Research Article

Social Media Usage, Self-Presentation, Narcissism, and Self-Esteem as Predictors of Instagram Addiction: An Intercultural Comparison

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Abstract

Instagram is a social media tool that increases in the number and popularity of users. Providing information about events and people, entertainment and relaxation, maintaining relationships, personal presentation, interacting with different identities, making new friendships and making life easier in many respects from photography to video, from live broadcast to instant story sharing, the excessive, unnecessary use of Instagram causes addiction problems. This research is designed to compare Turkish and Malaysian college students' Instagram addiction level; and, relationships between Instagram addiction level and their level of narcissism, self-esteem, self-presentation, usage patterns in terms of exhibiting the situation in two different cultures. Data were obtained from 403 participants by face-to-face questionnaire. As a result of the study, it was found that the level of Instagram addiction did not differ significantly according to the gender of the participants. Depending on the country in which they live, Instagram addiction levels vary significantly. Instagram addiction levels of Malaysian participants is higher than students in Turkey. The result that self-presentation and social media usage time is a positively significant predictor on Instagram addiction whereas self-esteem level is a negatively significant predictor stands out. The level of narcissism was not significant.

Keywords: Instagram Addiction, Self-Presentation, Self-Esteem, Narcissism, University Student.

Araştırma Makalesi

Instagram Bağımlılığının Belirleyicileri Olarak Sosyal Medya Kullanımı, Benlik Sunumu, Narsisizm ve Özsaygı: Kültürlerarası Bir Karşılaştırma

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Öz

Instagram, kullanıcı sayısı ve popülerliği her geçen gün artan bir sosyal medya aracı olarak dikkat çekmektedir. Olaylar ve kişiler hakkında bilgi sağlama, eğlence ve rahatlama, ilişkileri sürdürme, kişisel sunum, farklı kimliklerle etkileşim kurma, yeni arkadaşlıklar edinme fotoğraftan videoya, canlı yayından anlık hikâye paylaşımına kadar birçok açıdan hayatı kolaylaştıran Instagram'ın, aşırı gereksiz kullanımı beraberinde bağımlılık sorununun yaşanmasına neden olabilmektedir. Bu araştırma; iki farklı kültürden (Türkiye ve Malezya) üniversite öğrencilerinin Instagram bağımlılık düzeyini, Instagram bağımlılık düzeyi ile narsisizm, özsaygı, kişisel sunum ve kullanım örüntüleri arasındaki ilişkiler karşılaştırmalı olarak mercek altına almak amacıyla dizayn edilmiştir. Saha araştırması yönteminin kullanıldığı çalışmada veriler, 403 katılımcıdan yüz yüze anket uygulanarak elde edilmiştir. Araştırma sonucunda katılımcıların cinsiyetine göre, Instagram bağımlılık düzeyinin anlamlı farklılık göstermediği tespit edilmiştir. Yaşadıkları ülkeye göre ise Instagram bağımlılık düzeyleri anlamlı olarak farklılaşmaktadır. Malezyalı katılımcıların Instagram bağımlılık düzeyleri; Türkiye'deki öğrencilere göre daha yüksektir. Instagram Bağımlılığı üzerinde benlik sunumu ve sosyal medya kullanım süresinin pozitif; öz saygı düzeyinin ise negatif yönde anlamlı belirleyici olduğu dikkat çekmektedir. Narsisizm düzeyinin anlamlı belirleyici olmadığı bulunmuştur.

Anahtar Kelimeler: Instagram Bağımlılığı, Benlik Sunumu, Öz Saygı, Narsisizm, Üniversite Öğrencisi.

Introduction

Social media has been in an indispensable part of our lives for a while. In fact, social media platforms, which were only a few at the beginning, have increased in number today, and have kept the attention of its users by introducing new features to the older social media tools. Each social media tool has attracted the attention of individuals by promising what is different from the other ones. As a result, the number of social media users has increased all over the world. Social media tools, which were previously used to attract mostly young people of a certain age, have become a platform used by people of all ages. Especially the widespread use of the internet or the possibility of connecting to the internet with smart mobile phones; allowing people to connect to social media at any time, whenever they want, has increased the interest of these tools.

Social media is a vital product that facilitates life in many ways and enables people to take various opportunities. First of all, it provides people with information about events and people (Chiu, Hsu, & Wang, 2006; Lee & Ma, 2012; Special & Li-Barber, 2012), It allows people to have fun, spend time and relax (Hui, Tan, & Goh, 2006; Nambisan & Baron, 2007; Krasnova, Veltri, & Günther, 2012). It forms a critical way to improve personal presentation and relationships (Hughes, Rowe, Batey, & Lee, 2012; Ellison, Heino, & Gibbs, 2006). It allows individuals to interact more easily with other people from different backgrounds (Hughes, Rowe, Batey, & Lee, 2012; Cheung, Lee, & Chan, 2015; Krasnova et al., 2012; Krasnova, Spiekermann, & Koroleva, 2010). It is an essential medium for making new friendships (Cheung, Lee, & Chan, 2015; Pempek, Yermolayeva, & Calvert, 2009). In its current situation, social media offers people a wide range of space where they can share their thoughts, experiences, demands, opinions, knowledge, ideologies, world designs, lifestyles, behavioural patterns, and their own "self". At the same time, social media affects how people devote their time in a wide range of aspects, from entertainment to socialization, from marketing to consumption, from environmental surveillance to information (Baz, 2008). While the rapid development of communication technologies eliminates the phenomenon of time and space; it glues individuals onto computers and changes the definition of the concept of socialization. In addition to the opportunity to reach many people, social media also provides the opportunity to create his/her own environment individually, share his/her content, create new polemics, as well as seeing the messages generated by other individuals, and sharing comments and likes. The extent of the sociological and psychological effects of these developments are discussed in recent studies (Kuşay, 2013).

The excessive use of social networks, which provide opportunities and conveniences in many ways in social life, may cause problems such as addiction. In many studies, social media addiction is treated like other types of addiction. In the study of Young (1999), which classifies internet addiction as; (1) computer addiction (i.e. computer game addiction), (2) information loading or internet surfing addiction, (3) internet enforcement addiction (online gambling, shopping addiction), (4) virtual addiction (online pornography or online sex addiction) and (5) virtual relationship addiction, it was emphasized that social media addiction should be examined in the category of virtual relationship addiction (Kuss & Griffiths, 2011).

Among the types of social media addiction, Instagram addiction has attracted the attention of researchers in recent years, and there are relatively few studies on it (Kırcaburun & Griffiths, 2018). Dependence on social networks like Instagram can cause serious problems for the young and dynamic segment of society like students (Kuss &

Griffiths, 2017; Ershad & Aghajani, 2017). Young people may not realize that they spend excessive time on these sites, and they may begin to ignore the responsibilities of real life over time. After a certain point, brains that begin to interpret real-life and relationships from a virtual perspective may break off from real life. A young person who has trouble making friends in his/her real-life may have many friends on social media. By controlling everything behind the virtual identity mask, they can try to meet the requirements of forming domination far from real identity (Kırık, Arslan, Çetinkaya, & Gül, 2015).

