2016, p. 13) buttresses the fact that Instagram is an ‘Image machine’ that affects the way every user sees themselves when in the midst of others. Cast and Burke (2002, p. 1042) noted that self-esteem is seen as the manner and ways in which every individual evaluates his/her self.

The well-being of a person is tied to happiness and life satisfaction, which can be derived from various means or media. Verduyn et al., (2017, p. 280) noted that well-being is seen as the overall life satisfaction, linked with active social media usage and life satisfaction. Instagram is widely used among youths compared with other media, reasons for such were disclosed during the course of elaborating more on the theory of the study.

5.3 Methods Chosen and Rationale

The two methods which were deployed for the research purposes of this study have combined to give a deeper insight into the topic “The impact of Instagram on the self-esteem and well-being of Nigerian youth”. The instruments were created to get the users’ and influencers’ perspectives on the topic and to attempt to get answers to the research questions of the study.

The questionnaire for the study was designed to gauge the frequency of Instagram usage and effect of Instagram on the general well-being and self-esteem of youths from the users’ perspectives. The questionnaire contains 10 items which were coined from the Instagram intensity scale and Rosenberg Self-Esteem Scale. The item in questions goes a long way in measuring the level of attachment and its diverse effect on the youths. All items were answered using the four point scale format, from strongly agree to strongly disagree. Information gathered was presented using graphs containing percentage of the responses acquired. The questionnaire had 100 participants who provided this research study with answers to the research question. “The questionnaire is an instrument that is designed to gather information that will be subjected to further analysis” (Babbie, 2010, p. 21).

The second instrument, which is the interview, was designed to get the influencers’ perspectives on the topic and to attempt to get answers to the research questions of the study. The researcher conducted interviews with two major influencers. The questions were chosen in order to provide a comprehensive understanding to the established research questions of the study. A total of 6 main interview questions were designed for the study. The results of

the data were analysed in relation to the objectives of this thesis. Nutting et al., (2009, p. 14) noted that the mixed method adopted for the study helps in creating a complete and effective utilization of all collected data compared to the use of a single method in any research.

5.4 Discussion of Results

The key findings from the study reveal that;

1. The effect of Instagram on the well-being and self-esteem Nigerian youth can be traced directly back to the level of exposure and dependence on the platform. Self-presentation and Respect received among friends is a major reason behind the usage of Instagram.
2. Youths of today are gradually gravitating towards image based networks such as Instagram due to its potentials. The use of Instagram for a long period of time does not have an adverse effect on the productivity of its users.
3. The factors behind increased or lowered self-esteem and well-being of an Instagram user includes the shortage of followers, poor health status and lack of comments, communication with friends, unhappiness, and confidence level among others.

The questionnaire was designed through SurveyMonkey with a total of 100 respondents taking part in the online survey. The questionnaire contains 10 questions addressing the main research questions of the study. The responses were presented in bar chart and pie chart along with its interpretation. Key findings from the questionnaire concluded that;

1. A majority (74%) of the respondents said they use Instagram in carrying out their everyday activities which is also in correlation with the claim by Mackson et al., (2019, p. 2) that Instagram has become prevalent among social media users with over one billion active users.
2. Nearly two thirds or (60%) of respondents said that they do feel out of touch when they haven't logged onto Instagram for a while. This result supports the claim made by Biolcati (2019, p. 72) that Instagram helps in giving its users a sense of belonging possibly due to the presence of self-presentation.
3. Almost three quarters or (72%) of the respondents noted they are able to do things as well as most other people when logged onto their Instagram page for a long period.

This result goes in line with the study conducted by Ahaotu & Amadi (2014, p. 81), when they noted that youths are able to do a lot of activities on social media platforms along with others ranging from research purposes, business, communication or for social purposes.

4. Over half or 55% of respondents agree that they do feel relaxed when logged onto their Instagram page for a long period. This result supports the claim by Lenhart and Madden (2007, p. 9) that most youths, find comfort when communicating with families and friends through constant posting of messages and pictures on social media.
5. Over two thirds or (67%) of the youths said that they certainly feel useless at times when posts are not being followed. Dovetailing with this finding, Verduyn et al. (2015, p. 485) disclosed that the well-being of the youths on various social media platforms correlates with intimate relationships and togetherness with others on the platform

This study conducted two separate interviews with two influencers, Destiny Osueke and Jane Ogwu. Each interviewee was asked six questions in order to investigate the research questions of this study and the questions asked allowed them to express their opinions on the topic. Key findings from the interviews concluded that;

