Migration Letters

Volume: 21, No: 6 (2024), pp. 243-252

ISSN: 1741-8984 (Print) ISSN: 1741-8992 (Online)

www.migrationletters.com

Understanding The Interplay Between Social Media Use, False Self And Interpersonal Relationships: Social Comparison As A Mediator

Tayyaba Abrar Satti[1] , Roomana Zeb[2] , Areaba Shafiq[3] , Zia un Nisa[4]

Abstract

The primary objective of this research was to investigate the association between the use of social media, interpersonal dissatisfaction, the formation of false self and the mediating role of social comparison. The sample of 188 male and 187 female students, aged 18 to 35, was selected from the University of Peshawar. To gather data, the Social Networking Time Use Scale (Olufadi, 2015) was used along with the Interpersonal Relationship Questionnaire (Callaghan, 2006), Iowa-Netherlands Comparison Orientation Measure (Gibbons & Buunk, 1999), and Authenticity Scale (Wood et al., 2008). The outcome of the study showcases that extensive use of social media is positively associated with the formation of false selves (r = .33) and problems in interpersonal relationships (r = .40). Furthermore, results revealed partial mediation of socia[1]l comparison, between the use of social media and the formation of false self. Similar outcomes were reflected in interpersonal dissatisfaction, i.e., social comparison partially mediated between social media use and interpersonal dissatisfaction. The findings suggest that caution should be practiced while roaming on social media; keeping oneself from upward social comparison may protect one from developing inauthentic personalities and poor interpersonal relations.

Keywords: *Use of social media, Social comparison, Formation of false self, interpersonal relationship.*

Introduction

Social media has evolved, how individuals engage with each other and effect the way people perceive themselves. Social media platforms for instance Tik Tok, Instagram, and Facebook facilitate their users to portray their lives, often promoting social comparison. Social comparison is the individuals' ability to evaluate themselves in contrast to others (Haferkamp & Kramer, 2011). These interactions propel individuals toward social discontentment and the formation of a false self. Dissatisfaction in interpersonal relationships, which comes from the use of social media harbors feelings of insufficiency in relationships and leads to social isolation (Keles et al., 2019). Comparison to the idealized version of others can also result in discontentment with social status. To comply with the expectations of their virtual audience, individuals form a false self (Choukas-Bradley et al., 2020). The false self is a forged ways of acting that contradict with person's true self (Harter et al., 1996, p. 360).

[1]M.Phil scholar, Department of Psychology, University of Peshawar. Email: tayyabaabrar97@gmail.com
[2]Assistant Professor, Department of Psychology, University of Peshawar. Email: roomazeb@uop.edu.pk
[3]Clinical Psychologist, Lady Reading Hospital, MTI Peshawar. Email: areaba.shafiq@lrh.edu.pk
[4]Research Officer, Association for Social Development, Islamabad. Email: ziaunnisa95@gmail.com
Corresponding Author: Tayyaba Abrar Satti Email: tayyabaabrar97@gmail.com

Kolhar et al. (2021) underline that 79% of university students use social media among which 74% of students prefer spending their leisure time on social media, 35% use it for communicating and 52% of students confirmed that social media had an impact on their academic life, while 66% were distracted from their studies. More than half of 59% reported that negative usage of social media had depleted their capability to socialize with others. The other detrimental effect of social media use indicates individual who compares their appearance with other users are gravely displeased with their bodies and inclined to meet the beauty norm such as slim figures (Jiotsa et al., 2021). The standards set by associates and social media affect men's perception of their bodies which then leads to social comparison. This comparison with others is the primary cause of both positive and negative influence such as driving toward body fitness or being discontent with their bodies. Moreover, downward comparison and upward comparison also play a major role in determining the repercussions of this comparison. Further, this comparison can be shaped by characteristics such as age, ethnicity, race, and social interaction (Pagano et al., 2021). Additionally, social media usage has an adverse influence on emotional well-being, which further results in strained relationships with others. Excessive social media use elevates loneliness and dissatisfaction with life (Marttila et al., 2020). Individuals experience unhealthy negative emotions; shame and envy, due to social comparison and dissatisfaction with life (Wang et al., 2024). More problems in physical relationships are associated with extensive usage of social media. Individuals suffering from social isolation and anxiety are more prone to precarious online behavior because of the problematic use of social media. By seeking social assistance online, they compensate for reduced physical engagement (O'Day & Heimberg, 2021).