On the other hand, there is a connection between the use and addiction of Instagram and the psychological characteristics of the person (Holland & Tiggemann, 2017). When the international literature is examined, there are many studies which correlates social network addiction like Instagram with the *patterns of use* (Balcı & Gölcü, 2013; Kırcaburun & Griffiths, 2018; Kalalo, 2018; Balcı, Bekiroğlu, & Karaman, 2019a), the role of *gender* (Yurdagül, Kircaburun, Emirtekin, Wang, & Griffiths, 2019), *interpersonal competence* (Savcı & Aysan, 2018), *perceived sense of situation* (Kırcaburun & Griffiths, 2019) *depression* (Kırcaburun, 2016a; Balcı & Baloğlu, 2018; Khattak, Ahmad, & Mohammad, 2017; Blachnio, Przepiorka, & Pantic, 2015; Steers, Wickham, & Acitelli, 2014), *loneliness* (Özgür, 2013; Savcı & Aysan, 2018; Baltacı, 2019), *sleep problems* (Vernon, Barber, & Modecki, 2015); *personal presentation* (Kalalo, 2018), *social anxiety* (Özgür, 2013; Baltacı, 2019) *fear of negative evaluation* (Savcı & Aysan, 2018), *neuroticism* (Balta, Emirtekin, Kircaburun, & Griffiths, 2019), *social escape* (Gao, Liu, & Li, 2017; Kırcaburun & Griffiths, 2019); *happiness and psychological well-being* (Baltacı, 2019; Satıcı & Uysal, 2015), *reward and punishment* (Savcı & Aysan, 2018), *five-factor personality traits* (Kırcaburun & Griffiths, 2018), and *self-esteem* (Balcı et al., 2019a; Kırcaburun, Demetrovics, & Tosuntaş, 2019).

In this study, Instagram addiction levels of university students from two different cultures (*Turkey* and *Malaysia*) were investigated considering the relations between Instagram addiction level and narcissism, self-esteem, personal presentation and usage patterns. Adolescents and young people like university students were included in the study; because they are more likely to be social media users compared to the other population groups (Balcı, Gölcü, & Gölcü, 2019b). In addition, the young generation may be more willing to focus on social media for improving and maintaining their relations, and for creating and/or developing their social identity (Andreassen & Pallesen, 2014; Allen, Ryan, Gray, Mclnerney, & Waters, 2014).

1. Instagram Usage and Addiction

The name "Instagram" consists of combining the words "Insta" and "Gram". Here, "insta" means "instantaneous" and "gram" comes from the word telegram, which means to send information to others quickly (Kalalo, 2018). Instagram is a popular social media tool that is evolving day by day, and the number of its users is increasing. According to the data of the online statistics portal Statista, the number of monthly Instagram users, which was 400 million in 2015, increased by approximately 100 million each year and reached 1 billion monthly active users by June 2018. Five hundred million active users daily have shared 50 billion photos so far. The average number of Instagram likes daily is 4.2 billion, the number of videos uploaded daily and the number of photos is over 100 million. 68% of its users are women (www.statista.com). It is also known that approximately 6 out of 10 adults have an Instagram account (www.omnicoreagency.com). As a result, Instagram has been the fastest developing social media tool globally (Ershad & Aghajani, 2017).

Compared to Facebook, another popular social media tool, there are many advantages in using Instagram; such as the ability to edit photos and videos before publishing them, ability to share photos and videos in one word with the use of a hashtag, ability to post them in discovery and ability to share daily activities with 24-hour story sharing.

In social life, people can use Instagram for different reasons. In their field research with 212 Instagram users, Lee, Lee, Moon and Sung (2015) found that Instagram usage motivations can be categorized in five groups, on a social and psychological basis. These motivations are social interaction, archiving, self-expression, escape and surveillance. Alhabash and Ma (2017) put forward the motivations for Instagram use as entertainment, convenience, charm, leisure time, self-presentation, personal archiving, social interaction and information sharing. Again, in some studies in the literature (Sheldon & Bryant, 2016; Balcı, Bal, & Delal, 2019c) "information, charisma, documentation, surveillance and creativity" come to the fore as compelling motivations for people to turn to Instagram. According to Huang and Su (2018), sex can be said to have an impact on the impulses to use Instagram. Accordingly, female students use Instagram more often to "escape from strange situations"; male students, on the other hand, use Instagram more often to assert themselves.

The feelings that social media tools like Instagram provide to the individual, such as entertainment, spending time, satisfaction, information, and relaxation, encourage their users to stay in these environments a little more each time; excessive use causes problems such as behavioural addiction (Ryan, Chester, Reece, & Xenos, 2014; Andreassen, 2015). Social media addiction, which manifests itself in behavioural addiction symptoms, is defined as the mandatory use of social networking sites (Griffiths, 2005). Social media addiction is also defined as; "*Excessive use, inability to satisfy the desire to use, neglect of activities due to excessive use, damage to social relations, use of negative emotions and life stress as a means of escape, having problems in reducing and stopping usage, being nervous in situations where use is not possible, and lying about the duration and amount of use*" (Savcı & Aysan, 2017).

The combination of Instagram's different features in a virtual environment may give people a sense of spatial presence. Since the increase in the sense of presence in the virtual world also leads to a higher taste, it can be assumed that people should participate more in the use of Instagram (Kırcaburun & Griffiths, 2019). This situation may also cause addiction in a small minority of individuals (Gao et al., 2017). In addition, watching the stories and videos of people (family, close friends or celebrities) that they feel emotionally attached to can help people to get rid of the pressure of daily life for a moment and this positive mood change contributes to the problematic Instagram usage (Kırcaburun & Griffiths, 2019). Ershad and Aghajani (2017) conducted field research aiming to distinguish students in Tehran from their Instagram addiction by personality, alexithymia (emotional blindness) and attachment styles. The results obtained showed that neuroticism, emotional blindness, and attachment styles are essential variables in predicting students' level of Instagram addiction.

Empirical findings of Yurdagül et al. (2019) reveal that problematic Instagram use has different negative psychological effects on male and female adolescents. Especially among male adolescents, problematic Instagram use was found to be directly related to loneliness, depression, general anxiety and social anxiety. The study of Kırcaburun (2016b) also showed that the addiction levels of male university students are significantly higher than

that of the female. Andreassen, Pallesen and Griffiths (2017) state that women are more likely to use virtual space than men for their social interactions, and that the prevalence of virtual social networks in women is higher than that of men. This finding suggests that women are more at risk of developing addictive behaviours towards activities involving elements of social interaction. Some studies (Balcı et al., 2019a; Balcı & Baloğlu, 2018) on the other hand, revealed that gender does not make a significant difference in social media addiction.

In another respect, daily usage time stands out as the most important predictor of social network addiction like Instagram. As daily time in social networks increases, the problem of addiction also emerges (Kırcaburun & Griffiths, 2018; Kalalo, 2018; Balcı et al., 2019a; Şimşek, Elciyar, & Kızılhan, 2019; Balcı & Baloğlu, 2018).