1. Both Osueke and Ogwe supported the assertion of Kent (2010, p. 645) that Instagram contains various modes of communication which is broadly enforced in different ways depending on the senders of the message, thereby allowing a two way communication and feedback. They noted that men are more likely to adopt the usage of a commanding language while the women are more passionate when interacting with others.
2. Osueke indicated that the ability to access and edit one's page on Instagram is a major benefit of Instagram on the level of self-esteem and well-being of its users. Hence, the people tend to showcase whatever is of interest to them without any limitation.
3. Ogwu revealed that 45 % of youths in Nigeria make use of Instagram and each time they view their profiles, they tend to automatically experience a boost in self-esteem afterwards. This suggests that usage of Instagram can enhance sense of belonging, thereby boosting the self-esteem and well-being of the youth.

4. Both Osueke and Ogwu noted that some of the major factors behind the increased and lowered self-esteem and well-being is poor health status, lack of comments and interaction with others.
5. Both Osueke and Ogwu stated that various means have been deployed in helping their users to have a stable self-esteem and functional well-being. This suggests that Instagram has a massive impact on the level of user's self-esteem and well-being.

5.5 Limitations of the Study

For this research, convenience sampling is used as there would be no way to contact and survey every user of Instagram in Nigeria. The current Covid-19 pandemic has a massive effect on data collection due to the various rules and regulation set by the government. Respondents were contacted by means of an online survey for the questionnaire and a telephone device for the interview. Due to the communication gap, there was lot of network problems during the interviewing process leading to loss of information. Also, the lack of experience with statistics is a major limitation in this study.

5.6 Recommendations for Further Research

Based on the above findings and conclusion, the study was unable to look into the various statistical trends of how Instagram has been able to improve the performance of youths over time. Also, the descriptive study was only able to examine the impact of Instagram on youths which can be extended to various brands and marketing agencies. Hence, the study recommends that further research should be conducted in the area of Instagram's effects on youth performances over the last decade, since its inception in 2010. Also, the impact of Instagram on brand management and publicity should be examined.

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APPENDICES

APPENDIX A: GRAPHS

Figure 1. Instagram is part of everyday lives

Figure 2. I Feel Out Of Touch When I Haven't Logged Onto Instagram For A While

Figure 3. I Feel That I Have A Number Of Good Qualities

Figure 4. I am able to do things as well as most other people when logged onto my Instagram page for a long period

Figure 5. I feel relaxed when logged onto my Instagram page for a long period

Figure 6. I certainly feel useless at times when my posts are not being followed

Figure 7. I feel that I'm a person of worth at least on an equal plane with other

Figure 8. I wish I could have more respect for myself

Figure 9. I would be sorry if Instagram shuts down

Figure 10. I have a positive attitude when reading my likes and comments

APPENDIX B: INSTAGRAM INTENSITY

The Instagram Intensity scale is used to measure Instagram usage beyond simple measures of frequency and duration, incorporating emotional connectedness to the site and its integration into individuals' daily activities.

Scale Items

1. Instagram is part of my everyday activity
2. I am proud to tell people I'm on Instagram
3. Instagram has become part of my daily routine
4. I feel out of touch when I haven't logged onto Instagram for a while
5. I feel I am part of the Instagram community
6. I would be sorry if Instagram shut down
7. Approximately how many total Instagram followers do you have?
8. In the past week, on average, approximately how much time Per Day have you spent actively using Instagram?

Response categories range from 1 = strongly disagree to 5 = strongly agree, unless otherwise noted.

APPENDIX C: INTERVIEW CONSENT FORM

Consent Form

Researcher: Chimamanda Chioma Idongesit

- The aim of this study is to examine the Impact of Instagram on Self-esteem and Well-being of Nigerian Youth
- You will be asked 6 questions about your experiences and how you use Instagram in giving back to the society. The interview should last around 20 minutes.
- This research will be of benefit as it will shed more light on the struggles of an average Nigerian youth, the pressure this social platform might be causing young people, as well as the benefits. This research provides an opportunity to get an insight on the workings of the media from a user perspective.
- All information will be kept in a password protected computer.

This project has been approved by the Faculty Research Ethics Committee. If you have any questions about this research, please contact:

·Chimamanda Chioma Idongesit – 08141297643 - Chummyamandy@gmail.com

(Researcher)

·Dr Bláthnaid Nolan - blathnaid.nolan@griffith.ie (Research supervisor)

Participant Signature _____

Researcher Signature _____

APPENDIX D: INTERVIEW INFORMATION SHEET

Information Sheet

Title of Research Study: “The Impact of Instagram on Nigerian Youth”

Researcher: Chimamanda Chioma Idongesit

INFORMATION SHEET FOR PARTICIPANTS

Dear interviewee,

You are invited to take part in a research study to examine the Impact of Instagram on Self-esteem and Well-being of Nigerian Youth. I would like to interview you to ask you about your experiences how you use Instagram in giving back to the society. This research is part of a Master’s Dissertation in Journalism and Public Relations for Griffith College, Dublin.