Christensen (n.d.) emphasizes the adverse influence of social media usage on emotional well-being, which results in strained relationships with others. Upward social comparison laid the foundation for disruption, frustration, and reduced quality time with family. Women's moods can be negatively altered after scrolling on Facebook for ten minutes. Moreover, women who engage in upward comparison feel displeased with their natural body features (Fardouly et al., 2015). During the pandemic, people suffered seclusion, enhanced stress, and worry due to indulging in online social comparison. Fear of missing out can be developed by Facebook users who don't engage in communication but prefer to scroll on it, which reduces the psychological well-being of problematic users of Facebook. Further, systematic reviews revealed that upward comparison of physical features on Facebook increases issues related to the body's self-perception and poor eating habits (Bonfanti et al., 2023). These consequences highlighted the precarious impact of online social comparison on interpersonal relationships.

On social media platforms, selfies are a method of expressing themselves, usually a display of an inauthentic version of their lives. Individuals gain the approval of others in the form of likes, which enhances their self-esteem and narcissism. Further, it can propel individuals to alter their faces according to their preferences through plastic surgery to satisfy their addiction to attention. Minority groups for instance feminists use selfies on social media to showcase the unwavering strength of women all around the world challenging the norms of society. These findings highlighted the harmful influence of social media in the development of false self and problems in interpersonal relationships (Hilgendorf-Bardot, 2020).

According to Salopek and Eastin (2024) highlighted the toxic positive intentions (TPI) on social media platforms, even in degraded situations, for instance, sharing optimistic information and communicating. Individuals who engage in upward social comparison tend to consume greater TPI on social forums. This comparison drives them to develop online false selves and accomplish positive impression norms. Furthermore, social comparison leads to envy, which compels People to develop a polished self-image on social media. Additionally, shame pushes them to acquire social acceptance, due to which individuals hyperbolize their

accomplishments and positive traits (Wang et al.,2024). Therefore, by sharing authentic self on social media, enhanced self-esteem can be promoted. However, mindfulness played a moderating role, individuals with enhanced levels of mindfulness had a strong positive self-image, and vice versa (Yang et al., 2017). Social comparison functions as a mediator to amplify these effects (Vogel et al., 2014). The current research aims to understand their interplay, which is fundamental in addressing social media's influence on psychological well-being, subsequently leading to positive interaction on digital media. The mediation of social comparison is essential in mounting self-esteem, emotional states, and overall mental health.

Conceptual framework

The conceptual framework suggests that the use of social media acts as an independent variable, implying that the use of social media is associated with interpersonal problems and the formation of false self. Interpersonal problems serve as a dependent variable that involves feelings of dissatisfaction originating due to idealistic upward comparison with others. In the present research social comparison mediates between the use of social media and interpersonal dissatisfaction and the formation of an inauthentic self, which is the second dependent variable. To obtain the approval of others and society, individuals often form inauthentic selves, that is idealized versions of themselves on various social channels. Social comparison amplifies the formation of a false self that directs toward a disconnection from the original identity and dissatisfaction in interpersonal relationships.

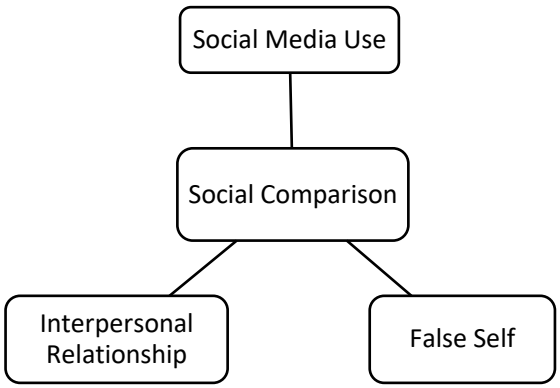

Fig. 1 Conceptual framework of the study

Objective

1. To examine the relationship among social media use, interpersonal dissatisfaction, and false self.
2. To study the mediation of social comparison between social media use and interpersonal problems.
3. To investigate the mediation of social comparison between social media use and false self.

Hypotheses

1. H_1. High scores on social media use will be positively correlated with Interpersonal dissatisfaction and false self.
2. H_2. Social comparison will mediate between social media use and interpersonal problems.
3. H_3. Social comparison will mediate between social media use and false self.