Based on the literature discussions above, *Hypothesis 1* and *Hypothesis 2* were established:

Hypothesis 1: *Instagram addiction differ according to the gender of the participants.*

Hypothesis 2: *As daily social media usage time increases, Instagram addiction also increases.*

2. Self Presentation and Instagram Addiction

The activities of social media tools, which have been continually changing and diversifying in recent years, have been increasing and keeping the users connected. This brings some psychological effects to the fore. The psychological conditions that people are in and their way of expressing themselves affect the way individuals present themselves on social media such as narcissism, self-esteem and self-presentation. Although these effects are considered negative from time to time; also, they mediate the emergence of time pressure, plagiarism, misrepresentation, addiction and negative psychological consequences. Such situations can be listed as complications of social media (Dwivedi et al., 2018)

Social sharing networks can be considered as a self-presentation area, both with the profiles created by people and the posts they make. The concept of self-presentation, which is used within the scope of computer-mediated communication and social networks today, is old, and Goffman made its first valid definition. According to Goffman, who talks about daily face-to-face communication, the interaction process is defined as the presentation of the self. Goffman likens daily life to a theatre scene, people play roles, follow the script, adapt their performances to the audience, and change their movements behind the scenes. How people perceive themselves is very important for people and they adopt particular identities to create an image that would suit others (Goffman, 1956). The emphasis here is the effort to create a positive image in the eyes of others. People tend to show themselves in good ways at all times and in any environment; they try to throw the shortcomings into the background.

Self-presentation is seen as the behaviour of people to convey some information and image about themselves to other people. It includes any act that has an impact on other people. The self-presentation covers a wide range of practices from how the dress is worn, to the way the car is driven, to hiding the fears so that other people know you are comfortable, and to the way you walk. In recent years, social media environments have emerged as a new medium for self-presentation (Baumeister & Bushman, 2014). Each social media tool offers new possibilities for self-presentation. The chances of creating a new identity using different features, like editing the profile photos, making the added photos more attractive through filters, feeds the self-presentation. Besides, the fact that

individuals regularly write their current status and share photos on social media, and share stories for Instagram and Facebook as a newly added feature, strengthens the idea that social media plays a vital role in self-presentation.

A study conducted with the participation of students studying in Indonesia on the relationship between self-presentation and Instagram addiction emphasizes that there is a significant positive relationship between the two variables. According to this, as online self-presentation increases, there is an increase in Instagram addiction (Kalalo, 2018). According to Karayel Bilbil and Çerçi (2015), social media users more frequently tend to present themselves, which will provide self-promotion, prestige and good-looking. With these discussions, *Hypothesis 3* was established:

Hypothesis 3: *There is a positive relationship between participants' self-presentation on social media and Instagram addiction.*

3. Narcissism and Instagram Addiction

Another situation that people exhibit, whether aware or unaware, while expressing themselves in the social media environment is narcissistic behaviour. Narcissism is defined as the admiration of people. The origin of the word comes from Greek mythology. The narcissistic personality is the personality observed when the person likes himself physically and psychologically excessively. In the digital age, people are inclined to exaggerate the images and behaviours related to them. From the point of view of narcissism, people like self-liking by looking at the water, as in Greek mythology, today can realize the self-liking situation by looking at itself and its surroundings in social media environments (Çakmak, 2018).

Interestingly, narcissistic people stand out with their exaggerated feelings of self-worth and seem to fall in love with them. This fact hides self-doubt and instability of self-esteem systems. They are afraid of not being good enough, so they always feel compelled to be the best (Wardetzki, 2018).

Narcissism's attitude and behaviour exist depending on the features of the tool used in social media, that is, to the extent permitted by that platform. For example, by putting photos, taking videos, talking about personal information, using filters or using other features of social media tool, it exists to the extent allowed by the vehicle. According to this, narcissistic behaviours that already exist in the individual reveal themselves in various ways on social media.

Today, the development of a wide variety of social networking sites has increased the number of academic studies to determine the relationship between the increase in the level of narcissism and the use of networking sites. In general, studies have shown that people high in narcissism are more active in social media (Buffardi & Campbel, 2008; Davenport, Bergman, Bergman, & Fearrington, 2014; Moon, Lee, Lee, Choi, & Sung, 2016). There is a positive relationship between the frequency of selfies and narcissism on social media (Barry, Doucette, Loflin, Rivera-Hudson, & Herrington, 2017). As such, psychological situations such as showing self-love superiority can increase the use of social media (Huang H. , 2014). In other words, social media provides people with a platform of freedom and facilitates sharing behaviours and interacting with others (Balcı & Sarıtaş, 2019). It enables individuals to express their wishes and allow them to shows off their success to a potentially broad audience to obtain highly visible rewards and recognition from other social media users through "likes" and positive comments

(Andreassen et al., 2017). As such, individuals high in narcissism can be considered to use social media excessively because these online platforms can meet the need for connection, and confirm an idealized sense of self (Andreassen et al., 2017).

In a study examining the relationship between Instagram users' narcissism and their own advertising; it was revealed that individuals with high narcissism tend to post their self-advertising photos, change their profile photos more often and spend more time on Instagram. These individuals also think that their Instagram profile pictures are physically more attractive (Moon et al., 2016). In the study of Biolcati and Passini (2018), the effects of two personality traits (narcissism and self-esteem), which are known to affect self-presentation, were investigated. The results of the research may provide different explanations for self-esteem and narcissistic use of selfie on social media. It was concluded that narcissistic people publish selfies to attract the attention of others and to avoid boredom. According to another study, it was found that individuals who pursuit gratification from self-admiration, such as narcissism, add more selfie photos (Adler, 2017). However, unlike most previous research, some studies (Frederick & Zhang, 2019) revealed that there is no significant relationship between narcissism and social media posts and the number of friends. As a result, it is assumed that narcissism will be positively associated with the addictive use of social media since social media can create a satisfactory environment especially for individuals with high narcissistic properties (Andreassen et al., 2017). With these discussions in the literature, *Hypothesis 4* was created:

Hypothesis 4: *As the level of the narcissism of participants increases, Instagram addiction increases.*

4. Self-Esteem and Instagram Addiction

There is also a relationship between the use of Instagram, which allows individuals with narcissistic characteristics to express themselves, and self-esteem. The level of self-esteem that exists in individuals has an increasing or decreasing feature according to lifelong attitudes and behaviours. Connecting to social media, now an indispensable part of our lives, has been proven to have an impact on the level of self-esteem. Accordingly, self-esteem is about an individual's positive or negative evaluation (Smith, Mackie, & Claypool, 2014).

Andreassen et al. (2017) found that age, gender, narcissism and self-esteem directly affect social media addiction. Social media addiction has been associated with negative self-esteem.