Before you decide whether to take part in the study it is important that you understand what the research is for and what you will be asked to do. It is up to you to decide whether or not to take part. If you decide to take part you will be given this information sheet to keep. You will also be asked to sign a consent form. You can change your mind at any time and withdraw from the study without giving a reason.

The purpose of the research study is to examine your thoughts about impact of Instagram on the self-esteem and well-being of Nigerian youth. You have been chosen because of your experience with Instagram and amount of followers at a time of great technological change with the advancement of social media platforms. If you choose to take part, the interview will last approximately 20 minutes and will be arranged at a time to suit you.

Information from the interview will be used to assess the impact of Instagram on Nigeria youths. The interview will be recorded and transcribed. Please do not hesitate to contact me if you need further information

Yours sincerely,

Chimamanda Chioma Idongesit

08141297643

Chummyamandy@gmail.com

APPENDIX E: INTERVIEW QUESTIONS

The following are the designed interview questions to be asked;

Items

1. Do you think Instagram affects men and women differently? In what way?
2. In your experience, do men or women engage with you more?
3. Do you think the majority of people use filters on their photos or a minority?
4. Do you think Instagram can be beneficial to people's self-esteem and general well-being?
5. Is there anything that you and your fellow influencers do to help your followers' self-esteem?
6. Is there anything that you and your fellow influencers do to help your followers' well-being?

APPENDIX F: QUESTIONNAIRE CONSENT FORM

TITLE: The Impact of Instagram on Nigerian Youth

Thank you for participating in our survey. Your feedback is important. The aim of this study is to examine the Impact of Instagram on Self-esteem and Well-being of Nigerian Youth. You will be asked few questions about your experience with use of Instagram. This research will be of benefit as it will shed more light on the struggles of an average Nigerian youth, the pressure this social platform might be causing young people, as well as the benefits. This research provides an opportunity to get an insight on the workings of the media from a user perspective.

Personal participant information will not be used for any reason and participants will not be identifiable in any published material. Only Nigerians that are resident in Nigeria are allowed to participate in this survey.

Taking part in this research is voluntary and there will be no consequences for withdrawing.

This project has been approved by the Faculty Research Ethics Committee. If you have any questions about this research, please contact:

·Chimamanda Chioma Idongesit – 08141297643 - Chummyamandy@gmail.com

(Researcher)

·Blathnaid Nolan - blathnaid.nolan@griffith.ie (Research supervisor)

APPENDIX G: SURVEY INSTRUMENT, QUESTIONNAIRES

The study is focus on examining the impact of Instagram on self-esteem and well-being of Nigeria youth. Hence the following Ten (10) items have being designed to address the objectives of the study. The instrument was designed Using the Rosenberg self-esteem scale and Instagram Intensity scale as a guide.

Response categories range from 1 = strongly agree, 2-agree, 3-disagree and 4- strongly disagree.

Items

SN	Hypothesis	Strongly agree	Agree	Disagree	Strongly disagree
1	Instagram is part of my everyday activity.				
2	I feel out of touch when I haven't logged onto Instagram for a while.				
3	I feel that I have a number of good qualities.				
4	I am able to do things as well as most other people when logged onto my Instagram page for a long period.				
5	I feel relaxed when logged onto my Instagram page for a long period.				
6	I certainly feel useless at times when my posts are not being followed.				
7	I feel that I'm a person of worth at least on an equal plane with other.				
8	I wish I could have more respect for myself.				
9	I would be sorry if Instagram shuts down.				
10	I have a positive attitude when reading my likes and comments.				

APPENDIX H: USING THE ROSENBERG SELF ESTEEM SCALE

SN		Strongly agree	Agree	Disag ree	Strongly disagree
1	On the whole, I am satisfied with myself				
2	At times, I think am no good at all				
3	I feel that I have a number of good qualities				
4	I am able to do things as well as most other people				
5	I feel i do not have much to be proud of				
6	I certainly feel useless at times				
7	I feel that I'm a person of worth at least on an equal plane with other				
8	I wish I could have more respect for myself				
9	All in all I am inclined to feel that I am a failure				
10	Take a positive attitude toward myself				