Sample

The population of the current study was 16000 enrolled students studying in University of Peshawar in diverse programs ranging from undergraduate (BS) to doctoral level degrees (PhD). A sample of 375 participants was selected using Cochran formula between the age range of 18 to 35 years including both female (n= 187), and male students (n=188). The fishbowl technique was employed to select six departments from different faculties of University of Peshawar. Convenience sampling method was applied to select participants from two departments of each faculty. The criteria for participation in the study was at least education till intermediate and possession of gadgets (i.e. mobile phones and laptops), with functional social network sites.

Instruments

The demographic sheet including information about education, gender, age, and usage of social media was applied along with informed consent and other instruments mentioned below:

Social Networking Time Use Scale

Olufadi (2015) "Social Networking Time Use Scale" was utilized to measure the use of social media. This measure is an 11-point scale, spanning from 1 to 11, consisting of 29 items. To obtain the final grand score, every item's response was summed. From the value of Cronbach's Alpha .92, it is evident that the scale is highly reliable. The scale confirmed having an internal consistency of 0.84 and concurrent validity (Olufadi).

Iowa-Netherlands Comparison Orientation Measure (INCOM)

The "lower-Netherlands Comparison Orientation Measure" was applied to measure the social comparison (Gibbons & Buunk, 1999). This scale varied from point 1 to 5 on 11 items. To obtain the total grand score, every item's response was summed, the greater the score, the greater the tendency to indulge in social comparison. The high reliability of α .83 was illustrated by the scale. The scale showed a positive association with body discontentment scale (.38) and downward and upward social comparison scale (.45) (Gibbons & Buunk, 1999).

Authenticity Scale

The Authenticity Scale, of 12 items was opted to measure the formation of false self (Wood et al., 2008). The instrument is 7 point Likert scale, with scores ranging from 10 to 70. The final scores were acquired by summing the responses of each item. The greater authenticity level was reflected by a higher score on the scale. The higher reliability of Cronbach's alpha .82 was exhibited by the scale. The scale displayed a positive association with well-being, meaning of life, and self-esteem scales, indicated criterion, discriminant, and construct validity (Wood et al., 2008).

Interpersonal Relationship Questionnaire – Short Form

The Interpersonal Relationship Questionnaire (Short Form) of 32 items was used to gauge interpersonal relationship problems (Callaghan, 2006). The responses can vary between 1 to 6 and the total score was determined by adding the responses of all the items. The elevated concerns in interpersonal relationships were shown by high scores. The reliability of Cronbach's alpha is .94 (Callaghan, 2006). Similarly scale exhibited construct validity, discriminated between different aspects of interpersonal relations, which includes; styles of attachment, psychosocial assistance, perceived stress, and overall mental stability (William et al., 2018)

Procedure

The study comprised of correlational research design. Random sampling using fishbowl strategy was adopted to pick 12 departments from the University of Peshawar, across six faculties. Afterward, participants were selected through a convenient sampling technique from each department. Before participation, students were informed about the objectives, prospective advantages, and their rights. Following that, consent was taken and participants were assured regarding their confidentiality. The questionnaires were handed out individually to them, and concerns if any were resolved through discussion. Upon finishing the survey, participants were thanked for their cooperation.

Results

Table 1 Descriptive Statistics and Correlations for Study Variables

	Variables	n	M	SD	1	2	3
1.	SNS	375	141.42	50.13	-		
2.	False self	375	49.60	12.22	.33**	-	
3.	Interpersonal relationship	375	108.50	19.25	.40**	.38**	-

**P< .01

Table 1 illustrates the relationship among the study variables. The outcome revealed that the formation of false self has a significant moderate positive correlation with social media use (r = .33, p <.01). An increase in social media use also increases the likelihood of the formation of false self. Interpersonal relationship also has a significant positive correlation with social media use (r = .40, p <.01). This showed that greater use of social media is associated with greater problems in interpersonal relationships. Interpersonal relationship also has a significant moderate positive correlation with the formation of false self (r = .38, p <.01). That indicates higher false self leads to greater problems in interpersonal relationships.