People who have difficulties in social relations may have more comfortable communication on social networks. The forms of self-expression provided by social media are particularly beneficial for people with low self-esteem. People of this nature usually hesitate to express themselves and find it challenging to establish satisfying relationships. Notifications on social media can enable people with low self-esteem to express themselves more comfortably (Forest & Wood, 2012). People with low self-esteem are more willing to engage in online activities that can raise their self-esteem (Blachnio, Przepiorka, & Rudnicka, 2016; Gonzales & Hancock, 2011). Therefore, high narcissism and low self-esteem in individuals may be related to higher online activity (Mehdizadeh, 2010). As such, self-esteem is negatively associated with the addictive use of social media (Hong, Huang, Lin, & Chiu, 2014; Malik & Khan, 2015).

In the research Balcı et al. (2019a) that examined the relationship between the social media addiction and self-esteem levels of adults living in Konya city centre, they concluded that the self-esteem level of the participants negatively affected the social media addiction score. In the study of Köse and Doğan (2018), a moderate, negative correlation emerged between the participants' self-esteem levels and social media addiction. According to this, as the level of self-esteem of participants decreased, social media addictions increased. Kırcaburun and Griffiths (2018) also revealed a significant relationship between low self-esteem and high Instagram addiction level. Again, Kırcaburun (2016a) found that self-esteem and social media addiction predict 20 per cent of daily internet use. In addition, while depression is directly related to self-esteem and everyday internet use; social media addiction has been observed to affect depression indirectly. In short, this study assumes that self-esteem will be negatively associated with symptoms of addictive Instagram use; and in line with these thoughts, *Hypothesis 5* is created:

Hypothesis 5: *Participants' self-esteem level is a significant negative predictor of Instagram addiction.*

5. Method

This study, which was carried out with the participation of Selçuk University and Technical University of Malaysia (University Teknologi Malaysia, UTM) students; has a descriptive character aiming at revealing the nature of the relationship between participants' Instagram addiction and self-esteem, self-presentation and narcissism levels.

5.1. Study Group

In order to reveal the relationship between university students' Instagram addiction and self-presentation, self-esteem, narcissism levels, a field study was conducted in the case of Selcuk University and Malaysia Technical University. Therefore, the universe of the study consists of students studying in these two universities.

Random sampling technique was used in determining the sample; a face-to-face questionnaire was applied to faculty, college students and students studying at Malaysia Technical University and at faculties operating in Alaeddin Keykubat Campus in the centre of Konya. As a result of the preliminary examination, 403 questionnaires were found to be appropriate for the study.

The sample consists of 403 university students studying at Selcuk University in nineteen (19) different faculties/colleges and eight different faculties at Malaysia Technical University. In addition, among the sample of university students from two different countries, 206 are students from Malaysia Technical University, and 197 are students from Selçuk University.

41,4 per cent of the participants are female (N= 236), and 58,6 per cent (N= 167) are male students. Distribution of the participants by gender is suitable for comparison.

Within the scope of this research, when we look at the age of the participants, the lowest was 18, and the highest was 43 years old. The average age of students is 23,2.

5.2. Data Collection Tools

A questionnaire form consisting of a total of 49 questions was prepared in five sections to measure the relationship between Instagram addiction and self-presentation, self-

esteem and narcissism levels of university students participating in the research. In the questionnaire, the scales described below were used.

Instagram Addiction Scale (IAS): This scale, which is adapted from the Internet addiction scale (Young, 1999) by Kırcaburun and Griffiths (2018) to determine the level and dimensions of the participants' Instagram addiction, is a 6-point Likert type scale consisting of 15 items ("*How often do you prefer Instagram instead of being with your friends?", "How often do you talk offensive, shout or behave when someone is disturbing you while on Instagram?" Etc.*). The participant gives each item between 1 and 6 points (1= None, 6= Always). Accordingly, the total scores given vary between 15 and 90. Between 15-37 are not dependent, 38-58 are mild dependent, 59-73 are moderate dependent, and 74-90 are considered severe dependent. As the score increases, addiction also increases. Also, Instagram Addiction Scale consists of two dimensions as "*Social Effect*" and "*Compulsion*". Kırcaburun and Griffiths (2018) reported the total reliability of the scale as 90. In this study, Cronbach's Alpha coefficient was determined as= 0,88.

Self-Presentation Scale (SPS): The scale was developed by Michikyan, Dennis and Subrahmanyam (2014). The Self Presentation Scale consists of 17 items in which social media self-presentation levels and dimensions are measured. On the 5-point Likert type scale, there are expressions such as "*What I do/share on social media generally reflect the self I want to be" and "Sometimes I feel that I look like someone I am not on social media".* In a study which examined the relationship between attitudes and motivation of emoji use on social media and the self-presentation in Turkey (Balcı & Yıldırım, 2019), the reliability of the scale has been identified as 0,75. In this study, Cronbach's Alpha coefficient of the scale was found to be 0,84.

Rosenberg's Self-Esteem Scale (RSES): The scale was developed by Morris Rosenberg (1965); The 4-point Likert type (*1= Strongly Disagree, 4= Strongly Agree*) scale has a one-dimensional structure with ten items. RSES includes five positive statements (*e.g. "I am generally satisfied with myself"*) and five negative statements (*for example, "I cannot find anything to be proud of myself"*). Negative expressions were reversed, and answers were then collected to reveal each participant's score. High scores indicate that self-esteem is high. The test-retest reliability coefficients, which were performed two weeks apart for the original of the scale, were determined as 0.85 and 0.88 (Rosenberg, 1965 quoted by Chubb, Fertman, & Ross, 1997). The scale was adapted to Turkish by Çuhadaroğlu (1986). Some studies in Turkey (Onaylı & Erdur-Baker, 2013; Bozoğlan, Demirer, & Şahin, 2013; Yıldırım & Demir, 2017; Balcı et al., 2019a) The reliability coefficient of the scale was found to be between 0.76 and 0.80. In this study, Cronbach's Alpha coefficient for the scale was determined to be 0,74.

Single Item Narcissism Scale (SINS): This scale was developed Konrath, Meier and Bushman by (2014). To what extent do you agree with the statement "I am narcissistic" in the scale? (Note: The word narcissist means selfish, self-focused and self-liked) is asked to participants. In the applied 7-point Likert type scale; the lowest score is 1 (does not express me), and the highest score is 7 (expresses me exactly). The Single Item Narcissism Scale is significantly associated with the long narcissism scale and has high test-retest reliability (Konrath et al., 2014). Adaptation and validity study of the scale in Turkish was done by Özsoy, Rauthmann, Jonason and Ardıç (2017)

Personal Information Form: In this part of the questionnaire, besides questions such as age, gender and country of residence; daily social media usage times, weekly social media

usage frequencies, frequency of using social media tools and questions to determine the purpose of social media usage are included.