Table 2 Regression Analysis for Mediation of Social Comparison between Social Media Use and False Self

Variables	B	95%CI	SE B	B	R^2	ΔR^2
Step 1					.11	.11***
Constant	38.11	{34.60,41.62}	1.79			
Social media use	.81	{0.05, 0.11}	0.01	.33***		
Step 2						
Constant	23.47	{16.64, 30.29}	3.47		.16	.05***
Social media use	0.07	{0.05, 0.09}	0.01	.28***		
Social Comparison	0.52	{0.31, 0.74}	0.11	.24***		

Note. CI = confidence interval

***p < .001

Table 2 displays the mediation analysis of social comparison between social media use and the formation of the false self. In step 1, the R^2 value of .11 revealed that social media use explains 11% of the variance in the formation of false self with F (1, 373) = 46.57, p <.001. The results revealed that social media use positively predicted the formation of a false self (β = .33, p <.001). In step 2, the R^2 value of .16 revealed that social media use and social comparison explain 16% of the variance in the formation of false self with F (1, 372) = 36.56, p <.001. The results revealed that social media use (β = .28, p <.001) and social comparison (β = .24, p

<.001) positively predicted the formation of false self. The ΔR^2 value of .05 showed a 5% change in the variance of model 1 and 2 with ΔF (1, 372) = 23.72, p <.001. The regression weight for social media use decreased from Model 1 to Model 2 (.33 to .28) but remained significant which confirmed the partial mediation. In particular, social media use has direct as well as indirect effect on the formation of false self.

Table 3 Regression Analysis for Mediation of Social Comparison between Social Media Use and Interpersonal Relationship

Variables	B	95%CI	SE B	B	R^2	ΔR^2
Model 1					.16	.16***
Constant	86.65	{81.27,92.02}	2.73			
Social media use	.15	{0.12, 0.20}	0.02	.40***		
Model 2						
Constant	58.40	{48.15, 68.65}	5.21		.24	.08***
Social media use	0.13	{0.10, 0.20}	0.02	.34***		
Social Comparison	1.01	{0.70, 1.33}	0.16	.30***		

Note. CI = confidence interval

***p < .001

Table 3 displays the mediation analysis of the social comparison between social media use and the interpersonal relationship. In step 1, the value of R^2 .16 revealed that social media use explains 16% of the variance in the interpersonal relationship with F (1, 373) = 71.78, p <.001. The results revealed that social media use positively predicted the interpersonal relationship (β = .40, p <.001). In step 2, the R^2 value of .24 revealed that social media use and social comparison explain 24% of the variance in the interpersonal relationship with F (1, 372) = 59.12, p <.001. The results revealed that social media use (β = .34, p <.001) and social comparison (β = .30, p <.001) positively predicted the interpersonal relationship. The ΔR^2 value of .08 showed an 8% change in the variance of models 1 and 2 with ΔF (1, 372) = 39.13, p <.001. The regression weight for social media use decreased from Model 1 to Model 2 (.40 to .34) but remained significant which confirmed the partial mediation. In particular, social media use has direct as well as indirect effects on the interpersonal relationship.

Discussion

The primary objective of this research was to investigate the association between the use of social media, interpersonal dissatisfaction, and the formation of false self. Researchers hypothesized that the use of social media is positively correlated with the formation of false self and problems in interpersonal relationships. The research outcome proves the first hypothesis, revealing that the formation of a false self has a significant moderate positive correlation with social media use (r = .33). These findings signifies that the higher the usage of social media, the greater the formation of false self. Similarly, more usage of social media is positively correlated with interpersonal relationship problems (r = .40). This indicates that more discontentment in interpersonal relationships is favorably associated with greater usage of social media. Additionally, the creation of a false self is also positively correlated with interpersonal dissatisfaction (r = .38). This implies that the higher formation of self is linked with higher dissatisfaction in interpersonal interaction.

Yang et al. (2017) highlighted that enhanced self-esteem can be promoted by sharing authentic self on social media. However, individuals with enhanced levels of mindfulness had a strong positive self-image on the other hand the individuals with reduced mindfulness had a

diminished self-image. Christensen (n.d.) emphasizes the influence of social media usage on the emotional well-being of an individual, results revealed that it creates disruption, frustration, and reduced quality time with family. O'Day and Heimberg (2021) brought attention to the problematic use of social media, i.e., individuals suffering from social isolation and anxiety are more prone to precarious online behavior, particularly compensating for reduced physical engagement by seeking social assistance online. This research proves that more problems in physical relationships are associated with extensive usage of social media.

Kolhar et al. (2021) underline that the majority of university students use social media among which more than half reported that negative usage of social media had depleted their capability to socialize with others. The outcome of a longitudinal study by Marttila et al. (2020) stressed that elevated loneliness and dissatisfaction with life are the ramifications of excessive social media use. Observing the progression over time, it was found that dissatisfaction with life was indirectly influenced by excessive social media use, whereas, loneliness was the major factor contributing to the social media impact on diminished life satisfaction. Hilgendorf-Bardot (2020), highlighted that selfies are a method of expressing themselves, usually a display of an inauthentic version of their lives. Individuals gain the approval of others in the form of likes, which are directed toward enhancing their self-esteem and narcissism. Further, it can propel individuals to alter their faces to satisfy their addiction to attention. These findings highlight the harmful influence of social media in the development of false self and problems in interpersonal relationships.

The outcomes of the research align with the prospect of Goffman's theory (Merunkova & Slerka, 2019), which suggests that individuals on social media such as Facebook, intentionally display selective characteristics or information to modify their authentic selves to live up to the desired impression they have created. To sustain their idealized version, they constantly go through prolonged pressure, which in the long term turns into discontentment in interpersonal relationships and anxiety. In addition, they cannot harmonize with their original self, which makes them feel confined and lonely. Moreover, problems in interpersonal relationships and the formation of false selves can result from dependency on external validation on social media rather than obtaining it from a genuine relationship (Merunkova & Slerka, 2019).

The second hypothesis posited the mediation of social comparison between social media use and false self. The results corroborate this hypothesis, revealing that social comparison partially mediates between the usage of social media and the formation of false self. Simply social comparison has both direct and indirect effects on the formation of false self. The mediation analysis first step highlighted that the use of social media directly brought a change of 11% in the development of false self, with a considerable positive regression coefficient ($\beta = .33$, $p < .001$). These results strengthen the idea that the formation of a false self is based on the elevated use of social media. The 2nd step of mediation analysis demonstrated that the use of social media along with social comparison brought 16% alteration in the formation of false self. These outcomes signify the mediation of social comparison that verifies the increase of 5% in variance ($\Delta R^2 = .05$). Therefore, the regression coefficient was reduced to $\beta = .28$ from $\beta = .33$, hence social media indirectly predict the development of false self through social comparison. This might be due to the type of content watched and the type of comparison made. As the type of content watched was not controlled, it is possible that the sample of the study, by chance, used the downward comparison instead of upward comparison, which resulted in lower beta values after the social comparison. But overall model after mediation explains more variation than the independent variable alone.

Thus, social comparison intensifies the false presentation of self on social media, to obtain the approval of the audience. So, it is evident that social media is a forum for the representation of self, however, it establishes the propitious environment for the upward comparison. This guides students to form false selves that are according to the standard of society, further detaching

them from their authentic selves and propelling them to manage this fake persona over a long period. Salopek and Eastin (2024) carried out two studies to grasp the notion of toxic positive intentions (TPI) on social media platforms. The researcher identified five elements to display online Toxic Positive Intentions for instance sharing optimistic information and communicating everything is in harmony, even in deteriorated situations. Moreover, it was revealed individuals who devour greater TPI on social forums, tend to engage in upward social comparison. This comparison drives them to develop online false selves and accomplish positive impression norms. Wang et al. (2024) emphasized that social comparison and dissatisfaction with life force individuals to feel unhealthy negative emotions shame and envy. People are compelled to develop a polished self-image on social media due to feeling envious. Additionally, shame pushes them to acquire social acceptance, due to which individuals hyperbolize their accomplishments and positive traits.

Additionally, the research hypothesized that social comparison will mediate between social media use and interpersonal problems. The outcome of the research supported the hypothesis, showcasing the partial mediation of social comparison between interpersonal problems and the use of social media. The results of 1st step in mediation showed that the use of social media directly brings a 16% change in interpersonal relationships with a notable positive regression of $\beta = .40$. This indicated that problems in interpersonal relationships tend to increase with the increase in the use of social media. Whereas, in 2nd step of mediation analysis, social comparison along with the use of social media brought an increase of 8% in alternating interpersonal relationship issues. Therefore, the coefficient of regression remained significant but was decreased to $\beta = .34$ (Model 1) from $\beta = .40$, (Model 2), which established the partial mediation of social comparison. Precisely, the use of social media has both direct and indirect effects on interpersonal relationship problems. implying that social comparison increased the effect of social media use on interpersonal dissatisfaction.