5.3. Data Analysis and Tests Used

The field research was carried out between 8-27 March 2019 through face-to-face interviews with the participants. The data obtained were analyzed in a computer environment by using a statistics program. Since Skewness and Kurtosis values obtained for Instagram Addiction, Self Presentation Narcissism and Self-esteem scales used in the research ranged between -1.0 and +1.0; the data were found to have a normal distribution (Tabachnick & Fidell, 2013). Therefore, parametric tests were preferred in the analysis of the data. *Exploratory Factor Analysis* was used to determine the sub-dimensions of Instagram addiction. *Independent Sample T-Test* was used to reveal whether the level of Instagram addiction and dimensions, self-presentation, self-esteem and narcissism differed by gender and country. Whether Instagram addiction varies according to the frequency of social media usage was analyzed with *One Way Variance Analysis (ANOVA)*. *Correlation analysis* was also used to determine the relationship between Instagram addiction and daily social media usage time, self-esteem, self-presentation, and narcissism. Findings of predicting Instagram addiction by self-esteem, self-presentation, narcissism and daily social media usage time are presented by *Linear Regression Analysis*.

6. Results

In this section, primarily the social media usage habits and Instagram addiction of the participants are examined. Afterwards, the situation of the relationship between Instagram addiction and self-presentation, self-esteem and narcissism levels of the individuals in the sample was analyzed. The study has a relational research model identity to reveal the relationship between the dependent variable and independent variables (Creswell, 2012). Instagram Addiction dependent variable in the study; self-presentation, self-esteem, narcissism and the use of social media are independent variables.

6.1. Social Media Usage Habits

Within the scope of this research, firstly, the participants in the sample were asked about what their daily social media usage times. Accordingly, when the results of the descriptive statistics are examined, it is revealed that the participants spend at least 10 minutes and at most 860 minutes (14 hours and 20 minutes a day) per day on social media. The average daily social media usage time of the participants was 224.89 minutes (3 hours 45 minutes).

Participants were also asked questions about the frequency of weekly social media use. According to the frequency analysis results; more than ¾ of the participants (77.7%), the vast majority, responded: "regularly every day". Very few of the participants stated that they used social media 1-2 days a week with 6,2%.

Considering the data obtained for the purpose of using the Instagram, the majority of the participants (40,9%) used Instagram to have fun, 26,1% used Instagram to spend time, and a few participants (1,7%) used social media to find friends.

6.2. Self-Presentation Level

Under this title, 17 items in Self Presentation Scale were computed and converted into a single variable. It is revealed that the university students gave the items on the scale with

a minimum score of 17 and a maximum score of 75. The average self-presentation level of the participants was 45,56; The standard deviation of the distribution is 10,58.

Table 1: *Descriptive Statistical Results of the Self-Presentation Level*

	N	Min.	Max.	x̄	SD	Skewness	Kurtosis
Self-Presentation	403	17,00	75,00	45,56	10,58	-,257	,112

Self-presentation levels on social media differ significantly according to the gender of the respondents (t= 2,99; p<,05). Descriptive statistics results indicate that women (X̄= 47.44) have higher self-presentation levels in social media than men (X̄= 44,24).

Similarly, the self-presentation levels of the participants differ according to the country they are connected to (*t*= 7,95; p<,05). The obtained results emphasize that students living in Malaysia (X̄= 49,38) have higher average self-presentation on social media than Turkish students (X̄= 41,57).

6.3. Narcissism Level

It is noteworthy to note that the participants gave the lowest one and the highest 7 points to the question of *to what extent do you agree with the expression "I am a narcissist"* when the level of the narcissism of the participants is measured. As the results of the analysis show, the average narcissism score of individuals in the sample (X̄= 3,03) is close to the medium level. When university students are taken as a sample, similar results were obtained in the study conducted by Sukhdeep, Maheshwari and Sharma (2018)

Table 2: *Descriptive Statistical Results of Narcissism Level*

	N	Min.	Max.	x̄	SD	Skewness	Kurtosis
Narcissism	401	1,00	7,00	3,03	1,54	,359	-,512

Narcissism levels differ significantly according to the gender of the participants (*t*= 2,97; p< ,01). Accordingly, the average of the narcissism of women (X̄ = 3,31) is higher than that of men (X̄= 2,83). Weiser (2015) also found that narcissistic attitudes on social media differ significantly with respect to gender.

It was determined in this study that the level of narcissism differed according to the country where the participants lived (*t*= 5,13; p< ,05). By looking at the results of the descriptive statistics; participants residing in Malaysia (X̄= 3,41) has a higher level of narcissism than those living in Turkey (X̄= 2,64).

6.4. Self-Esteem Level

When the scores given by the university students in the sample to the statements in the scale were summed; the lowest 14, and the highest 40 points were obtained. The average self-esteem level of university students who answer the research questions is X̄= 28,95. It is noteworthy that the participants had self-esteem points above the average level according to the obtained results.

Table 3: *Descriptive Statistics of the Self-Esteem Level*

	N	Min.	Max.	x̄	SD	Skewness	Kurtosis
Self-Esteem	400	14,00	40,00	28,95	5,14	-,210	-,225

There is no significant difference in self-esteem levels of university students according to their gender (t= -1,38; p>,05). In other words, both men (X̄= 28,53) and women (X̄= 29,24) have close values in terms of self-esteem.

However, the self-esteem levels of the students whose opinions are consulted differ according to the country they live in (t= -7,58; p<,001). The self-esteem scores of students studying at Selcuk University (X̄= 30,81) are higher than the students at Malaysia Technical University (X̄ = 27,16).

6.5. Instagram Addiction Level, Sub-dimensions and Predictors

When the participants' Instagram addiction levels are analyzed according to the results of the descriptive statistics, it is seen that they have the lowest 15 and highest 77 points. The average of Instagram addiction level of those who answered the research questions X̄= 40,13; The standard deviation of the distribution is 13,53.

Table 4: Descriptive Statistics Results of Instagram Addiction Level

	N	Min.	Max.	X̄	SD	Skewness	Kurtosis
Instagram Addiction	403	15,00	77,00	40,13	13,53	,098	-,688

On the Instagram addiction scale, 15-37 were not dependent, 38-58 mild, 59-73 intermediate, and 74-90 were severely dependent (Kırcaburun & Griffiths, 2018). Accordingly, almost half of the participants, 46,2 per cent, have mild Instagram addiction, while 9,4 per cent are in the medium level, 0,2 per cent are severe, and 44,2 per cent are in the non-addicted category.

The level of Instagram addiction of the participants who participated in the study did not differ significantly (t= -1,92; p>,05) in terms of gender. Descriptive statistics results indicate that men (X̄= 38,59) and women (X̄= 41,22) have close values in terms of Instagram addiction level. This result emphasizes that Hypothesis 1 is rejected.

Table 5: Difference in Instagram Addiction Level According to Countries

	Country	N	X̄	t	Sig.	Cohen's d
Instagram Addiction Level (Index)	Malaysia	206	42,05	2,94	,003	0,29
	Turkey	197	38,12			

According to the country in which the participants live, Instagram addiction levels reveal a significant difference (*t*= 2,94; p<,01). The results of the research show that Instagram addiction levels of Malaysian participants (X̄= 42,05) are higher than that of Turkish participants (X̄= 38,12). When Cohen's d values are taken under the lens in terms of the magnitude of the significant difference; the presence of small effect (d ≥ 0,2) is remarkable (Cohen, 1992).

According to the frequency of weekly social media usage of university students, Instagram addiction scores differ significantly (*F*= 16,19; p<,001). In order to determine the source of the difference between the categories, when the Tukey Test results are examined under 5 per cent meaning level; every day regular (X̄= 42,18) social media users have a higher addiction score than those who come across social media 1-2 days a week (X̄= 26,08), 3-4 days a week (X̄= 33,15) and 5-6 days a week (X̄= 38,19). It is observed that as the frequency of weekly social media usage increases, the level of addiction increases.

On the other hand, in order to determine the dimensions of Instagram addiction of the participants, exploratory factor analysis was applied in line with the answers given to the 15 items in the Instagram Addiction Scale; as a result of eigenvalue and slope curve graph (scree plot) analysis, it was revealed that 2-factor groups could be addressed. Since the two items in the scale do not have the required loading value, they are excluded from the analysis. The loading value of the expressions in the scale is given in the table below.

Table 6: *Factor Analysis Results for Determining Instagram Addiction Sub-Dimensions (Principal Component Analysis, Varimax Rotation, N= 403)*

Sub-dimensions of Instagram Addiction	Factor Loading
Dimension 1: Compulsion	
How often do you find yourself on Instagram while saying "just one more minute"?	,837
How often do you stay on Instagram longer than you planned?	,807
How often do you check your Instagram before starting a job?	,758
How often do you escape sleeping because of using Instagram late at night?	,728
How often do you go to Instagram to get rid of the thoughts that annoy you?	,684
How often do you look forward to entering Instagram?	,670
How often do you think life without Instagram will be boring, empty and not funny?	,587
Dimension 2: Social Effect	
How often do you defend yourself and hide what you're doing when someone asks what you are doing on Instagram?	,704
How often do you prefer Instagram instead of being with your friends?	,672
How often do you build new relationships with people who use Instagram?	,603
How often would you prefer to spend more time on Instagram than with others?	,602
When someone annoys you on Instagram, how often do you speak offensive, shout or be angry?	,519
How often do you try to keep the time you stay on Instagram?	,518

The eigenvalue of the items subject to factor analysis is more significant than one and the 0.45 criterion is used as the minimum loading size. The reliability coefficient of the 15 items included in the factor analysis (*Cronbach's Alpha*=,88) was found to be generally high. The model put as a result of the analysis explains 50,93 percent of the total variance in terms of Instagram addiction dimensions.

Table 7: *Eigenvalues, Variances and Reliability Coefficients of Instagram Addiction Sub-dimensions*

Sub-dimensions of Instagram Addiction	Eigenvalue	Variance (%)	Cronbach's Alpha (α)
Compulsion	5,14	30,29	,88
Social Effect	1,48	20,64	,70
TOTAL		50,93	,88
KMO Measure of Sampling Adequacy: ,893; Barlett's Test of Sphericity: X²= 1865,32; df= 78; p= ,000			

When the factor analysis table is examined; the most important sub-dimension in terms of Instagram addiction of university students is Compulsion. Looking at the items that make up this dimension, the participants exhibit a state of being on Instagram, such as finding themselves while on Instagram, saying "just a minute more", staying more on Instagram than they planned and checking their Instagram profiles before starting any work; that is, it turns out that they have difficulty in keeping separate from Instagram. The reliability coefficient of this dimension (*Cronbach's Alpha*= ,88) and eigenvalue (*Eigenvalue*= 5,14) are high.

The second dimension that emerges as a result of the analysis is Social Effect. Items that make up this factor shows that users prefer Instagram instead of being with their friends, when they ask what someone is doing on Instagram, they act defensively and try to hide the time spent on Instagram. While the Social Effect dimension explains 20,64 of the total variance alone; the reliability (*Cronbach's Alpha*= ,70) and the eigenvalue (1,48) of the dimension are satisfactory.

While there was a significant difference in the Compulsion dimension according to the gender of the students in the sample (*t*= -2,41; p< ,05), there was no significant difference in terms of Social Effect (t= -,213; p> ,05). When the results of the descriptive statistics are examined; men (X̄= 3,20) have higher rates in terms of their score on the Compulsion than women (X̄= 2,92).

On the other hand, participation in the dimension of Compulsion (*t*= 2,25; p< ,01) and Social Effect (*t*= 4,69; p< ,001) varies significantly according to the country of affiliation. Research findings indicate that the participants living in Malaysia have a higher average in terms of participation in Compulsion and Social Effect dimensions.

On the other hand, the power of users to explain their Instagram addiction of self-presentation, self-esteem, narcissism levels and the duration of social media usage has been investigated by Linear Regression Analysis, and the results are presented in *Table 8*.

In the model, Instagram addiction is the dependent variable while self-presentation, self-esteem, narcissism and social media usage time are independent variables. These four independent variables have the capacity to explain 32 percent of the variance in the Instagram addiction score. When the β and *t* values related to the level of Instagram addiction, whether the independent variables predict or non-predict; it turns out that self-presentation (β=,365; p<,001) and social media usage time (β=,299; p<,001) predict positively; self-esteem (β= -,113; p<,01), on the other hand, predicts negatively. The level of narcissism does not contribute significantly to the model (β= -,043; p> ,05).

Table 8: Linear Regression Analysis Results Regarding Prediction of Instagram Addiction Score by Self Presentation, Self-Esteem, Narcissism and Daily Social Media Usage Time

		B	Beta (β)	t	Sig.
Turkey	(Constant) Instagram Addiction (Index)	26,406		4,42	,000
	Self Presentation (Index)	,388	,321	5,38	,000
	Self-esteem (Index)	-,318	-,130	-2,18	,030
	Narcissism (Index)	-,591	-,074	-1,28	,200
	Daily Social Media Usage Time	,037	,398	6,66	,000
	R²= ,367; Adjusted R² = ,353; F= 27,64; df= 4; p= ,000				
Malaysia	(Constant) Instagram Addiction (Index)	17,406		2,47	,014
	Self Presentation (Index)	,637	,419	6,86	,000
	Self-esteem (Index)	-,453	-,142	-2,42	,016
	Narcissism (Index)	,199	,020	,337	,737
	Daily Social Media Usage Time	,018	,237	3,89	,000
	R²= ,321; Adjusted R² = ,307; F= 23,71; df= 4; p= ,000				
General	(Constant) Instagram Addiction (Index)	23,182		4,96	,000
	Self Presentation (Index)	,467	,365	8,18	,000
	Self-esteem (Index)	-,300	-,113	-2,63	,009
	Narcissism (Index)	-,378	-,043	-1,01	,309
	Daily Social Media Usage Time	,025	,299	6,84	,000
	R²= ,326; Adjusted R² = ,320; F= 48,11; df= 4; p= ,000				

Considering the Selcuk University students in Turkey; self-presentation (β= ,321; p< ,001) and social media usage time (β= ,398; p< ,001) are positive; the level of self-esteem (β= -,130; p< ,05) is a negative significant predictor on Instagram Addiction. It was also found that the level of narcissism was not a significant predictor (β= -,074; p> ,05). Relevant independent variables can explain 35,3 per cent of the variance in Instagram addiction

score. Again, the model that emerged as a result of self-presentation, self-esteem, narcissism and social media usage time as an independent variable was found to show a significant relationship (F= 27,64; p< ,001).