Fardouly et al. (2015) noted that spending ten minutes on Facebook can alter women's mood negatively, whereas women who engage in upward comparison feel displeased with their natural body features. These consequences highlighted the precarious impact of online social comparison on interpersonal relationships. Bonfanti et al. (2023) conducted three studies, 1st study indicated that during the pandemic, people who indulged in online social comparison suffered seclusion and enhanced stress and worry. Moreover, they revealed that Facebook users who don't engage but prefer to scroll on social media are likely to experience fear of missing out. Likewise, problematic users of Facebook had reduced psychological well-being. Further, systematic reviews revealed that upward comparison of physical features on Facebook increases issues related to the body's self-perception and poor eating habits.

Limitations and Recommendations

The findings of this research provide valuable insight into the use of social media and social comparison on the formation of false selves and problems in interpersonal relationships. However, there are limitations to this research design, hence; recommendations are provided to address these limitations.

1. The researcher selected a sample of students, from the University of Peshawar, employing a convenience sampling method. Attributes of students may vary from the common population, which minimizes the generalizability of the outcomes of the present study. Therefore, future researchers can focus on other age ranges and individuals from other areas, to generate an in-depth understanding of the diverse population
2. The research lacks comparison among different forums of social media; every single social media platform yields a distinct influence on interpersonal relationship

problems, personal representation, and comparison. Future researchers can investigate the influence of specific social media platforms on these variables.

3. The research design only focuses on the mediation of social comparison, neglecting the effect of different forms of comparison, such as downward and upward social comparison. So further studies can be conducted to gather deeper insight into how interpersonal relationship problems and the formation of inauthentic self is affected by different types of comparison.
4. Moreover, the cross-sectional nature of research doesn't explore the cause-and-effect correlation. Thus, to overcome this deficiency future research can employ longitudinal research design or provide interventions, to acquire unique findings on the dynamic nature of these variables.

Implications

1. Institutions need to bring attention to psychological literacy, including awareness about comparison effects, in conjunction with digital literacy (how to use social media safely).
2. The study highlights that social media platforms should evaluate their design and algorithms to avoid content focused on an idealized representation of self. Hence reduces the formation of a false self and promotes the individual's authentic identity.

References

1. Bonfanti, R., Oliveri, M., Coco, G. L., & Ruggieri, S. (2023). Online Social Comparison: Its Role In Predicting Individuals'well-Being.
2. Callaghan, G. M. (2006). The Functional Idiographic Assessment Template (FIAT) system: For use with interpersonally-based interventions including Functional Analytic Psychotherapy (FAP) and FAP-enhanced treatments. The Behavior Analyst Today, 7(3). https://doi.org/10.1037/h0100160
3. Choukas-Bradley, S., Nesi, J., Widman, L., & Galla, B. M. (2020). The Appearance-Related Social Media Consciousness Scale: Development and validation with adolescents. Body Image, 33, 164–174. https://doi.org/10.1016/j.bodyim.2020.02.017
4. Christensen, S. P. (n.d.). Social media use and its impact on relationships and emotions. BYU ScholarsArchive. https://scholarsarchive.byu.edu/etd/6927?utm_source=scholarsarchive.byu.edu%2Fetd%2F6927&utm_medium=PDF&utm_campaign=PDFCoverPages
5. Fardouly, J., Diedrichs, P. C., Vartanian, L. R., & Halliwell, E. (2015). Social comparisons on social media: The impact of Facebook on young women's body image concerns and mood. Body Image, 13, 38–45. https://doi.org/10.1016/j.bodyim.2014.12.002
6. Gibbons, F. X., & Buunk, B. P. (1999). Individual differences in social comparison: Development of a scale of social comparison orientation. Journal of Personality and Social Psychology, 76(1). https://doi.org/10.1037/0022-3514.76.1.129
7. Haferkamp, N., & Kramer, N. C. (2011). Social comparison 2.0: Examining the effects of online profiles on social-networking sites. Cyberpsychology, Behavior, and Social Networking, 14(5), 309-314. https://doi.org/10.1089/cyber.2010.0120
8. Harter, S., Marold, D. B., Whitesell, N. R., & Cobbs, G. (1996). A model of the effects of perceived parent and peer support on adolescent false self behavior. Child development, 67(2), 360-374.
9. Hilgendorf-Bardot, H. T. (2020). Selfie: The Phenomenon of False Self vs. True Self Representation in Social Media Comunnication. Repozitorij Akademije Za Umjetnost I Kulturu U Osijeku. https://urn.nsk.hr/urn:nbn:hr:251:032559
10. Jiotsa, B., Naccache, B., Duval, M., Rocher, B., & Grall-Bronnec, M. (2021). Social Media Use and Body Image Disorders: Association between Frequency of Comparing One's Own Physical Appearance to That of People Being Followed on Social Media and Body Dissatisfaction and Drive