A similar situation is valid for Malaysia Technical University students who continue their education in Malaysia. Self-presentation of participants (β= ,419; p< ,001) and daily social media usage time (β= ,237; p< ,001) are positive; the level of self-esteem (β= -,142; p< ,05) is a negative significant predictor on Instagram addiction. It has been found that the level of narcissism is not a significant predictor (β=,020; p> ,05). The independent variables in the model have the capacity to explain 30 per cent of the variance in the Instagram addiction score.

In the light of these discussions, self-presentation and social media usage time on Instagram addiction are positive for both university students; while self-esteem has a negative effect.

At another point, when the correlation analysis results are analyzed in terms of the strength and direction of the relationship between Instagram addiction and self-presentation, self-esteem, narcissism and social media usage time; as the level of self-presentation (r=,472; p< ,01) and daily social media usage time (r=,428; p< ,01) increase, there is an increase in Instagram addiction. In contrast, as the level of self-esteem increases, a decrease in the level of Instagram addiction was observed (r= -,256; p<,01). While these results are confirmed by Hypothesis 2, Hypothesis 3 and Hypothesis 5; Hypothesis 4 has been rejected.

Table 9: *The Relationship Between Instagram Addiction and Self Presentation, Self-Esteem, Narcissism and Social Media Use (Pearson r)*

		Instagram Addiction (Index)
Turkey	Self Presentation (Index)	,420**
	Self-esteem (Index)	-,267**
	Narcissism (Index)	-,041
	Social Media Use Period	,489**
Malaysia	Self Presentation (Index)	,492**
	Self-esteem (Index)	-,182**
	Narcissism (Index)	,087
	Social Use Period	,367**
General	Self Presentation (Index)	,472**
	Self-esteem (Index)	-,256**
	Narcissism (Index)	,061
	Social Use Period	,428**

Note: ***Correlation is significant at the 0.01 level (2-tailed).*

A similar situation exists when universities in related countries are evaluated separately. A moderately significant positive relationship between Instagram addiction and self-presentation and social media usage time was found for both Selcuk University and Malaysia Technical University students. Similarly, a negative correlation between self-esteem levels and Instagram addictions of two university students who participated in the research was revealed.

Discussion and Conclusion

With developing communication technologies, the internet and social media tools have become the centre of our life. With the spread of smartphones over time, it became

easier to access social media tools, and the number of social media users increased day by day. The behaviours of social media users, which are expressed with millions now, have brought an accumulation of subjects that attracted the attention of researchers. This study was carried out on the sample selected from Selçuk University in Konya and Malaysia Technical University (UTM) in Skudai city of Johor province of Malaysia, for the aim to demonstrate the relationship between participants' Instagram addiction and self-presentation, self-esteem and narcissism.

Considering the findings, it is concluded that Instagram addiction levels are mild (46,2%) and 44,2% of the participants are not addiction. In the study of Kırcaburun and Griffiths (2018), where Instagram addiction was measured using IAS, 66,5% of the participants were found to be not dependent, and 33,5% of the participants were risky Instagram users.

When Instagram addiction is evaluated according to gender, there is a significant difference observed. It is also found that Instagram addiction has a significant difference according to the country where individuals live; accordingly, Malaysia Technical University students living in Malaysia are more dependent on Instagram.

When we look at another result, it has been seen that the frequency of social media usage affects Instagram addiction, that is, the participants who use social media regularly every day are more dependent than those using social media 1 or 2 days a week. In addition, there is a moderate and significant correlation between daily social media usage and Instagram usage. In other words, as the regular social media usage times of the individual increases, their addiction levels also increase.

Among the Instagram addiction dimensions, the dimension that university youth gives the most points is Compulsion, and the aspect that the students provide fewer points is Social Effect. In other words, while young people have difficulties in stopping using Instagram, they have fewer problems with Social Effect. While there is a significant difference in Instagram addiction dimensions according to gender, there is no significant difference in Social Effect. Again, when looking at the country of Instagram addiction, this time, it is concluded that there is a substantial difference in both Compulsion and Social Effect.
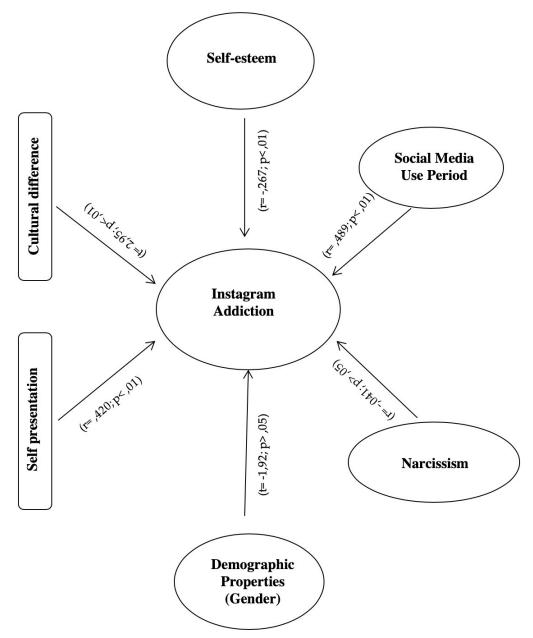
Considering the self-presentation, narcissism and self-esteem levels discussed within the scope of this study, the self-presentation shows a significant difference according to gender and country of residence. At the level of narcissism, there was a significant difference according to gender and country of residence. However, the level of self-esteem did not differ significantly by gender, and there was a significant difference according to the country of residence.

According to another result of the study obtained by regression analysis, Instagram addiction and self-esteem, self-presentation, narcissism level factors were found to be 497. The values of β and t related to whether the level of Instagram addiction contributes significantly to self-esteem are examined, and it was observed that self-esteem affects Instagram addiction score negatively. In other words, while the individual's self-esteem decreases, Instagram addiction increases. On the other hand, when Instagram addiction level and self-presentation level are analyzed as β and t values; it appears that the self-presentation level positively affects the Instagram addiction score. This shows that while the addiction of Instagram increases, the situation of the individual showing herself/

himself through Instagram increases. However, no significant relationship was observed with Instagram addiction and narcissism level.

When we look at the results of Correlation Analysis in terms of the strength and direction of the relationship between Instagram addiction and self-esteem, it is obtained that there is a weak negative relationship between the two variables. According to the results of the correlation analysis between Instagram addiction and self-presentation, there is a moderate positive relationship between the two variables. Again, no significant association was found between narcissism and Instagram addiction (*see Figure 1*).

This study is one of the few studies on social media use. The relationship between Instagram addiction and self-presentation, self-esteem and narcissism examined in this study is again one of the few studies. Conducting similar studies can be a precedent for comparisons. As a psychological situation, any of the social media or social media tools and these psychological situations can be resolved by making a comparison between countries, cities or universities. Considering that one of the most used tools that people use to connect to Instagram is a smartphone; future research can be designed to reveal the relationship between Instagram addiction and smartphone addiction. Yet loneliness in Turkey with Instagram addiction, depression, life satisfaction, happiness, social media can be said that self-disclosure and self-hiding more research is needed for clarification of the nature of the relationship between psychological factors such as.

Figure 1: Research Model for the Relationship between Instagram Addiction and Cultural Differences, Social Media Use, Self Presentation, Narcissism and Self-Esteem

Acknowledgements

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Instagram Bağımlılığının Belirleyicileri Olarak Sosyal Medya Kullanımı, Benlik Sunumu, Narsisizm ve Özsaygı: Kültürlerarası Bir Karşılaştırma

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Genişletilmiş Özet

Kendini ifade etme, arkadaşlarla iletişim kurma, eğlenme, yeni arkadaşlıklar edinme, ilişkileri sürdürme, video- fotoğraf paylaşma ve izleme, fotoğrafları ve videoları yayınlamadan önce düzenleyebilme, 24 saatlik hikâye paylaşımları ile günlük aktiviteleri insanlara sunma vb. birçok noktada kullanıcısının hayatına renk katan Instagram, aşırı ve gereksiz kullanım sonucunda, bağımlılık gibi problemlerin yaşanmasına neden olabilmektedir. İşte bu araştırma; iki farklı ülkeden üniversite öğrencilerinin Instagram bağımlılık düzeyi ile benlik sunumu, öz saygı ve narsisizm arasındaki ilişkileri ortaya koymak amacıyla yürütülmüştür.

Elde edilen bulgular; üniversite öğrencilerinin günlük ortalama 4 saate yakın bir zamanı, sosyal medya kullanarak geçirdiklerine işaret etmektedir. Katılımcıların önemli bir bölümü (yaklaşık yüzde 78'i) her gün düzenli sosyal medya kullanmaktadır. Araştırma sorularına cevap verenler daha çok Instagram'ı eğlenmek, vakit geçirmek ve yeni arkadaşlıklar edinmek için kullanmaktadır.

Araştırmada Instagram Bağımlılığı Ölçeği kesme noktalarına göre; katılımcıların yarıya yakın bir bölümü (yüzde 46,2) hafif düzey Instagram bağımlılığına sahip iken; yüzde 9,4'ü orta düzey ve yüzde 0,2'si şiddetli Instagram bağımlılığı taşımaktadır. Üniversite öğrencilerinin yüzde 44,2'si ise bağımlılık belirtisi göstermemektedir. Kırcaburun ve Griffiths (2018, s. 163) araştırmasında ciddi derecede bağımlılık gösteren oranı yüzde 0,9 iken; katılımcıların yüzde 66,5'i bağımlılık belirtisi taşımamaktadır. Örneklemdeki bireylerin cinsiyeti göre Instagram bağımlılığı anlamlı farklılık göstermezken; yaşanılan ülkeye göre bir anlamlı farklılık söz konusudur. Malezya Teknik Üniversitesindeki öğrencilerin Instagram bağımlılık puanı daha yüksektir. Katılımcıların günlük sosyal medya kullanım süresi ve haftalık sosyal medya kullanım sıklığı arttıkça, Instagram bağımlılığında bir artış kendini göstermektedir (*bkz., Şekil 1*). Bu sonuçlar Instagram bağımlılığının kullanım yoğunluğuyla ilişkili olduğunu bir kez daha ortaya koymaktadır. Zorlanma en önemli Instagram alt boyutu olarak ön plana çıkarken; bunu Sosyal etki tekip etmektedir. Zorlanma boyutuna göre kullanıcılar; planladıklarından daha uzun süre Instagram kullanabilmekte, bir işe başlamadan Instagram'ı kontrol etmekte, gece geç saatlere kadar Instagram kullanmaktan ötürü uyku düzeni bozulmakta, rahatsız eden düşüncelerden kurtulmak ve kafa dağıtmak için Instagram karşısına geçmekte, Instagram kullanmak için sabırsızlık yaşamakta ve Instagram'sız bir hayatın sıkıcı, boş ve eğlencesiz olacağını daha çok düşünmektedir. Erkek katılımcılar Zorlanma boyutundaki maddelere verdikleri puan açısından daha yüksek ortalamaya sahiptirler. Malezya'da eğitimlerini sürdüren üniversite öğrencilerinin Zorlanma ve Sosyal Etki boyutlarına katılım açısından, daha yüksek ortalamaya sahip olduğu bu araştırmada tespit edilmiştir.

Regresyon Analizi sonuçları; Instagram bağımlılığı üzerinde benlik sunumunun pozitif; özsaygının ise negatif anlamlı belirleyici olduğunu göstermektedir. Katılımcıların sosyal

medyada kendinden başka biri olmayı çalışma, kendisini sosyal medyada başkalarıyla karşılaştırma, farklı ve beğendiği yönlerini daha çok gösterme gibi eğilimler arttıkça Instagram bağımlılığında da bir artış yaşanmaktadır. Buna karşılık katılımcıların toplumsal hayatta kendin memnun olma, iyi niteliklere sahip olduğuna inanma, kendini değerli görme, insanların yaptıklarının benzerini kendisinin de yapabileceğine inanma düzeyindeki artış, Instagram bağımlılığını azaltmaktadır. Öte yandan üniversite öğrencilerinin narsisizm düzeyi ile Instagram bağımlılığı arasında anlamlı bir ilişki tespit edilememiştir.

Bu araştırma; Türkiye'de Instagram bağımlılığı ile sosyal medya kullanımı örüntüleri, benlik sunumu, özsaygı ve narsisizm arasındaki ilişkiyi kültürlerarası boyutta ele alan sınırlı girişimlerden biri oluşturmaktadır. Benzer konuda farklı ülkelerde yapılacak yeni araştırmalara ihtiyaç bulunmaktadır. Kişilerin Instagram'a bağlanmada en çok kullandıkları araçlardan birisinin akıllı cep telefonu olduğu dikkate alındığında; gelecekteki araştırmalar, Instagram bağımlılığı ile akıllı cep telefonu bağımlılığı arasındaki ilişkiyi ortaya koymaya yönelik dizayn edilebilir. Yine Türkiye'de Instagram bağımlılığı ile yalnızlık, depresyon, yaşam doyumu, mutluluk, sosyal medyada kendini açma ve kendini gizleme gibi psikolojik etmenler arasındaki ilişkinin doğasının açıklanmasına yönelik daha fazla araştırmaya gereksinim olduğu söylenebilir.

Anahtar Kelimeler: Instagram Bağımlılığı, Benlik Sunumu, Öz Saygı, Narsisizm, Üniversite Öğrencisi.