for Thinness. International Journal of Environmental Research and Public Health, 18(6), 2880. https://doi.org/10.3390/ijerph18062880

11. Keles, B., McCrae, N., & Grealish, A. (2019). A systematic review: the influence of social media on depression, anxiety and psychological distress in adolescents. International Journal of Adolescence and Youth, 25(1), 79–93. https://doi.org/10.1080/02673843.2019.1590851
12. Kolhar, M., Kazi, R. N. A., & Alameen, A. (2021). Effect of social media use on learning, social interactions, and sleep duration among university students. Saudi Journal of Biological Sciences, 28(4), 2216–2222. https://doi.org/10.1016/j.sjbs.2021.01.010
13. Marttila, E., Koivula, A., & Räsänen, P. (2020). Does excessive social media use decrease subjective well-being? A longitudinal analysis of the relationship between problematic use, loneliness and life satisfaction. Telematics and Informatics, 59, 101556. https://doi.org/10.1016/j.tele.2020.101556
14. Merunková, L., & Šlerka, J. (2019). Goffman's theory as a framework for analysis of self presentation on online social networks. Masaryk University Journal of Law and Technology, 13(2), 243–276. https://doi.org/10.5817/mujlt2019-2-5
15. O'Day, E. B., & Heimberg, R. G. (2021). Social media use, social anxiety, and loneliness: A systematic review. Computers in Human Behavior Reports, 3, 100070. https://doi.org/10.1016/j.chbr.2021.100070
16. Olufadi, Y. (2016). Social networking time use scale (SONTUS): A new instrument for measuring the time spent on the social networking sites. Telematics and Informatics, 33(2). https://doi.org/10.1016/j.tele.2015.11.002
17. Pagano, K. M., Burns, R. D., & Galli, N. A. (2021). The influence of social comparisons on body image in men: A scoping review. New Male Studies, 10(2).
18. Salopek, A. H., & Eastin, M. S. (2024). Toxic positivity intentions: an image management approach to upward social comparison and false self-presentation. Journal of Computer-Mediated Communication, 29(3). https://doi.org/10.1093/jcmc/zmae003
19. Vogel, E. A., Rose, J. P., Roberts, L. R., & Eckles, K. (2014). Social comparison, social media, and self-esteem. Psychology of Popular Media Culture, 3(4). https://doi.org/10.1037/ppm0000047
20. Wang, Y., Sun, Y., & Wang, N. (2024). Authentic presentation or false exaggeration? Exploring the effects of social- and personal-based comparisons from cognitive emotion theory. Computers in Human Behavior, 156, 108231. https://doi.org/10.1016/j.chb.2024.108231
21. Williams, W. C., Morelli, S. A., Ong, D. C., & Zaki, J. (2018). Interpersonal emotion regulation: Implications for affiliation, perceived support, relationships, and well-being. Journal of Personality and Social Psychology, 115(2). https://doi.org/10.1037/pspi0000132
22. Wood, A. M., Linley, P. A., Maltby, J., Baliousis, M., & Joseph, S. (2008). The Authentic Personality: A Theoretical and Empirical Conceptualization and the Development of the Authenticity Scale. Journal of Counseling Psychology, 55(3). https://doi.org/10.1037/0022 0167.55.3.385
23. Yang, C., Holden, S. M., & Carter, M. D. (2017). Emerging adults' social media self-presentation and identity development at college transition: Mindfulness as a moderator. Journal of Applied Developmental Psychology, 52, 212–221. https://doi.org/10.1016/j.appdev.2017.08.006